

# PRINT IS BIG

U.S. AND WORLDWIDE INDUSTRY STATISTICS



**GLOBAL PRINT INDUSTRY**  
\$898 Billion<sup>15</sup>  
and drives \$3.8 Trillion  
in related services

**U.S. AUTO INDUSTRY**  
\$1.1 Trillion<sup>19</sup>

**Global ONLINE ADVERTISING INDUSTRY**  
\$133 Billion<sup>15</sup>

**Global VIDEO GAME INDUSTRY**  
\$102 Billion<sup>15</sup>

**Global MUSIC INDUSTRY**  
\$15 Billion<sup>15</sup>

8.5 TRILLION LETTER-SIZE SIMPLEX PAGES are printed annually in North America<sup>8</sup>

**27 MILLION**  
Business Cards ARE PRINTED DAILY<sup>14</sup>

**JUNK MAIL**  
is green too

**110 MILLION**

shopping trips were saved by direct mail in the US, cutting CO<sub>2</sub> emissions by 35000 tons<sup>3</sup>

Handing out 2,000 BUSINESS CARDS will give you an average **2.5%** increase in business<sup>14</sup>

**66%** of the power used at AF&PA member pulp & paper mills in the U.S. is supplied by **ON-SITE RENEWABLE ENERGY SOURCES**<sup>1</sup>

**U.S. PRINT SHIPMENTS**  
2015 3<sup>rd</sup> Qtr. Highest Growth Rate Since 1996<sup>20</sup>

Print represents 80% of 2015 book sales worldwide<sup>2</sup>

**ONLY 17%**

**OF CUT FOREST TREES** are used by the paper industry<sup>17</sup>

OVER 51 MILLION TONS OF PAPER WAS RECOVERED FROM RECYCLING IN 2015<sup>1</sup>  
Enough to fill the Empire State building 124 times

**FACT:**

There are 20% more trees in the U.S. today than on Earth Day 40 years ago<sup>7</sup>

**THE NORTH AMERICAN PAPER INDUSTRY**  
Plants 1.7 million trees per day, more than it cuts<sup>3</sup>

**SPAM** email

WASTES 33 BILLION KILOWATT HOURS ANNUALLY<sup>7</sup>

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

**PRINT IS GREEN**

"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:**

Reading a newspaper instead of 30 minutes of online news produces 20% less CO<sub>2</sub><sup>16</sup>

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

**FORESTRY IS THE MOST SUSTAINABLE** of primary energy and materials industries<sup>4</sup>

10.6 million United States jobs in 2007 **DEPEND ON ADVERTISING MAIL**<sup>3</sup>

Direct mail in the U.S. generated incremental sales of **\$2.2 TRILLION** in 2012<sup>3</sup>

**\$167** U.S. ADVERTISERS SPEND \$167 PER PERSON ON DIRECT MAIL TO EARN \$2,095 WORTH OF GOODS SOLD<sup>13</sup>  
**A 1,255% RETURN**<sup>13</sup>

**DIRECT MAIL** increases online donations<sup>29</sup>  
**40%**

**96%** of news reading is still in print<sup>9</sup>  
**87.1 Billion** monthly printed page views<sup>9</sup>

You will read this 10-30% **FASTER ON PAPER**<sup>30</sup>

**PRINT DRIVES COMMERCE**

FROM 2015 **DIRECT MAIL MARKETING RESPONSE RATES** are **37% HIGHER**<sup>3</sup> THAN EMAIL MARKETING RESPONSE. ONLY 0.1%<sup>3</sup>



**PRINT IS 43%** less annoying than the internet<sup>32</sup>

Print is 59% more engaging for users than online articles<sup>31</sup>

**80% OF HOUSEHOLDS** READ OR BROWSE THEIR ADVERTISING MAIL<sup>25</sup>



**PRINT IS SOLD ONLINE**

**ONLINE PRINT ORDERS** are **83%** LOWER PROCESSING COST<sup>33</sup>

**28%** 2016 Projected<sup>33</sup>

Percentage of U.S. **PRINT ORDERS** BEING PLACED ONLINE THROUGH PRINT SERVICE PROVIDERS' WEBSITES<sup>33</sup>

**22%** 2014 Projected<sup>33</sup>

**15%** 2010<sup>33</sup>

**3%** 2000<sup>33</sup>

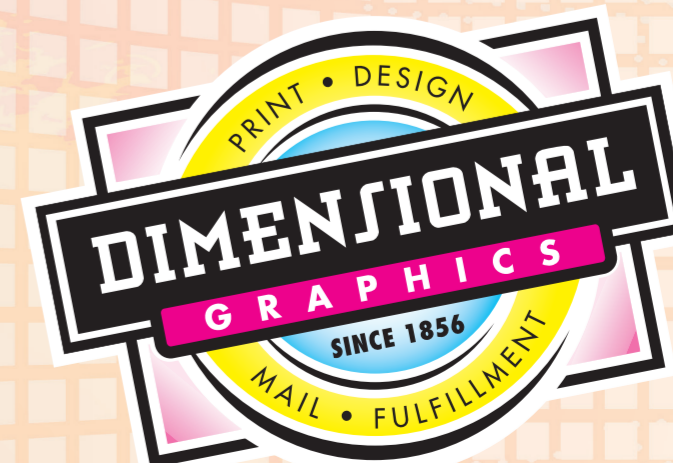
**Sources:**

<sup>1</sup>American Forest & Paper Association, <sup>2</sup>Deloitte, <sup>3</sup>DMA, <sup>4</sup>Dr. Patrick Moore, <sup>5</sup>statistica, <sup>7</sup>McAfee, <sup>8</sup>Megatrends in Digital Printing Applications, <sup>9</sup>Nieman Foundation for Journalism at Harvard, <sup>14</sup>Statistic Brain Research Institute, <sup>15</sup>Statistica, <sup>16</sup>Swedish Royal Institute for Technology, <sup>17</sup>TAPPI, <sup>19</sup>TrueCar, <sup>20</sup>WhatTheyThink, <sup>21</sup>USDA Forest Service, <sup>22</sup>Natural Resources Defense Council, <sup>23</sup>International Paper, <sup>24</sup>YouGov, <sup>25</sup>United States Postal Service, <sup>26</sup>World Press Trend, <sup>27</sup>Global Industry Analysts, Inc., <sup>28</sup>NPES The Association for Suppliers of Printing, Publishing and Converting Technologies, <sup>29</sup>Dunham+Company, <sup>30</sup>Wayne State University Study, Reading Online or on Paper: Which is Faster?, <sup>31</sup>Ball State University, survey, <sup>32</sup>Roper Public Affairs survey, <sup>33</sup>InfoTrends / CAP Ventures.

Statistics deemed reliable at the time of publishing.



presented by



LEARN MORE: [WWW.PRINTISBIG.COM](http://WWW.PRINTISBIG.COM)