

Print

Tips for Print Advertising in 2020

Print advertising is a trusted platform that's continuing to flourish. It's a major brand builder and a great avenue to showcase your products.

Print continues to be a driving force for ASI® Advertising in 2020, bringing a targeted audience of nearly 100,000 each month.

Here's what to expect from print going forward:



Simplicity in Design

The minimalistic approach has been a big hit in advertising circles recently, as consumers are gravitating toward a clean aesthetic with straightforward imagery, clear fonts, muted color schemes and concise content.



Personalization

Consumers aren't just looking for a product or service - they want a personal experience. Get buyers engaged by sending along your catalog with our magazines. This shows you're paying attention to a relevant audience and making sure your catalog personally gets to them.



Combine Print and Digital Advertising Strategies

The best strategy is to be everywhere your customer is - both online and offline. Utilize print to drive consumers online by listing your website or a QR code. Showcase your marketing catalogs online so they get the best of both worlds. Working with your account executive, you'll find a perfect mix that meets the needs of your company and prospective reach.



Memorable Ads

Grab a high-impact ad spot that's sure to stand out. This includes belly bands, which readers have to physically remove before opening the magazine, and inserts, which are made of thicker stock so your audience flips immediately to them.

Utilize these strategies for a successful 2020 in print.
Contact your account executive today to get started.