



The Print Council E-Letter, January 2007

As the 2007 year takes shape, we would like to bring you up-to-date on The Print Council activities and accomplishments, including the *Why Print* brochure, five new Print Council members, and the introduction of the new market research Clearinghouse. We would also like to bring to your attention some specific market research available online.

Why Print Brochure Available Online

Since the Graph Expo release, the *Why Print? Top Ten Ways Print Helps You Prosper* brochure has been very well received both within our industry and in the print customer community. For your information, the PDF print-ready files may be downloaded from the Print Council website. We encourage you to create your own copies and to use any or all of the materials and research provided on the website in your company's marketing materials.

New Members: Corporate Press, Jacob North Printing, The John Roberts Company, IWCO Direct, Friesens and Lawton Printing

We would like to welcome the newest members of The Print Council. They are joining an extraordinary group of company presidents who feel strongly about promoting print and our industry to the people who make the media decisions.

Clearinghouse of Market Research on the Effectiveness of Print

At Graph Expo, the Executive Committee of the Print Council approved an ambitious plan for the future—a major partnership with the Printing Center at the Rochester Institute of Technology that would establish an industry Clearinghouse of existing reliable and verifiable marketing research studies, data, white papers, and fact sheets. RIT will contact and seek out the participation of other universities in the project, further strengthening the Clearinghouse research.

It is our goal to have the Clearinghouse established by the Spring of 2007. The research, analysis, and reproducible copy would be provided both in print to members and on the Print Council website for the industry to use.

Market Research Available Online

On The Print Council website, you will find market research compiled by RIT on six types of print media as well as references for further research. In addition, there is an abundance of research to be found online, but we'd specifically like to bring to your attention the following research:

1. Probably the most interesting multi-media change this year has been the *Wall Street Journal*, in which the publisher stated in the Dec 4, 2006 issue, "The print and online Journal are designed to be used together in more complementary ways." The print Journal will "draw out the key meaning...and move even more toward exclusive, 'what it means' journalism. WSJ.com will be the place to go for 'what's happening right now' in business."

2. **The Center for Media Research** brings together summaries of a wide range of market research from many different sources. In the past few months, the research briefs have included the following:
 - In-Store media significant influence on purchase decisions (source: BIGresearch)
 - Tech savvy women use printed inserts to research a purchase (source: Vertis Communications)
 - Moms relax with magazines, trust them, along with newspapers (source: Parenting Group's 24/7 MomConnection study)
 - CMOs look for blended agencies for contemporary marketing (source: Evalueserve for Sapient)
 - Print advertising in business media steady for the year (source: American Business Media)
 - Newspapers are the preferred medium for affluent empty nesters (source: The Media Audit)

3. The **Winterberry Group**, a strategic consulting firm, conducts important research for its clients in areas such as customer vertical markets and industry trends.
 - In December 2006, Winterberry released a white paper entitled ***Vertical Market Trends in Direct Mail and the Impact on Production Service Providers 2006***. This insightful report examines the outlook for direct mail for 2007; specifically introduces eight trends that will predominate in 2007 and the ways in which they impact 12 different vertical markets; and defines the size and growth rate of the direct mail industry.

The authors state the following, "... (Direct mail growth of 7.5%) exceeds the 2006 spending growth in overall advertising and marketing services and continues to outpace that of above-the-line media (or 'measured media,' including traditional television, radio, and print advertising), which increased by only 5.3% during this period. With the exception of relatively immature Internet channels such as e-mail, search and online advertising (which collectively generate less than one-third the annual spending devoted to mail), direct mail remains the fastest-growing marketing channel."
 - In January 2006, Winterberry Group also released a white paper entitled ***Tracking the Trends: A Comparison of Above-the-Line & Below-the-Line Trends***. This study examines and compares ATL and BTL trends, analyzing how the "marketing landscape has fundamentally shifted from an above-the-line focus on reaching a broad population... to a below-the-line approach that stresses targeted, customer-centric communications, measurable results and concrete return-on-investment."

This report introduces 7 trends attributed to this shift, how these trends impact ATL and BTL marketing budgets, and a multi-channel approach.

4. **MarketingSherpa** has created 2 charts that compare 26 different types of ad spends for online and for offline ad expenditures. Direct mail tops the offline list of 19 spends at

\$59B and paid search comes in at almost \$8B for the 9 online expenditures. The charts include accompanying footnotes with sources for additional research.

5. In a 2006 survey by *Alterian* of 540 marketers, agencies, and marketing service providers in North America and Europe, a majority of respondents (~69%) said that they planned to increase email spending and 38% said they planned to increase their use of personalized landing pages. But despite these and other planned surges in spending, online spending remains relatively low compared to traditional: 61% spend less than \$500,000 annually in online marketing vs. 28% reporting \$5 million in offline marketing.

As you can see from the news above, there continues to be good news about the value of print. The Print Council is well positioned to tell the story but we will continue to need support from the industry to do it. Support can come in many ways.

- **Financial—We cannot succeed without it. We have approved a budget of \$500,000 for 2007 in order to develop the research at RIT and to develop the tools to communicate the results of that research.**
- **Education—We hope to have the resources to develop marketing programs to help the industry take advantage of the information which will be developed from the Print Council and other sources.**
- **Evangelism—The Print Council is not competing with any group and our materials are available to all. Leaders in the industry are encouraged to use any information and tools we develop as they communicate with potential customers and partners**

Let us know how we can help and send any ideas to us. Thank you for your support.

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