

# Print Vs Digital Media: Print Is Not Going Anywhere



[Anna Kec](#) — April 25, 2018

The digital age has taken the world by storm in these past years, changing with it the way business is conducted, as well as how the consumer is engaged. Statistics are definitely a strong indicator that mobile devices and apps are the go-to for many business owners, who now have the opportunity to manage their operations while on the road. However, as many advantages these digital marketing strategies may have, there are just as many brought on by the use of traditional marketing strategies, that tend to usually get overlooked. Below are four ways that will prove how powerful and efficient print still is in building and extending a company's customer base:

## 1. People Like Engaging with Print Materials

Although the numbers seem to point to a multitude of benefits when it comes to digital marketing, print media is still very ingrained in the consumers' collective memory. This means that people continue to be attracted to and willing to read print media, regardless if we're talking about magazines and newspapers, flyers or catalogues.

These examples of print media have every type of content you can imagine – this way entertainment, education, news and information is skillfully mixed with the products and services offered by various companies. This combination is usually very attractive to the consumer, who will be more inclined to remember a certain brand and consider it among its future purchase options.

## 2. Stimulating More Senses Pays Off

One exclusive quality that print has and the digital media can never match is just how tangible it is. Consumers are able to browse a magazine, feel the paper through their fingers and even distinguish between certain paper densities and compositions. For example, one specific ad may be printed on a thicker, more porous paper that is easy to take notice of, compared to the rest of the glossy sheets in the magazine.

What's more, consider how there's also the smell of ink on paper or the added scent of a page – all of these are powerful stimuli that will give a tremendous boost to your ad's efficiency. These are important senses that cannot be stimulated in the digital environment – or not yet, at least. This is why brands everywhere should take advantage of the multitude print media at their

disposal, as these are accessible and versatile, as well as a [great opportunity for considerable ROI](#).

1. Catalogues & flyers **62%**
2. TV **52%**
3. Press **40%**
4. Radio **32%**
5. Personalised direct mail **29%**
6. Email **25%**
7. Outdoor **23%**
8. Social media **17%**
9. Online **12%**
10. Telemarketing **4%**

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#### **3. Each Print Channel Comes with Its Very Own Series of Benefits**

Throughout time, each print channel found its own niche of readers, playing a very specific role in their lives. For example, magazines use entertainment to promote and advertise brands. Newspapers lure their readers through impartially written news and information, while catalogues are a mere source of information for consumers to use before actually purchasing online.

[Direct mail and door drop print](#) are also very powerful, since these types of print reach the consumers right at home, offering great engagement and impressive profitability.

#### **4. Print Can Truly Captivate**

Another great perk you don't often see in digital media is that a printed material is still very straightforward in terms of structure. This basically means there are no distractions for a reader that's committed to finishing an article. Once they start reading an article or absorbing an ad, there are no other bits of news or pop-ups hovering over and taking the spotlight off of the article.

The reader's [full attention](#) is oriented to that specific written material. This guarantees a greater engagement with the brand, since the consumer is more likely to be impacted by it and remember it long-term. The unique way in which written materials in newspapers and magazines are written, with subheadings, headlines and pictures further offers the consumer the opportunity to isolate a certain passage into their mind and return to it, whenever they need to. This happens a lot more rarely in the digital space, where you first need to remember to bookmark a page in order to later return to it.

As you can see, traditional advertising techniques, which are mainly employed through the power of print, are very powerful tools that any brand can make use of as they develop. They are easy to implement, cost-effective and are a definite boost in reach and profitability.



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*Her vast knowledge and experience makes her a unique and indispensable addition to Analogik.com*

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<https://www.neurosciencemarketing.com/blog/articles/print-vs-digital.htm>

## Print vs. Digital: Another Emotional Win for Paper



By [Roger Dooley](#)

Every year, consumers spend more time using digital devices. Every year, more media is consumed digitally. Naturally, advertising dollars are increasingly flowing to digital as well. But, don't pull the plug on that direct mail campaign just yet. New research has again shown that content on paper affects our brains in different and more powerful ways.

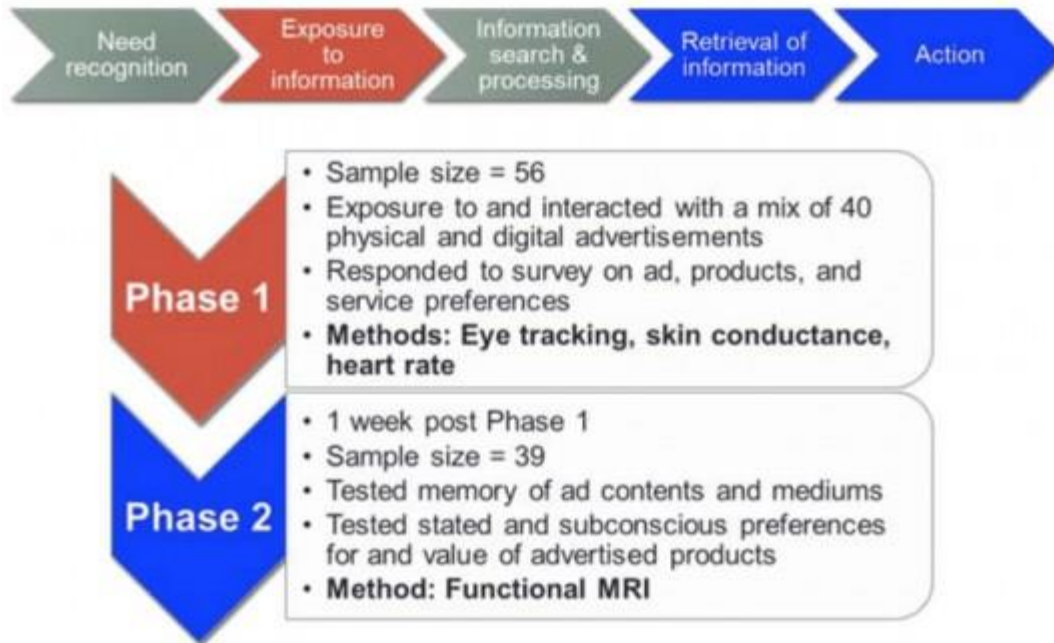
The latest findings come from Temple University consumer neuroscience researchers. In a [study conducted for the U.S. Post Office](#), they found significant differences in the way our brains process the two ad formats.

### Test Methods

*Methodology for evaluating impact of ads*

The scientists had subjects view ads via either digital or physical media. They used a variety of neuromarketing methods, including eye tracking and biometric measurements, to gauge the

initial reactions.



Source: Temple and OIG analysis.

A week later, many of the same subjects were put in an fMRI machine to evaluate the longer-term impact of the ads.

At several points in the process, the scientists also used traditional questionnaires to gather comparison data. The link above includes photos of the physical ad displays and experimental setup.

