

# The Power of Print

## Mix It Up!

### Make Study in the USA Magazines Part of Your Recruitment Strategy

**In our technology driven world,** we've all been swept up in an obsession with digital advertising and marketing to reach our desired audience. It is after all demanded by our audience and it also provides us invaluable data. And while it is, of course, true that digital advertising is an essential component of any marketing strategy, it should not overshadow the power of print media.

Temple University consumer neuroscience researchers proved this to be true with their recent findings ...

- \* Paper ads engaged viewers for more time.
- \* A week later, subjects showed greater emotional response and memory for physical media ads.
- \* Physical ads caused more activity in brain areas associated with value and desire.



Mixed-media marketing campaigns are much more likely to succeed when they incorporate a print medium, according to researchers from Temple University's Fox School of Business.

**You might be tempted to think** that this may not apply to Millennials, you know, the generation attached to their phones, but it does:

"Even though Millennials are the most digital-savvy generation, surprisingly more than half ignore digital advertising, and instead pay the greatest attention to direct mail and print advertising," Quad Graphics, a global provider of print and marketing services, reports.

It's probably obvious by now, we have a crush on print. And that's because it works. It's credible, nice to hold, lovely to look at, and isn't subjected to an ad blocker.



# Reality Check

## Why Print Works

The Internet is vast, digital is huge and the number of social media users is monumental. Facebook has nearly 2 billion users. WeChat has 889 million users and is growing significantly. The opportunities seem endless and the trackability oh so attractive.

Over the last decade, these numbers have left marketers salivating and committing their advertising dollars. But is digital media the most effective form of advertising? Should it garner all or most of our precious advertising dollars?

*In short, no.*

### Print ads carry more emotional weight than digital ads.

According to a study conducted by Bangor University, **print media is better connected to memory because it engages with its spatial memory networks.** And a recent study by the U.S. Postal Service Office of Inspector General and Temple University found that “physical ads triggered activity in the area of the brain (ventral striatum) that is responsible for value and desirability for featured products, which can signal a greater intent to purchase.”

### Print ads are trustworthy.

According to survey conducted by MarketingSherpa, **more than four out of five Americans (82%) trust print ads** (newspaper, magazines), while 80% trust TV ads. Online pop-ups were only trusted by a quarter of Americans. Trust in traditional advertising hasn't eroded globally either with Neilson reporting trust in newspaper ads at 60% and magazines at 58 percent.

### Print ads command higher quality and longer attention.

Not only do **readers engage with print media longer, clocking in at around 20 minutes on average**, physical material is more real to the brain. Researchers from Temple University's Fox School of Business found that participants processed digital ads quicker and spent more time processing physical ads. Since users spent more time with physical ads they could recall the content easier.

### It's not Print vs. Digital, it's Print AND Digital.

We love print, we think it's magic, but **really, it's not print vs. digital.** What all of the statistics and studies also tell us as advertisers is that the best marketing plans use a mix of both print and digital. Let us help you mix it up for success.



“Despite continued media fragmentation, the proliferation of online formats has not eroded trust in traditional (offline) paid channels. —NEILSON”

“Let's not forget that there are few—if any—media that can command the solus attention of their audience in a trusted brand environment, provide a space and context where commercial messages are actively enjoyed and genuinely influence the way people think and behave.”

—JAMES WILDMAN, TRINITY MIRROR SOLUTIONS

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—TEMPLE UNIVERSITY”

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## Reach Your Target Audience

*Study in the USA* print editions reach your intended audience—international students. Each of the 15 editions is developed for its regional audience, containing culturally appealing content and design.

- \* 15 international magazines
- \* 1.4 million magazines distributed worldwide
- \* 116 countries receive *Study in the USA*

"One of the things that impresses me most, is that when I travel abroad, I actually see the printed materials in multiple locations. This tells me that *StudyUSA's* distribution network is very impressive and is actually getting in the hands of students and parents in other countries." —Cheryl Barnett, Southern Illinois University

The average engagement with a print magazine or newspaper is

*20 minutes*

or more and generally involves several dozen page views.

*44%*

of customers visit a brand's website after receiving direct mail marketing.

According to PrintIsBig.com, advertisers spent \$167 per person on direct mail in 2015, and earned \$2,095 — that's a

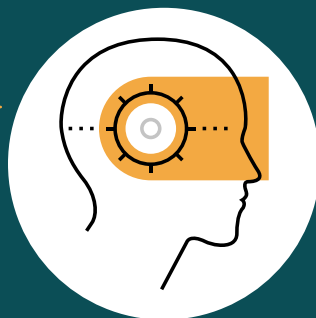
*1,255% return.*

## What neuroscience says about why print magazine ads work

Higher comprehension and recall

Preferred by the majority (even millennials)

More focused attention, less distraction



Drives sensory involvement which contributes to reader impact

Slower reading speeds

Stimulates emotions and desires

Source: What Can Neuroscience Tell Us About Why Print Magazine Advertising Works? by Scott McDonald, Ph. D

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