

# FOR THE LOVE OF PRINT!

ALTHOUGH THEY HAVE MANY CHOICES IN TODAY'S MULTICHANNEL MEDIA WORLD, TODAY'S MARKETERS AND PUBLISHERS HAVE GOOD REASON TO BE SMITTEN WITH INK ON PAPER. SOMEWHAT OF A LOVE LETTER TO PRINT, HERE WE PROVIDE 6 SHORT-BUT-SWEET EXPLANATIONS FOR WHY THE MEDIUM NEAREST AND DEAREST TO QUAD'S HEART REMAINS A CRUCIAL COMPONENT WITHIN OUR CUSTOMERS' MEDIA MIXES.

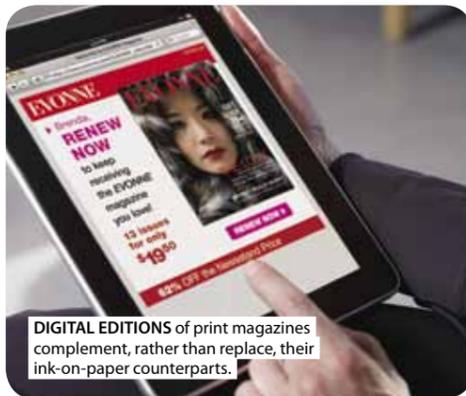
## PRINT IS TARGETED, PERSONAL & MEASURABLE

Once a medium for mass communication, print has rapidly become an effective vehicle for cutting through the clutter and reaching recipients with relevant, 1-to-1 messaging. That's thanks to advanced versioning capabilities and data-driven personalization, which make it possible for marketers and publishers to reach their customers or readers on an individual basis. Lots of pockets and sophisticated control systems on our perfect binders enable our clients to segment out their audiences and deliver different versions of a magazine or catalog based on desired demographics like ZIP codes. Advances in variable data print, meanwhile, are taking targeting and personalization to a whole new level. Drawing information from a database or external file, we can change the text, graphics and images from one printed piece to the next without stopping or slowing down the printing process. The result is a product that delivers a high level of relevancy, which can translate to increased ROI.



**WHAT'S IN A NAME?** Everything. Print pieces personalized to the recipient are more attention-getting and effective.

**\$12.75** SWEET FACT: ACCORDING TO THE DIRECT MARKETING ASSOCIATION, A DOLLAR INVESTMENT IN DIRECT MARKETING ADVERTISING GENERATES \$12.57 IN SALES.



DIGITAL EDITIONS of print magazines complement, rather than replace, their ink-on-paper counterparts.

## PRINT IS COMPLEMENTARY

Print has a proven ability to drive consumers to use other forms of media. Rather than being replaced by newer technologies, print continues to complement other channels and help marketers and publishers grab more of the consumer's mind share. Developing forms of interactive print, meanwhile, are making print more mobile than ever and positioning print as a physical link to the digital world. See "Print is Engaging" for more.

**50%** SWEET FACT: CASE STUDIES HAVE SHOWN PERSONALIZATION CAN LIFT RESPONSE BY AS MUCH AS 50%.

## PRINT IS EFFICIENT

The convergence of innovation and technology continues to make print a more efficient and cost-effective medium to produce. For example, our automated workflow solutions like Publisher's Studio, Catalog Studio and Retail Studio are automating many time-consuming functions of page creation and asset management, resulting in lower production costs, shortened turnaround times and greater profitability for our clients. Simultaneously, our co-mail solutions are improving the economics of postal delivery by allowing marketers and publishers with smaller print runs to obtain the same postal rate savings as those with large print runs. A related distribution innovation – drop shipping – moves product closer to its destination before entering into the postal system. The result is lower mailing costs and shorter delivery times.

**4 IN 10** SWEET FACT: ACCORDING TO TELMETRICS, MORE THAN 4 IN 10 LEADS GENERATED BY A PRINT YELLOW PAGES AD COME FROM CONSUMERS VISITING AN ADVERTISER'S WEBSITE AFTER SEEING THE AD.



WORKFLOW SOLUTIONS like our homegrown Catalog Studio are making print a more efficient and cost-effective medium.

**#1** SWEET FACT: MAGAZINES BOAST THE HIGHEST LEVELS OF CONSUMER ENGAGEMENT OF ANY MEDIA, ACCORDING TO RESEARCH PERFORMED BY GLOBAL NEUROSCIENCE RESEARCH COMPANY NEURO-INSIGHT.



ACCOMMODATING SMALLER QUANTITIES is no problem for digital press technology like our Xeikon presses.

## PRINT IS FLEXIBLE

By offering digital print technology along with traditional print options, we're able to help marketers and publishers hit the "sweet spot" on what quantities they print. Marketers can use digital printing to test pieces in small quantities and tweak their pitches based on response. They can then reprint the better-performing pieces in larger quantities using lower-cost traditional print processes (e.g., web offset or gravure). Publishers, on the other hand, can use less expensive offset printing to "guess low" on their print runs – that is, produce enough copies to satisfy a more pessimistic forecast of the title's sales – and then rely on digital printing to make up the difference when sales perform better-than-expected. The benefit is they reduce their exposure when dealing with "surge" titles that are expected to generate high-volume sales but have a short sales life (such as celebrity biographies or event tie-ins). These titles offer the potential of high profitability but also high risk due to the danger of inadvertently printing many more copies than are purchased, and the associated costs of maintaining excess inventory.

## PRINT IS ENGAGING

From gimmicks like fold-outs and peel-off stickers to solutions like QR codes, image recognition and augmented reality, print strategies we've developed are making print more interactive. The more interactive print is, the more time people tend to spend with it, which makes the message more attention-getting and memorable. For marketers, that's a means to attract, retain and inspire customers across all channels and, for publishers, to strengthen reader loyalty, attract advertisers and drive response.

**2x** SWEET FACT: MORE THAN TWICE AS MANY ONLINE DONORS SAY THEY WERE PROMPTED TO GIVE AN ONLINE GIFT IN RESPONSE TO A DIRECT MAIL APPEAL COMPARED WITH WHEN THEY RECEIVED AN EMAIL APPEAL, ACCORDING TO A NATIONAL DUNHAM COMPANY STUDY.



PRINT GOES MOBILE: Technology like smartphones are making the print medium more interactive.

**20-50%** SWEET FACT: A KEY CATALOG/MULTICHANNEL ISSUES STUDY REVEALS THAT ONLINE SALES RISE 20-50% AFTER A CATALOG DROP.

**36%** THE FOREST-PRODUCTS INDUSTRY PLANTS MORE TREES EACH YEAR THAN IT HARVESTS. ANNUALLY, NET GROWTH OF U.S. FORESTS IS 36% HIGHER THAN THE VOLUME OF ANNUAL TREE REMOVALS, ACCORDING TO THE SOCIETY OF AMERICAN FORESTERS.



ENVIRONMENTALLY RESPONSIBLE printers and their clients have options for sourcing paper that's a product of well-managed forests.

## PRINT IS SUSTAINABLE

Despite encouragements to "save a tree" by not using print, the fact is paper is made from a renewable resource. And today's emphasis on the environment means options abound for sourcing environmentally responsible paper. At Quad, we have chain-of-custody certification from the Forest Stewardship Council™ (FSC®), the Sustainable Forestry Initiative (SFI) and the Programme for the Endorsement of Forest Certification (PEFC). This allows Quad clients who purchase and print their products on any FSC-, SFI- or PEFC-certified paper to display the organizations' on-product logos, signifying the paper they've been printed on was made using wood pulp from healthy well-managed forests.