### What They Found

Here's a tabular summary of the results prepared by the Postal Service Office of Inspector General (OIG), who commissioned the study – the “x” indicates the medium which performed better:

**Table 2: Outcomes by Media Type Summary**

Attribute	Definition	Physical	Digital
<i>Attention</i>	A customer's focused attention for a sustained period of time on key components of the ad		X
<i>Review Time</i>	The amount of time a customer spends with an ad	X	
<i>Engagement</i>	The amount of information the customer processes or absorbs from an ad	X	X
<i>Stimulation</i>	An emotional reaction to an ad	X	
<i>Memory Retrieval Accuracy</i>	Accurately remembering the advertising source and content	X	X
<i>Memory Speed &amp; Confidence</i>	Quickly and confidently remember advertising source and content	X	
<i>Purchase &amp; Willingness to Pay</i>	Whether and how much the customer is willing to pay for a product	X	X
<i>Desirability</i>	A subconscious desire for the product or service	X	
<i>Valuation</i>	The subconscious value a participant places on the product or service	X	

Source: OIG analysis of study results.

Some of the interesting findings are:

- Digital ads were processed more quickly.
- Paper ads engaged viewers for more time.
- Subjects reported no preference for either medium.
- Subjects absorbed about the same amount of information from both media.
- A week later, subjects showed greater emotional response and memory for physical media ads.
- Physical ads caused more activity in brain areas associated with value and desire.

In a previous series of experiments, the same Temple researchers showed that the the **ventral striatum** was the brain structure whose activity was most predictive of future purchasing behavior. (See [Neuromarketing: Pseudoscience No More](#) and my podcast, [Scientists Get Closer to The “Buy Button” in The Brain with Angelika Dimoka, Paul Pavlou and Vinod Venkatraman.](#))

Ventral striatum indicated by blue

Notably, the latest set of experiments showed that physical media caused **greater activation of the ventral striatum** than digital media. While this doesn't conclusively show that paper is more powerful than digital for stimulating intent to purchase, it is a finding worth exploring in more detail.

## Paper vs. Mobile?

The experimental setup in these experiments used a large monitor screen for the digital ad display. Today, though, both media consumption and shopping are shifting from laptop and desktop computers to mobile devices.

For me, the mobile experience is quite different than the experience on a bigger screen. And apparently it's not just me. An [New York Times article](#) earlier this week discusses how ecommerce firms are trying to create a mobile experience that is as user-friendly as the computer. One typical consumer they quote said,

“There's just always something, if it's your fat thumbs or having to redo your information. I go straight to the desktop because I feel like it's going to be easier.”

I'd love to see a similar set of experiments conducted to compare the small-screen experience to paper media. It wouldn't be surprising if the paper vs. digital gap widened when images are much smaller and the field of view is limited.

## Marketing Takeaway

There are opposing forces at work here. Marketers want to use the most effective and impactful medium, but also have to focus efforts on those media that consumers are using most. Even if we believe print ads are potentially more powerful, we have to acknowledge the massive shift to mobile devices for many daily activities.

In many cases a mix of media will be the best solution. **Effective print ads will drive digital purchases.** I love flipping through the richly illustrated [Charles Tyrwhitt](#) catalogs, but if I decide to place an order I'll jump on my computer. While I'm there, I might use the site search feature to look for short-term specials or items not in the paper catalog.

The product itself makes a big difference in determining how to allocate media budgets.

If I'm browsing fine home furnishings or custom shirts, a large-format catalog will provide an experience that is more enjoyable and useful. Big, beautiful magazines like *Condé Nast Traveler* or *Wine Spectator* provide a more relaxed and luxurious way to explore both content and upscale products.

I'd contrast those desirable print vehicles with a shipping supplies catalog I (for unknown reason) receive regularly. This is a thick, heavy phone book-size catalog that can run well over 600 pages. It's not a *bad* catalog, and it's certainly comprehensive, but the products don't generally need amazing illustrations. A utilitarian photo is fine. And, from a usability standpoint,

I'm quite certain I could find a product faster on a search-enabled website than in a 664-page book.

Perhaps the shipping supply company knows their customers, and many of them prefer to shop by flipping pages. Or, maybe those customers are so excited by shipping that they actively enjoy looking at innumerable variations on the cardboard box.

For me, that costly print catalog doesn't add much value.

Based on the new research as well as my own experience, I'd use print more heavily for things like fashion, luxury items, distinctive brands, etc. Not only will print be able to communicate the unique properties of the offering, it will allow greater emotional impact to drive purchases.

Print will be less important for utilitarian purchases, for example:

- Low-emotion products (e.g., office supplies)
- Categories with many SKUs (e.g., printer ink)
- Items where distinctive branding is less important
- Items that don't benefit from compelling images

These and similar areas can be served effectively by well-designed digital interfaces that let customers quickly find and, if appropriate, compare products.

Even where print remains an important medium, of course, an exceptionally good digital experience is necessary both to complete print-driven sales and originate sales independently. I can't think of a worse waste of money than distributing a gorgeous print catalog and then losing sales because of a confusing online checkout process.

<https://www.mediaupdate.co.za/media/144176/print-versus-digital-four-reasons-why-print-is-still-around>

## **Print versus digital: Four reasons why print is still around**

4 Jul 2018 13:00 **Media** 22706

Over the past few years, the digital age has made a major impact on how business is done and how consumers are engaged. However, in the age-old battle of print versus digital, why is it that print still comes out on top?

*media update's* Aisling McCarthy looks at the print medium, and why readers keep coming back for more.

Print media is surviving in spite of the predictions of some doomsayers. In fact, in a number of areas, it remains the preferred format. As the dust from digital's disruption begins to settle, print may be finding some safe footing once again.

"Print has proved to be more resilient than people thought," says Mark Beare, director at Cape Town-based content marketing agency The Publishing Partnership.

"I think there was an 'over-correction' three or four years ago, where people thought that everything must be digital, that print wasn't going to survive at all."

However, here we are in 2018 and print is nowhere near dead. So why is that?

Where do YOU think the future of media lies? Print, digital or both? *media update* wants to know your opinion! Join the conversation by tweeting [#PrintVsDigital](#) and tagging [@mediaupdate](#).

**Here are four reasons why people and publishers continue to invest in print:**

## **1. People like engaging with print materials**

Although digital seems to offer a multitude of benefits, like being immediately adjustable, free to access and interactive, print media is still very much ingrained in consumers' collective memory. This means that people continue to be attracted to, and willing to read, print media, regardless of whether we're talking about magazines and newspapers, flyers or catalogues.

The print medium offers a variety of content – and often many publishers and advertisers use more than one type of printed content to get their brand message across.

"[Print has] got its own particular [set of] characteristics that are more in-depth and that are more at leisure with time to spend. And they're more physically accessible. I think that's the other thing that's underestimated – how physically accessible print is," says Beare.

