

HOT OFF THE PRESS: WHY PRINT STILL REIGNS

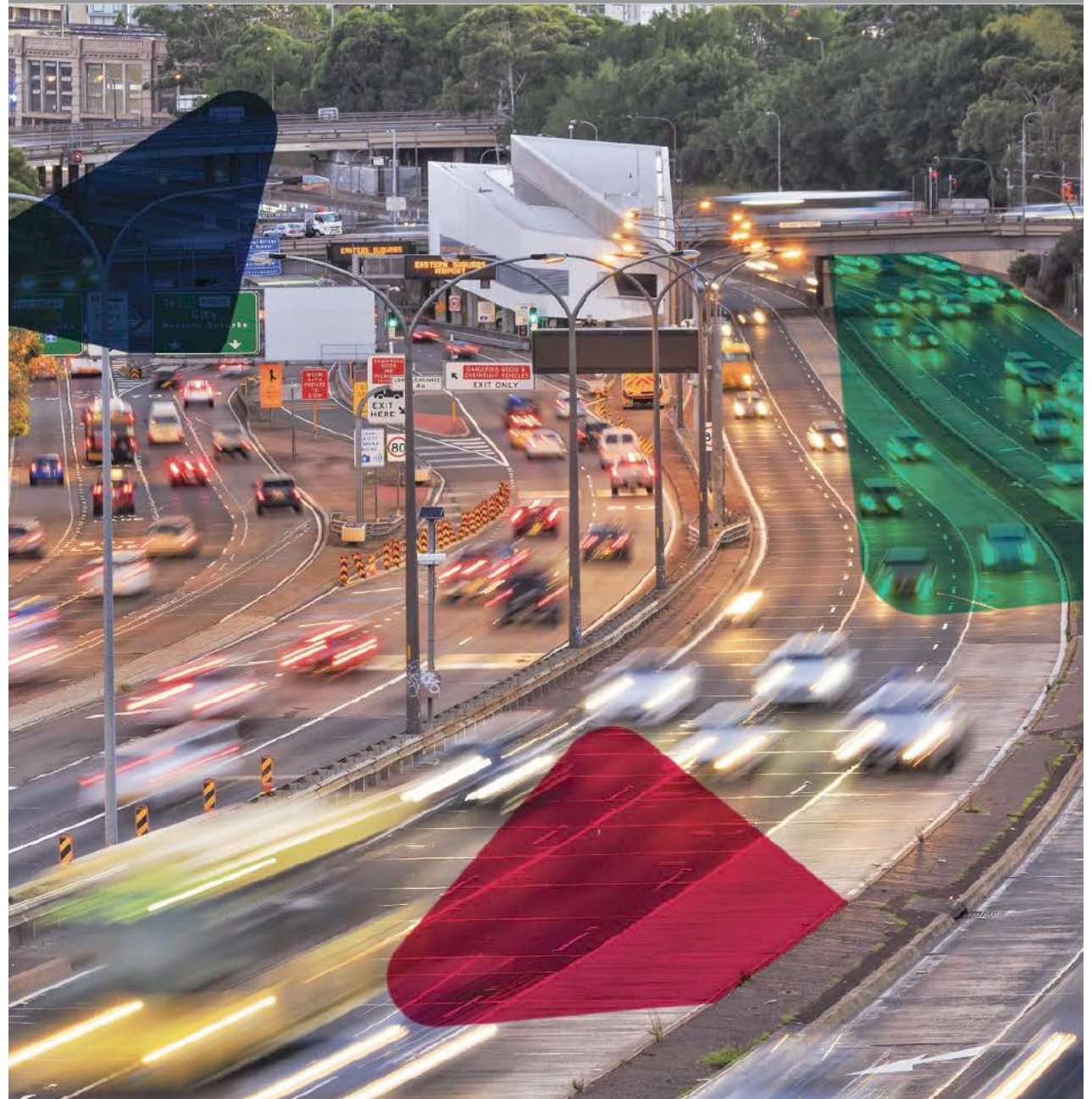
Join us for a breakfast of insights and exclusively released research on selling print in a modern era.

