

ROLE OF PRINT MEDIA ADVERTISEMENTS IN DIGITAL AGE

Gursimar Kaur Middha

Research Scholar

Ph. D in Journalism and Mass Communication (Pursuing)

CT University, Ludhiana.

simarmiddha.1288@gmail.com

Dr. Amrinder Singh

Associate Professor & HOD

CT University, Ludhiana.

amrinder783@gmail.com

ABSTRACT

Online Advertisements only had been triggering the human's sense of visualising whereas all print advertisements carriers are experiential and tangible. Generally, the human and the print interactions are mainly based on tactile contact; except for print ads that one sees from the distance, like banners. Print ads are real, and consumers can interact with them. This adds two more human senses to the list: touch and smell.

A recent study of 2020 by Business Standard reported that Print media ad growth to accelerate in 2020. Also stating that The Ministry of Information and Broadcasting announced a 25 per cent hike for advertisement in print media, over and above the existing rate structure by the Bureau of Outreach and Communication (erstwhile Directorate of Advertising and Visual Publicity).

According to MarketingProfs, 92% of 18- to 23-year-olds find it easier to read print over digital content and the response rate for direct-mail marketing is 37% higher than the email rate. When making purchasing decisions, consumers abide their trust on print advertisements 34% more than they trust search engine ads. Indeed, Print media is not going away anytime soon. In fact, it's a great way for marketers to stand out from their competitors and attract the audiences.

For seeking advertisements and even investing in print media advertising, people still use magazines, they tend to have printed mail and they pick up brochures when they visit a local market. Moreover, there are definite ways in which print media is even more effective than digital in context of advertisements. Print media has less crowded environment, it has a universal approach. Traditional printed media still has its role to play, and will continue to do so for the predictable future. When people seek online data, they have many distractions like drifting to Facebook even in the midst of reading articles, scrolling, exiting out of pop-up ads, clicking links, videos, etc. Print does not come with all these distractions. Print allows readers to properly grasp more of the information they see: an excellent benefit for advertisers that want customers actually paying attention to their ads. Therefore, the following paper focuses on role of Print Media Advertisements in the era of Digital age.

Keywords: Print Media, Advertisements, Digital Age

CHAPTER SCHEME

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Methodology

Chapter 4: Conclusion

Chapter 5: References

INTRODUCTION

“Every time a message seems to grab us, and we think, ‘I just might try it,’ we are at the nexus of choice and persuasion that is advertising.” – Andrew Hacker

Advertising is the best way to reach out to the customers and communicate with them. Advertising helps disseminate the information to customers about the brands available in the market and the variety of products that can be useable for them. Advertising is for everybody: inclusive of kids, young people and old aged. It is executed using various media types, with different techniques and methods that are most appropriate.

21st century has tremendously been on the track of change and development in various spheres. Internet, being one of the most impactful catalysts of the current era has been emerging as a new media platform. Internet has made a great impact on the advertising industry and significantly changed the marketing focus for all types of businesses from large scale till smaller ones. Whereas, print media, commands the lion’s share of the advertising pie. As per a report from Zenith, the ROI agency of the Publicis Group, newspapers will continue to be the most dominant media segment for the next three years.

Even as print media is beholding a slowdown in the developed economical areas and also digital and television have surpassed print in many markets but the print media still prevails. Moreover, the growth of the industry in relation with the digital world is remarkable. It's expanding with each passing moment and people are growing with it. Even though of all this, the print media still flourishes. Undoubtedly, the digital media might surely be ruling over print media but former can never touchdown the latter. Therefore, it's possible that the print media holds more credibility.

Nowadays, where people tend to experiment, not everything needs to be digital and it shouldn't be. The roots should be held onto especially pondering over Indian audience. Print matters and shouldn't grow have a prejudice towards it for the sake digital media.

Print advertised products have an undeniable tactile appeal, they are attractively textured pages containing pin-sharp matte or high-gloss graphic imagery and photos offer a comfortably familiar and thoroughly cohesive reading and viewing experience. Furthermore, and equally significant, print material is completely portable and adapts well to a number of consumer requirements.

