

4 REASONS WHY PRINT IS LEADING THE WAY



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Print advertising is one of the most effective ways to reach your target audience. Much of this is backed by studies that prove the effectiveness of print media. At BVM, we're committed to providing an amazing advertising experience so you can focus on what's most important to your business. Check out a few reasons why print advertising is leading the way in 2022.

MEMORY RETENTION

One of the best advantages of print advertising is its ability to boost memory retention levels amongst consumers. Reading a print ad has been proven to stick with readers more effectively than other types of advertising options. A study completed by the Canada Post measured the cognitive load it takes for consumers to retain information. Results showed that print ads carry a much lower cognitive requirement than digital ads, making it easier for consumers to retain information when it's communicated in a print format.¹

While digital advertising can also be done effectively, we've found that pairing it with a BVM print ad is an even better way to reach the audience your business desires.



EMOTIONAL RESPONSIVENESS

In addition to increased memory retention, print media also connects readers to their emotions better than other forms of media. According to a study conducted by Milward Brown, consumers who view a print advertisement are more likely to generate emotionally vivid memories. It's been shown that print media taps into the part of the brain that's involved with processing emotionally powerful stimuli.² The physical act of picking up and opening a magazine also activates the cerebellum, which has been shown to impact emotional processing and decision making.³

REACH & VISIBILITY

In many cases, the lifespan of a BVM magazine lasts much longer than a single month. Our readers often hang onto their monthly magazine for several months at a time, which leads to more readers and more impressions on your print ad. This continued visibility makes a long-term branding campaign with BVM the perfect solution for any business looking to build trust and earn loyalty from consumers in the local community.

CUSTOMER ENGAGEMENT

Print media is a fantastic way to offer readers an engaging and tangible experience. Our magazines are doing exactly that by activating multiple senses, such as touch, sight and smell. An engaged reader is more likely to buy products or services while spreading positive word-of-mouth sentiments with others in the neighborhood. Sponsoring a BVM magazine adds credibility to your business and helps us bring the community closer together with inspiring local content.



TESTIMONIALS

"We've been seeing dividends from advertising with you! We've worked very hard over the last 7 years to offer a unique and valuable service to our local community, and have had trouble getting community members to really buy into what we do. In the short time we've advertised with BVM, we've gained some local traction, it's working! We've had glowing reviews of the business profile that was run this last fall in the various magazines - both to us personally and through associates of our associates!"

– Stephanie M.

"I love reading the profiles in your magazine. I enjoy reading about the locals, and learning about how people from diverse cultures have influenced our local traditions and industry. I enjoy hearing the stories of motivated entrepreneurs who have made our town special, and put us 'on the map' - so to speak. I also enjoy reading about people who give back to the community as volunteers."

– Natalie K.



¹ <https://www.adweek.com/sponsored/print-works-and-heres-the-brain-science-to-prove-it/>

² <https://www.adweek.com/sponsored/print-works-and-heres-the-brain-science-to-prove-it/>

³ <https://elifesciences.org/articles/36781>