He believes that print will continue to have a place as it remains a very persuasive medium, which people tend to spend more time on, making it a stronger source of messaging.

"It just works – it works for readers and it works for advertisers, [especially] in terms of response levels. And, for as long as something has an intrinsic value, there'll be a market for it."

## **2. Print stimulates more senses**

One exclusive quality that print has and the digital media can never match is just how tangible it is. Consumers are able to browse through a magazine, feel the paper and even distinguish between certain paper densities and compositions.



For example, one specific advert may be printed on a thicker, more porous paper that is easy to take notice of, compared to the rest of the glossy sheets in the magazine. Also, there's the smell of ink on paper that adds to the overall experience of reading something printed.

These are important senses that cannot be stimulated in the digital environment – or not yet, at least.

Complex information is also better absorbed in print than in digital, because people need to locate themselves in the text when looking at complex ideas – and that's much easier to do in print than in digital.

“Very often, when you read something from a printed magazine or book you can recall where on the physical page it was when you saw it – you can recall if you were two-thirds of the way through, or half of the way through,” says Beare.

The tangibility that print has to offer also makes readers pay more attention to the content than digital does. This is because readers have to actively engage with printed content to read it – they have to pick up the content, hold it and read it. With digital content, they can passively scroll through it, without having to focus too much.

### **3. Different print channels have their own benefits**

When you think of print media, what do you think of? Newspapers, magazines, leaflets? Each type of content has something to offer and has found its own niche of readers, playing a very specific role in their lives.

For example, newspapers lure their readers through impartially written news and information. But, you might say that digital news is more widely consumed than newspapers. The truth is, however, that online news and printed newspapers play different roles. Online sources are used to keep up to date with the latest news headlines, whereas newspapers are the space for in-depth reporting, satire and analysis.

Magazines still continue to sell copies – although many have a combination of print and online presences. Printed magazines continue to be dominated by entertainment content, often with their digital versions leading people to buy the printed copy.

Leaflets and catalogues are used as a mere source of information for consumers to learn from, before actually making a purchasing decision, often done online.

### **4. Print can truly captivate readers**

What does print offer that digital certainly doesn't? An uninterrupted reading experience. This means that there are no distractions for a reader that is committed to finishing an article. Once they start reading, there are no other bits of news, auto-playing videos or pop-ups taking the spotlight off the article.

This means that a reader's full attention is oriented to that specific content, which guarantees a greater engagement with the brand since the reader is more likely to be impacted by it and remember it long-term.

"The unique way in which materials in newspapers and magazines are written, with subheadings, headlines and pictures, further offers the consumer the opportunity to isolate a certain passage into their mind and return to it whenever they need to," says Ana Kec, writing for Business2Community.

"This happens a lot more rarely in the digital space, where you first need to remember to bookmark a page in order to later return to it."

<https://mmpcfl.com/10-expert-views-on-print-vs-digital-marketing/>

Is print still relevant?

## 10 Expert Views on Print vs. Digital Marketing

What's the point to online dating? To eventually meet someone in person. What's the point in ordering something online? So you'll receive it in person. What's the point in using social media? *So you can share what you've done in person.*

This is how marketers should look at print and digital media.

The whole concept is to eventually do, have, or see something in person. So while many like to argue that digital marketing has completely outrun its predecessor, let's keep in mind that the tortoise beat the hare.

No matter what, no matter how many people are logged in, digital marketing will always be the print marketing's humble protégé.

### Think about it:

- Print marketing offers its audience a sense of credibility; it takes time to write, edit, publish, and distribute. The web can be full of, well, "fake news".
- Print marketing might actually have a higher visibility rate because it cannot be as easily disposed of by a click of a finger. Your consumer will at some point hold your information in their hands, not just on their phone.
- Print marketing targets those who are not always logged in online (cough Baby Boomers). Do you know how long it took my dad to stop printing our driving directions and just use his phone?!

In fact [7 in 10 Americans](#) find ads in their mailbox to be more personal than ads in their email. This is exactly why we reached out to the experts – from digital marketing to traditional print – where they stand on the most profitable form of marketing in 2017.

*Their answers might surprise you.*

Some believe digital marketing has already outranked print on things like quicker ROI, niche targeting, and visibility. Others see print marketing is effective but too costly or cumbersome to invest in long-term.

**But don't take my word for it. Take from the experts. Here is what they had to say:**

**1. Sean Desilva**

Owner, Every Last Spot

“You have to be smarter to make print ads work these days. I put together a local marketing coop with other home trades and food businesses...My retention rate with the coop partners has been quite high; my own business sees a 2.5-3x ROI on every monthly mailing. A good indication to measure your ROI is how many customers you find redeeming your printed coupons.”

**2. Yohan Varella**

Marketing Manager, [SlickPie](#)

“If you are opening a gym, it would be a great idea to print out a couple thousand pamphlets and hand them out in your neighbourhood ...On the other hand, if you are selling personalized smartphone cases, it would be horrific to invest any resources in such print channels. It just won't be worth it due to your audience, product, volume, margins....Does that mean print marketing is dead? No, not at all, but it means I wouldn't put my eggs in that basket in the long run.”

**3. Robert Barrows**

Advertising & Public Relations, [R.M. Barrows, Inc.](#)

“Whenever anybody asks if newspapers are dead (or still relevant)...I generally say to them, ‘Just wait until they write something bad about you...you'll think everyone in the world saw that article...Now, from a marketing standpoint: All kinds of media should be considered when you are putting together a media plan.”

**4. Drew Cerullo**

[Better Profit Growth](#)

“My viewpoint on this may not be what a lot of people want to hear, because digital is “sexy” right now (social media is all the rage). But when it comes down to solid data and ROI, direct mail wins for me every time.

Digital media is inundated with ads. There's constant clickbait on social media and a thousand things jumping out to distract potential customers, fighting for their attention. Typical Facebook ads get 2% CTR. But with direct mail, I've gotten my clients in industries from orthodontia to title agencies as much as an 18% response rate with...direct mail sequence."

#### **5. Jayme Pretzloff**

Director of Marketing, [Wixon Jewelers](#)

"People have been screaming 'print is dead' from the mountaintops for the past four years and it still hasn't changed my outlook. Across all aspects of our media mix, I still see [stronger ROI] from our direct mail. Especially with affluent consumers who are notoriously difficult to reach through marketing. Many marketers are reallocating print dollars to digital because they feel [print marketing] does not penetrate and capitalize on market share, but I believe the opposite is true."

#### **6. Drew Sandholm**

Marketing Director, [Quontic Bank](#)

"From postcards to newsletters, print marketing might pack less of a punch than it used to, but it's by no means obsolete ... a strong marketing strategy incorporates both where appropriate ... if all anyone gets in their mailbox is bills and junk mail, wouldn't a personalized letter or card stand out? Taking the time to handwrite someone a letter says a lot. It means you think so highly of the person that you took the time and effort to write. That personal touch could make all the difference."

