



**PRINT** **is** **LIFE**





READING  
A **PRINTED**  
**BOOK** REDUCES  
STRESS LEVELS  
BY **68%**

SOURCE: [MONDAYCAMPAIGNS.ORG](http://MONDAYCAMPAIGNS.ORG)

PRINT  LIFE



**RETAIN MORE**  
**BY READING A**  
**PRINTED BOOK**  
**VS AN E-BOOK**

SOURCE: SCIEDIRECT.COM

**PRINT** **is** **LIFE**

The background of the entire image is a photograph of two women in a print shop. They are both looking down at a large printed document that one of the women is holding. The image has a strong magenta color overlay. In the upper right corner, there is a faint, stylized icon of three people. The text 'PRINT EMPLOYS' is written in white, uppercase letters across the middle of the image.

PRINT EMPLOYS

**396,996**

PEOPLE

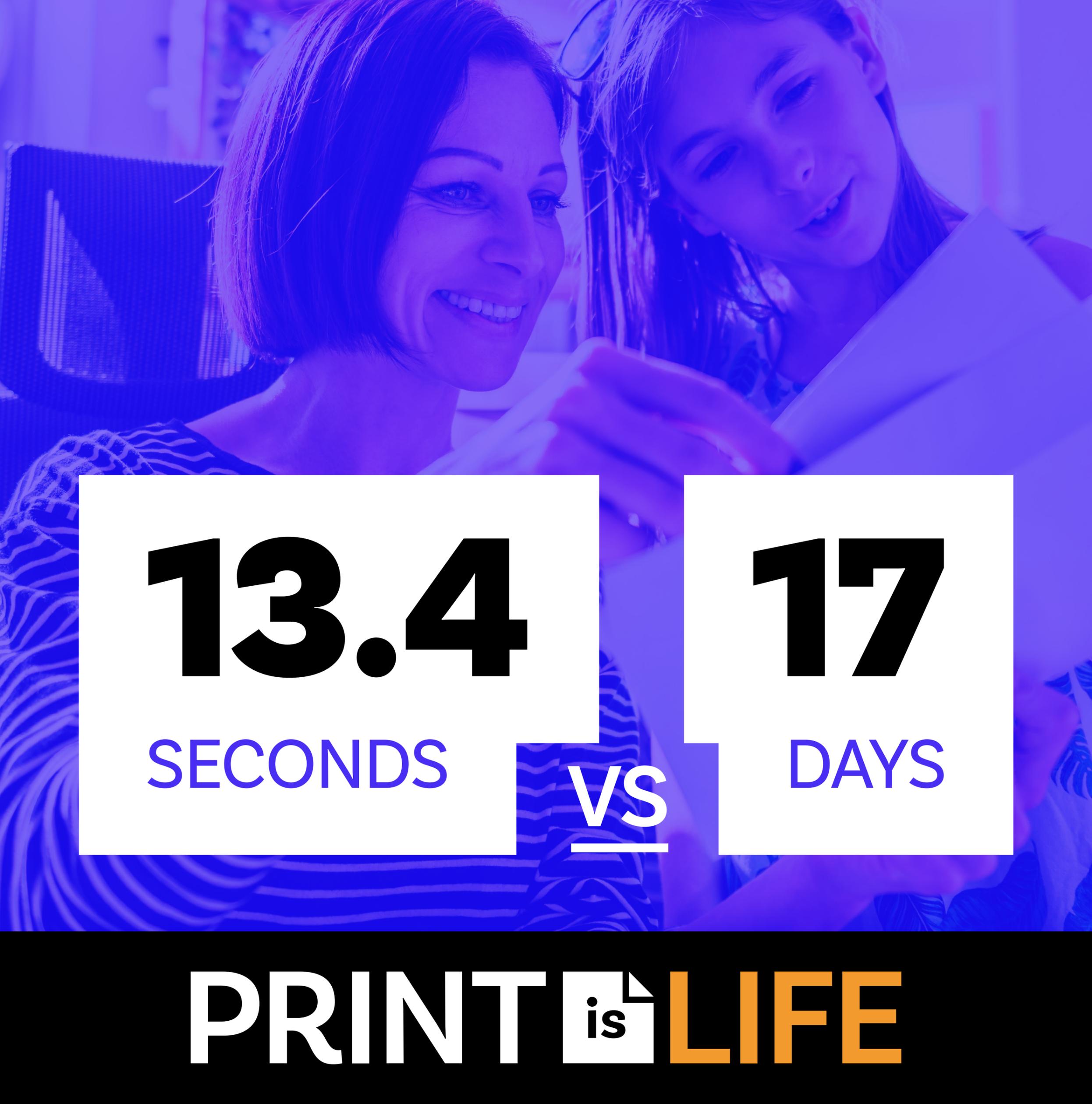
SOURCE: MARKETRESEARCHFUTURE.COM

**PRINT is LIFE**

**70% HIGHER**  
RECALL WHEN  
SHOWN DIRECT  
MAIL vs DIGITAL  
