NOTHING BUT THE FACTS
Cut through the #@)*!

According to the evidence - and the experts - print advertising is an engaging, effective part of the campaign mix. Here's all you need to know about it in one indispensable infographic...

PRINT BOOSTS CAMPAIGN ROI

ONEY GROWS ON TREES
Newspapers can increase campaign ROI by 280% for retail, 70% for the automotive sector and 570% for finance
Source: Newsworks, The ROI Story, 2016

PEOPLE POWER
Campaigns including print are 67% more effective at delivering new customers than those without
Source: Newsworks, IPA Databank Study 2017

DROP IT LIKE IT'S HOT
90% of campaigns that included door drops reported a rise in acquisition compared to 59% for those without
Source: Royal Mail, Doordrop Entries, DMA Awards Meta Analysis 2012-2016

THE MILLION DOLLAR...
The question for marketers isn’t print vs digital, but what each medium brings to the overall effectiveness of a campaign

“[One] must feel some sympathy for news media, which are perceived as having little to any impact on ROI. In reality, they offer some of the most significant campaign lifts for those clients that can look beyond the bullshit of the ‘death’ of news media and see both the continued potential of print advertising – the campaign of the year so far, KFC’s FCK ad, was a newspaper ad, lest we forget”

Mark Ritson: Marketers are Clueless About Media Effectiveness – Here’s the Proof, Marketing Week, March 2018

Want more evidence that print advertising is a valuable addition to the media mix? Sign up to our newsletter at printpower.eu