Date: Wednesday 23 July 2025

Time: 7:30am – 8.45am

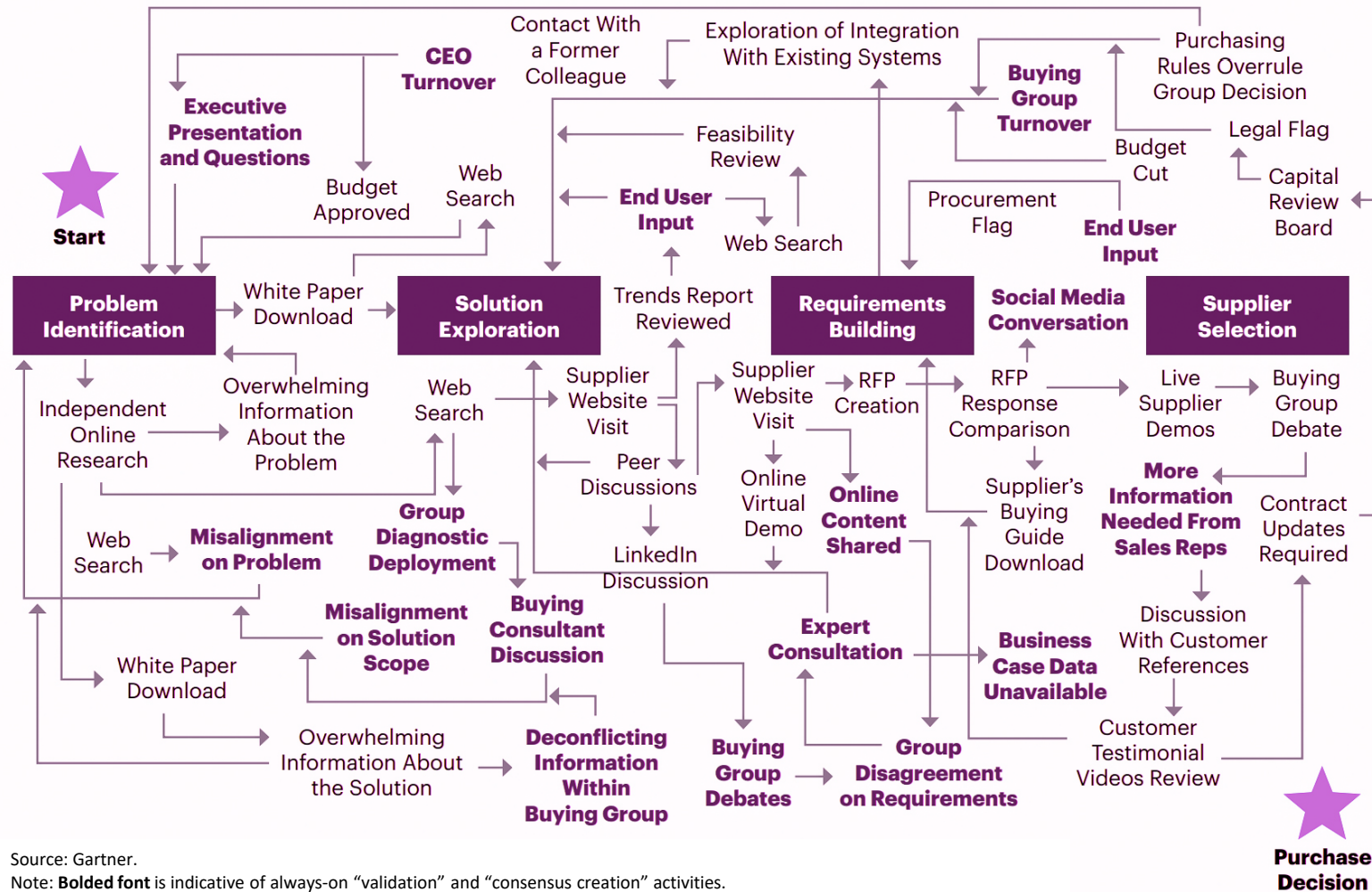


Sales Booster 101: Communicating our unique value differentiators.



As channels evolve, how do we understand our customer's pain points?

If a customer buying journey in reality looks like this...