#### **7. Evan Leepson**

[Leepson Associates](#)

"As a general rule, I know that aging baby boomers continue to respond to snail mail. Millennials do not. Here's an example. One of my market segments prefers to receive promotional information via snail mail. They like to photocopy the flyers and give them to those who are interested. I get a sufficient return rate (couples signing up for the workshop) from this method. No reason to go digital with this group."

#### **8. David Langton**

Founder/President, [Langton Creative Group](#)

"Studies show people spend more time reading on paper, so online content must be shorter and catchier. Print allows for depth and builds credibility."

#### **9. Marc Prosser**

Small business expert, [Fit Small Business](#)

"Mail and print materials still have the ability to break through the clutter. While the average person might see hundreds or thousands of online ads, at most there might be only 20 letters in a mailbox. That means you don't have to compete with so many others to get their attention. Mail gets attention. More attention than digital media but happens to be more expensive."

## 10. CJ Levendoski

### [Action Point Marketing](#)

“We like to tell our clients, ‘If you want to catch fish, you have to fish where the fish are!’ And don’t get me started on millennials!! Did you know the average American checks their social media feed 17 times a day? A millennial spends an average of 5.4 hours a day on social media. And in veterinary medicine, the millennials are replacing baby boomers in pet ownership and yearly spends. It’s fascinating!”

One thing all these experts can agree on is that digital media is so saturated with competition that it’s hard to make a lasting impression. Print provides that coupon you put in your purse, the ad you put on your refrigerator, or the page from your magazine you ripped out for future reference.

Print adds to tangible personalization (*not to say digital doesn’t do the same*). While effective and less costly to put into place, digital marketing is designed to feel “personal” for *a lot* of people.

**So, the question is, how personal can it really be?**

**Bottom line:** Utilizing your company’s online presence is vital in 2018, but so is a marketing approach that works best for your business and your target prospect.

In other words, if you’re a financial advisor targeting baby boomers, a [direct mail](#) campaign might be just what you need! If you’re a new medical practice or restaurant, test the waters to see what works best for you. The answer (like the ones here) just might surprise you.

<https://medium.com/the-mission/print-or-digital-media-battle-is-far-from-over-5743aae4da71>

# Print or Digital Media — The Battle is Far From Over

[May 25, 2018](#) · 4 min read

The digital transformation has radically altered the publishing industry. Many people believe that the emergence of eBooks, audiobooks, and online news marks the impending death of the printed word. But is print media truly on its way to becoming a museum piece or will it prove to be resilient in the face of the digital era?

Virtually everyone agrees that the digital transformation of the media industry is already well underway. Consumer behavior and expectations are driving this change, and younger generations in particular are accustomed to instant access to global content at all times. The rapid rise of mobile and other technologies has reshaped the manner in which the world creates and consumes information, and this change is profoundly affecting the media sector. The relative affordability

of mobile technology is another catalyst for the digital transformation, as it allows a growing number of consumers to utilize the latest tools in their quest to enjoy content.

The *Impact of Digital Transformation in the Media and Entertainment Sector* report, produced by Econsultancy in partnership with Adobe, notes that an incredible 97% of media companies surveyed believe that the digital transformation has disrupted their sector. At the same time, only 44% see themselves as being part of the disruption and helping to lead the way to a new approach. To close this gap, we recommend that instead of viewing digitalization as a threat, media enterprises should integrate their content into high-quality user experiences, including customized content, more relevant and personalized advertisements, and other innovative methods to successfully compete in the modern ecosystem.

### Reading Trends for Americans in the Last 12 Months



Sources: Pew Research Center

While there's no question that the digital transformation has permanently changed the media industry, reports of the death of print have been greatly exaggerated. The reality is that the tangible nature of physical media remains important to a large percentage of consumers.

## Books

According to a 2016 Pew Research Center survey, 65% of Americans have read a print book in the last 12 months, which is more than double the 28% share who had read an e-book in the same period, and more than four times the 14% who had listened to an audiobook. Clearly, printed books are alive and well.

## Magazines

The numbers show that physical copies are still an essential part of the magazine landscape, with the top U.S. magazine, *AARP The Magazine*, having a circulation of over 23 million. And some luxury publishers, such as Monocle, Hodinkee, and Goop, have recently launched new print magazine offerings, further illustrating the continued resilience of the printed word.

## Newspapers

According to data collected by Scarborough, a market research company owned by Nielsen, for the 51 largest American newspapers the print edition reaches 28% of circulation areas, while the digital version only reaches 10%. Digital readers don't stick around. Data from Pew Research Center indicates that people going directly to news websites stay for less than five minutes on average, while readers coming from Facebook leave in less than two minutes. Pew's data shows that print-only remains the most popular way to digest news, with more than half of the people surveyed reading a printed newspaper every day.

While the digital transformation is definitely happening, print remains an integral part of our communities. However, the fact that print advertising is declining is indisputable. Newspaper ad revenues in the U.S. fell by 12% in 2016, down to \$12 billion, while American magazine ad revenues dropped by 9% to \$8.5 billion. Ten years ago, newspaper advertising represented \$43 billion and magazine ads were at \$19 billion, according to research published by Magna Global.

So, yes, the power of print has undoubtedly declined due to the proliferation of digital media and technological advancements. And while traditional print mediums still have their audience, it's essential that they evolve to ensure a prosperous future.

## How can publishers remain relevant?

1. Firstly, it's important to understand and leverage data through human insights. To effectively engage an audience in the current landscape, data must be used not only to serve or optimize content but also to assist in the process of content creation. By developing innovative ways to interpret and apply this data, media companies can use their understanding of consumers to create new products that meet or exceed the expectations of today's readership.
2. The digital transformation cannot be ignored. Instead, media enterprises must develop a clear strategy around mobile, video, social media, analytics, and the user experience.
3. By devising agile operating models capable of leveraging the power of digital means for syncing content generation and delivery, the media industry can continue to thrive as consumer expectations shift.

In a world where information is much more accessible but far less reliable than it used to be, the potential for print to thrive remains strong. And the human attachment to physical books, newspapers, and magazines is undeniable. At the same time, it appears clear that digital media is poised to dominate in the future, as the number of purely digital media offerings is multiplying. But always remember: technology isn't going to kill print media. When used effectively,

technology can help digital and print in different ways, allowing both to thrive as we move forward in the ever-changing landscape of the media world.

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**Update:** [Learn how publishers can benefit from voice technology](#)

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By [Sergey Bludov](#),  
SVP, Media & Entertainment, [DataArt](#)

## The Case for Printed Newsletters

Posted by [Deilee Calvert](#) on Feb 15, 2018 in [Uncategorized](#) |



In an environment where 30-second sound bites are the norm and adult attention spans have been compared to that of a goldfish<sup>1</sup>, most of us are looking for ways to reach consumers. We *want* our audience to get to know us and to engage, whether that means to donate, purchase, or participate. And, we know we want *more* than 30 seconds to make our case.



