



January 2008 Newsletter

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There has been a great deal of activity surrounding the "Do Not Mail" legislation. It is a challenging situation for our industry, and one that is being patterned after the successful "Do Not Call" legislation.

Five states have introduced legislation in 2008, bringing the total number of states to ten (including the carry-over states from 2007). They are New Hampshire, Vermont, New York, Rhode Island, Maryland, North Carolina, Tennessee, Michigan, Washington, and Hawaii. The good news is that it is not expected that most of these bills will advance beyond the introduction stage.

The legislative proposals generally establish "opt-out" registries in states. Individuals can place their names on these registries, which in turn will prohibit the delivery of advertising mail. Violators are subject to significant fines.

There is a great deal of activity by the groups supporting the legislation. Greendimes has been featured on the Oprah Show, and the Today Show had school children promoting Catalog Choice, an environmental group leading the effort to help people remove their names from catalog lists.

More than 60 associations and companies as well as postal labor and management have joined Mail Moves America (MMA) to develop a more positive message about advertising mail and to defend against legislation. For more information on MMA, visit www.mailmovesamerica.org

Print in the Mix--Additions and Updates

I encourage you to view the most recent updates on the Print in the Mix site. The five most current Fast Facts and Research Summary postings are listed on the front page for easy viewing. In addition, RSS feeds are available from the site.

These changes were suggested by a Print Council member who regularly visits the site and recommends it to her customers and sales force. This is exactly what we had hoped the site

would accomplish. Please send your recommendations to Liz Dopp, managing editor, through the new "Suggestion Box" option on the site.

Beginning in February, a newsletter with Print in the Mix research updates and new postings will be mailed to Print Council members and others who request it. If you are interested in receiving the print newsletter, please add your address to your profile on the PIM site. Alternatively, you can email your current address to Joanne Vinyard. She can be reached at jnvinyard@msn.com.

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

Sincerely,

Ben Cooper

Print in the Mix Fast Facts

2008 U.S. Ad Spending by Media Type (est. in \$000,000)

- ◆ Direct Mail--\$63,732 (+4.5% over 2007), 21.6% of 2008 total
- ◆ Newspaper--\$42,147(-1.8%), 16.4% of total
- ◆ Consumer Magazines --\$14,106 (+3%), 4.8% of total
- ◆ Broadcast TV--\$48,300 (+5.6%), 16.4% of total
- ◆ Internet--\$12,722 (+16.5%), 4.3% of total

(Source: Robert J. Coen, Insider's Report, Dec 2007, Additional data on Print in the Mix)

C-Level Execs Trust Print Media for News Sources

- ◆ 60% turn to print for in-depth analysis.
- ◆ 64% pay more attention to print ads than online ads.
- ◆ 59% trust print over online sources for information.

(Source: Doremus and The Financial Times press release, October 2007.)

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

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