

# Print Is Dead (Not)

By Ed Gilbert, Head Thinker

absolute**thinking**



Since 1996 when the Internet took hold, I have heard over and over again that print is dead. That is partially true if you worked for or read a newspaper. They are dying a slow death and in some cases or cities they have become extinct. Personally, I still read my local newspaper because I can't eat breakfast without it. Unfortunately, it takes the half time to read it before it goes on the birdcage floor. Pavlov would be very happy that his theory had no age restrictions.

Here is something to consider when marketing your golf resort, golf course, real estate project, retail commodity or destination; "consumers pay more attention to magazines than any other media" according to the BIG-Research Simultaneous Media Usage study conducted in 2010. Shocked? You shouldn't be. Pay Per Click campaigns are not for branding.

Magazine readers are highly more likely to influence their friends or family across a wide variety of categories. Purchasers love to brag about what they bought, saw, researched or experienced positively. You don't? Bull shit. Bull shit. Bull shit. I just bought the new Taylor Made R11. I am driving the ball 30 yards longer than before off the tee. I tell everyone I play with or talk to about golf and so do my golfing buddies. I first saw this driver in a golf magazine. Not on the Internet, newspa-

per, television or billboard.

Magazine advertising was up 3.3% in 2010 and ad recall has increased over 11% in the past five years. In addition 53% of those recalling ads actually took action as a result according to Affinity's Vista Service. The average magazine reader spends 42 minutes reading each

magazine issue. That is twice the time it takes to read the Orlando Sentinel and all its automobile and retail ads. Bummer.

And finally as I mesmerize you with statistics (really it's my research skills); consumer magazines ranked #1 out of 16 different media outlets as

having the most positive and credible impression. This according to a Yankelovich MONITOR. While 93% of all adults read magazines. We took out pornography from that number thank you very much.

Ergo, when you are considering an advertising program for any product, good or service you would be remiss (that means not too astute) if you ignored print advertising all together. It is still a very viable medium that is continuing to be read. If not, what would we read when we are standing at the checkout line at Publix?

In all seriousness, advertising is about impressions and repetition. Getting to the right audience at the right time to build brand awareness. The backbone of any sound marketing strategy for long term effectiveness is branding. It is not about charging as little as possible. That is a short term solution to a long term challenge and chances are you will not be around in the long term because of it. Caveat Emptor (buyers beware) is still words to be reckoned with in today's economy. Think smartly my readers. 🏌️

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