

## SPECIAL REPORT:

# THE POWER of PRINT



**D**igital media is truly the new king. No doubt about that. But is your marketing message getting across in this saturated, “drive-by” digital market?

The newspaper industry has seen better days. The 1980s seemed to be the peak of profit for the industry. But is this the end? Is print still relevant?

The traditional, big-city, daily monopoly newspaper is rapidly changing and rapidly shrinking. **Yet many publications are growing, providing new customers & revenue to small and large businesses, and getting messages heard by their communities.** The key is local and niche.

### RISE OF THE NICHE PUBLICATION

Daily newspapers are still around, still profitable, and still essential to our local news. **The newspaper industry is significant.** In 2022, according to Pew Research, newspaper circulation was 20.9 million. That’s a *lot* of people. The revenue for the industry is close to \$20 billion a year. In comparison, 2023 “box office” movie theater revenue was just \$8.9 billion or under half that of papers.

In our southern Colorado area, and throughout the country, there’s a phenomenon going on: *The rise*

*of the niche community newspaper.* We have the Senior Beacon, published since 1982, that has expanded circulation and geography. There's the Colorado Springs Indy, business journals, Greenhorn Valley View, the Thrifty Nickel, and others.

These papers serve seniors, alternative & young audiences, business readers, rural areas, shoppers, and more fun little facets of our diverse population. Recently, there was even a newspaper all about guns. *There seems to be a newspaper for any interest!*

## PRINT IS MASSIVE USER ENGAGEMENT

For the record: We love digital. Heck, we even sell digital products. But, really, how long do you look at a single post, meme, or video on social media? Many times it's just seconds, even *fractions* of a second, as we "doom scroll" our way through the digital feed. Then what? We don't usually save it, repeat it, or share it. *It's fleeting.*

Contrast that with a newspaper or magazine article. If it's something interesting to you and you choose to read it you might engage for 5 to 10 minutes. You put the article down, you talk to your spouse: "Hey, I just read...". Now it's a conversation and further engagement. Bottom line? **A printed piece is much deeper, more meaningful engagement.**

As an advertiser, do you want people looking for a fraction of a second or for 10 minutes?

## PRINT IS SMART MARKETING

Coming from a marketing and sales background there's several things I learned. One is use what works. And continue using that method. What could be more effective than multi-channel marketing? In my opinion, nothing!

Imagine the local customer your business is trying to attract. Your future customer wakes up and looks at their phone. There's your Facebook ad staring at them. On their drive to work or to shop they hear your ad on the local radio station. They then go out to lunch and pick up a niche community newspaper, like the Senior Beacon, and see your ad yet again. Now they head home, get their mail, and see your direct response mailer. They decide to call you--*you got one!*

Obviously, that's an ideal example but over weeks and months of marketing this does, in fact, happen. It happens in many different variations but it's how a lot of successful businesses have built up a customer-base *and* a successful business.

## PRINT IS PHYSICAL

There's nothing like the look and smell of fresh ink gently staining your fingers as you read a good article and see an interesting and compelling ad. There's nothing like the beautiful, full-page, full-color picture of a tropical beach in that travel magazine. There's nothing like a thick book sitting on the stand waiting for you to crack it open. There's nothing like a drawing your kids or grandkids drew on a piece of paper with crayons or markers.

## THE UNIQUENESS of PRINTED PUBLICATIONS

- \* PRINT TARGETS IMPORTANT NICHES
- \* PRINT CREATES DEEPER USER ENGAGEMENT
- \* PRINT IS SMART MARKETING
- \* PRINT IS PHYSICAL AND MEMORABLE

There's nothing like a physical, in-real-life printed document like the above. *These things last!* You can save it, share it, and show it off. You can see it, hold it, and give it away. It's a thing of beauty and it just might make some dollar bills walk through the door and into your wallet.

**“In a study by Temple University researchers, they found we're much more likely to be emotionally motivated by a physical advertisement or printed media. The study also found that it's more probable for us to develop a subconscious desire for the product or service being advertised if we see it in print.”**

*Source: <https://www.bbpress.co.uk/news/the-power-of-print-in-a-digital-age>*



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