



March 2008 Newsletter

- **Print Council Executive Committee Meeting Report**
 - **Cal Poly's "The Business of Green Media" Conference--Podcasts**
 - **NY Times Article of Note: *Video Road Hogs Stir Fear of Internet Traffic Jam***
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At The Print Council Executive Committee meeting this month, several important decisions were made that you should be aware of.

The contract with Rochester Institute of Technology to manage the Print in the Mix website has been renewed for another year. It is hard to believe that in a short period of time so much has been accomplished in establishing the site as an easily accessible print market research resource for our industry.

The committee agreed to develop a media campaign to promote and advance the market for print media that would specifically target marketing professionals and media planners. This is the fundamental reason why The Print Council was set up five years ago--to articulate the value proposition of print and support it with solid research. We now have solid, credible research for these professionals in Print in the Mix to draw upon in the campaign.

In addition, it was announced that, for the full Print Council members (those companies paying dues to support the initiatives), a research request service is now available. Full members will be able to request help from the Print in the Mix staff in pulling together specific types of research and credible data from resources within established criteria set by RIT. For more information about this member benefit, please contact Joanne Vinyard at jvinyard@msn.com or Liz Dopp, managing editor of Print in the Mix, at eadppr@rit.edu.

It is with our member's help that these services are able to be offered. We look forward to your input and financial support for these initiatives.

Cal Poly's "The Business of Green Media" Conference—Podcasts Now Available

Harvey Levenson, Head of the Cal Poly Graphic Communication Department, has alerted me that the podcasts from the sustainability conference held in January are now available .

To see the entire list of presentations, go to the first page and click on "Go to Archive." <http://grc.calpoly.edu/podcast/Green/Podcast/Podcast.html>

Finally, there was an interesting NY Times article that I would recommend you read, *Video Road Hogs Stir Fear of Internet Traffic Jam*. In his article, Steve Lohr writes about the surging growth of Internet traffic due to data-heavy services that are clogging the Internet. These problems are due to the visually rich online communication and entertainment media--videos, movies, social networking, and multi-player games. As an example, last year, You Tube consumed as much Internet bandwidth as the entire Internet did in 2000. This challenge will not crash the system but will yield sluggish download speeds and frustration by individuals using the system. The article can found at

<http://www.nytimes.com/2008/03/13/technology/13net.html?pagewanted=1&r=2&ref=todayspaper>

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

Sincerely,

Ben Cooper

Print in the Mix Research Summaries--Revving up Auto Sales

This newly posted 2007 study from the Magazine Publishers of America shows that magazines in synergy with other media consistently yielded the most positive results.

The study tested magazine, online, and TV, alone and in combination, for the launch of a Jeep Compass ad campaign.

Study Take-Aways:

*Magazines alone or magazines plus online proves the most cost efficient of the various media or combinations.

*Magazines alone or in combination drove purchase considerations more than any other medium/mix.

This study and more can be found at www.printinthemix.com

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