



December 2007 Newsletter

- **Why Print Brochure Translated into 5 Languages**
 - **Welcome to Newest Member—CGI North America**
 - **Fast Facts from *Print in the Mix*— Top 5 Media Influences on Holiday Shopping and Online vs. Print Ad**
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As this year comes to a close, I want to send my best wishes to you for a safe and happy holiday season, and look forward to a happy and successful new year. Much has been achieved in 2007 and we owe our successes to you--our members and associates—who have supported our efforts and goals.

I would like to recognize and thank The Print Council Executive Committee and Marketing Committee for their input and support during this important year. The Executive Committee is chaired by Jerry Williamson and Jim Dunn, and the Marketing Committee by Gina Testa.

On behalf of the Executive Committee, I would like to welcome Bob Murphy, Japs Olson, as the newest member. Companies that have joined The Print Council should think of their commitment as a contribution toward improving the marketing of the industry. With enough resources, we can begin our primary goal of engaging in a national marketing strategy to reach the media specifiers who make the decisions about where marketing dollars are spent. We know that print sells and have the Print in the Mix research to back that claim. And we also believe that we can convince others that print sells.

Welcome to Our Newest Member--CGI North America

I would like to welcome the newest member of The Print Council, CGI North America, which is part of CGI Group Worldwide. Dr. Michael Cunningham is CEO of CGI North America. As mentioned in our last email newsletter, The Print Council's Why Print brochure is now available in several different languages. The languages are Spanish, German, Portuguese, and French. Italian is not one of the translations.

Please let me know how we can help and send along your suggestions and thoughts.

Sincerely,

Ben Cooper

Print in the Mix Fast Facts

Top 5 Media Influences on Holiday Shopping

Coupons	35.2%
Newspaper Inserts	30.4%
Word of Mouth	22.7%
TV/Broadcast	21.3%
Direct Mail	16.1%

(Source: BIGresearch Dec 2007 intentions and action survey of 8135 consumers)

Online vs. Print Ads

76% of users find online ads more intrusive than print ads.

64% report paying more attention to print ads than online ads.

(Source: Deloitte's 2007 State of Media Democracy Study, surveying 2211 consumers between 13 and 75 years.)

Fast Facts can be found at <http://printinthemix.rit.edu>

Become a Print Council Member. Support the research, studies, Print in the Mix marketing clearinghouse. Receive targeted analysis, early research announcements, and additional products as part of your membership. Contact Ben Cooper at (202) 973-5977.