

MEDIA OVERVIEW

COMPANIES SERVED

Advertising Agencies
Asset Management Providers
Banking/Insurance/Financial
Book Printers
Commercial Printers
Communications Professionals
Consulting Firms
Data Mining Companies
Designers
Distributors
Governments
Healthcare/Pharmaceutical/
Medical
In-Plant Printers
Manufacturing
Outsourcing/Facilities
Management
Photo Labs
Prepress Services
Publishers
Quick Printers
Reprographic Departments
Service Bureaus
Sign & Large Format Services
Utilities
VARs

JOB TITLES SERVED

Chief Executive Officers
Chief Financial Officers
Chief Information Officers
Chief Technology Officers
Corporate Communications
Educators
Information Technology
Executives
Marketing Managers
MIS Executives
Presidents
Sales Managers
Trainers
Vice Presidents

The Print Market is in Transition

Despite economic pressures, digital print continues to see strong growth as the industry moves from a traditional, centralized print model to a distributed model over several markets. Educated print buyers understand the value of targeted marketing, and publishers can benefit when select titles are ordered more frequently in smaller runs.

Enjoying the Benefits of Digital

The growth of digital color impressions is on the rise. *The U.S. Production Printing & Copying Market Forecast: 2011-2016*, published by the research firm InfoTrends, indicates that the success of high-speed continuous-feed color inkjet devices foreshadows a clear shift in on demand printing and publishing. The report indicates that the compound annual growth rate (CAGR) is expected to increase to 18.5 percent compared to almost a 15 percent CAGR in the firm's last forecast.

As savvy clientele grows, so does the need for knowledgeable print providers. Today they are taking steps to transform into marketing service providers. This new class teaches customers the benefits of one-to-one marketing; encompassing the need for shorter runs, personalization, and multi-channel marketing efforts.

Harnessing the digital document maximizes profits. Two primary groups—service providers and document owners—work daily to implement digital publishing solutions. They represent the push and pull of the digital document. Document and content owners—such as business executives, marketing VPs, IT managers, corporate workgroup managers, and media directors—understand the power of individualized messages. They need to identify the solutions available to develop and grow business. Document service providers—including commercial printers, in-plant printers, VARs, digital service providers, advertising agencies, and design firms—need to promote the sources and tools available to increase response rates.

Preserving, archiving, and collaborating with digital documents and other assets presents a new set of challenges. A host of technologies and software as a service options enter the market to help address these issues.



CIRCULATION

Purchasing Influence¹

94 percent of readers hold decision-making positions in their company or within their department. 42 percent hold high ranks such as CEO, president, VP, and CFO. Additionally, 31 percent are sales, marketing, and corporate communications managers.

Impact

DPS mails to 17,500 qualified readers. In addition, we offer bonus distribution at major trade shows serving the industry. Using integrated marketing sponsorship packages, our publication provides unique, high-impact media.

Demographics²

Research indicates that business owners, professionals, and executives with purchasing responsibility spend a significant amount of time reading trade journals; have several objectives in using the trade press; and find contacts with business-to-business print media interesting, useful, and helpful.

Actions³

Our editorial and your advertisements entice readers to buy. 33 percent contact DPS' advertisers for additional product information. 35 percent have purchased products as a result of a DPS article. 33 percent have purchased products as a result of an advertisement in DPS. Additionally, 91 percent of DPS readers utilize DPSmagdirect.com, an interactive, online lead generation and tracking Web site.

Own or Plan to Buy³

Readers of DPS are looking for digital document solutions, and your message can reach them through our integrated marketing services.

44% of readers polled already own or intend to purchase a digital printing press within the next three years;

46% own, use, or plan to purchase a marketing and/or cross-channel service;

46% already own or plan to buy a print management information system, and;

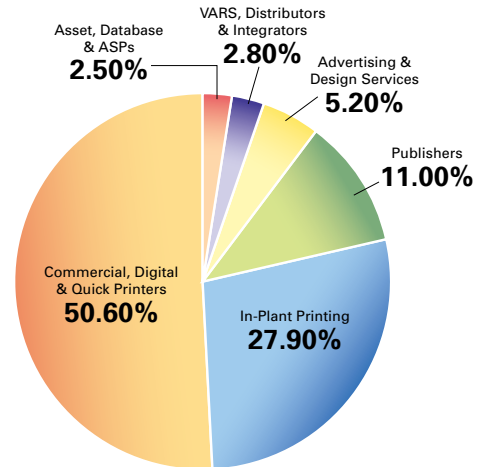
49% already own or plan invest in a Web to print solution.

¹ Source: Publisher's own data

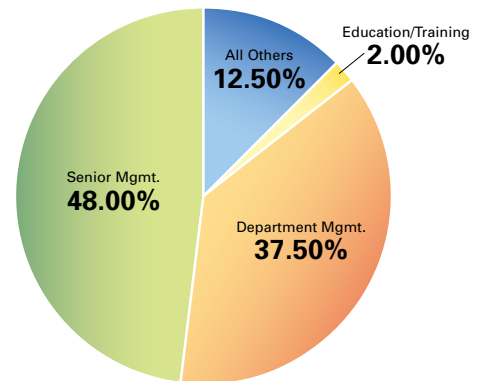
² Source: American Business Media, *It Pays to Advertise*

³ Source: 2014 Readership Questionnaire

TYPE OF BUSINESS¹



JOB FUNCTION



COMPANY SIZE