Reliable

Considered

Informative

## When to email

Considering consumer perceptions and preferences, email is best for communications that are short, easy to skim, and require a quick response.

So, when does it make sense to use email for communications? According to recent surveys:

- When you are sending information that is time-sensitive and easy to skim
  - 62% preferred email for news and updates.<sup>3</sup>
- When you need a response
  - 83% of consumers like email because it is easy to respond to.<sup>2</sup>
  - 57% of consumers prefer email for follow-ups to messages.<sup>3</sup>
- When you are sending reminders or confirmations
  - 42% prefer email for reminders.<sup>3</sup>
- When you want to introduce your audience to new products or opportunities
  - 86% of respondents said they would like to receive promo emails at least monthly.<sup>4</sup>
- When you are acknowledging orders, sending shipping information, etc.
  - 72% preferred communication with companies to happen through email.<sup>5</sup>

Print is best when a document requires more interaction and consideration. Print is preferred for communications that take time to read and might be kept for future reference. Mail is considered more official and formal, giving mailed pieces more authority and importance than the same information sent through an email (think wedding invitations). Also, consumers report that mail feels more personal and makes them feel more valued.

When does it make sense to use print for communications? According to recent surveys:

## When to print/mail

- When the content is more in-depth.
  - 80% prefer paper when reading more involved information.<sup>6</sup>
- When the content might not be read right away.
  - 73% of US consumers said they prefer direct mail for brand communications because they can read it at their convenience.<sup>7</sup>
- When it's important that your audience read more about you to establish a deeper relationship.
  - 88% said that they understood, retained or used information better when they read print on paper.<sup>6</sup>
- If you want your audience to keep your information around (versus throwing it away or deleting immediately)
  - 83% of people said, "What I like about print is that I can keep it for future reference."<sup>8</sup>

- If trust is important to the type of content you are providing.
  - 82% of Americans surveyed said that when making a decision, they trust print ads the most.<sup>9</sup>

What format makes the most sense for your newsletter?

There is a time for print and a time for digital. Given the goal of a newsletter and the reading preferences of your audience, newsletters are a great candidate for print!

1. If you want your newsletter to be read, a printed version is the way to go. A print newsletter can sit and wait until your recipient has time to read it.
2. If you want to include *more* information in your newsletter, a print version is your best bet. An e-newsletter has limits on how many articles can be included before the recipient deletes it.
3. If you want to include more *in-depth* information in your newsletter, a print version allows people to save it for when they have time to read and consider the content.
4. If you want your newsletter to hang around awhile, a print version is more likely to do so. In fact, depending on the content, your newsletter might be kept as a resource and referred to many times in the future.
5. If you want your newsletter to recruit new audiences, a print newsletter is a good option. Often, people share their newsletter with others if they find an article helpful.

Using BOTH Print and Email for your Newsletter

Ultimately, you will communicate with your audience most effectively if you use a combination of communication channels, using digital channels for more direct conversations/ time-sensitive updates and print for more in-depth content.

While a printed newsletter has many advantages, email can help your newsletter get even more mileage:

- Email to let people know their printed newsletter is in the mail
- Reinforce printed stories with social media posts and email updates
- Send individualized emails to your audience that ask them if they noticed an article that might help them specifically

If you have questions about printing your newsletter, contact the Badger Group at 920-563-5144. If you'd like to see a print newsletter in action, sign up for a free subscription to our print newsletter:

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# Is a Printed Newsletter More Effective than Digital?

*Guest Article From Steve Namio, Wells Print & Digital Services*

When sending out your next newsletter, which medium should you use to gain the best response from your customer, e-mail or print?

You must understand the advantages and disadvantages of both before you can make a fair decision. An e-mail newsletter and direct-mail (printed) newsletter can include similar articles, advertisements, etc. and both require a mailing list.

## **Cost**

One of the few advantages of an e-mail newsletter is cost. An e-mail newsletter will be less expensive to distribute than a printed newsletter, so you can send them out more frequently. The printed newsletter will have the consistent costs of printing and mailing, so these generally are sent out on a monthly or quarterly timeframe.

## **Response Rate**

The downfall of the e-mail newsletter is the response rate. A good e-mail newsletter might receive ½ percent response. It is very easy for your customer to ignore or delete the e-mail without ever reading it, plus it also has the chance of landing in spam. Whereas, delivery is guaranteed with a printed newsletter through the mail. People like to sift through their mail and decide what to open. A printed newsletter might generate a more positive 3-5 percent response rate.

Here are a few additional reasons why a printed newsletter is still an overall better choice than e-mail:

- The majority of people prefer a printed physical format. While reading an e-mail, people often have trouble focusing—studies show our brains associate text with the physical world.

- The printed newsletter also has a shelf life. Your customer might hang on to it for a month or two before actually reading it. Also, they could decide to save it for a specific article or information within the newsletter or pass it on to a friend or colleague.
- You can include more information in a printed newsletter. An e-mail newsletter has limits on how many articles can be included before your customer deletes it.

Overall, both the e-mail newsletter and the print newsletter contain informative articles and resources that help you connect with your customers and promote your business. Although the cost to develop and distribute an e-mail newsletter is less, the print newsletter remains the best option. From its guaranteed delivery, higher response rate and longevity the printed newsletter is well worth the extra expense to get your information out to your customers.

<https://m.smallbusinessadvocate.com/small-business-article/print-vs-e-newsletters-1405>

## Print vs. e-newsletters

By [Don Sadler](#)  May 12, 2005

When you begin publishing an e-newsletter, it's very tempting to think that this can replace your print newsletter. After all, it's a lot cheaper, since there are no printing or postage costs (although it's not "free," as is commonly misperceived). So why not just take everything you'd publish in print and push it out to your readers in an email?

This mentality ignores the basic fact that print and electronic are two totally different media. To simply take the one and force it upon the other is to miss out on their respective strengths. See the chart at the end of this article for a detailed breakout of the key differences.

### Props for print

Print is still the most portable medium for most people, and it's the preferred way to read large documents (three or four pages and up.) Print also gives you total control over the look and feel of your message, which is extremely important when image is a critical component of your program. Ironically, print doesn't have to compete with as much "noise" as email does. Most people get five or six pieces of print mail per day — contrast that to the 50 or 60 or more emails many professionals get in a given workday, not to mention all the spam.

By their very nature, however, print newsletters don't enjoy the inherent benefits of online marketing — things like interactivity, opt-in, serial content, etc. Print newsletters are great tools for enhancing brand awareness, deepening credibility and building customer loyalty. They're primarily about depth and volume.

In other words, you can pack each issue of your print newsletter with in-depth articles and multiple messages and ideas, because frequency is limited due to relatively high production costs. Given this, the typical newsletter produces quarterly (or maybe bi-monthly or monthly)

and includes between 4 and 8 pages and at least that many separate articles, typically of moderate to long (500–1,000+ words) length.

