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## Why using Print is still so valuable in your marketing efforts

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We hear all the buzz about how print is dead or at the very least dying. Niche publications have seen quite the different result than this previous statement would lead you to believe. Here at the New England Real Estate Journal our subscriptions have seen an increase over the past two years and steadily rising. So why is this? Short answer is - time. Time is each professional's most valuable asset. With each industry professional so busy, for them to give their time to reading of our weekly paper displays its value.

Print should be part of any marketing campaign because of the benefits it provides to branding, credibility, less competition to be seen, and it's tangible.

Print ads are excellent for solidifying your brand identity. Your ads should have consistent images to establish brand recognition. Print gives you a sense of legitimacy. The overwhelming number of popups and banner ads flooding the web can make people fearful of clicking due to the nervousness of spam and/or viruses. There is no such fear associated with a print ad. With more businesses relying on the Internet for their advertising needs, the decline in the print publication can actually be an advantage for marketing campaigns.

Print publications have become less crowded, allowing more room for your ad to shine, and more cost effective for that ad space.

Finally, a print piece is a physical thing. Magazines and newspapers can stay in houses or offices for months or years, while Internet ads can disappear into the web.

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