



The  
Power  
of Print

Liftout

# Mythbuster: Print + Paper

Paper is one of the world's truly sustainable products. Despite the growth of digital media, print remains a powerful and highly effective platform for communication and advertising. It has a unique ability to capture attention, engage audiences, and hold their focus in ways that digital media often cannot.

“Go Paperless”, “Go Green”, “Go Digital” and “Save Trees” are common messages seen these days as many organisations encourage their customers to switch to electronic transactions and communications. But are these appeals based on fact?

Such messages imply that electronic communication is more environmentally friendly than traditional, paper-based communication, yet it is difficult to make such a statement without considering the full lifetime of those different mediums.

#### **Paper is a uniquely renewable and sustainable product.**

The raw material, wood, is grown and harvested in a sustainable way - in fact European forests, where most of the raw material comes from, have grown by an area the size of Switzerland in just 15 years.<sup>[1]</sup>

#### **Paper is one of the most recycled products in the world.**

It goes through a renewable lifecycle from sourcing, to manufacturing, to recycling, and can be reused up to seven times before finally being made into toilet paper, tissue and paper towels.

Yet the myths around paper still persist. A 2019 survey by Two Sides revealed 59% of European consumers believe European forests are shrinking, when in fact they have been growing by an area equivalent to 1500 football pitches every day. A third of consumers believe paper is a wasteful product and a quarter believe paper is bad for the environment. Often the source of these misconceptions is the abundance of misleading information about paper, and its impact on the environment.

#### **Electronic communication also has environmental impacts.**

The impacts from our ever-increasing digital world cannot be ignored. The ICT industry accounts for around 2.5-3% of global greenhouse gas emissions, around the same amount as the airline industry, and this is predicted to rise to 14% by 2040.

By comparison, the contribution of the pulp, paper, and printing industries to the global greenhouse gas inventory is just about 1%.

Businesses and individuals are increasingly relying on cloud services, with massive data centres storing nearly all of our online activities, from web searches to social media posts and photos.

The rapid growth of AI, which demands far more computing power and energy than typical online activities, has sparked concerns about its environmental impact. In 2023, Google's greenhouse gas emissions were 48% higher than in 2019, primarily driven by the rising energy consumption of its AI-powered data centres.

The electronic waste problem is also colossal and growing. In 2019, the industry was responsible for a gigantic 53.6 million metric tonnes (Mt) of e-waste across the world. That's equivalent

to the weight of 350 cruise ships.

E-waste is expected to increase to 74.7 Mt by 2030 and reach as much as 110 Mt by 2050, unless we change our practices.<sup>[2]</sup>

In 2019, just 17% of global e-waste was collected for recycling (42.5% in Europe).<sup>[2]</sup> Recycling activities are not keeping pace with the global growth of e-waste. Raw materials from digital equipment, servers and power generators are often finite, precious and non-renewable, as well as being notoriously difficult to recycle.

*The ICT industry accounted for 4-6% of global electricity use in 2020, which is more than 2% of global greenhouse gas emissions. With increasing demand, the ICT industry is expected to increase its global electricity use over the next decade.*

**UK Parliament, Energy consumption of ICT, 2022**

#### **What should you choose - Digital or Printed Media?**

There is no right answer! Both are highly effective communication media channels and there is increasing interaction between them. Both print and digital media are effective. Choose based on needs, preferences, and avoid misleading environmental claims about sustainability.

Paper has been the preferred communications medium for over 2000 years. Even in today's digital world, it continues to be highly effective and, produced, used and disposed of responsibly; it is inherently eco-friendly, and one of the world's most sustainable products.



## Unique advantages of print



Reaches and engages an audience unlike any other channel

Using print media to reach an audience offers a range of unique advantages that digital platforms often cannot match. One of the most significant benefits is the tangible and immersive experience that print provides.

Unlike digital media, which is often filled with distractions and competing content, print captures and holds readers' attention more effectively, says Lucas Pantos, of dstnct agency.

Materials such as catalogues, brandzines, and magazines deliver high-quality visuals, fantastically written word, and also offer a tactile appeal that digital screens cannot replicate. Print also has a longevity that is often overlooked by advertisers.

The perception is that digital content serves the immediate moment when consumers are browsing online, while print remains a constant presence at multiple consumer touchpoints. Think about the last time you sat in a waiting room, flipping through the magazines available, or browsed the magazine stand at the airport while waiting for your flight. The tactile experience of holding the content in your hands likely captured your attention, whether you were reading the latest news or reminiscing over a nostalgic article that connected to something happening now.

