



Keep Print in Your Marketing Mix

Print is your brand. It helps engage readers, drive traffic and produce leads.

By Doug Field
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Considering that my company publishes national magazines for health care, benefits, and compensation decision makers, you might think the title of this article paints me as self-serving.

Maybe you think I'm trying to preserve print because it's our company's core product. But even though our printed magazines are an important part of our business model, it's not the main reason behind print's relevance.

Actually, our company is much more than print. We are brands that have online communities, online newsletters, a social media b2b presence, a new health care conference series, and yes, we print our magazines: eight times a year for *CDHC Solutions* and six times a year for *EmployersWeb.com*.

A printed magazine at the core of our media properties adds an air of credibility. It's almost like when someone publishes a book and suddenly becomes an expert. Print is a powerful tool for building brand credibility.

But wait, there's more...

Besides delivering branding opportunities, content to readers, and leads for advertisers, our print magazines are also very good online traffic generators. In fact, our magazines are the number one driver of traffic to our website. It's like buying keywords, only better!

It also drives traffic for our advertisers. Research shows that readers visit an advertiser's website after viewing its ad in magazines.

The Top 10 Reasons Print Should Remain a Vital Part of Your Marketing Mix

10. Print provides differentiation. How many of the millions of Web sites have a print magazine to drive traffic to it? The vast minority, I assure you. Print provides a unique strategy to drive traffic to online marketing vehicles.



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9. Print offers incredible branding. Nothing makes your brand more recognized than a well-executed print ad. A well-designed ad engages readers, and according to research, readers pay a lot of attention to print ads.

8. Print makes introductions. Print introduces readers to your brand and familiarizes customers/prospects when it comes time for keyword searches.

7. Print readers are focused. In this world of multi-taskers (texting, emailing, and web searching), it's hard for advertisers to get noticed. But according to a Ball State University survey, magazines are the exclusive or primary medium 85% of the time they are used by readers—you have their focus when they are reading a magazine.

6. Print travels. A magazine is your companion wherever you go: your favorite chair, your bed, over lunch, an airplane—even the bathroom.

5. Print enables you to share thought leadership. Those who sway other influencers are themselves influenced by print.

4. Print drives users to other platforms. Prospects are most likely to start an online search after viewing a magazine ad and/or visit the magazine or advertiser website directly.

3. Readers are receptive to print. Fact: People remember effective print ads. Magazine ads have the second highest receptivity of any media, second only to TV.

2. You can pass along print, and it has longevity. Magazines get shared in offices, households, and among peers and co-workers. Check out your own office. Have any of the magazines been hanging around for a few months?

And the number one reason why print should remain in your mix is...

1. Print is a lead-generation tool! Used correctly, print drives leads to your prospect funnel. Good print vehicles have a mechanism to deliver targeted leads to their advertisers. So at the very least, consider print a unique and effective lead-gen tool!

Doug Field is the founder/CEO of FieldMedia LLC., publisher of CDHC Solutions and EmployersWeb.com



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About FieldMedia

FieldMedia LLC is an integrated media operating company serving today's market demands by owning, operating, or licensing trade magazines, trade shows, newsletters, and online properties. The company's goal is to build terminal value for FieldMedia LLC by acquiring or licensing properties and applying proven entrepreneurial leadership.

About CDHC Solutions

CDHC Solutions is the only trade publication focused on consumer-directed health care solutions, trends, and best practices reaching more than 46,000 employers, HR decision makers, health plans, brokers, and TPAs. The magazine is coupled with an innovative online networking community, bringing solution seekers and providers together in one platform. www.cdhcsolutionsmag.com

About EmployersWeb.com

EmployersWeb.com is the leading business web portal and companion magazine dedicated to providing real health, benefits, compensation, work-life, recognition, and career development solutions for employers and HR teams. www.employersweb.com



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