Making Print + Digital Work for Advertisers

Author
Dawn McMullan

Edited by
L. Carol Christopher
Earl J. Wilkinson

Layout & Design
Danna Emde

Dawn McMullan is a freelance writer and editor living in Dallas. She is the editor of INMA's *ideas* magazine and and is senior editor at INMA. Her work has also appeared in The Dallas Morning News, D Magazine, and on National Public Radio.

Cover art includes: South China Morning Post, Kleine Zeitung, Gold Coast Bulletin, and West Australian

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About INMA

INMA (International Newsmedia Marketing Association) is the world's largest and premier newsmedia marketing organisation. This practical network of progressive marketing professionals now totals more than 5,000 members in 82 countries worldwide. Members exchange ideas through a monthly magazine, multiple Web sites, e-mail, executive summaries, discussion forums, message boards, conferences, workshops, travel study tours, awards competitions, benchmark surveys, and online directories and databases. The 82-year-old association has offices in Dallas, Antwerp, and New Delhi. To become a member of INMA, please visit www.inma.org.

Executive Summary

The combination of print + digital advertising delivers superior results for advertisers.

The demand for digital in the advertising mix is coming from advertisers and driven by ongoing, relentless technological advancements that are unlikely to cease moving forward.

Whether print is a lead medium or support medium, it is a differentiator under the publisher's solutions umbrella.

Hand-in-hand with their evolution to multi-media companies, publishers are re-positioning themselves as a toolkit of print + digital marketing solutions, taking on agency and media buying roles in the process.

As it becomes comfortable with the credibility and relevance of the brand environment across platforms, the advertising community is warming to the idea of the newsmedia company as toolkit of solutions.

In "Making Print + Digital Work For Advertisers," INMA interviewed dozens of executives at newsmedia companies and industry bodies that represent publishers to advertisers.

Cutting across those interviews, INMA draws three key conclusions:

- News publishers use print + digital as a reach extender, complementary combination, and dimension builder.
- Publishers are selling print + digital advertising as value-added to publisher-generated marketing services.
- Combining print's strengths with digital's drives creative solutions for advertisers.

Publishers interviewed for this report are extraordinarily creative in delivering solutions for advertisers.

Yet those same publishers are equally candid about areas for improvement as they further embrace print + digital advertising solutions:

- Far more research is needed to understand the nuances of print + digital advertising effectiveness.
- Newsmedia companies must work with agencies to better bring together the advantages of print + digital.
- Return on investment is not as concrete a concept as publishers and advertisers may have once thought.

The key for publishers is not whether to be digital-first, mobile-first, or print-first in how their newsmedia company approaches the advertising market. The key is to be consumer-first. This drives the advertising community and remains the strategic hinge-point in what likely is a highly malleable marketplace in the years ahead.