ADVERTISING

SOURCE: FORBES.COM

PRINT  LIFE



**13.4**

SECONDS

VS

**17**

DAYS

**PRINT**  **is** **LIFE**



**PRINT CAN  
REACTIVATE  
ABANDONED  
CARTS 2x MORE  
THAN EMAIL  
ALONE**

SOURCE: SG360.COM

**PRINT  LIFE**



FOR EVERY  
**\$167 SPENT**  
ON DIRECT MAIL,  
U.S. MARKETERS  
**SELL \$2,095**  
IN GOODS

SOURCE: FUNDERA.COM

PRINT  LIFE

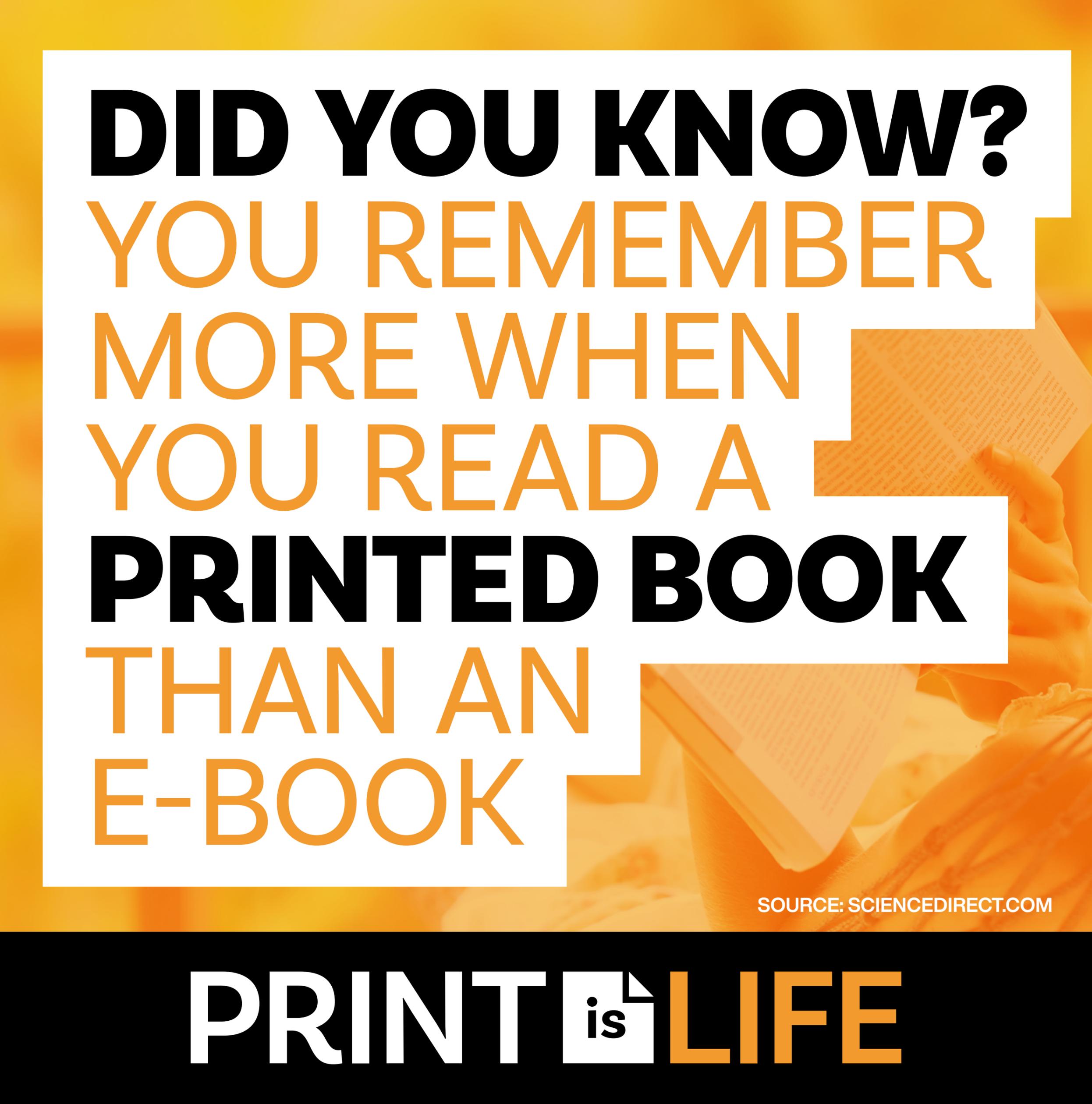
**DID YOU KNOW?**

**PAPER IS A  
SUSTAINABLE  
RESOURCE**

SOURCE: [TWOSIDES.INFO](http://TWOSIDES.INFO)

**PRINT**  **is** **LIFE**

**DID YOU KNOW?**  
YOU REMEMBER  
MORE WHEN  
YOU READ A  
**PRINTED BOOK**  
THAN AN  
E-BOOK



SOURCE: SCIEDIRECT.COM

**PRINT**  **LIFE**

DIRECT MAIL  
CAN INCREASE  
REACTIVATION  
OF ABANDONED  
CARTS **2X MORE**  
THAN EMAIL  
ALONE

SOURCE: SG360.COM

PRINT **is** LIFE



**PRINT**  **LIFE**



PRINT **is** LIFE



**PRINT**  **is** **LIFE**