

Who's minding your messages when the screens fade to black? Electronic content comes and goes. And when it's gone, your marketing initiative disappears with it. Print on the other hand is there for the long run. Think about magazine pass-along rates. They range as high as two to three persons per issue, giving advertisers double and triple bonuses on their marketing investments.

Example: A 2004 BPA Pass Along Audit of Ziff Davis Media's eWEEK magazine shows that on average, subscribers pass along their printed issue to an **additional 3.6 industry decision-makers**. So even the elite of the IT world recognize and benefit from print.

What's more, specific magazine content can be spotlighted and passed along on a one-to-one basis. A 2006 Magazine Publishers of America survey found that **24% of readers typically pass an article along to someone else, 23% save the article for future reference, and 13% visit a related website**.

In action, print's durability has a positive impact on every message it touches. It says: Your message is significant. That you cared enough to put it on paper. That you are authentic rather than virtual, and you will be there when we need you.

Print is for keeps.

1



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