

# 12 Reasons Print is Still Relevant

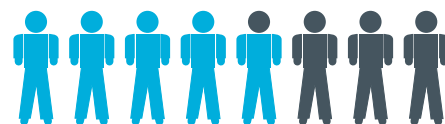
- 1 Print is tactile**—It provides a physical experience.
- 2 Print is permanent**—The catalog can be viewed again and again.
- 3 Print is credible**—The permanence of it makes it more believable in the minds of consumers.
- 4 Print is portable** without a device.
- 5 Print can provide** an online experience with the inclusion of QR codes.
- 6 Print drives lifetime** value, creating repeat customer experiences also known as Raving Fan Customers.
- 7 Print is push-oriented**—It arrives by mail to your readers.



**8** **Print that includes** online information creates a **25%** higher response rate among customers.



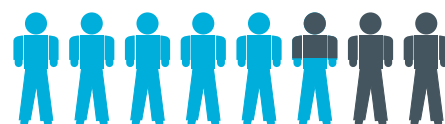
**9** **Print catalogs drive sales** for all income groups. **60%** of online shoppers want a catalog.



**10** **Print catalogs lower** comparison shopping by **10%**.



**11** **Print catalogs account** for nearly **70%** of online purchases.



**12** **Print catalogs encourage** more spending.

Customers who receive catalogs spend **2X** as much as those who only view your information online.



“Summershine publication is a wonderful way to reach interested students and parents. Its circulation has been invaluable to our program. Thank you!”

Maureen Megibow  
Educational Services Center