

PRINT

MARKETING STRATEGIES FOR 2019

In recent years, a myth has been circulating that print marketing is obsolete in the digital age. Sure, some things have changed as the media landscape has shifted, but if you follow these best practices, print marketing will continue to be a driving force for your campaign in 2019, delivering a trustworthy message and a high ROI.

DIRECT RESPONSE

Print ads are best used for direct response, which, when done correctly, tells your target market exactly what to do in an easily trackable way. Focus on creating a clear benefit. Utilize our publications to showcase your new products for 2019 and include a call to action that speaks to your audience.

CENTER ON YOUR CUSTOMERS

How can you save them money or solve any issues they may have? When developing a print ad, aiding your customers' needs should be top priority.

HIGH-IMPACT PRINT ADVERTISING

ASI® publications offer plenty of options to get you noticed. Belly-band advertising sticks out from the get-go, as customers need to physically remove it before opening the magazine. Inserts force readers to immediately flip to that page, and covers are immensely impactful as the first and most frequently seen page.

SEND LOYAL READERS TO A DEDICATED PAGE

150,000 readers don't want to be directed to a generic website home page – they want to be driven to exactly what caught their eye in the print ad. This benefits both you and the customer, since you can easily track where traffic to your dedicated page is coming from.

AVOID UNPROFESSIONAL FONTS AND STOCK IMAGERY

While it's important to grab the viewer's attention, distracting artwork will send the wrong message. Choose classic fonts on your own unique images for the best results.

SIMPLE LINES OF COMMUNICATION

Include the necessary information for our readers to contact you. When they see something they like, it should be easy for them to make a connection.

VISIT ASIADVERTISING.COM/MAGAZINES AND LEARN MORE ABOUT ASI PUBLICATIONS AND ADVERTISING OPTIONS.