### **Email envy**

Electronic media, conversely, is about access, speed and convenience. The relatively low production costs allow for a subtle but very important difference in your content strategy: You can focus each communication on a single message or idea, and you can deliver these messages as frequently as you want, based on the model or format you believe will best help you accomplish your goals.

Email is also a great relationship builder. A recent study published by the Nielsen-Norman Group showed that many readers become emotionally attached to e-newsletters and look forward to receiving them if they contain timely and useful information. And unlike print, customizing content for your readers is easy and inexpensive with email. Email's speed, of course, is without equal, which enables you to take advantage of opportunities as they occur.

With these inherent benefits, what kind of content strategy would tend to work best for an e-newsletter? Primarily, one that maximizes the number of touches, because repetition is the key to any successful campaign. You also want to keep each communication short, focused and impactful. And you should allow readers to choose what type of content they want to read. This adds to the interactivity of your program and will increase the number of opt-ins, since readers will receive only information that is of specific interest to them.

### **An example of what not to do**

Here's a true story from marketing consultant John Graham that illustrates the potential danger of dropping a print newsletter for an email version:

An association had published a print newsletter for years, and each issue included a plug for the association's fee-based courses, a big revenue generator for them. When they decided to drop the print newsletter for an email version, course reservations dropped instantly. By the time they reinstated the print newsletter, they were in serious financial difficulty, and it took more than a year to build revenue back to the previous level. "An e-newsletter can be a great way to save money — and lose your customers," Graham quips.

### **Use them together**

It's clear to see that the differences between print and electronic media are significant enough that just relying on one will leave your customer communication program severely lacking. The most effective communication programs use both print and e-newsletters together.

But how do you do this effectively? Stay tuned — we'll address this in detail in our next issue.

# Print vs. digital subscribers: Demographic differences and paths to subscription

May 2, 2017

Overall, 58 percent of subscribers describe themselves as primarily print-oriented, and 28 percent say they are primarily digital. Among just newspaper subscribers, even more (75 percent) describe themselves as print-oriented. But these numbers look very different when we break people down by demographic groups.

Among those who pay, Hispanics are particularly likely to use primarily a digital version (45 percent) compared with 34 percent of African Americans and 23 percent of whites.

And the age differences between print and digital payers are striking. Older adults are much more likely to pay for print over digital.

Adults age 65 and older who pay for news are five times more likely to buy print than digital (72 percent vs. 14 percent).

By contrast, younger adults age 18 to 34 are equally likely to pay for print or digital (42 percent in both camps).

In other words, any forward looking subscription strategy has to lean more digital, even if the current subscriber base is in print.

But that is only the beginning of why digital approaches make sense even in the short term.

1. [Data](#)
2. [Chart](#)

Among those who pay for news, older adults are more likely than younger adults to pay for print

Percent of those who pay for news

Print Digital Print and digital equally

	18-34 year olds	35-49 year olds	50-64 year olds	65 and older
Print	42%	49%	64%	72%
Digital	42%	34%	25%	14%
Print and digital equally	5%	6%	3%	3%

**Data Source:** Question: Next, we are interested in whether you paid to use any media in the last year. For each of the following types of media, please indicate whether you personally have a subscription or pay for it on a regular basis, or not.

*Media Insight Project*

1. [Data](#)
2. [Chart](#)

Print is especially popular among newspaper subscribers

Percent of newspaper subscribers 18-34 year olds 35-49 year olds 50-64 year olds 65 and older

Print Digital Print and digital equally 0255075100

	18-34 year olds	35-49 year olds	50-64 year olds	65 and older
Print	47%	67%	82%	88%
Digital	45%	25%	15%	10%
Print and digital equally	5%	7%	3%	2%

**Data Source:** Question: Next, we are interested in whether you paid to use any media in the last year. For each of the following types of media, please indicate whether you personally have a subscription or pay for it on a regular basis, or not.

*Media Insight Project*

Digital subscribers are much more likely to have started using a source recently. About 1 in 3 digital subscribers say they began paying for the source less than three months ago. Only 7 percent of print subscribers are such recent customers.

Most print subscribers (53 percent), on the other hand, have had their subscriptions five years or longer. Only 19 percent of digital subscribers fit in that group.

1. [Data](#)
2. [Chart](#)

More than half of print subscribers have paid for their favored source for five years or more

How long ago the subscription was purchased

Percent who have paid for... Digital payers Print payers

3 months or less 4 months to a year 2 to 4 years 5+ years 0204060

	Digital payers	Print payers
3 months or less	31%	7%
4 months to a year	27%	15%
2 to 4 years	18%	23%
5+ years	19%	53%

**Data Source:** Question: How long have you been paying for [PAID SOURCE]?

### *Media Insight Project*

Are digital subscribers motivated to pay for different reasons than print subscribers? For the most part, the two groups are moved by the same factors. Quality and price, for instance, are key elements that trigger people to subscribe, whether a consumer is getting a print or a digital subscription. The perception that a news outlet is good at covering a particular topic and a discounted subscription promotion are among the two top reasons for both groups as well.

But digital subscribers are more likely than print subscribers to also say they started to pay because they noticed the publication on social media (25 percent vs. 8 percent). Digital subscribers are also more likely to say they were hitting the maximum amount of content they could get for free (29 percent vs. 12 percent).

How important is the idea of the pay meter counting down—and the threat of losing access each month—in persuading a user to become a subscriber? The data suggests it has its limits even for potential digital subscribers. To begin with, meter alerts rank fourth among reasons for paying (out of eight queried), with about the same number as those who say they began to notice the news source in their social media stream. And while 29 percent of digital subscribers say they noticed they were hitting their limit, the flip side is 7 out of 10 don't cite that as a factor. In other words, other elements of reaching digital subscribers are more important than meter warnings. They are simply part of a suite of elements—along with the coverage of a particular topic or promotions—that matter when trying to persuade potential subscribers to pay.

1. [Data](#)
2. [Chart](#)

### News content and price are key factors leading both print and digital users to pay

Percent who cite factor as a reason they started paying

Print payers	Digital payers
7%	31%
15%	27%
23%	18%
53%	19%

I was looking for a news source that covers a particular topic/issue  
 My friends or family used it  
 There was a discount or promotion for it  
 I was hitting the maximum amount of content I could see for free  
 I noticed it on social media  
 My personal situation changed and I now have more time to use the paid content  
 My financial situation changed and I can now afford to pay for it  
 I got it at work and then started paying for it myself  
 01020304050



	Print payers	Digital payers
I was looking for a news source that covers a particular topic/issue	41%	47%
My friends or family used it	45%	35%
There was a discount or promotion for it	39%	35%
I was hitting the maximum amount of content I could see for free	12%	29%
I noticed it on social media	8%	25%
My personal situation changed and I now have more time to use the paid content	18%	24%
My financial situation changed and I can now afford to pay for it	16%	20%
I got it at work and then started paying for it myself	11%	12%

**Data Source:** Question: What factors helped lead you to start paying for [PAID SOURCE]?

### *Media Insight Project*

#### Print versus digital subscriber engagement

Are there differences in the ways subscribers use news in print versus digital?

