

# Engage Audiences, Invest in Print

Presented by

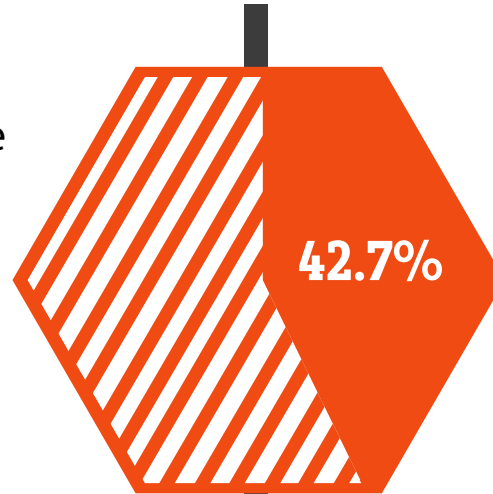


**ELECTRICAL  
CONTRACTOR**

# Sprint to Print

Reader, we don't blame you for naysaying print advertising. Digital ads are crucial to sales. But we're here to tell you that—despite what you may think—consumers prefer print advertising. It's less intrusive, more memorable and easier to access. Keep reading if you don't believe us.

There are a million reasons for people to pick up their phones. Perhaps they're checking the status of a sushi delivery, drafting a passive-aggressive email or looking up the record holder for most crawfish eaten in 10 minutes (Sonya Thomas, 2010, 6.5 lbs, by the way). A digital ad gets in the way of these vital tasks.



**Ads are not what consumers want when watching videos or reading content online. Roughly 42.7% of internet users install ad blockers to prevent unwanted messages, pop-up boxes and other forms of unsolicited advertising. What distinguishes your ad from spam and clickbait?**

To boot, internet privacy regulations are taking a toll on programmatic advertising. Third-party cookies are now blocked in both Apple Safari, Google Chrome and Mozilla Firefox.



Even if consumers like your ad and are interested in your product, the rapid pace and immense quantity of online content is overwhelming. Say, ten minutes ago, you saw an ad for a device that looks like a Pez dispenser but is longer and collapsible and designed to give your dog treats without getting your hands dirty. How do you even Google that? Please, can anyone tell me?

Good luck finding a needle in a haystack.

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## In Print We Trust

Print is not dead and it's not just surviving. It's thriving. Sixty-five print magazines have been in production for more than 100 years, and more than 185 have surpassed 50 years. In just the last three years, **magazine readership has increased by 6 million people!** (That is roughly 6x the population of Delaware.)



This could be because **more than 80% of consumers trust print ads more than digital media.** And when print is paired with digital channels, campaigns are as much as **400% more effective** than running digital ads alone. Print also has a 77% higher brand recall than digital as well as a higher emotional connection. Why not consider both?

## It Cuts Through the Noise

Now that screens are the norm, the printed page is a luxury, a quiet refuge. According to a 2020 survey conducted by Statista, 66% of people preferred printed publications, even when digital versions are available.

When a person picks up a magazine, they're open to receiving new information (advertisements included). And good news—45% of U.S. adults spent more than 15 minutes per day reading digital or print magazines.

**MarketingSherpa reports that more than 50% of consumers often or always read print advertisements that they receive in the mail from companies they are satisfied with.**



# It's Not Just an Old Person Thing!

"I'm old, so I read magazines, but youngsters don't," you might think. Gen Z likes magazines (and other physical media), and they are the future of skilled trades. ELECTRICAL CONTRACTOR is ready for them. Would you believe that 18-23-year-olds prefer print? Consider the following:

- Gen Z has \$300 billion in purchasing power
- By 2025, Gen Z is expected to account for 27% of the workforce, according to the World Economic Forum.
- The number of students enrolled in vocational-focused community colleges rose 16% in 2023.

92% of 18-23 year-olds say print is easier to read than digital content. Further, 95% of adults 18-29 read magazines (To put this into perspective, only 81% use Facebook).

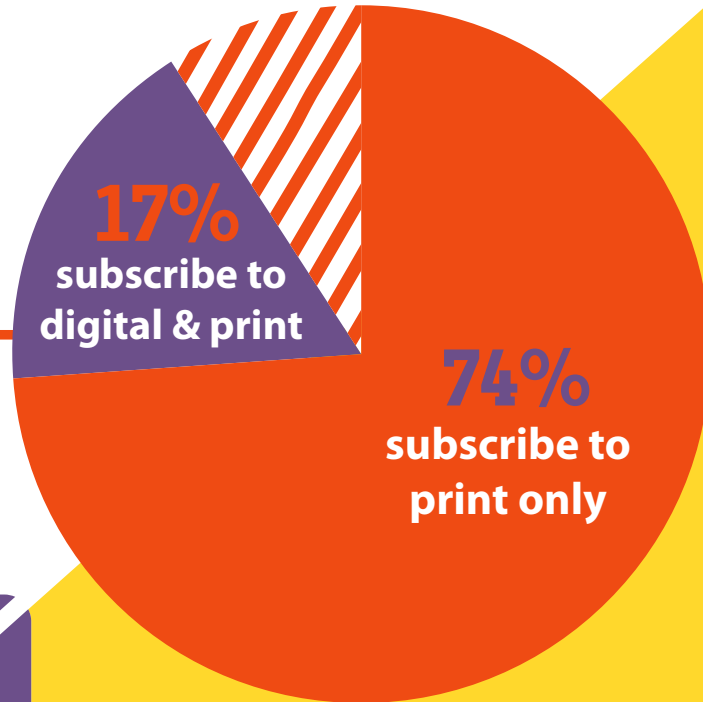
Gen Z is being dubbed "the toolbelt generation."

