

PRINT IS BIG

U.S. AND WORLDWIDE INDUSTRY STATISTICS



GLOBAL PRINT INDUSTRY
\$898 Billion¹⁵
and drives \$3.8 Trillion
in related services

U.S. AUTO INDUSTRY
\$1.1 Trillion¹⁹

Global ONLINE ADVERTISING INDUSTRY
\$133 Billion¹⁵

Global VIDEO GAME INDUSTRY
\$102 Billion¹⁵

Global MUSIC INDUSTRY
\$15 Billion¹⁵

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

27 MILLION
Business Cards
ARE PRINTED DAILY¹⁴

JUNK MAIL
is green, too

110 MILLION

CO² shopping trips were saved by direct mail in the US, cutting CO² emissions by 35000 tons⁵

Handing out **2,000 BUSINESS CARDS** will give you an average **2.5% increase in business**¹⁴

66% of the power used at AF&PA member pulp & paper mills in the U.S. is supplied by **ON-SITE RENEWABLE ENERGY SOURCES**¹

U.S. PRINT SHIPMENTS
2015 3rd Qtr. Highest Growth Rate Since 1996²⁰

Print represents 80% of 2015 book sales worldwide²

ONLY 17% OF CUT FOREST TREES are used by the paper industry¹⁷

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

FACT:
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 per day, more than it cuts³

BUSINESS CARDS PRINTED EVERY YEAR, WHEN STACKED, WOULD REACH TO THE MOON AND BACK

PRINT IS GREEN

SPAM email
WASTES 33 BILLION KILOWATT HOURS ANNUALLY⁷
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

FACT:
Reading a newspaper instead of 30 minutes of online news produces 20% less CO²
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

FORESTRY IS THE MOST SUSTAINABLE of primary energy and materials industries⁴

10.6 million United States jobs in 2007 **DEPEND ON ADVERTISING MAIL**³

Direct mail in the U.S. generated incremental sales of **\$2.2 TRILLION** in 2012³

\$167 U.S. ADVERTISERS SPEND **\$167 PER PERSON ON DIRECT MAIL TO EARN \$2,095 WORTH OF GOODS SOLD**¹³
A 1,255% RETURN¹³

DIRECT MAIL increases online donations²⁹
40%

96% of news reading is still in print⁹
87.1 Billion monthly printed page views⁹

You will read this 10-30% FASTER ON PAPER³⁰

PRINT DRIVES COMMERCE

FROM 2015 **DIRECT MAIL MARKETING RESPONSE RATES ARE 37% HIGHER**³ THAN EMAIL MARKETING RESPONSE ONLY 0.1%³

PRINT IS 43% less annoying than the internet³²

Print is 59% more engaging for users than online articles³¹

80% OF HOUSEHOLDS READ OR BROWSE THEIR ADVERTISING MAIL²⁵

PRINT IS SOLD ONLINE **83%** LOWER PROCESSING COST³³

28% 2016 Projected³³

Percentage of U.S. PRINT ORDERS BEING PLACED ONLINE THROUGH PRINT SERVICE PROVIDERS' WEBSITES³³

22% 2014 Projected³³

15% 2010³³

3% 2000³³

Sources:
¹American Forest & Paper Association, ²Deloitte, ³DMA, ⁴Dr. Patrick Moore, ⁵Statistica, 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, ³¹Reading Online or on Paper: Which is Faster?, ³¹Ball State University, survey, ³²Roper Public Affairs survey, ³³InfoTrends / CAP Ventures.

Statistics deemed reliable at the time of publishing.



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