In many ways, news consumption is similar across formats. The differences that do exist are largely those one might expect based on technology.

As an example, the majority of print-oriented subscribers say they use the coupons (51 percent) and a similar number (55 percent) are saving copies of the paper for use later.

But it isn't as though digitally oriented subscribers don't use coupons as well; 15 percent do, and even more (21 percent) save copies for later.

Print-oriented subscribers have digital behavior, too. Fully 38 percent of subscribers who describe themselves as primarily print users also visit the source's website.

And the findings show that the sharing of news is not something that began with the web, email, or social media. Fifty-five percent of print-oriented subscribers—as many as use coupons—share content with others.

Sharing is high among all age groups, though it is highest among the oldest adults. Sixty-three percent of print subscribers age 65 and older share content compared with 58 percent of those age 50-64, 49 percent of those age 30-49, and 38 percent of those age 18-34.

What distinguishes digitally oriented subscribers?

They engage with publishers in multiple ways for one thing. For instance, among those who prefer digital, 61 percent visit the website, 49 percent use the app, and 43 percent share content with others. Digital subscribers are also more likely than print-oriented subscribers to sign up for alerts or email newsletters and to follow a publication on social media.

Digital subscribers are also more likely than print-oriented subscribers to sign up for alerts or email newsletters and to follow a publication on social media.

“ ”

Some of the differences between print and digitally oriented subscribers have to do with the convenience of digital. Digital payers are significantly more likely than print payers, for example, to use their favored source multiple times a day (28 percent vs. 5 percent).

All this has implications for how publishers should serve digital subscribers. A significant number of digital subscribers likely want the news updated regularly. This may also be true for print-oriented readers. Indeed, fully 77 percent of subscribers who turn to their favorite source mainly in print say they get news multiple times a day (but just 5 percent do so using their favored source). That number is virtually identical to the number of digitally oriented subscribers (78 percent) who usually get news multiple times a day.

For both groups, print and digital subscribers, social media is a major part of this frequent news acquisition. Fully 73 percent of news subscribers now say they get news from social media.

And it is worth repeating that many of these activities are not exclusive for either those who prefer digital or print, as many payers can access both formats. Remember, 4 in 10 print subscribers still go to the website; 2 in 10 follow it on social media. Conversely, 1 in 10 people who prefer digital use coupons from their source, and 2 in 10 save copies.

1. [Data](#)
2. [Chart](#)

Print and digital payers engage with their sources differently

Percent who interact with source in each way

Print payers	Digital payers
Visit its website	Use its app
Regularly share its content with others	Follow it on social media
Subscribe to its push notifications, text messages, or email news alerts	Subscribe to an email newsletter
Save print copies to read later or share with others	Use the coupons
010203040506070	

	Print payers	Digital payers
Visit its website	38%	61%
Use its app	13%	49%
Regularly share its content with others	55%	43%
Follow it on social media	18%	36%
Subscribe to its push notifications, text messages, or email news alerts	10%	33%
Subscribe to an email newsletter	9%	27%
Save print copies to read later or share with others	55%	21%
Use the coupons	51%	15%

**Data Source:** Question: In which of the following ways do you interact with [PAID SOURCE]? Do you ...?

### *Media Insight Project*

If there is a fair amount of overlap in the behavior of print and digital subscribers, do the two groups differ in what they say they value about their subscriptions?

Here again, digital and print subscribers are more similar than different. They both tend to value a variety of aspects about their favorite publications rather than just one or two. They both like having access to content nonsubscribers cannot get (37 percent for digital and 39 percent for print). And they both feel good about contributing to the news organization (33 percent for digital vs. 25 percent for print).

And are print- and digitally oriented subscribers different in the basic question we asked of all news consumers: why they gravitate to a particular news source in the first place? No. When it comes to how they use the news and why they get it, print and digital subscribers look very similar.

They both think it's very important that the publication they pay for be good at covering an issue or topic they care about; they both think the news helps them stay informed and be a better citizen. The only significant difference between print and digital subscribers is that print subscribers are more likely to put a higher value on the news source being enjoyable or entertaining (46 percent vs. 33 percent).

## Preferences between print and digital versions of subscription

We were also curious how many people today now consider themselves both print and digital subscribers fairly equally, without a clear preference. As we noted in the overview, that group—which might be called the blended news subscriber—is very small. Overall, only 4 percent of subscribers put themselves in that camp; among just newspaper subscribers, the rate is the same (4 percent).

Five percent of print payers say it is very or extremely likely they would transition to a digital-only subscription, 14 percent say moderately likely, and 79 percent say not too likely or not at all likely. Print payers age 65 and older tend to be more certain than younger adults that they won't switch to digital-only (85 percent), yet 69 percent of those age 18-34 still say they are not too likely to switch either.

Those numbers suggest that publishers thinking of leaning more heavily on subscription revenue from print heritage media, particularly newspapers, will likely find their audience base continuing to want print for as long as possible.

What is it these two groups like most about their preferred format?

The print-oriented readers, in rank order, find print easier to read (64 percent), feel like they get (or maybe notice) more news in print (38 percent), like the printed coupons (30 percent), and like saving print copies to read later (29 percent).

These preferences among the print-oriented vary somewhat by age.

The older people are, the more likely they are to say they find print easier to read: 61 percent of those age 35-49, 68 percent of those age 50-64, and 71 percent of those 65 and older like the ease of print. But a substantial minority of 18-34 year-old subscribers (44 percent) agree. By contrast, the youngest adults are most likely to say print is less expensive than digital (22 percent compared with 7 percent of those 35-49 years old, 8 percent of those 50-64 years old, and 6 percent of those 65 and older).

And what makes digital subscribers prefer that format? The top reason these subscribers say they prefer digital is they can access content anywhere (64 percent). But a substantial minority of digital subscribers also say they think digital is easier to read (39 percent). Almost as many say they prefer digital because it's less expensive (35 percent) and the content is more frequently updated (33 percent).

## Digital payers feel they get more value than print payers

Most people who pay for news think journalism is a good value, but the rate to which they say so does vary whether they are a print oriented or digitally oriented subscriber even though digital is an arena where more content is free. Digitally oriented subscribers are more likely than print payers to say the subscription price they pay is small (67 percent vs. 56 percent). Roughly 1 in 3

digital and print subscribers say it is a moderate cost. Less than 1 in 10 of either group think the cost is significant to them.

As for the flip side of price, the value they get from paying for news, here digital subscribers are more likely to say the source is a very good value for the price (48 percent vs. 32 percent of print subscribers). Print subscribers are more likely to say it is a fair value.

