

Companies now have more options in how they market their businesses and communicate with clients.

But are digital mediums like social media truly effective for marketing to consumers?



**Did you know?**  
Facebook's own research shows that posts on average are viewed for only 1.7 seconds

## PEOPLE ENGAGE WITH PRINT

The secret to winning new customers over is to engage their attention fully.

Studies have proved that people are the most engaged and attentive when reading print.

**1. No distractions.** The great advantage for advertisers in print is there are no distractions for a reader. Once they start reading an article or absorbing an ad, there are no other windows or pop-ups hovering over and taking the spotlight. The reader's full attention is on that specific written material. This guarantees a greater engagement, the consumer is more likely to be impacted by it and remember it long-term. This kind of interaction happens rarely in the digital space.

**2. Stimulating the senses.** An exclusive advantage that print has is its physical presence. With print, the readers can flick through the pages, see everything in hi-resolution, feel the print and paper quality, smell the ink, and take their time. It has been proved that holding a physical object builds more trust with the consumer than temporarily viewing a message for a limited time on a screen – see the fact box below.

**3. Our distribution network** means copies are actively picked up by keen readers, and every single copy is taken.

**4. Shire Magazine pages** are arranged so that entertainment, education, news and information is mixed alongside the relevant products and services being offered – with no distractions. This combination is attractive to the reader, who is much more engaged.



### Print vs Digital – the facts

Newsworks agency in London has a database which tests the effectiveness of hundreds of adverts across print and digital over time. They found that:

- Advertising recall is **2.6 times higher** for ads within print than it is for ads appearing in digital channels (on average 72% of readers recalled print ads compared with 28% of readers who recalled digital ads)
- Branding is **107% stronger** in print advertising vs digital advertising
- Print ads are easier to understand by a factor of 2.4 times (46% of readers claimed print ads very **easy to understand**, but only 19% of readers felt the same for digital ads)
- Readers are **190% more likely** to say that print ads are interesting to them
- There are **83 million fake** profiles on Facebook alone. (Source: CNN)