

# Is Print Dead?

Not according to the research...

**90%**

of adults in US & Canada read magazines & newspapers



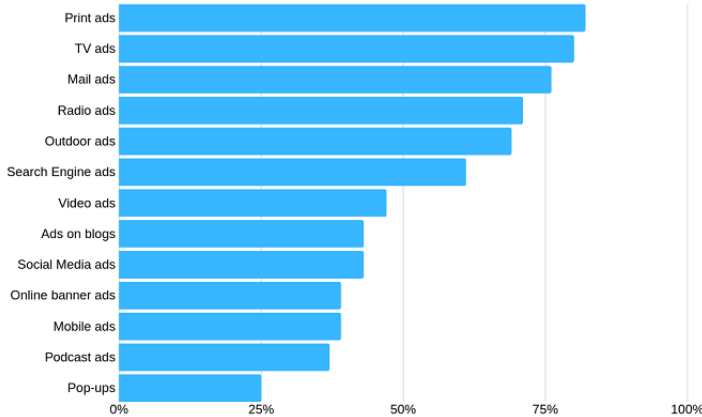
**Print is the most trusted by consumers:**

**70%**

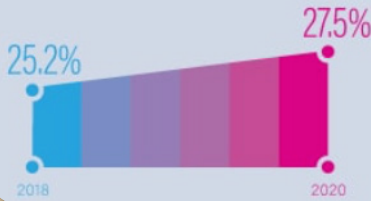
of respondents in a recent study admitted to trying to reduce their consumption of digital media.



Which type of advertising channels do you trust more when you want to make a purchase decision?



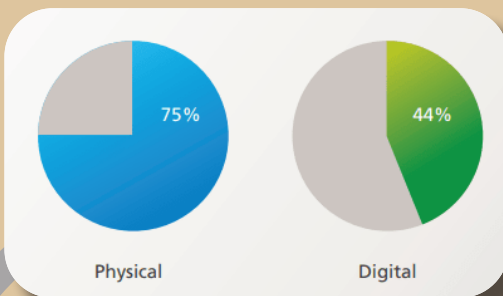
**There is no ad blocking issues with print.**



25.2% of all US internet users used ad blockers to block ads on their devices in 2018.

This number is expected to reach 27.5% in 2020.

**Print has higher unaided brand recall:**



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