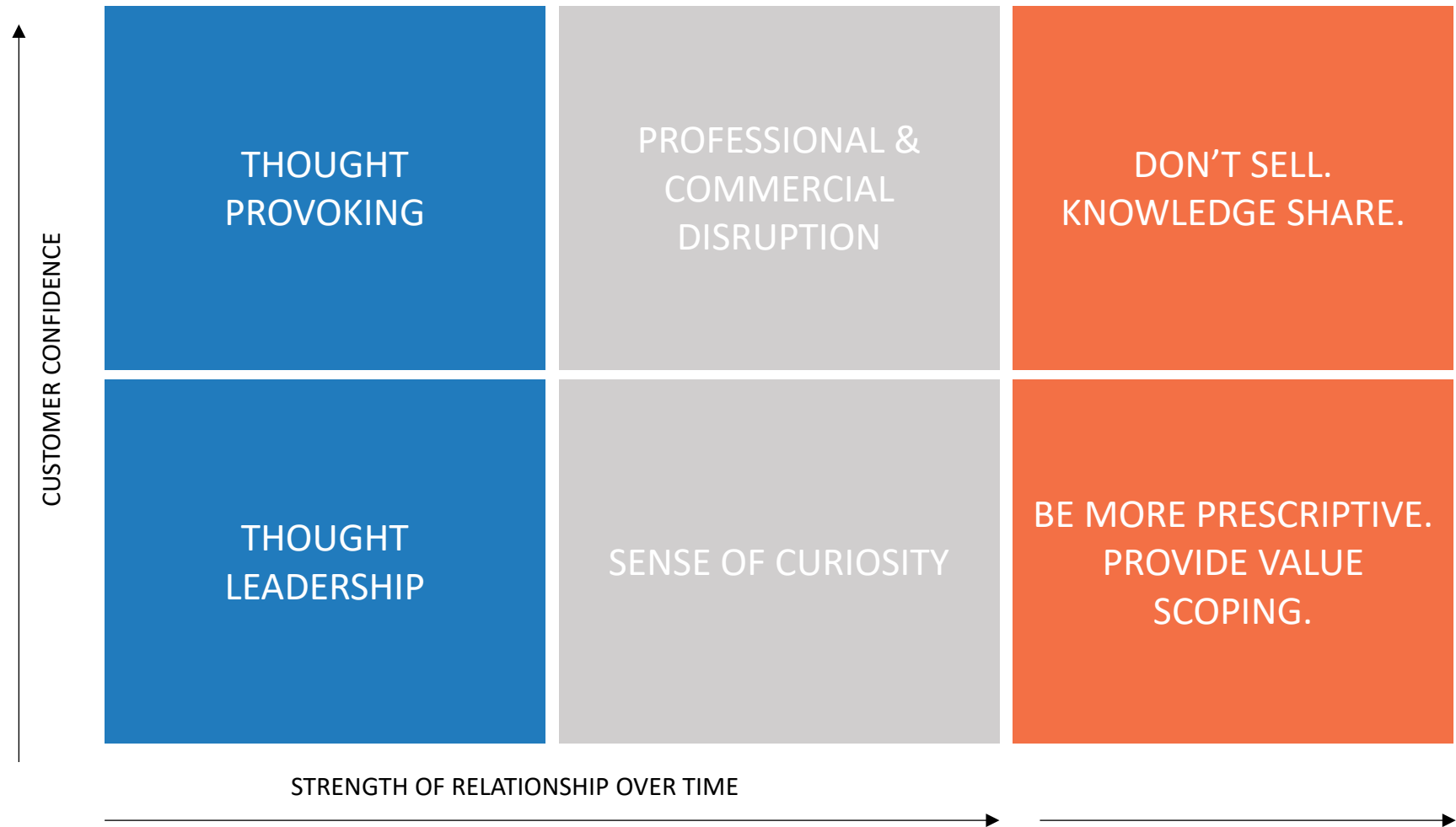


Solution selling through 'genuine curiosity'.



Source: VoPP, 2024

Proven path to reframe a clients thinking in your favour.



Source:
Gartner, 2024
McKinsey, 2024

Building your knowledge to learn your customer's language.

CONSUMER PREFERENCE

55% of consumers prefer paper packaging for being better for the environment.

BOOK PUBLISHING

6% increase in book publishing over past 5 years.
14% increase predicted by 2030.

TRENDS

71% prefer physical engagement from brands over 57% via social engagement.

CONSUMER PREFERENCE

49% of consumers agree they spend too much time on digital devices.

MAGAZINES

16% increase in consumers reading magazines since COVID.

TRENDS

6 to 8 times better reading / learning from print than on-screen.

Source:

McKinsey, 'Where is Customer Care in 2024?', 2024.

Two Sides, 'Trend Tracker 2024', 2024.

Wordsrated, 'Book Sales Statistics', 2023.

Axios, 'Reading print is better for comprehension than screens, study finds', 2023.

Magazines – custom and published are well-read.



