

Print is credible.

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The phrase “Get it down on paper” has never been more meaningful. Having words and images that you can examine and hold in your hand, review, show to others and keep in a safe place provides a degree of reassurance that no bit-and-byte medium can match.

People love the speed and scope of the Internet, but the www’s fleeting nature makes them wonder: Am I getting the fast shuffle here? And what’s all this contradictory information? Conversely, our ink-on-paper medium is believable because print is real, print is timeless and print is focused.

An increasing number of marketers are leveraging print’s high credibility by using custom publications to get their messages out and absorbed. More than 32 billion custom publications circulate annually in the United States, according to the 2006 Annual Report of Custom Publishing Review. Total expenditures on the medium amounted to \$29.9 billion for the year. The researchers also found that 66% of people surveyed read custom publications and that 80% agree that custom publications contain useful information. They are believers because print is the credible medium.

