

MAKING A DIFFERENCE: THE ADVANTAGES OF PRINT & DIGITAL ADVERTISING

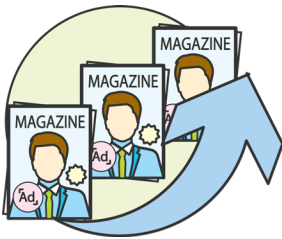
JUNE 2023



Both print and digital have many different advantages for branding your business. Recent research shows that print media is just as effective as digital — delivering a tangible and engaging message. However, print and digital can also work together to deliver a powerful marketing solution.

PRINT WINS OVER EMAIL

While digital advertising is extremely effective with social media, it doesn't hold up in the form of email advertising. In almost every category, print dominates email. A study by Marketreach found that print media was shown to be 35% more engaging than email advertising. That's because printed materials have additional value; the same study showed that 70% of consumers say that it is mail rather than email that makes them feel appreciated and gives them an overall better impression of the company that sent it.



PRINT REMAINS STEADY

Although print and digital advertising pair great together, print remains steady on its own. Nothing beats the tangible feeling of holding a magazine and knowing the information is fresh and relevant when it's delivered to your mailbox every month. Between the family-friendly content, glossy pages, local events and captivating images, BVM magazines are the perfect place to highlight your local business.

BVM PRINT AND BVM DIGITAL MAKE A POWERFUL COMBINATION

Did you know? Print media is so powerful that it increases consumers' brain response to social media advertising. A recent study measured brain response to social media ads alone versus social media ads seen after receiving print mail and the results were incredible: It increased consumers' brain response by 44%. A different study found online marketing campaigns that included print produced 163% more profits than campaigns that used digital media alone, indicating that a combination of print and digital is a powerful marketing choice. This multi-touch approach to advertising is an effective way to boost brand awareness and growth.



Source:

1. https://www.ofcom.org.uk/__data/assets/pdf_file/0028/255844/adults-media-use-and-attitudes-report-2023.pdf
2. <https://www.marketreach.co.uk/sites/default/files/insights/Mail-Cuts-Through-Report.pdf>
3. <https://b2cprint.com/what-statistics-say-about-printed-advertisements-effectiveness/>
4. <https://www.marketreach.co.uk/sites/default/files/insights/Mail-Cuts-Through-Report.pdf>

TESTIMONIALS

"Thoughtful, thorough and heartfelt coverage of our business/story. We had many guests come in as a result of the article. Thank you, BVM!"

- Client

"Great pictures, quality writing, and interesting articles. This is a first class publication."

- Reader

"To say it was a pleasure to work with the writer and photographer from Best Version Media on our family's article is an understatement. The process was easy, seamless and the result was fantastic."

- Reader