



BOOST YOUR
MARKETING
EFFORTS with **PRINT**

BENEFIT
from **PRINT**
ADVERTISING!



01

Market to younger generations.

Consumers in the 18-35 range have certainly embraced technology but 88% of them still purchase magazines. Print advertising allows you to target the percentage of this demographic who still reference physical media.



02

Target the right market.

Print advertisements allow you to reach a specific audience of 74,000 distributor salespeople or embroiders by choosing one of our three industry-leading publications. As a result, you can tailor your messaging and the positioning of your ads to appeal to your desired demographic.



03

Leave a lasting impression.

56% of people will research or purchase something they've read on hard-copy print. Viewers are more likely to remember the content of an ad if they saw it in print. Print media allows viewers' recall triggers to fire on all cylinders, which helps with brand association.



04

Complement your online advertising.

Print reinforces your digital advertising and captures additional leads that you might have missed with your other marketing efforts. It also increases clicks on ESP®. Engage with readers who are interested in the adjacent editorial content.

Contact your account executive to start advertising in ASI® magazines.

Source: mediaspacesolutions.com, "The Benefits of Print Advertising"



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