

# Why does the industry come to MyPRINTResource.com?

**MyPRINTResource.com**, the web portal, is the printing industry's one-stop online source for updated industry news, product, equipment, and management information. It represents content from *Quick Printing*, *Wide-Format Imaging*, *Inkjet's Age*, and *Printing News* and is devoted to delivering news and multi-media content on a daily basis.

It includes:

- Advanced search functionality
- Social media integration
- Enhanced content organization
- Unique content for registered users
- Streamlined interface.

The Buyer's Guide allows readers can request information directly from company and product landing pages. Readers have the ability to connect with manufacturers and suppliers, participate in webinars, research products and information, as well as comment on editorial columns, videos, and blogs.

According to the most recent Harris Interactive Executive Survey, when advertisers use combined print and interactive channels for their B2B marketing programs, industry buyers respond:

- More likely to ask for more information
- More likely to recommend the brand of product or service
- More likely to request meeting with a sales representative

Today, every marketing program benefits from strategic inclusion of an interactive program. ROI is more important than ever before and online programs can play a major role in your media-spend accountability. The benefits of an interactive ad campaign include:

- Reinforcing your print message
- Increasing your reach and frequency
- Providing immediate and measurable results
- Enabling on-line surveys for research and product feedback
- Directing your customers to a specific location on your website
- Increasing brand awareness
- Proven lead-generation programs

MyPRINTResource.com is the single source solution providing a powerful, online resource that helps marketing executives connect with influential customers in the commercial, sign and digital printing industry.

## Online Snapshot<sup>1</sup>

### Bookmarks & Referring URLs

- Average Bookmarks & Referring URLs: 25,889

### Web Site Averages

- Avg. Monthly Page Views: 181,393
- Avg. Monthly Uniques: 49,673
- Avg. Video Network Monthly Views: 990
- Avg. Monthly Video Network Minutes Viewed: 24,000 minutes

### Cygnus Graphics Media Digital Editions:

- Digital Editions of *Quick Printing*, *Wide-Format Imaging*, *Inkjet's Age*, and *Printing News* page views per month: 20,285
- Page Views (last 6 months): 123,410

<sup>1</sup> Google Analytics

## E-mail marketing snapshot<sup>2</sup>

### Cygnus Graphics Media E-Newsletters

- e-Newsletter Subscribers: 42,400+
- e-Newsletter Open Rate Avg.: 15.88%
- Video e-Newsletter Open Rate: 14.44%

### Cygnus Graphics Media E-Mail

- E-mail Subscribers: 43,200+
- <sup>2</sup> Publisher's Own Data July 13 - Sept. 13, 2013

