

“Rumors of Print’s Demise Have Been Greatly Exaggerated.”

Cumulative results of recent ad readership studies conducted by Signet Research, Inc., indicate that print is not dead, but very much alive and well. Analysis of B to B publication reader preference for print, digital or online media showed an eye-opening majority still prefers print.

Cliffside Park, New Jersey February 5, 2010-- In an effort to determine the preferred format of media properties in the B to B publication market, Signet Research, Inc., an independent market research firm, directly asked subscribers of B to B publications for their feedback.

The methodology used was the inclusion of a particular question in the Signet Research AdStudies, conducted over a period stemming from October 2009 through January 2010. The question was, “In what format would you prefer to receive (*publication name*)?”

The results showed an overwhelming preference for print publications. Three-quarters (75%), selected print as their preferred format, either in print only or a combination of print and a digital or online format, with over half (52%) preferring print only. In comparison, overall preference for a digital edition was 30%, with 14% preferring digital only, and for online content 12%, with 4% preferring online content only.

The results of this case study are based on 2,307 respondents from varying industries within B to B media. They include Government, Airline, Electronics/Technology, Automotive, Oil/Gas/Energy, Physical Science, and Food Service Industries.

About Signet Research, Inc :

Signet Research, Inc. has been a leading provider of market research serving the publishing industry for over 40 years. The company offers a wide array of AdStudies for print, web and e-newsletter ads as well as customized audience and editorial studies for print and web in the B to B and B to C markets.

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