

Print has been the world's favorite medium ever since a little known monk asked Gutenberg: "How much do you want for that Bible?" We're used to being surrounded by print. We're comfortable with it. We want more.

What do the numbers say? Consider a 2006 survey by the magazine Graphic Design USA. It found that 9 out of 10 of the designers polled have worked in print during the last year. What's more, a total of 76% of the respondents' projects involved print exclusively or were comprised of a substantial print component. The survey also discovered that 71% of the designers' total work hours were devoted to print-driven projects.

Look at event marketing. It wouldn't be possible without print. Programs, posters, signage of all kinds, special commemorative publications — print is on the scene at ball games, motor sports venues, concerts, shows, fairs, museums, galleries, and rallies. Wherever a crowd gathers, print can provide a platform for marketers and a fresh perspective for fans.

Those are the vital signs of a medium that's vibrant and valuable. That medium is print.

Print is everywhere.

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A STUDY BY THE MAGAZINE PUBLISHERS OF AMERICA FOUND THAT FOR 36 BRANDS THAT SHIFTED AD EXPENDITURES FROM TV TO MAGAZINES, MEDIA EFFECTIVENESS SCORES DOUBLED OVER TIME.