

Coming Soon: Print in the Mix Website Redesign

Later this spring, the Print in the Mix website will be rolling out a fresh, new look. We're working to make the site brighter, cleaner, and easier to navigate. The new site is shown below:



Our redesign complements the look and feel of the recently launched redesign of The Print Council website, which generously and fully funds our endeavor to get the word out about the power of print in the marketing mix.

We hope you will find the new site easy to use, easy on the eyes, and a continuing useful resource.

Sincerely,

Liz Dopp, Managing Editor



Consumers and QR Codes



- Thirty-one percent of all U.S. mobile users have smartphones (Source: Nielsen Co.).
- Smartphones are projected to be in the hands of 43% of mobile users by late 2015 (Source: eMarketer).
- Many U.S. top brands are using QR codes. These include Starbucks, GMC, Google, Weather Channel, Best Buy, Ford, Pepsi, Facebook, and more.
- Thirty-two percent of mobile device users surveyed say they've used a QR code (Source: MGH Marketing).
- Roughly 62% of those who have scanned QR codes have done so multiple times (Source: Mobio).
- Seven out of 10 say they would be interested in using a QR code, for either the first time or again (Source: MGH Marketing).
- The majority of QR code scanning in the U.S. is performed by consumers in the 35-44 years of age bracket (25%), with steady adoption being seen among those 18-54 years of age (84%) (Source: Mobio).
- Nearly four out of 10 (37%) respondents surveyed in late 2010 said they use mobile devices to browse or research products and services. This figure has grown from 27% reported in spring 2010 (Source: ATG).
- Top uses of those who said they have scanned a QR code were to get a promotional deal (53%) or obtain additional information (52%) (Source: MGH).
- **Mobile barcode (1D and 2D) scanning traffic increased over 800% from this time a year ago (Source: ScanLife).**
- Four out of 10 (41%) consumers ages 18-34 are using their mobile device to complete purchases of products and services with varying frequencies (Source: ATG).

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> QR Codes continued

- Print plays an important role in the top QR code campaigns:

Most Popular 2D Barcode Campaigns

Industry	Media Placement of QR Code	Code Action
1. Film	Outdoor/Online	Video
2. Retail	Catalog	Video/Sweepstakes
3. Retail	Magazine	Video
4. Newspaper	Newspaper	News
5. Mobile	Online	App Download

Source: ScanLife 2011 - Global campaigns

- U.S. mobile commerce quadrupled from 2009 to reach \$4.9 billion at the close of 2010. The top purchases made via mobile devices: Travel-related products and services (31%), computers and electronics (20%), and apparel (13%) (Source: ABI Research).
- In 2015, shoppers worldwide are projected to spend \$163 billion on goods and services via mobile phones. This will represent about 12% of the total projected e-commerce market (Source: ABI Research). ”

Sources:



Follow this QR code to our Twitter feed!



ABI Research, *Mobile Commerce In The U.S. To Reach \$4.9 Billion This Year, Up From Just \$363M In 2008 (Mobile Marketing Watch)*, December 2010.

ATG, *Consumer Shopping Experiences, Preferences, and Behaviors*, Fall 2010.

eMarketer, *How Mainstream Are Mobile Apps?*, January 2011.

MGH Marketing, *QR Code Usage and Interest Survey*, February 2011.

Mobio Identity Systems, Inc., *The Naked Facts: QR Barcode Scanning in 2H-2010*. February 2011.

Nielsen Company, *U.S. Smartphone Battle Heats Up*, December 2010.

ScanLife, *Mobile Barcode Trend Report Q1 2011*, April 2011.



The 2011 State of the News Media Report: Advertising Revenue

Pew Research Center's Project for Excellence in Journalism

“ In a world where consumers decide what news they want and how they want to get it, the future belongs to those who understand the audience best, and who can leverage that knowledge with advertisers. ”

In March 2011, The Pew Research Center released its eighth annual report examining the health and status of American news media -- including advertising revenue. The study covers: newspapers, online, television, magazines, audio, and mobile.

