



# How Print Boosts Digital Campaign Performance

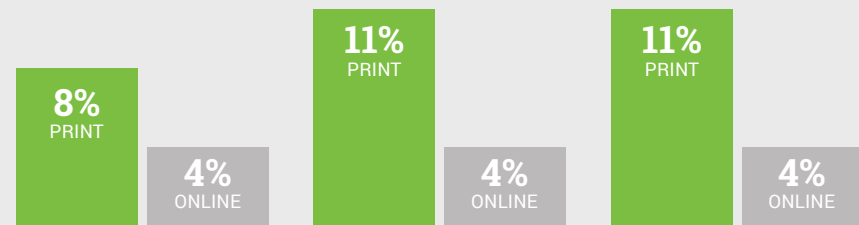
When it comes to print, neuroscience has shown that we use different parts of the brain to process information that we can both see and feel. This deeper level of engagement is why paper-based reading is associated with stronger transfer to long-term memory, recall and comprehension.

Print and digital both reflect considerable reading times with strong engagement. Research conducted over a span of eight years strongly supports how print boosts digital performance across several key attributes.

This added depth of engagement is why print consistently achieves the highest levels of brand favorability and purchase intent of any measured media.



## Average Brand Lift Due to Exposure



Brand Awareness

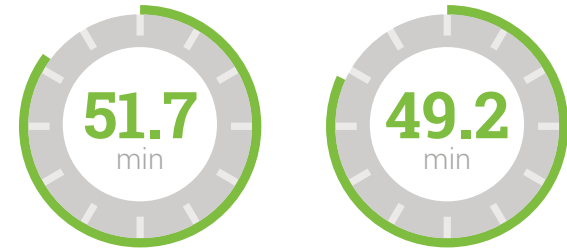
Brand Favorability

Brand Purchase Intent



According to The Online Marketing Institute, it takes seven to thirteen touches to deliver a qualified sales lead. A varied mix of media, including print, is needed to move prospects from familiarity to preference and ultimately, to action.

### Average Time Spent Per Issue

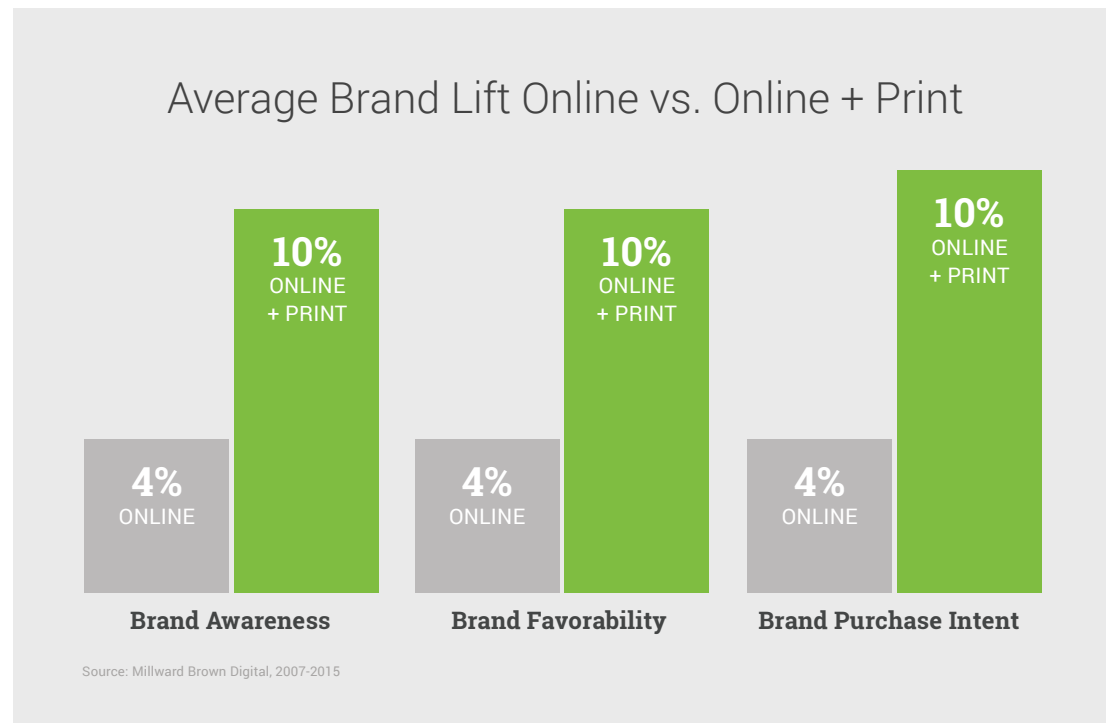


Primary Print Readers

Digital Edition Readers

Source: GfK MRI, Special Tabulators, Fall 2016

### Average Brand Lift Online vs. Online + Print



Source: Millward Brown Digital, 2007-2015

### Our Print + Digital Brands

Brand	Our Audience Reach		
	Print*	Digital**	Total
<i>CCJ</i>	169,000	368,206	<b>537,206</b>
<i>Overdrive</i>	214,000	1,211,815	<b>1,425,815</b>
<i>Truck Parts &amp; Service</i>	30,000	36,707	<b>66,707</b>
<i>Aggregates Manager</i>	20,000	69,083	<b>89,083</b>
<i>Equipment World</i>	214,000	492,053	<b>706,053</b>

\*annual reach. \*\* mobile, social media, website.

**Talk to your sales representation today to find out how to develop a more fully integrated advertising initiative with print, digital, and data resources.**