This sensory experience enhances brand perception, creating lasting impressions that can - and does - significantly influence consumer behaviour.

Another key advantage of print media is its ability to reach audiences directly through home delivery, explains Lucas.

"This direct delivery method fosters a more personal and engaging interaction with readers, allowing brands to connect with their audience on a deeper more relevant level. Print media also has the capacity to target specific audiences through niche publications.

"By placing advertisements in specialised magazines or catalogues, brands can ensure their message reaches those most interested in their content. This targeted approach increases the effectiveness of advertising, and maximises the return on investment."

Print media also enjoys a reputation for higher credibility and trustworthiness compared to digital platforms, Lucas says. "In an age where digital content is often questioned due to the prevalence of fake news and misinformation, readers tend to perceive print publications as more authoritative and reliable. This perception can significantly enhance a brand's credibility when advertising in these formats. The trust factor makes print media an effective medium for building brand loyalty and driving customer engagement. As digital fatigue grows and skepticism toward online content increases, the focused, credible, and memorable experience that print media offers stands out even more."

Overall, print media remains a valuable tool for advertisers looking to reach their target audience in a meaningful and lasting way, making it an indispensable component of a comprehensive and integrated marketing strategy, he adds.

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# MAGAZINES



Between 1990 and 2019, the paper industry reduced its carbon emissions by

**48%**

Cepi, Energy & Climate 2021

## CASE STUDY – Metropol

*Metropol*, for more than 25 years has been the premier lifestyle publication in Canterbury, targeting a higher-than-average income audience with a taste for luxury, fashion, and culture. Reaching approximately 150,000 readers every two weeks, it offers curated, high-quality content that resonates with premium brands and businesses looking to connect with a discerning and engaged audience.

The magazine's striking design and in-depth coverage of local trends, stories, and personalities make it an ideal platform for showcasing products. With its strong editorial content and high reader engagement, *Metropol* provides a valuable opportunity for brands to enhance their visibility. Its dedicated sections provide tailored reading each issue, where readers can relax and enjoy some downtime, making it a preferred choice for quality leisure reading.

## WHY MAGAZINES?

### 1 ESCAPISM

Magazines offer readers the opportunity to slow down and take the time to sit down with their thoughtfully curated content. Indulging in screen-free reading time, readers are likely to be more engaged, taking in every single page.

### 2 TARGETED

Print magazines are welcomed into readers' hands and homes, reaching a highly targeted and engaged audience. They offer stories that entertain and inform, as well as advertisements that align with readers' interests and needs.

This targeted approach enhances the effectiveness of marketing, and increases return on investment by connecting with readers who are more likely to be interested in and motivated by the advertised products or services.

### 3 TANGIBLE

Print magazines provide a tactile experience that engages readers physically. Holding a magazine, flipping through its pages, and feeling the paper, sitting back with a coffee for relaxing read, adds a sensory dimension that digital formats can't replicate. This tangibility creates a stronger emotional connection to the content and, by extension, to the advertisements as they are part of the experience.

### 4 LONGEVITY

Print media often has a longer lifespan than digital content, with magazines and newspapers frequently being kept and re-read over time. This prolonged exposure allows your advertisement to be seen multiple times, increasing the likelihood of brand recall and conversion.

### 5 TRUSTED

Print media is widely seen as a credible information source, and advertisements in reputable publications benefit from this trust. This credibility helps readers identify reliable businesses and brands to consider for their purchases and services.

### 6 SUSTAINABLE

Print is one of the most recyclable resources on the planet. Though often seen as greener, digital media has a growing environmental impact due to e-waste and 'dark data'. In contrast, the print industry has reduced emissions, uses renewable energy, and recycles extensively, challenging assumptions about digital sustainability.

# We can do it all



## Whatever you need to print, we've got you covered.

From large-scale runs of magazines, catalogues, and mailers, to smaller batches of collateral and limited-run publications, there's basically nothing we can't do. A New Zealand owned and operated company, our years of experience in commercial print coupled with our approach to partner with our clients, means we actively search for the smartest commercial print solution every time.

Our top-of-the-line technology and facilities enable us to deliver on every project. With the one of the first digital presses of its kind in New Zealand as well as our cutting edge heatset, coldset and sheetfed presses, our capabilities are unbeatable.

- Magazines
- Collateral & stationery
- Product catalogues
- Distribution
- Wide format printing
- Digital Press



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whatever your project requires.

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with commercial printing?  
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