

Our One Year Anniversary!

Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness celebrates its first anniversary and the feedback has been gratifying. Media specifiers, print providers, and others report positive benefits as a result of using the site's content demonstrating the role of print as a viable information medium within the marketing mix.

We are working to build *Print in the Mix* into an even greater resource. We continue to add reviews of relevant research from a variety of academic and industry sources (and do this in such a way that it is clear how the research was conducted).

Established with a generous grant from The Print Council, the *Print in the Mix* Clearinghouse is housed at the Rochester Institute of Technology and is published by the Printing Industry Center at RIT. Please visit us at <http://printinthemix.com>

Sincerely,

Patricia Sorce

*Administrative Chair of the
RIT School of Print Media and
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Ben Cooper

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The 2008 Publishing Advertising Trends Study

Conducted by Readex Research on behalf of *Publishing Executive*

“Sixty-eight percent of magazine publishers surveyed do not expect to see online revenue exceed print revenue for their organizations – not now, not ever.”

In Spring 2008, more than 250 publishing executives participated in a survey for *Publishing Executive* magazine, sharing the outlook for their organizations' future print and online advertising revenue. Those surveyed held the position of publisher, president, CEO, owner, or executive management and represented industry segments including B2B, consumer, and association publishing.

Select Top-Line Results:

- Nine out of ten executives surveyed report their organizations' print revenue currently exceeds online revenue (e.g., from websites, e-newsletters, and webinars).

2007 Average Ad Revenue Streams by Publishing Segment

Segment	B2B Publishers	Association Publishers	Consumer Publishers
Print	\$4.8M	\$1.8M	\$1.7M
Events	\$2.1M	\$560K	\$180K
Web	\$1.24M	\$130K	\$180K
E-newsletter	\$1M	\$30K	none reported
Webinars	\$900K	\$30K	none reported

- More than two-thirds (68 percent) of publishing executives surveyed said that they do not anticipate their organizations' online revenue to exceed print revenue in the future.
- Of the 28 percent who do anticipate their organizations' future online revenue to exceed print revenue -- three out of four expect this shift to happen within the next five years. B2B publishers' perspective of future direction skewed slightly more heavily toward online revenues exceeding print than did consumer and association publishers.

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> The 2008 Publishing Advertising Trends Study continued

• Of all respondents, three-fourths predict print revenue to remain the same or grow for 2008. Predictions by segment are shown below:

Print Advertising Revenue Predictions for 2008 by Segment

Segment	Increase	Remain the Same	Decrease
B2B Publishers	48%	28%	23%
Association Publishers	47%	22%	15%
Consumer Publishers	31%	40%	16%

- Mid-size companies (revenues between \$1-4.9 million) were least likely to expect online revenue to exceed print revenue in the future—76 percent said print would remain the largest revenue generator. Two-thirds of publishers at smaller companies (revenues less than \$1 million) said print will remain the largest revenue generator, and 61 percent of larger companies (revenues of \$5 million plus) stated the same.
- The majority of respondents expect to see increased online revenue in 2008. Seventy-four percent of B2B publishers predict increased online revenue, followed by 54 percent of consumer publishers and 49 percent of association publishers.
- More than a third of publishing executives expect their organization's revenue from e-newsletters to increase in 2008. B2B publishers, in particular, expect to see growth here — 60 percent of B2B publishers expect e-newsletters to bring in more revenue this year.
- While 27 percent of executives expect revenue from events and event sponsorships to increase in 2008, nearly 41 percent expect it to be a flat years with no change. Webinars are predicted to be seen as even less of a revenue stream with 16 percent expecting growth and nearly half expecting no change.

Take Away:

Given the much reported double-digit growth in online advertising dollars and the hype of online advertising as the future, what might surprise many are the publishing revenue trends forecasted by those in the know. Yes, magazine publishers and executives expect online revenue to increase, but 68 percent of those surveyed do not expect to see online revenue exceed print revenue for their organizations – not now, not ever. 📊



The Household Diary Study: Mail Use & Attitudes in 2007-Advertising Mail

Conducted by NuStats on behalf of the United States Postal Service

“Contrary to the image that direct mail is “junk mail” and is tossed without consideration – more than 80 percent report that they visually scan or read the advertising mail they receive.”

In July 2008, The USPS released their 2007 Household Diary Study. Conducted annually since 1987, the Household Diary Study surveys a representative sample of over 5,200 households each year to provide a “comprehensive and continuous description” of the mail sent from and received by the American household.

