

PRINT IS BIG

U.S. AND WORLDWIDE INDUSTRY STATISTICS

PRINT INDUSTRY
\$640 Billion
and drives \$3.8 Trillion
in related services

AUTO INDUSTRY
\$432 Billion

MUSIC INDUSTRY
\$67 Billion

ONLINE ADVERTISING INDUSTRY
\$47 Billion

VIDEO GAME INDUSTRY
\$33 Billion

45 TRILLION PAGES
are printed annually

28 MILLION
Business Cards
ARE PRINTED DAILY

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

60% of the power used
to produce paper
in the U.S. is
supplied by
**ON-SITE RENEWABLE
ENERGY SOURCES**

JUNK MAIL
is green too

70%

of today's ads and
direct mail are printed
on recycled paper

U.S. PRINT INDUSTRY
profits were up every
quarter in 2010 & 2011

Business printing grows at
6.8% annually worldwide

ONLY
11%

OF CUT FOREST TREES
are used by the paper industry

51.5 MILLION TONS OF PAPER WAS
RECOVERED FROM RECYCLING IN 2010
Enough to fill the Empire State
building 124 times

"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:

There are more forests in
the U.S. today than there
were 50 years ago

THE PAPER INDUSTRY
Plants three times more
trees than it cuts

FACT:

Reading a newspaper instead of online
news produces 20% less CO²

An average person wastes 2.4X more electricity
powering a single computer than on the energy
used to produce the paper they use in a year

SPAM



WASTES 33 BILLION
KILOWATT HOURS ANNUALLY

equivalent greenhouse
emissions to 3.1 million cars
using 2 billion gallons of gas



FORESTRY IS THE MOST SUSTAINABLE
of all new energy and materials industries

Direct mail increased U.S. company sales
\$702 BILLION in 2010



U.S. ADVERTISERS SPEND \$167
PER PERSON ON DIRECT MAIL
TO EARN \$2,095 WORTH OF GOODS SOLD

A 1,300% RETURN

3.5 million jobs in the United States
DEPEND ON ADVERTISING MAIL

DIRECT MAIL

brings in

78%

of donations
for non-profits

96%

of news reading
is still in print
87.1 Billion
monthly printed
page views



You will read this 10-30%
FASTER ON PAPER

FROM 2004
DIRECT MAIL MARKETING RESPONSE RATES



UP 14%



EMAIL MARKETING RESPONSE RATES

DOWN 57%

**PRINT
DRIVES COMMERCE**



1 MILLION PRINTERS
are manufactured daily
(consumer and commercial)

24% share print articles
23% save print articles

80% OF HOUSEHOLDS

READ OR BROWSE THEIR ADVERTISING MAIL



**PRINT
IS SOLD ONLINE**

50%
2017
Projected

30%
2014
Projected

18%
2011

3%
2001

Percentage of
PRINT ORDERS
BEING PLACED ONLINE
THROUGH PRINT SERVICE
PROVIDERS' WEBSITES

Sources:

McAfee, InfoTrends / CAP Ventures, WhatTheyThink,
paperrecycles.org, The Design Inspiration, DMA,
Printing Industries of America, International Data Corporation,
Nieman Foundation for Journalism at Harvard,
Promotional Products Association International,
Rediscover Print (Printing and Imaging Association
of Georgia Educational Foundation)

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