

# Consumer Attitudes About Print Advertising

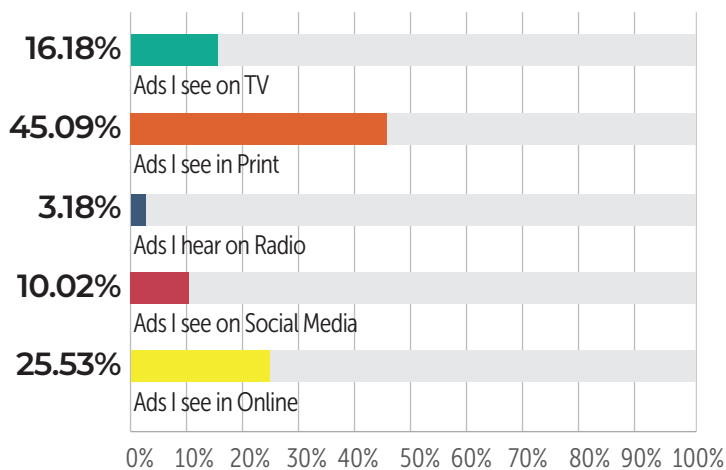
## Insight Factory, 2019

Mailbox Merchants recently contracted with an independent third party to measure consumer sentiment about the use of print advertising and its influence on decision making when considering a purchase.

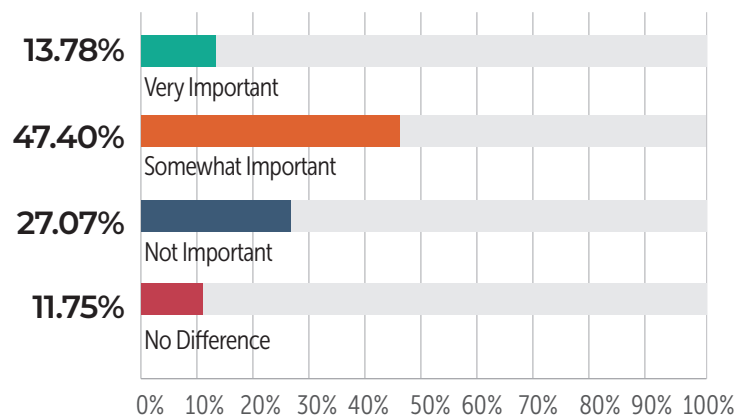
The results were compiled by polling 1038 adults about their views on prints' relevancy in today's media landscape, its trustworthiness as a media, and its ability to impact consumer shopping activity.

The results clearly demonstrate that **Print is NOT Dead** and that consumers continue to value print advertising and that when effectively used, print remains a vital tactic to influence consumers on the path to purchase.

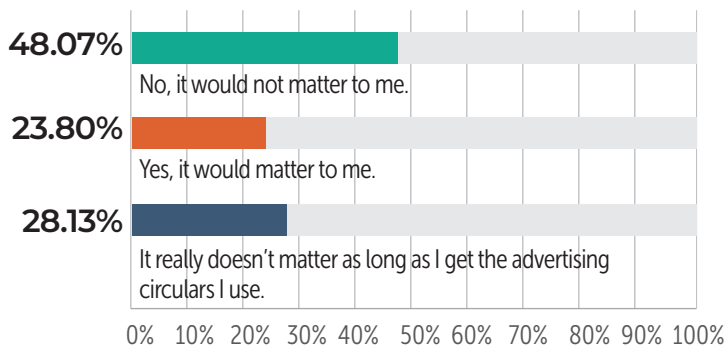
### What form of advertisement has more credibility with you?



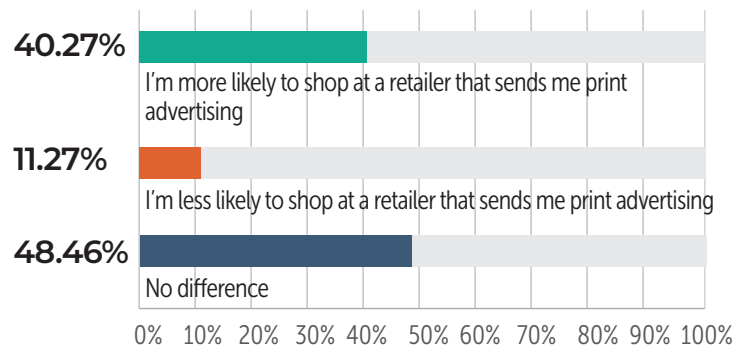
### Given the choice to buy similar products from two different retailers, how important is an advertising circular in influencing your decision?



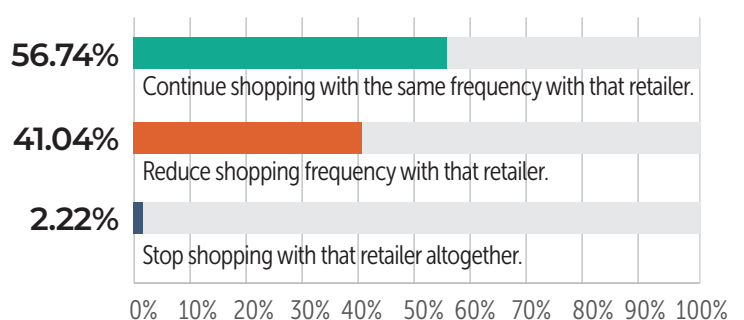
### Would it matter to you if an advertising circular you regularly received was delivered to you via the newspaper one week and then in your mailbox the next week?