Select top-line results focusing on advertising revenue:

- **The overall state of U.S. news media ad revenue improved in 2010.** Every sector saw revenues grow, with the exception of newspapers.
- **Newspapers endured another year of declines.** Ad revenues fell by 6.4% in 2010. Weekday circulation fell 5% and Sunday fell 4.5%. Seven of the top 25 U.S. newspapers are now owned by hedge funds and many of these new owners are turning to other outsiders to turn the business around.
- **Online outpaces newspapers for audience and ad revenue.** Fully 46% of Americans now say they get their news online at least three times a week, surpassing newspapers (40%) for the first time. Only local TV news is more popular (50%). Another milestone: More money was spent on online ads than on newspaper ads in 2010. News organizations saw online advertising overall grow 13.9% to \$25.8 billion in 2010. Comparatively, Pew estimates newspapers took in \$22.8 billion in print ad revenue (and \$3 billion in online newspaper ads). With this said, Pew states, “Contrary to what those who have already written print’s obituary may think, newspapers generally are still operating in the black. Typical profit margins hover around 5%.”
- **Mobile becomes an important factor.** Mobile ad spending still amounts to just 3% of total online ad spending (\$743 million), but it increased 79% in 2010. Nearly half of all Americans (47%) now get

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> 2011 State of the News Media *continued*

some form of local news on a mobile device, but the movement to mobile doesn't guarantee a revenue source for news organizations. To date, only 10% of those who have downloaded local news apps have paid for them. The oldest form of mobile ads -- ads sent as text messages—still dominate the market.


- **Magazines slow in decline.** The good news in 2010 was that things were not as bad as 2009. The number of ad pages sold in magazines during 2010 stabilized, dropping just 0.1% from 2009 (compared to -25.6% a year prior). In addition, the number of ad pages rose in 7 of the 12 categories and there were more magazines launched than folded in 2010 -- 193 magazines were started in 2010, while 176 folded. On the downside, newsstand sales continued to decline.

- **TV news audiences down, revenues up.** Revenue rose 17% thanks in part to a 77% increase in auto advertising and midterm election ads. Nonetheless, when adjusted for inflation, average station revenue has dropped by almost half in the past nine years. For cable news, despite declining audiences, ad revenues were up 8.4% in part due to revenue from subscription fees. Network evening news audiences fell by 3.4% from 2009 but the 21.6 million people who watched one of the three nightly news programs was roughly four times the combined number watching each cable news channel's highest-rated program. Pew estimates that the three networks news divisions each saw ad revenue growth between 5% and 7% in 2010.

- **Radio, one of the most stable media platforms is changing.** Radio revenue grew 6% in 2010 as AM/FM remained the primary listening format in automobiles -- but that may be about to change. Many auto manufacturers plan to include online radio by the end of 2011.

A Take Away:

The state of the U.S. news media improved in 2010 compared with a dismal 2009 with newspapers being the only major news media sector to see continued ad revenue declines. As online news consumption continues to grow, the news industry in the digital realm finds it is no longer in control of its own future as it increasingly depends on independent networks to sell their ads, and on aggregators, social networks, and mobile devices to deliver a substantial portion of their audience. With that, "The new players take a share of the revenue and in many cases, also control the audience data."

"In a world where consumers decide what news they want and how they want to get it, the future belongs to those who understand the audience best, and who can leverage that knowledge with advertisers," says Pew Director Tom Rosenstiel. "Increasingly that knowledge exists outside of news companies." 

