

5 REASONS

Why Print Advertising is Still Important

In today's digital age, are print ads still worth it?

According to the American Marketing Association, the answer is a resounding **YES**. That's because of print's longer shelf life and higher potential for reverberations beyond the initial reader.

1 Reputation and Trustworthiness

Today's consumers are more savvy and understand that internet ads often make dubious claims. As a result, print ads remain the most trusted source of marketing information. Local print publishers, like **Western Pennsylvania Guide to Good Health**, works hard to create positive relationships with members of the community to build a loyal customer base. By advertising with a trusted publisher, you can build upon a positive reputation in the community through this association.

2 Brand Recall

Media Space Solutions notes that while digital content is scanned quickly, print content is read slower and more deliberately, leading to greater rates of comprehension and recall. In fact, print ads activate different parts of the brain than digital ads, and involve more emotional processing, which is important for memory and brand associations. This means print ads are likely to make a lasting impression and lead to more sales.

3 Cost Effective

The costs of print ads are more efficient and effective with the variety of placements and inserts available within the publication. Local niche publishers can also reach a targeted audience less expensively. In addition, local print ads offer a variety of options that can fit nearly any budget.

4 Better Engagement

People who subscribed to a print publication made a conscious decision to read it. So they are more focused on your message because as they flip through the publication, they are not distracted by anything else.

Similar to an article, your ad headline can communicate a potential benefit and hold the readers' attention, maximizing your reach. And remember, print ads can be viewed in a single glance and do not require scrolling.

5 Longevity

Finally, since a printed publication is often passed around from reader to reader, it expands the potential viewership of your ad. A magazine or newspaper is also on display in offices, stores, and other venues for a longer period of time. You can capture reach a larger audience in environments like these.

Keep in mind that we are not discouraging online ads. But we encourage you to complement your digital marketing with print ads to maximize your audience reach.



If you would like to be included in our next print issue, call 412-877-5321 or email goodhealthmag@aol.com

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