### How likely are you to shop at a retailer that sends you printed advertising vs one that does not?



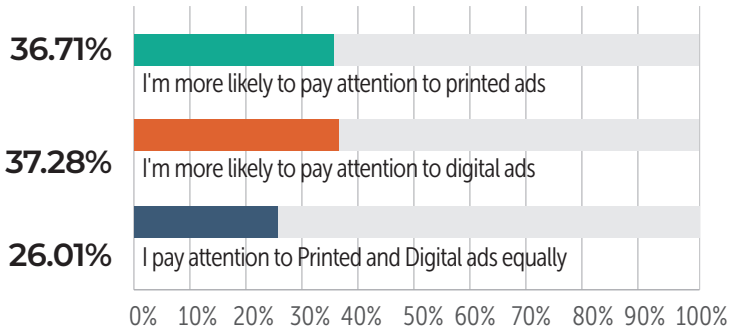
### If a local retailer stopped sending advertising circulars that you regularly used; over time, would you be more likely to:



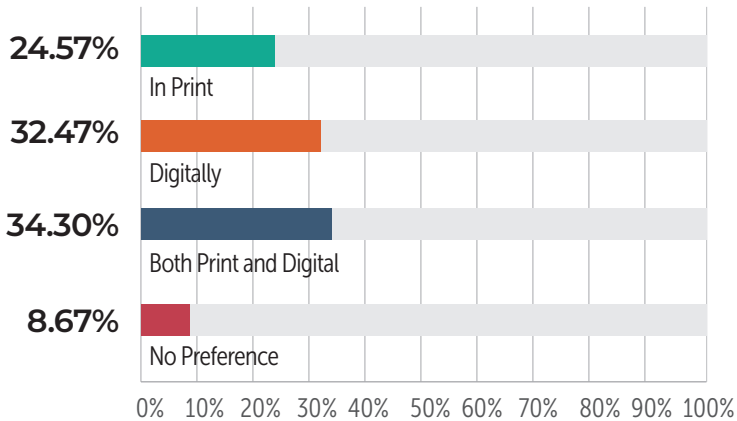
In a fragmented media landscape, print remains a foundational and effective tool that continues to activate today's consumers.

## Consumer Attitudes About Print Advertising (cont.)

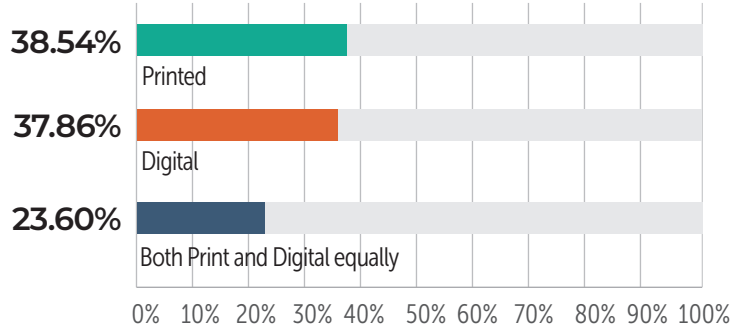
What makes a greater impression on you? Advertising sent to you in printed form or digital advertising? ( i.e. E-mail, online advertising, mobile, social media ads, etc )



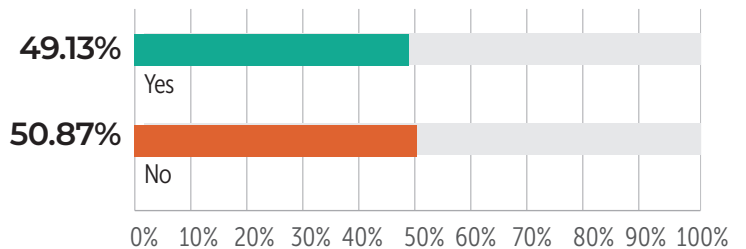
How do you prefer to receive coupons, offers, and sale information from retailers?



What type of ads are you likely to spend more time looking at or reading? Printed or Digital.



Do you currently use any sort of ad blocking technology on any of your devices?



In a fragmented media landscape, print remains a foundational and effective tool that continues to activate today's consumers. With prospective customers engaging with multiple media touchpoints along the path to purchase, print endures as a key channel to help drive customers to your store, your website, or social media platform.

Now more than ever, a proper media mix is critical to reach all consumers. Numerous surveys concur with our experience and say that the combination of adding print to your current marketing mix will outperform using any one format on its own.

Mailbox Merchants' ability to reach consumers with scale, linked with the immediacy of digital is a potent combination that will help you regain a competitive advantage in the marketplace.

### Key Takeaway...

Consumers continue to rely on multiple forms of advertising to inform purchasing decisions. Print is vital to that mix.