In examining advertising mail, the survey captures consumer attitudes towards ad mail, bill payment behavior, use of communication technologies, and mail characteristics.

Select Top-Line Results:

- In 2007, approximately 60 percent of household mail received was advertising mail. US households each received 16.7 pieces of advertising mail a week with Standard Mail accounting for 83 percent of total advertising mail.
- The amount of advertising mail received is closely tied to income, education, and age. Higher income, more education and a larger household size (particularly the number of adults), translates into increased advertising mail received.

Advertising Mail Received by Income and Age of Household Head (Pieces per Household per week)

Household Income	Under 34	35 to 54	Over 55	Average
Under \$35K	7.9	9.7	13.1	10.9
\$35K to \$65K	11.0	15.4	17.9	15.1
\$65K to \$100K	15.7	18.6	21.8	18.9
Over \$100K	18.9	24.1	26.6	24.0
Average	12.0	17.6	18.0	16.7

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> Household Diary Study *continued*

- Eight out of ten households say they examine the direct mail they receive: 48 percent of households say they “read” the direct mail pieces and 33 percent “scan” the direct advertising that is mailed to their home. Less than one out of every five households state they usually do not read their advertising mail.
- Household behavior toward advertising mail is largely independent of how much ad mail the household receives. While households do not appear “turned off” by high volumes of direct mailings, the percentage of households that usually read all advertising does decrease as the number of pieces increases.
- On average, households report they *intend to respond* to about one in ten pieces of advertising mail received and that they *may respond* to another 17 percent of Standard Mail (e.g., catalogs) and 10 percent of First-Class advertising (e.g., credit card offers).
- Higher income households receive more advertising mail and that, combined with more disposable income, results in a higher intended response rate. For example, households with incomes of \$50,000 to \$64,900 report they *intend to respond* to 1.5 pieces of advertising mail per week, and they *may respond* to another 2.1 pieces per week. Households with incomes above \$100,000 report they *intend to respond* to 2.2 pieces of advertising mail per week, and they *may respond* to another 3.6 pieces per week.
- All households, regardless of income, indicate they will respond to more than one piece of advertising mail per week.

Take Away:

Performed annually for over two decades, the US Postal Service Household Diary study provides a consistent look at consumers' attitudes towards mail – including advertising mail. Contrary to the image that direct mail is “junk mail” and is tossed without consideration, a majority of households – eight out of ten – report that they visually scan or read the direct mail advertising they receive. This helps explain why direct mail is the number one choice of advertisers in America – consumers read the advertising mail they receive and respond to it. 📧

Visit *Print in the Mix* today to see the latest content!

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Trust in Advertising - A Global Nielsen Consumer Report

© The Nielsen Company

“ Though newer online-based advertising platforms are gaining ground on older media in terms of ad revenues, traditional advertising channels continue to retain the global public’s trust. ”

In Spring 2007, Nielsen conducted an online survey of more than 26,000 Internet users from around the globe -- the Americas, Europe, Asia Pacific, and the Middle East. Participants were queried as to their attitudes toward a variety of advertising media: word of mouth, newspapers, television, magazines, radio, consumer-generated media, brand websites, brand sponsorships, solicited email, search engine ads, online banner ads, mobile phone text ads, and cinema ads.

Select Top-Line Results:

- Overall, traditional media fares well compared to other forms of new media – for example, search engine ads, online banner ads, and text ads sent to mobile phones rank at the bottom.

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Fast Fact

Boomers: Print Drives Online Traffic

“ In a study of online baby boomer trends, 93% of consumers age 40 and over surveyed said that thanks to reading an article about a website in a newspaper or magazine they later visited the product or service’s site online. ”

Boomers account for 78 million people in the US and control more than 83% of consumer spending, reminding marketers that media coverage, as part of an integrated marketing strategy, remains an important element of boomer marketing. ”

Source: ThirdAge/JWTBOOM of 1,800 US adults, age 40 and over as reported by Marketing Charts, June 5, 2008



> Trust in Advertising *continued*

- When asked “to what extent do you trust the following forms of advertising?” word-of-mouth leads the way as the overall most credible advertising source with 78 percent of all respondents choosing it. Newspapers advertising places second in trustworthiness at 63 percent and magazines ads tie with TV for fifth at 56 percent.
- North American respondents express an even higher level of overall trust in advertising media than their global counterparts do -- US respondents rank newspaper ads trustworthiness at 73 percent and magazine ads at 64 percent. Canadians' trustworthiness in these sources, while not as high as Americans, is still higher than the global average.

