



## The Case for Print Media Advertising

Media Marketers  
January 2010

REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

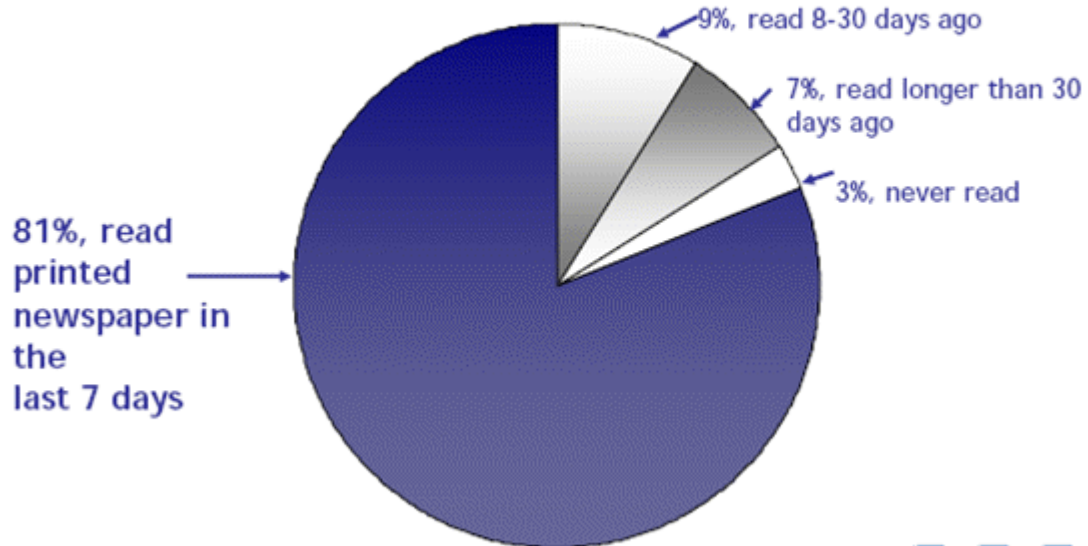
SEO MARKETING

## 1. Many Online Readers Also Peruse the Print News.

"81% of newspaper website users had also read the printed newspaper in the previous 7 days."

- "81% of Newspaper Website Users Also Read Print Versions"  
by Scarborough Research for the Newspaper National Network published by MarketingCharts.com on Jun 19-07  
<http://www.marketingcharts.com/print/81-of-newspaper-website-users-also-read-print-versions-706/>

### 81% of Respondents Are Crossover Users: Use Newspapers Online *and* Read Printed Paper in last 7 Days



Q.5: When was the last time you read or looked into any printed copy of the (insert newspaper name)...? Base: 710 Newspaper Site Visitors



Source: 2007 NNN Integrated Footprint Study Conducted by Scarborough

## 2. Senior Execs Prefer Print.

"The majority of senior execs access info in print or a mix of print and electronic; only a small minority view primarily electronic formats, the study found."

- "Senior Execs Prefer Print Periodicals (and Ads) over Online Versions"  
poll by doremus and Financial Times published by MarketingCharts.com on Oct 11-07  
<http://www.marketingcharts.com/print/senior-execs-prefer-print-periodicals-and-ads-over-online-versions-1981/>

"I pay more attention to print ads than online ads - 64% [of senior execs] agreed"

- "Senior Execs Prefer Print Periodicals (and Ads) over Online Versions"  
poll by doremus and Financial Times published by MarketingCharts.com on Oct 11-07  
<http://www.marketingcharts.com/print/senior-execs-prefer-print-periodicals-and-ads-over-online-versions-1981/>

## 3. Print Ads Influence Behavior.

"Some 44% of people who saw a product or service advertised in a newspaper in the past month researched it - and two-thirds (67%) of that group went online to find more information, according to a Google-commissioned survey from Clark, Martire & Bartolomeo."

- "Newspaper Ads Help Drive Consumers to the Web"  
Clark, Martire & Bartolomeo for Google published by MarketingCharts.com on Jun 13-08  
<http://www.marketingcharts.com/direct/newspaper-ads-help-drive-consumers-to-the-web-4931/>

## 4. Print Ads Generate Revenue.

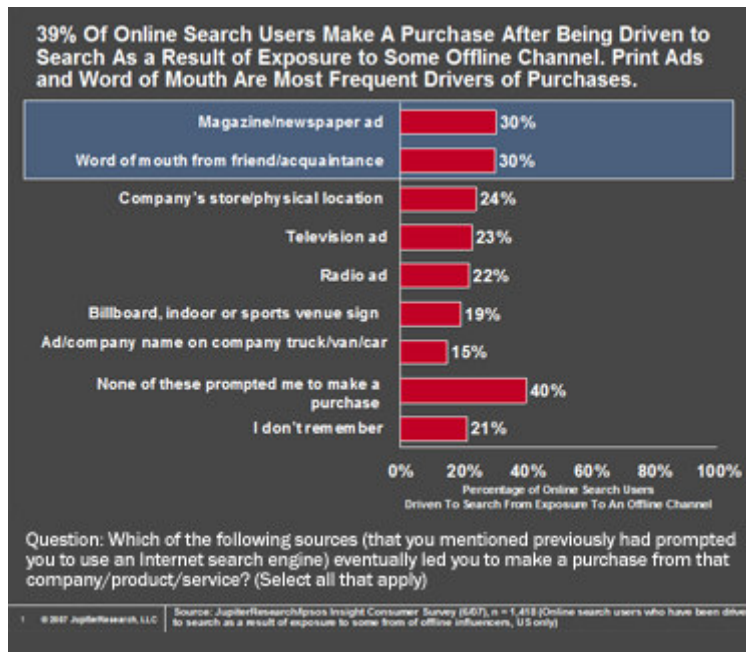
"Some 42% of respondents reported that in the last month they purchased at least one product they had seen in the newspaper."

- "Newspaper Ads Help Drive Consumers to the Web"  
Study by Clark, Martire & Bartolomeo for Google. Article published by MarketingCharts.com on Jun 13-08  
<http://www.marketingcharts.com/direct/newspaper-ads-help-drive-consumers-to-the-web-4931/>

"Print newspapers ads reach people at all stages of the buying cycle - inspiring web research at the beginning and prompting in-store/web purchase at the end, **said** the **Newspaper Association of America** (NAA), citing a **Google** study."

- "Print Newspaper Ads Drive Online Research, In-Store Purchases"  
Study Conducted by Clark, Martire & Bartolomeo for Google

<http://www.marketingcharts.com/print/print-newspaper-ads-drive-online-research-in-store-purchases-4277/>



Source of Graphic: "iProspect Offline Channel Influence on Search Behavior Study."  
Conducted by JupiterResearch for iProspect in August 2007  
[http://www.iprospect.com/about/researchstudy\\_2007\\_offlinechannelinfluence.htm](http://www.iprospect.com/about/researchstudy_2007_offlinechannelinfluence.htm)