The number of students studying construction trades rose 23% in 2023 while those in programs covering HVAC and vehicle maintenance and repair increased 7%.

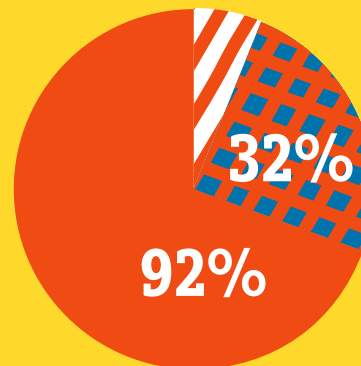
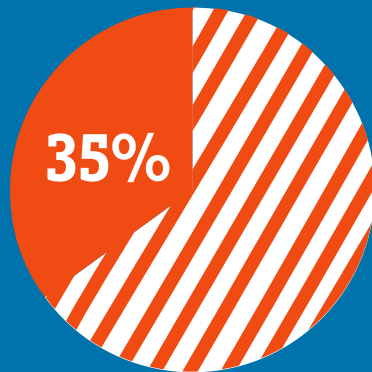


# Why ELECTRICAL CONTRACTOR?

Have we converted you to loving print? What if we told you that we have 80,000, annually-renewed subscribers and they love print, too? (Forgive us for tooting our own horn.)



35% say that ELECTRICAL CONTRACTOR is their personal favorite industry magazine



92% of ELECTRICAL CONTRACTOR readers pick up the magazine more than once, while 32% of readers read it 4 or more times.

# Resources

ELECTRICAL CONTRACTOR, 2023 Reader Survey

Entrepreneur, "The Importance of Print Media and How It Can Benefit Your Brand," available at <https://www.entrepreneur.com/growing-a-business/the-importance-of-print-media-and-how-it-can-benefit-your/426749>

Marketing Sherpa, "Channels Customers Trust Most When Purchasing," available at <https://www.marketingsherpa.com/article/chart/channels-customers-trust-most-when-purchasing>

On the Bay Magazine, "10 Mind-Boggling Print Statistics," available at <https://onthebaymagazine.com/contact-a-media-advisor/10-mind-boggling-print-statistics/>

Statista, "U.S. magazine industry - statistics & facts," available at <https://www.statista.com/topics/1265/magazines/#topicOverview>

Statista, "Preference between reading print and digital magazines in the United States in 2019 and 2020," available at <https://www.statista.com/statistics/1203464/magazine-readership-by-format-us/>

Zippia, "18 Average Screen Time Statistics," available at <https://www.zippia.com/advice/average-screen-time-statistics/#:~:text=Gen%20Z%20spends%20an%20average,2%20hours%20and%2054%20minutes>

McCrinkle "Gen z and Gen Alpha Infographic Update", available at <https://mccrinkle.com.au/article/topic/generation-z/gen-z-and-gen-alpha-infographic-update/>

DirectTextbook, "62% of College Students Prefer Print Over eTextbooks – Down 10% Since 2015," available at <https://www.directtextbook.com/articles/1023/print-vs-etextbooks-survey#:~:text=Despite%20the%20growing%20eTextbook%20market,29%25%20prefer%20eTextbooks>

VistaPrint, "Your ultimate guide to the 12 common types of printing," <https://www.vistaprint.com/hub/types-of-printing>

Washington Post, "How Gen Z Is Becoming the Toolbelt Generation," available at [https://www.wsj.com/lifestyle/careers/gen-z-trades-jobs-plumbing-welding-a76b5e43?st=g7ybltv1w2hj659&reflink=desktopwebshare\\_permalink](https://www.wsj.com/lifestyle/careers/gen-z-trades-jobs-plumbing-welding-a76b5e43?st=g7ybltv1w2hj659&reflink=desktopwebshare_permalink)

MarketingSherpa, "Marketing Charts: Why the value chain matters to the marketer" available at <https://www.marketingsherpa.com/article/chart/customer-channel-preferences>

World Economic Forum, "Chart: How Gen Z Employment Levels Compare in OECD Countries," <https://www.weforum.org/agenda/2021/03/gen-z-unemployment-chart-global-comparisons/>

Harvard Business Review, "Why Marketers are Returning to Traditional Advertising," available at <https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising>

<https://clearcode.cc/blog/third-party-cookies-demise/#:~:text=The%20main%20reason%20for%20the,still%20available%20in%20Google%20Chrome.>



# Our Ads Work



**56% said that they made a purchase directly as a result of reading an ad in the magazine.**



**73% of readers reported that they would be more likely to purchase an unfamiliar product or service if it was advertised in ELECTRICAL CONTRACTOR.**

**58% said that they became aware of a product or service not previously considered as a result of reading ELECTRICAL CONTRACTOR.**

Savvy advertisers are choosing to invest their marketing budgets in print advertising—specifically magazines. Unlike other forms of media, subscribers invite these marketing messages to their table. Print isn't dead ... and it isn't even resting.

**Whoever you are trying to reach, you can open their minds (and wallets) with print.**