PRINT CHANNELS
ARE TRUSTED IN
AN ERA WHEN
MEDIA
AUTHENTICITY IS
BEING
CHALLENGED

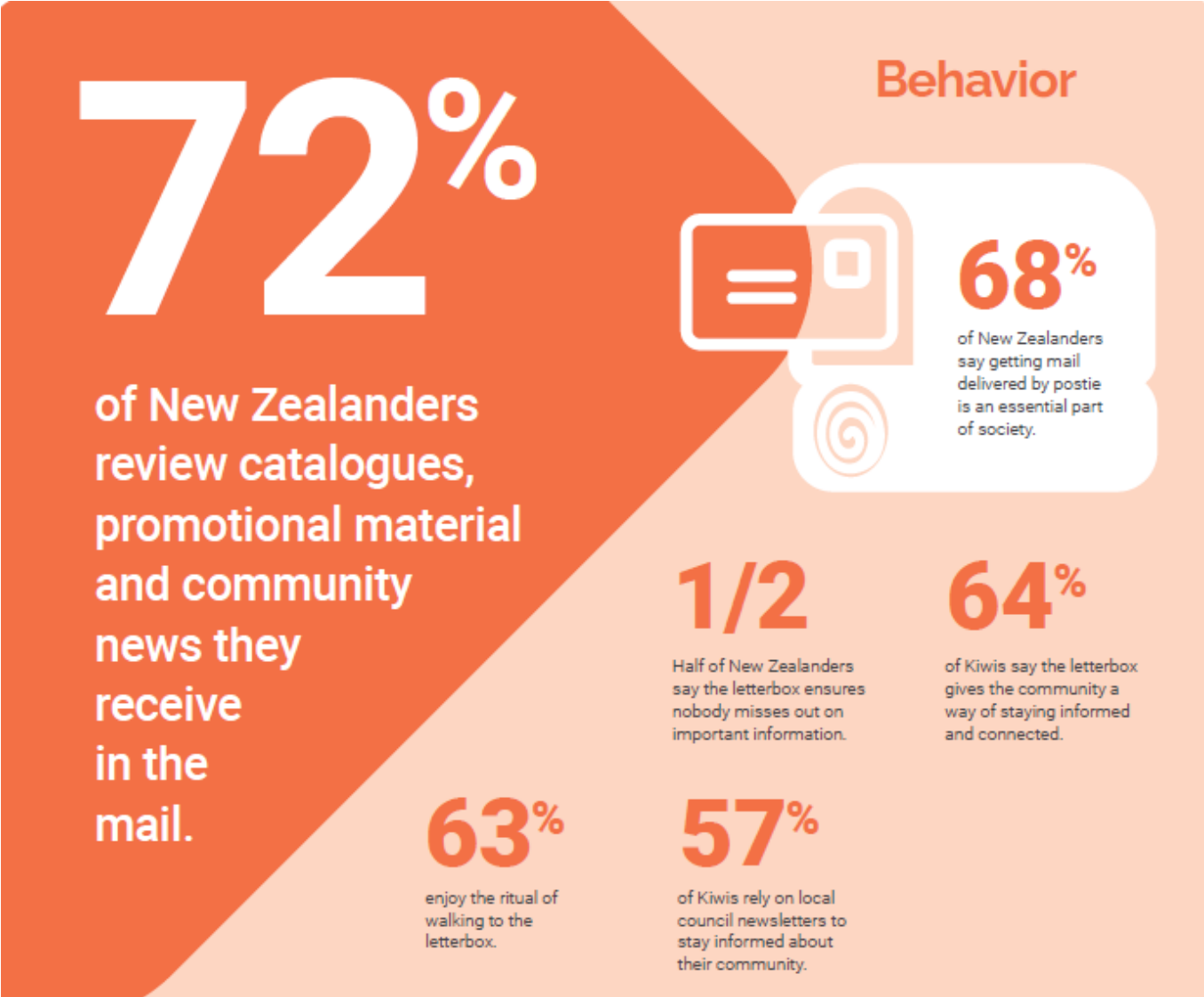
The Letterbox is 'essential', 'trusted' and 'part of everyday life'.



Catalogues and Circulars have held the primary characteristic of being the most 'useful' advertising channel in New Zealand for over a decade.