Print Ads 'Most Liked' of All Platforms

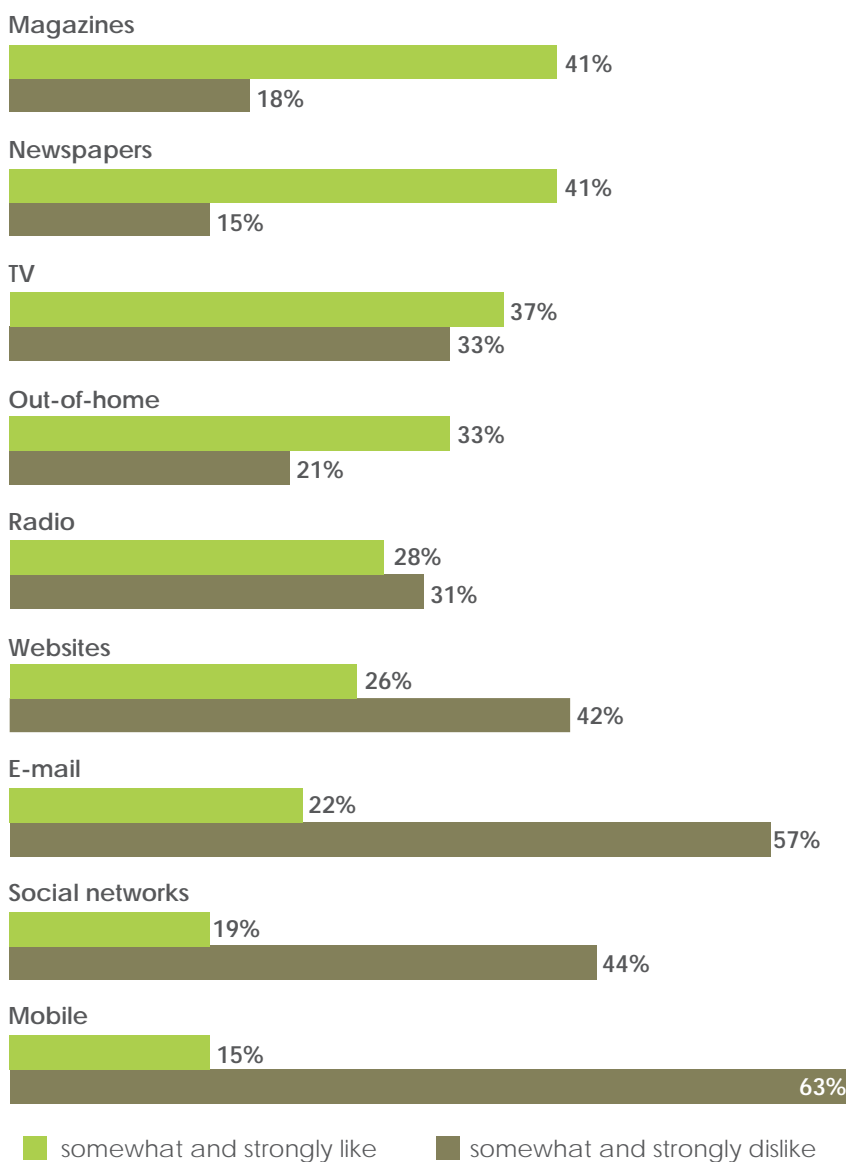
“ According to a 2011 AdAge/Ipsos Observer study, U.S. consumers most like advertisements appearing in newspapers and magazines more than any other source.

The online survey of 1,000 U.S. adults finds that media platforms on which consumers least like to see advertising are those that are experiencing the fastest adoption: Mobile (63% dislike or strongly dislike) and social networks (44%). In addition, 57% of consumers say they somewhat or strongly dislike email advertising.

”

U.S. Internet Users' Attitude Toward Ads in Select Media Formats

% of respondents



Source: Advertising Age survey conducted by Ipsos Observer, Jan 24, 2011.

Traditional Ads Have Greatest Impact on Purchases

“ According to Deloitte’s fifth edition *State of the Media Democracy* survey, consumers say that the advertising that has the most impact on their purchasing decisions is delivered via traditional means. ”

Medium	All	Ages 14-20	Ages 21-26	Ages 27-43	Ages 44-62	Ages 63-75
TV	83%	80%	82%	86%	82%	80%
Magazines	50%	44%	45%	45%	53%	67%
Online	47%	55%	69%	46%	41%	32%
Newspapers	44%	20%	17%	37%	59%	79%
Radio	32%	26%	22%	37%	34%	27%
Outdoor	13%	11%	12%	14%	13%	8%
Cinema	11%	27%	19%	10%	6%	3%

About: Deloitte’s fifth edition *State of the Media Democracy* survey, conducted online by independent research firm, Harrison Group, polled nearly 2,000 U.S. consumers, ages 14 to 75 years old, between September 10-October 8, 2010. The survey results have a margin of error of +/-2% points.

Source: MediaPost Research Briefs, *TV Advertising Most Influential*, March 23, 2011.

