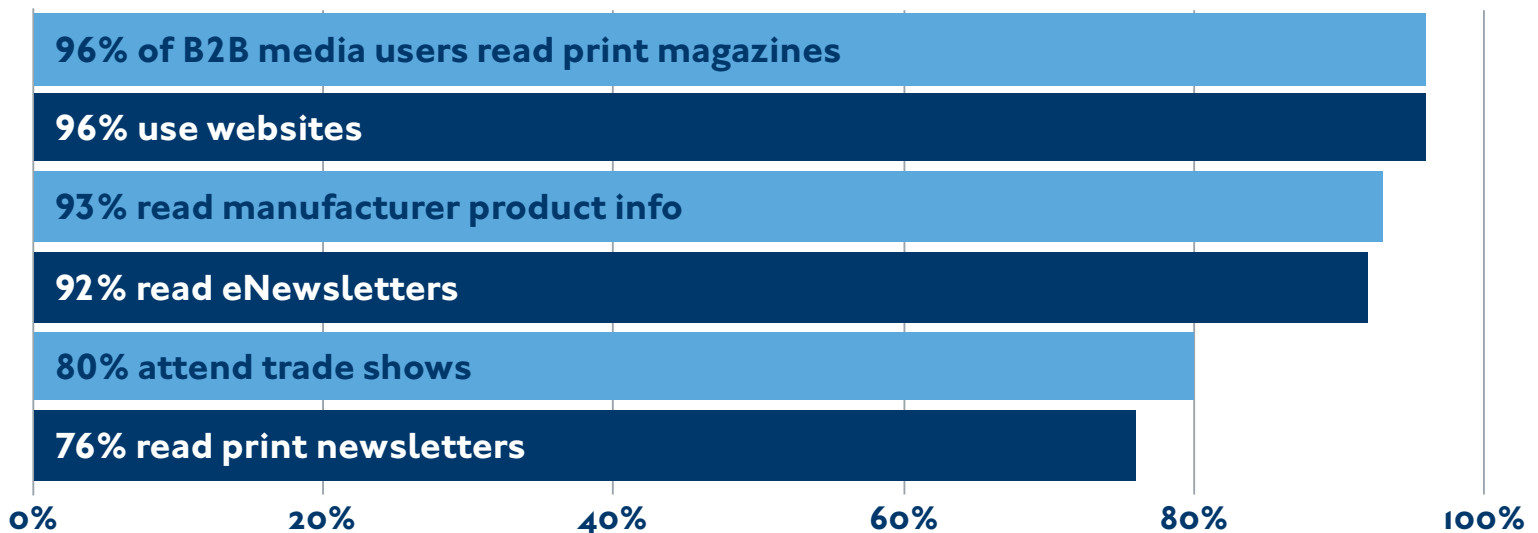


# B2B PRINT: WHAT'S THE BIG DEAL?

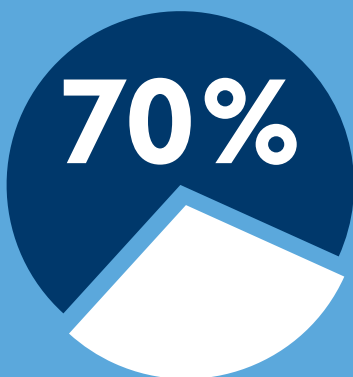
**91%** of B2B media users say product info from manufacturers or businesses is an important source of purchase decision information.

## PRINT MEDIA IS STILL USED AS MUCH AS DIGITAL MEDIA:



DECISION MAKERS AREN'T USING JUST ONE MEDIA SOURCE. **74%** SAID THEY USE BOTH DIGITAL AND TRADITIONAL MEDIA TO LEARN TIPS, BEST PRACTICES, AND VALUABLE INFORMATION THEY CAN USE IN THEIR WORK.

HOW MANY B2B MEDIA USERS THINK PRINT MAGAZINES WILL HAVE THE SAME IMPORTANCE 4 YEARS FROM NOW?



## WHICH MEDIA SOURCES WILL BECOME MORE IMPORTANT DURING THE NEXT 3 TO 4 YEARS?

