The Case for PRINT

“Print is dead”, or so goes the theory made popular by digital and social advertising czars. Do people really read print magazines anymore? The answer is “YES”, without a doubt, and print should be at the core of your integrated marketing plan. Skeptical??? Consider these facts about the wood products manufacturing industry:

1. **100% of our print subscribers request the magazine.** No one receives the print edition without requesting it. That means everyone who receives it asked for it.
2. **68% of FDMC subscribers request a print edition, only 27% request a digital version and 5% ask for the magazine in both formats.** That means 73% of the recipients of all versions have requested print. That may be different in other industries, but in this close-knit industrial market it is a fact.
3. **61% of Closets & Organized Storage subscribers request a print edition, only 28% ask for a digital version and 11% ask for the magazine in both formats.** That means 72% of all recipients have requested a print version.

**Database management is essential**
Our audience development team processes subscription changes, additions and deletions daily. This dedication to quality ensures your message is delivered to active, engaged subscribers. You know who they are because we know who they are.

We are constantly adding subscribers based on the demographics you are looking to reach. Each potential subscriber is added only after verification of qualification. And in the case of print, only after they have requested it.

**Branding is important**
There is no more cost-efficient way to achieve your branding objectives than to engage in a print campaign. And remember; branding is essential to market share growth. Once your brand is selected, you have the business! And print has a lasting value that no other medium can achieve when it comes to branding. Digital marketing is an effective method for achieving instant response and those responses become more qualified when coupled with a print campaign. When you engage in a print campaign with the Woodworking Network you can rest assured that we have done most of the sorting and qualifying work for you in advance. Your message is delivered to people who are qualified to do business with you in a medium they have requested, period.

**Know your customers**
The Woodworking Network has completed extensive research in the past few months, all of which will help you define your targeted audience and make your critical media selections. For more information on those study results click the links below:
- **Closets & Organized Storage- Readership Study**
- **FDMC- Readership Study**

The subscribers to these publications are qualified decision makers. You can’t afford to ignore these valuable prospects. Start engaging them today by utilizing the most effective, cost-efficient medium available to carry your brand message.

Call your Media Integration Manager now for assistance in customizing an integrated marketing program for your company and your brands.

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