Direct Mail ROI

“ According to the Direct Marketing Association (DMA), in 2010 every dollar spent on direct marketing advertising resulted in \$12.57 in direct marketing-driven sales, on average. ”

Source: The Direct Marketing Association (DMA), *The Power of Direct Marketing*, 2009-2010



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The Power of Direct

“ In 2010, marketers — commercial and nonprofit — spent \$153.3 billion on direct marketing, which accounted for 54.2% of all ad expenditures in the United States. Measured against total U.S. sales, these advertising expenditures generated approximately \$1.8 trillion in incremental sales. In 2010, direct marketing accounted for 8.3 % of total U.S. gross domestic product. Also, in 2010 there were 1.4 million direct marketing employees in the U.S. Their collective sales efforts directly supported 8.4 million other jobs, accounting for a total of 9.8 million U.S. jobs. ”

Source: *The Direct Marketing Association*), DMA 2011 Statistical Fact Book.

Direct Mail Spend on the Rise in 2011

“ Analysis from marketing consulting firm Winterberry Group, entitled *Outlook 2011 What to Expect in Direct & Digital Marketing*, shows a positive outlook for direct channels in 2011.

Spending on direct mail is expected to increase 5.8% in 2011, to \$47 billion dollars. This surge is driven by a return to acquisition mail led by financial services, retail, and automotive.

Direct marketing's upswing is a continuation of the 2010 rebound in which direct mail spending rose 3.1% after experiencing declines in 2007 (-1.4%), 2008 (-4.1%), and 2009 (-16.7%). ”

Source: *Marketing Powers Activate, Report: Direct Mail Spending To Grow 5.8%*, January 14, 2011.



Visit *Print in the Mix* today to see the latest content!
www.printinthemix.com

About Print in the Mix

Established with a generous grant from The Print Council, *Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness* is housed at Rochester Institute of Technology and is published by the Printing Industry Center at RIT.

Print in the Mix is a unique resource whose mission is to collect and summarize reputable research demonstrating the role of print as a viable information medium in the marketing mix.

Joining us in this unique endeavor are faculty and staff from universities coast-to-coast who study printing industry trends. Together we review research from a variety of academic and industry resources, distill the quantitative facts and detail how the research was done in order to present top-line synopses for use by media specifiers, print providers, and others as they make the case for “print in the mix.”

Visit Print in the Mix at printinthemix.com

Visit the Printing Industry Center at RIT at print.rit.edu



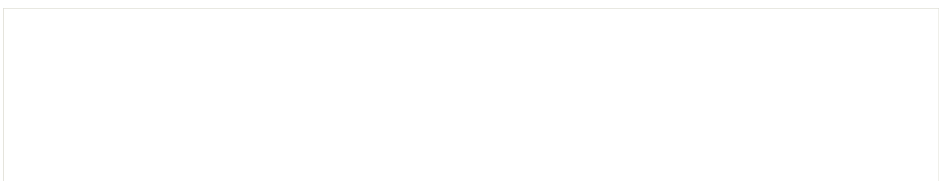
About The Print Council

The Print Council is a business development alliance formed by leaders in the graphic arts industry whose goal is to influence and promote the greater use of print media. Through education, awareness, market development, advocacy, and research, The Print Council serves the industry to develop, maintain, and increase the market for printed goods. In addition, the Council works closely with industry associations, ongoing initiatives, and relevant user groups that share common goals.

For more information, please contact Executive Director Ben Cooper at bycooper@wms-jen.com or info@theprintcouncil.org.

Visit The Print Council at theprintcouncil.org

THE PRINT COUNCIL



About the Print in the Mix Newsletter

The Print in the Mix Clearinghouse publishes its printed newsletter three times a year and issues an e-newsletter monthly. Subscription is free. To register, please visit us at:

printinthemix.com

Print Council Members: Additional copies of the printed newsletter are available upon request. Please visit the Clearinghouse web site and click on "Contact Us."

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The logo for 'Print in the Mix' features the word 'Print' in a dark purple font, 'in the' in a smaller dark purple font, and 'mix' in a large, bold, green font. To the right of the text, there are several green lines that curve upwards and then downwards, resembling a stylized circuit board or a signal path.

Print
in the
mix

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CHANGE SERVICE REQUESTED