1. [Data](#)
2. [Chart](#)

Digital payers are more likely than print payers to say their source is a very good value

Percent Digital payers Print payers

Very good value Fair value Somewhat or very overpriced 0 20 40 60

	Digital payers	Print payers
Very good value	48%	32%
Fair value	36%	52%
Somewhat or very overpriced	16%	16%

**Data Source:** Question: Think about your satisfaction with [PAID SOURCE] given the price you pay for it. Which statement comes closest to your opinion? It is a very good value for the price. It is a fair value for what it gives me. It is somewhat overpriced and not a good value. It is very overpriced compared to the value it gives me.

*Media Insight Project*

Payers and nonpayers engage with news on social media

Some may think social media is a special challenge for publishers—that the people who encounter their content through platforms like Facebook, Twitter, or Instagram will never become subscribers.

The findings here suggest that that is an oversimplification—and one that may lead publishers to miss an important opportunity.

To begin with, subscribers are just as likely as nonsubscribers to follow a publication on social media. What’s more, subscribers are even more likely than others to share content.

So contrary to discounting social media as part of a subscription strategy, the opposite may be true. Engaging with one’s most loyal consumers on social media, the data suggests, is an important way of expanding one’s audience by having loyal users share and endorse a

publisher’s content. In effect, publications should work hard to empower their subscribers on social media to become their ambassadors and marketers.

The key challenge for publishers may be to have the capacity to know whether the person who is arriving through Facebook might be the same person who is arriving on a different occasion to their homepage, perhaps on another occasion coming as a registered user through their app, and also subscribing in digital and print. The survey data suggests clearly that some users are doing all of these—even if publishers do not always recognize them as the same person.

In all, about 3 in 4 adults report that they receive news from at least one social media platform, and social media is a popular news source for both those who pay for news as well as those who do not. Fully 73 percent of those who pay for news also get it in social media versus 76 percent of those who do not pay for news.

Indeed, social media is an important way for subscribers to stay connected with their favored news sources. If anything, we believe the evidence suggests that this may be an underused way of engaging with core audiences. In all, 24 percent of those who pay for news follow their regular paid news source on social media.

This level of engagement with a preferred source on social media is the same for people who don’t pay—25 percent say they follow their regular free news source on social media.

Facebook is the most popular social media site for news, as 6 in 10 adults report getting news from Facebook. Many Americans also get news from YouTube (36 percent), Twitter (15 percent), Instagram (14 percent), LinkedIn (10 percent), Snapchat (10 percent), and Reddit (6 percent).

1. [Data](#)
2. [Chart](#)

### 3 in 4 Americans get news from social media, and Facebook is most popular

Percent of Americans who get news from...

Any social media Facebook YouTube Twitter Instagram LinkedIn Snapchat Reddit 0 10 20 30 40 50 60 70 80

**Percent**

Any social media	75%
Facebook	60%
YouTube	36%
Twitter	15%
Instagram	14%

	<b>Percent</b>
LinkedIn	10%
Snapchat	10%
Reddit	6%

**Data Source:** Question: These days many people get their news and information from social media. Do you ever get any news from...?

### *Media Insight Project*

Those who pay for news are twice as likely as those who do not pay to get news from LinkedIn (13 percent vs. 6 percent). Interestingly, there are no other significant differences between payers and nonpayers when it comes to getting news on other social media platforms.

The numbers suggest not only that some platforms are used by more people than others but that some platforms lend themselves to more frequent use for news.

Among those who use each platform, 58 percent receive news from Facebook multiple times a day compared with 47 percent from Instagram and 43 percent from Snapchat.

Similarly, 38 percent of Reddit users say they get news there multiple times a day, as do 35 percent from Twitter.

YouTube news consumers are somewhat less likely to look at it for news several times a day (23 percent).

And LinkedIn users tend not to use it as frequently for news. Just 8 percent say they turn to it multiple times a day.

Interestingly, there are no significant differences between news payers and those who do not pay for news when it comes to the frequency of getting news on social media.

### Demographics of getting news on social media

About three-quarters of Americans of all races and ethnicities, and socioeconomic groups receive news from social media.

The survey did find some differences in the likelihood of getting news from social media related to gender and age.

Women are more likely than men to say they get news from social media (80 percent vs. 69 percent).

And although younger adults are more likely than older adults to get news on social media, many older adults also now get news there as well.

In all, a remarkable 90 percent of adults age 18-34 get news on social media. Yet, that number is 82 percent for adults age 35-49, and 67 percent for adults 50-64 years old.

What's more, fully 50 percent of adults age 65 and older told us they are now getting news on social media. And among this oldest cohort, those who pay for news are notably more likely to get news from social media (55 percent) than those who do not pay for news (36 percent).

## Print vs Digital? No! It's Print+Digital+Other Media!

by [Dick Ryan](#) | Apr 11, 2017 | [Publishing Management](#) |



How many of you have goals? How many of you write down your goals on a piece of paper? An old friend of mine, who happens to be a sales trainer, would open his group sessions with these questions. As you might expect, almost everyone raises their hand after the first question. But nearly 90% lower their hand after question #2.

**The lesson is simple.**



My friend would continue by sharing that if you write your goals down, your chance of achieving your goals increases from less than 5% to nearly 90%. If we write down our goals it promotes memory and accountability and the likelihood of success increases by a wide margin.

Why is this? Some would say it might be because humans are tactile creatures and require touch to ensure that things embed in their conscious or subconscious. It also might have something to do with why brand recall, as some recent research indicates, is improved if consumers see advertising in print, especially when compared to digital media. Haptics\* is a field of study that considers what happens within the brain when we touch things. The theory behind Haptics is that reading from print resonates more because of such tactile engagement.

### **It's not a print versus digital discussion we should be having.**

If you publish informative articles, produce great events, create valuable video or TV programming, utilize social media responsibly, even podcast, you will grow your audience. It follows then that the advertising of anything is going to perform best when a variety of media is used. A media mix will always deliver more impact than using a single medium exclusively. This seems to be increasingly so for many reasons with respect to advertising in digital media.

When I was a youngster, my father used to tell me that I had the attention span of a gnat. He may have been right. But I think it's safe to say that when a user of digital media is engaged, they are engaged with many different things within very short bursts of moments and instances, compared to a reader who is engaged in a magazine article or a book. So who is the gnat? And who will the ads you sell resonate more with? Your readers or your users?

As my old friend the sales trainer says, your goals should be SMART – Specific. Measurable. Achievable. Relevant. Trackable. Thinking about your audience's tactile nature will help you increase your margin of success by engaging with your audience in a variety of mediums in order to maximize your audience, build your brand and increase your revenue.

\* *“Haptics is any form of interaction involving touch. It can mean: **Haptic** communication, the means by which people and other animals communicate via touching. **Haptic** perception, the process of recognizing objects through touch.” As currently defined on Wikipedia.*

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