



# Why Print?

Even in the age of laptops, iPods, and online shopping, the printed word still reigns.

*Despite the endless information of the Internet and its infinite possibilities, print still plays an integral role in all of our lives. It inspires, enriches, and touches us in ways no other medium can. When you take into account all of the uses and advantages of print over other forms of communication, it is easy to understand its deep and consistent impact on our world.*

## **PRINT IS PERSONAL.**

Imagine receiving only an email for a wedding invitation or a blog entry for a birthday card. Expressions of gratitude, love, and sorrow are much more profound in print. It's the warm feeling of knowing that time was spent on thoughts of you. Print is the sensation of being able to hold, feel, and see words and pictures in true form and color – being able to carry, archive, or display a work of art in any shape or size you like. Print is customizable, and it comes with a feeling of knowing that it was made especially for you.

## **PRINT IS PERMANENT.**

Think about the magazine you gave to a friend, the newspaper article you put in your scrapbook, or the diploma hanging on your wall. Print is a meaningful part of our daily lives, in both large and small ways. Print says the message is important, because someone cared enough to put it on paper. Print is real, and it doesn't seem as fleeting or contradictory as what's posted on the World Wide Web – e-mail addresses are changed more often than mailing addresses. Print doesn't appear and then disappear after thirty seconds like a television ad. It is not confined by time, and as it ages, it does not die – it only becomes classic. Print is here to stay.

“In the evolving era of alternative communication opportunities, it has become clear that print continues to be the most powerful and cost-effective means of reaching a target audience, whether as a mass medium or a specifically focused vehicle.”

**The Print Council**  
[www.theprintcouncil.org](http://www.theprintcouncil.org)



## **PRINT IS SUSTAINABLE.**

Today's paper is renewable, recyclable, and responsible. The print industry is leading the way in environmental issues like deforestation, emissions, and waste management. The print industry is constantly reinventing itself to become faster and more efficient, along with striving to be environmentally sensitive. In the U.S.,

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more than one third of the fiber used to make new paper products comes from recycled paper †, and the total U.S. paper and paperboard recovery rate reached 53.4% in 1996, up from 33.5% in 1990‡.

## **PRINT IS ALWAYS ON.**

Print isn't hindered by the hassles of slow internet access, crashed computers, sluggish page loading, virus hazards, or compatibility issues. You don't have to wait for your favorite print to come on, you won't ever miss the print you've been waiting to see, and no amount of interruptions will make you lose part of print's exciting story. You only have to wait for print to exist, and then it's yours to enjoy at your own pace.

## **PRINT IS A GOOD INVESTMENT.**

Especially through direct mail, print marketing has a high return on investment. Research done by the Direct Marketing Association\* found that advertisers in the United States spend \$167 per person in direct mail marketing campaigns. In turn, they sell \$2,095 worth of goods per person, giving an ROI of more than 12 to 1. Print represents value, because it actually places something in the hands of the audience. Not to mention, with print it's easier to choose your audience and control whose hands it reaches.

## **PRINT IS FLEXIBLE.**

With print, the possibilities are endless. You can tailor it for size, shape, color, and font, or detail it with pictures, text, and an infinite number of other customizations. You can easily change how it feels, smells, or looks. You can make it interactive or extremely simple. Print can also be paired with other media. Use it to direct customers to a website for more information, or have it coincide with television ads for maximum market reach. Print can be soft or startling, and it can invoke any emotion.

## **PRINT IS PORTABLE.**

You can choose the time and place to enjoy print – at work, on a bus, during a break, at the beach, in a bath, on a plane – or go ahead and put it aside for another day. It will be there when you get back. There is no need to boot it up or shut it down. Print is always ready to inform, instruct, and entertain. You can reread it, clip it out, copy it, pass it on, or tack it up. Print puts you in control.

## **PRINT INSPIRES.**

Communication is an art form, and print is its medium. As long as we are human, we will never escape the allure of the printed page. Imagine what kind of world we would live in without the influence of Time Magazine or the beautiful photos of National Geographic, and consider what print does in the life of those who get their first red-inked Bible. Without print, cultural influence would stop at the doors of those with computers, televisions, and electricity.

## **PRINT IS BEAUTIFUL.**

Print is a centuries-old craft that the printer still takes pride in. Printers consider every job they do a masterpiece. Print presents ideas and images in a manner designed to aid the reader in absorbing the artifacts of culture - in true-to-life color and with amazing effects. Print makes ideas and photos jump off the page, and it makes the reader want to touch and feel the message. Print has a tangible dimension that no electronic media can impart. Nothing gets closer to the real thing than print.

## **PRINT IS EVERYWHERE.**

Print companies bring books, brochures, and magazines to life. Print speaks directly to each individual reader. It creates the packaging that makes products more functional and attractive to buyers. Print is truly everywhere. It's on billboards, buildings, and shopping carts. It's on desks, doors, and walls. Print is at sporting events, trade shows, and movie theaters. It's on programs, posters, wrapping paper, and t-shirts. These are the vital signs of a medium that's vibrant and valuable. Print.

*Print still has a place, even in today's high-tech world. Without it, we lose control over content – not to mention the intent – of our messages. By limiting the ways in which we communicate, we run the risk of destroying the art of communication. Although print innovations don't generate iPod-level buzz in the media, printing is one of the most technologically groundbreaking, constantly advancing industries in the world. The print business is always busy, always changing, always growing. Come join us.*

\* See [www.the-dma.org](http://www.the-dma.org) for more info

† Source: American Forest & Paper Association

‡ Source: Paper Industry Association Council