

# MAKING A DIFFERENCE: THE ADVANTAGES OF PRINT & DIGITAL ADVERTISING

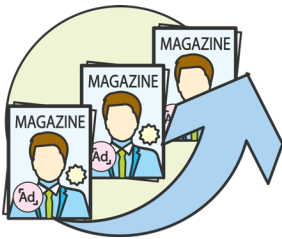
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Both print and digital have many different advantages for branding your business. Recent research shows that print media is just as effective as digital — delivering a tangible and engaging message. However, print and digital can also work together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