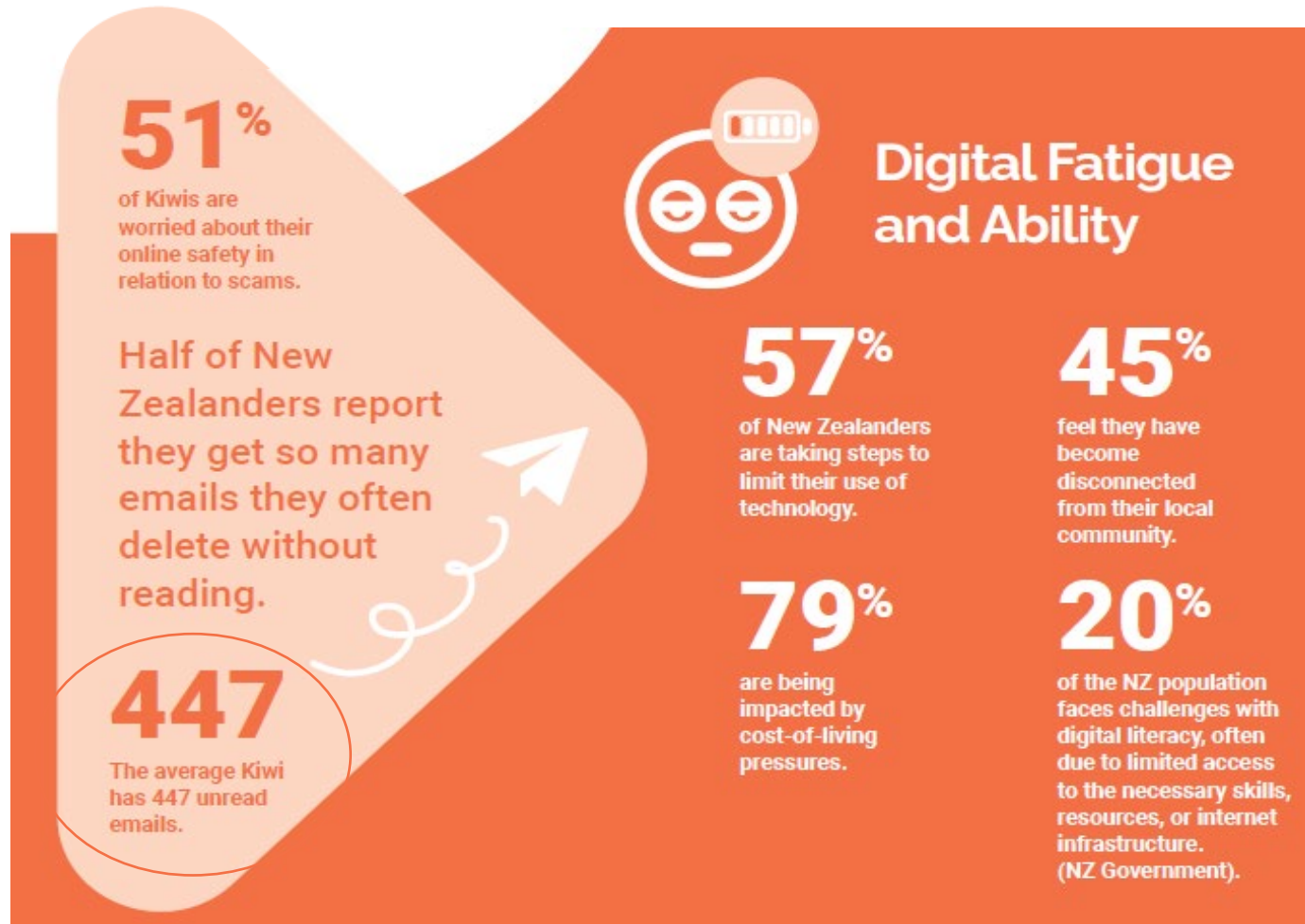
Kiwis behave differently with different channels.



Source: The Source, Open Up to Mail, 2024.



Continued trust triggers in a digitally fatigued world.



The average Kiwi has 447 unread emails in their inbox.

Recall and concentration enhance your customer's brand.



Reader Behaviour and Retention

54% of New Zealanders say they concentrate more on promotional material when it is printed and in their hands, compared to reading online.

34% of New Zealanders hold onto charity letters for an extended period after receiving them.

This is higher than:

24% for Catalogues.

21% for Promotional Flyers and Coupons.

19% place charity letters in a 'to-do' tray or designated inbox, treating them with similar importance to personal correspondence.



1.8 MILLION KIWIS CONCENTRATE MORE ON PRINT THAN ONLINE.

Perceived Spam Levels

24% receive spam in letterbox



By contrast:

92% receive spam in email inbox



74% receive spam in text messages



Know your numbers to empower your teams.

61% prefer reading printed books

53% prefer printed newspapers

45% say print improves comprehension

52% worry about losing print news options

64% say paper is a sustainable material

43% of youth choose print for environmental reasons

76% demand the right to choose between print and digital

65% of seniors prefer paper for essential services

58% believe printed materials enhance student learning

53% of parents trust paper-based learning tools

45% of Kiwis understand news better in print



Lean in with genuine curiosity,
Share knowledge and solve problems.

Print is trusted, remembered, useful and understood.



Thank you.

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