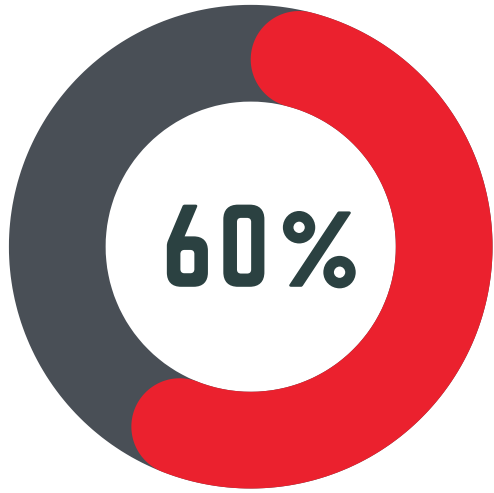


# PROVING THE EFFECTIVENESS OF PRINT MEDIA

**4,000 case studies**  
**(UK & Ireland)**

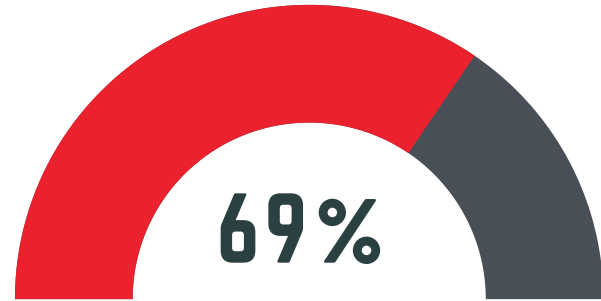
## AD RECALL

Almost two thirds of ads in print media are remembered.



## CLEAR MESSAGING

More than two thirds of readers find print ads easy to understand - get your message heard

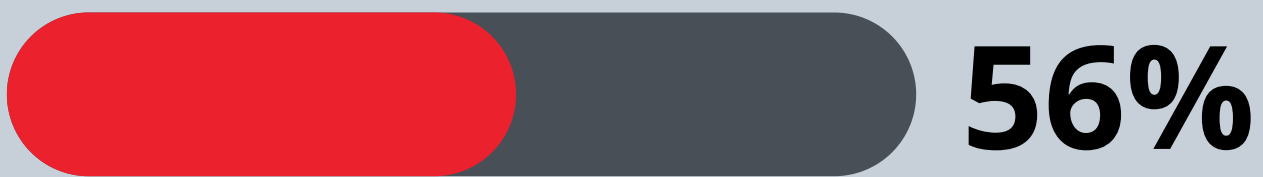


## PRINT ADVERTISING DELIVERS

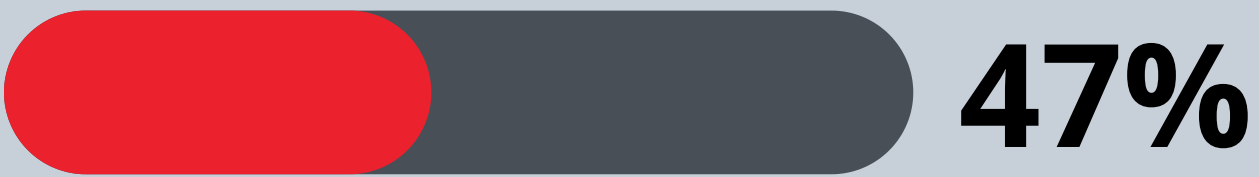
### Recall



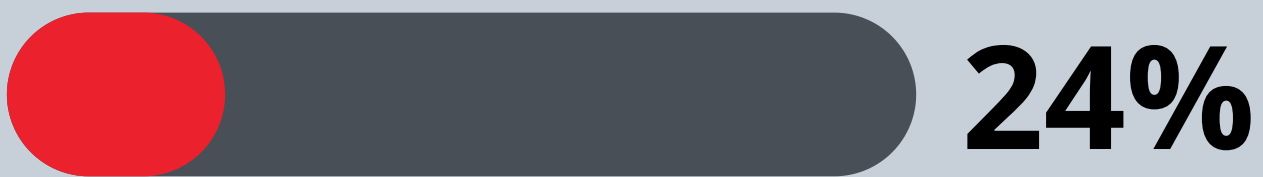
### Brand Recognition



### Engagement

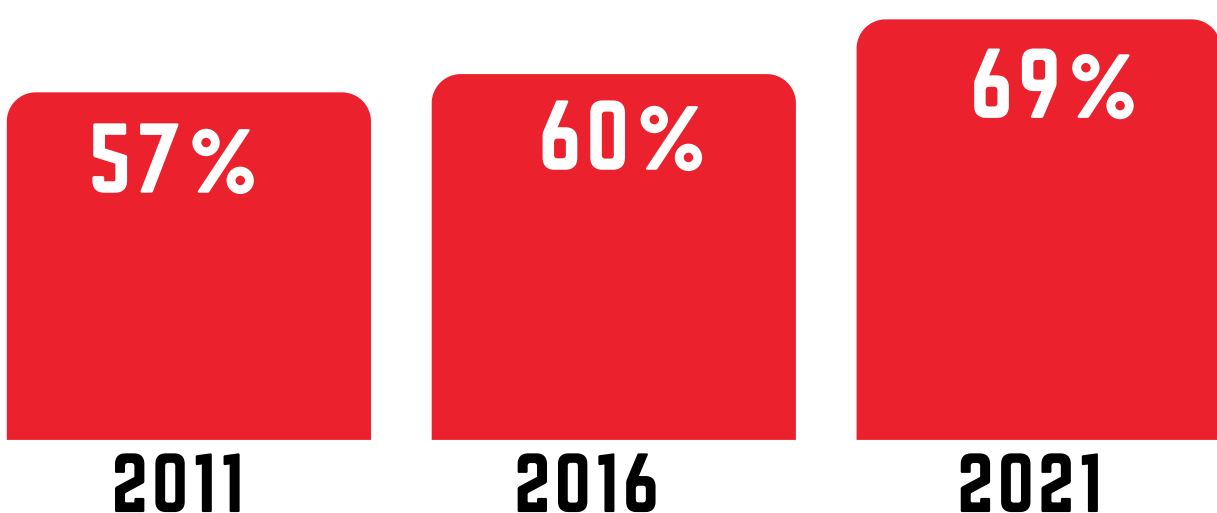


### Action



## INCREASING OVER TIME

In the last 10 years more people are noticing ads in print (% recall)



2011

2016

2021