





ONLINE ADVERTISING INDUSTRY \$133 Billion¹⁵

VIDEO GAME Industry \$102 Billion¹⁵ MUSIC INDUSTRY \$15 Billion 15

8.5 TRILLION LETTER-SIZE SIMPLEX PAGES are printed annually in North America⁸



2,000 BUSINESS CARDS increase in business¹





shopping trips were saved by direct mail in the US, cutting CO² emissions by 35000 tons³

ON-SITE RENEWABLE

ENERGY SOURCES

U.S. PRINT SHIPMENTS

2015 3rd Qtr. Highest Growth Rate Since 1996²

Print represents 80% of 2015 book sales worldwide²



OVER 51 MILLION TONS OF PAPER WAS RECOVERED FROM RECYCLING IN 2015¹, enough to fill the Empire State Building 124 times

There are 20% more trees in the U.S. today than on Earth Day 40 years ago³

THE NORTH AMERICAN PAPER INDUSTRY Plants 1.7 million trees pe day, more than it cuts³



KILOWATT HOURS ANNUALLY

equivalent greenhouse emissions to 3.1 million cars using 2 billion gallons of gas

'To address climate change,

WE MUST USE MORE WOOD. NOT LESS.

Using wood sends signals to the marketplace to grow more trees."

GREENPEACE Dr. Patrick Moore, co-founder

Reading a newspaper instead of 30 minutes of online news produces 20% less CO¹⁶

An average person wastes 2.4 X more electricity on powering a single computer than the energy used to produce the paper they use in a year



\$2011

ORESTRY is the most sustainable

Direct mail in the U.S. generated incremental sales of



U.S. ADVERTISERS SPEND \$167 PER PERSON ON DIRECT MAIL TO EARN \$2,095 WORTH OF GOODS SOLD1

1,255[%] **RETURN**¹³



less annoying than the internet³²

10.6 million United States jobs in 2007 DEPEND ON ADVERTISING MAIL³

DIRECT MAIL

increases online donations²

of news reading is still in print⁹ 87.1 Billion monthly printed page views⁹

You will read this 10-30% FASTER ON PAPER 30



FROM 2015

DIRECT MAIL MARKETING RESPONSE RATES ARE





PRINT IS 43%

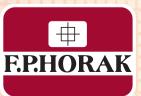
Print is 59% more engaging for users than online articles³¹

80% OF HOUSEHOLDS READ OR BROWSE THEIR ADVERTISING MAIL 25

ONLINE PRINT ORDERS 83% LOWER PROCESSING COST³³

Percentage of U.S

presented by



Sources:

(cc

American Forest & Paper Association, Deloitte, DMA, Dr. Patrick Moore, Statistica, ⁷McAfee, ⁸Megatrends in Digital Printing Applications, ⁹Nieman Foundation for Journalism at Harvard, 14Statistic Brain Research Institute, 15Statistica, 16Swedish Royal Institute for Technology, ¹⁷TAPPI, ¹⁹TrueCar, ²⁰WhatTheyThink, ²¹USDA Forest Service, ²²Natural Resources Defense Council, ²³International Paper, ²⁴YouGov, ²⁵United States Postal Service, ²⁶World Press Trend, ²⁷Global Industry Analysts, Inc., ²⁸NPES The Association for Suppliers of Printing, Publishing and Converting Technologies, ²⁹Dunham+Company, ³⁰Wayne State University Study, "Reading Online or on Paper: Which is Faster?" ³¹Ball State University, survey, ³²Roper Public Affairs survey, ³³ InfoTrends / CAP Ventures.

Statistics deemed reliable at the time of publishing.



LEARN MORE: PRINTISBIG.COM