

EXPAND YOUR ADVERTISING WITH PRINT AND DIGITAL

Which is better: print or digital? More importantly, which will help you grow your business? For advertisers and business owners alike, the answer isn't simple. And the choice can often be overwhelming. Fortunately, a research company called Two Sides conducted a study of United States consumers to help you make the right decision.

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TESTIMONIALS

"This publication is the only relevant magazine my family reads. We fully support any local source that they feature. Good people, good magazine."

– Ryan K.

"I like this personal local publication. It makes me feel like I am part of something bigger than me and let's me know more about the people and businesses that in my town. I recommend this publication!"

– Lori S.



Digital Natives

Of all the respondents in Two Sides' survey, younger consumers prefer the convenience of online content to the exclusivity of print. For 18 to 24-year-olds, smartphones are the most popular method for reading the news (29%). Two-thirds of these young adults prefer to get their news online and for free. And over half of them believe that they will read their news online *even more* in the future.

Reading Preferences

That being said, there is still a strong attachment to the printed word. According to the Two Sides study, print is the preferred choice overall (whether it's magazines, books, or newspapers). Also, 63% read a *printed newspaper* at least once a week. And when it comes to reading *books*, nearly three-quarters enjoy print more than a device.



Digital Overload

Also, prolonged screen time comes at a cost. More than half of U.S. consumers are concerned that they spend too much time on their devices and that it might be damaging to their health.

Trust & Reliability

Because print is a highly exclusive medium, 71% believe printed news stories are more trustworthy than those found online. The same percentage believes reading their news in print provides a *deeper understanding* of the story. Furthermore, 74% of U.S. consumers are concerned about "misinformation." For them, print newspapers are the clear choice (over social media).



What to Do?

Clearly, this isn't an either/or answer. Because online content is so convenient and so accessible, it allows you to answer questions, provide daily insights, and generate positive buzz.

But print could give you a *competitive edge*. With its exclusive, trustworthy nature, print helps you reach your target audience with a reliable, consistent message. Then—through your blogs and your social media—you can continue the conversation in a strong, meaningful way. By combining print and digital, your advertising impact can be both wide *and* deep.

¹"Print and Paper in a Digital World: Key Findings from the US Survey," Two Sides North America. 2017