

Buyers seek print.

Consumers seek print when they're ready to buy. That's a fact supported by a 2005 study by the Direct Marketing Association. Scoring the primary channels for generating orders, the research found that 60% came from printed catalogs, 24% were inspired by retail settings and only 9% arrived via Internet.

Percent of sales by channel also showed print's pulling power. Paper catalogs accounted for 42% of sales, retail 20%, websites 26% and other channels 12%.

In a 2006 study of newspaper readers sponsored by the Newspaper Association of America, 78% reported that they use newspaper inserts to plan shopping and 76% say that these inserts have helped them save money.



THE MORAL: IF YOU'RE NOT USING PRINT, YOU'RE MISSING OUT ON BIG NUMBERS.