

THE BENEFITS OF COMBINING PRINT & DIGITAL ADVERTISING



Consumers are exposed to a **wide variety of media each day**. The most effective marketing campaigns use a combination of print and digital advertising to increase audience engagement.

THE ADVANTAGES OF RUNNING A PRINT AND DIGITAL ADVERTISING CAMPAIGN

Broader audience reach

A large portion of the population, more than 6 in 10 U.S. adults, reads a print or digital newspaper each week.¹ In general, the printed newspaper appeals to an older demographic and the digital option captures a younger audience. If your target audience varies by age, combining print and digital advertising is the answer.

Increased brand awareness

By including both print and digital ads in your marketing campaign, you are broadening the ways you reach specific audiences with your key messages, which leads to increased brand awareness.

Alignment with trusted media

Print is the most trusted and impactful media. By including a complementary digital program, your messaging will resonate even more with consumers who are familiar and comfortable with the print product.

Amplified calls to action

Print ads can drive digital marketing efforts by including calls to action such as a website address, social media URL, QR codes and hashtags.

Cost efficiency

Integrated campaigns blend print and digital advertising methods to affordably reach the most people and convert prospects into customers.

Local affiliation

Only the news media industry can pair advertisers' messages with local content, in both print and digital, to reach real people in targeted communities.

Speed and flexibility

Newspapers provide one of the fastest to-market advertising channels and when combining digital ads with print ads, advertisers can reach a desirable local market in less than 24 hours.



Source: ¹2021 Release 2 Nielsen Scarborough Report. Copyright 2022. Scarborough Research. All rights reserved.