**To what extent do you trust the following forms of advertising?
(% responding “trust completely” or “trust somewhat”)**

Type of Advertising	Global	USA	Canada
Word of Mouth	78%	80%	79%
Newspapers	63%	73%	71%
Consumer opinions posted online	61%	66%	61%
Brand websites	60%	61%	57%
TV	56%	64%	65%
Magazines	56%	64%	61%
Radio	54%	65%	67%
Brand sponsorships	49%	53%	52%
Email (I signed up for)	49%	62%	60%
Ads before movies	38%	44%	37%
Search engine ads	34%	37%	37%
Online banner ads	26%	26%	32%
Test ads on mobile phones	18%	21%	16%
Average Trust Response	49%	55%	53%

Take Away:

Though newer online-based advertising platforms are gaining ground on older media in terms of ad revenues, traditional advertising channels continue to retain the global public's trust. 📌

Fast Fact

Direct Mail is the Top Purchasing Decision Influencer for Internet Users

ExactTarget's "2008 Channel Preference Survey" asked US Internet users to judge the acceptability of various channels for marketing purposes. On a scale of 1 to 5, respondents give direct mail an average score of 3.9, followed by e-mail at 3.7. All other channels average under 3.

In addition, nearly two-thirds of those surveyed say they have made a purchase because of a marketing message received through e-mail--and even more (three-quarters) say they have made such a purchase in response to direct mail.

US Internet Users Who Have Made a Purchase due to Receiving Marketing Message (by Age and Top Channels)

	15-17	18-24	25-34	35-44	45-54	55-64	65+	Total
Direct mail	58%	59%	72%	77%	82%	88%	92%	76%
Email	42%	56%	65%	66%	69%	79%	73%	65%
Phone	23%	14%	26%	24%	35%	32%	32%	26%
Text Messaging	13%	9%	10%	4%	2%	3%	0%	6%

Source: ExactTarget, "2008 Channel Preference Survey", May 2008

Fast Fact

Green Ads - Consumers Recall Them but Often Skeptical

Consumer recall of advertising with "green" messaging is high:

- 37% of consumers say they frequently recall green messaging, and 33% say they recall it occasionally.

Consumers do not automatically accept green claims made in advertisements:

- 23% say they "usually" or "always" believe green claims made in ads, 65% state they "sometimes" believe green claims, and 12% say they "never" believe green advertising claims.

Businesses need to do a better job of supporting their claims of "green" products and services:

- 41% rate corporate information as average, 21% rate the information as fair, and 17% rate it poor.

Source: Burst Media online survey of 6,065 adults, conducted April 2008 as reported by Marketing Charts,

About Print in the Mix

Established with a generous grant from The Print Council, *Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness* is housed at Rochester Institute of Technology and is published by the Printing Industry Center at RIT.

Print in the Mix is a unique resource whose mission is to collect and summarize reputable research demonstrating the role of print as a viable information medium in the marketing mix.

Joining us in this unique endeavor are faculty and staff from universities coast-to-coast who study printing industry trends. Together we review research from a variety of academic and industry resources, distill the quantitative facts and detail how the research was done in order to present top-line synopses for use by media specifiers, print providers, and others as they make the case for "print in the mix."

Visit Print in the Mix at <http://printinthemix.rit.edu>

Visit the Printing Industry Center at RIT at <http://print.rit.edu>

About The Print Council

The Print Council is a business development alliance formed by leaders in the graphic arts industry whose goal is to influence and promote the greater use of print media. Through education, awareness, market development, advocacy, and research, The Print Council serves the industry to develop, maintain, and increase the market for printed goods. In addition, the Council works closely with industry associations, ongoing initiatives, and relevant user groups that share common goals.

For more information, please contact Executive Director Ben Cooper at 202-973-5977 or bycooper@wms-jen.com.

Visit The Print Council at <http://theprintcouncil.org>



About the Print in the Mix Newsletter

The Print in the Mix Clearinghouse publishes its printed newsletter three times a year and issues an e-newsletter monthly. Subscription is free. To register, please visit us at:

<http://printinthemix.rit.edu>

Print Council Members: Additional copies of the printed newsletter are available upon request. Please visit the Clearinghouse website and click on "Contact Us".

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The logo for 'Print in the Mix' features the word 'Print' in a dark purple font, 'in the' in a smaller dark purple font, and 'mix' in a large, bold, lime green font. The 'i' in 'mix' has a dot. To the right of the text, there are several horizontal lines of varying lengths, with the longest line extending from the top of the 'i' in 'mix' and curving upwards and to the right, resembling a stylized circuit board or signal lines.

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