In addition, as advertising material, print has also proved to be tremendously flexible in matters of sizing, with everything from small and personal business cards right up to towering billboard statements having a renowned place and unique promotional function.

Even for business, it is important to understand that print sends public messages which are conventional and are well-perceived. Such media offers personal commitment and promises almost effortless interaction. Most importantly, research consistently reports that print pieces carry an impression of credibility and trust which is often lacking in comparative digital text sources. Perhaps this is a reflection of the perceived durability of the printed word, after all,

one of the much-vaunted ‘advantages’ of online text is the ease with which it can be overwritten and then further deleted with a single click.

It seems crystal clear that there are a number of basic and essential functions which print media items perform exceptionally well. The print material does not seem to have been at all diminished by the arrival of digital media. A minor initiative with companies like: Company letterheads and personalized, business-identity cards with printed logos have the opportunity to create a vital first impression and advertisements. Every recipient will naturally assume these items reflect an underlying corporate publicity and identity. Quality work by graphic designers and professional printers can thus be used to signal, care, quality and consummate professionalism and publicity. Such printed materials can also be a great way to generate online reviews by using a short link to an online survey.

As regards of business promotion, printed advertised materials lend a personal and physical presence to the advertising presence.

Although digital marketing has exploded in just a short time, print marketing is still highly effective in helping companies reach their customers. Since printed material can be sent directly to a customer’s home, businesses can ensure that they get their prospects’ undivided attention. Additionally, since printed materials are often left on countertops and side tables, they have a longer lifespan than digital ads. They hold a customer’s attention for much longer, thus making your ad more effective.

When consumers use the Internet, they are bombarded with advertisements and popups that can distract them from paying attention to your message. Even while they are researching a product to purchase, it’s easy for them to get distracted by notifications from social media and email. Printed materials hold a reader’s attention longer than a digital ad. Because of its format, you can have a bigger impact on your consumers than if you posted your ad among

the distractions of the Internet. When you post your ad in a newspaper or magazine, your reader will be more focused on absorbing the content with their undivided attention.

REVIEW OF LITERATURE

2020's The Influence of Digital Migration on the Performance of Media Houses in Brazil; Case study of Sistema Brasileiro de Televisão by Gómez & Cattaneo concluded that digital migration was helpful and it has encouraged productive information acquisition and news distribution. The study concluded that the quality of the news reporting had been value-added after the initiation of the digital usage and buyers were contented with the services offered henceforth the increase in sales revenue. Also concluded that digital migration allowed the formation of various channels that have led to viewer fragmentation and thus increasing the performance. The research study also concluded that since with the intervention of digital platforms, traditional based media houses have introduced a relook at the aggressive organization strategy to pace up with the market conditions according to the times. The examination likewise incurred that the digital era displayed another market mixture to the media houses, which enticed it to the development of updated strategies to cope up with the market forces and remain economical. Thus, aggressive business procedures occasioned by digital migration impacted the doing of the activities to all of the media houses.

In 2019 Karambelkar through *Impact of Digital Media on Print Media* stated that the convenient access to online news for free seems to be little reason to pay for a newspaper subscription. The witness of not the “End” of print but rather the from adaptation of print and News organizations to rapidly changing consumer patterns and a corresponding shift towards digital content has brought the digital media to create its impact on the society at a faster pace.

In 2018, *The Language of Media in the Digital Age* by Aleksić and Tamenković found that the Internet has entirely transformed communication models both in private and public sectors. The changes that occurred can be witnessed in the outlook of new media as well as in the challenge that Internet has put in front of traditional means of communicating with the audience. Regardless of various definitions of the Internet as a new communication platform, it has effected and has changed communication ways as well as creation and distribution of contents in an incredible sense. There are certain new participants, who, together with journalists, project and design the media space. Additionally, there are also new kinds of contents created by them, such as forums, blogs, and social networks which let the active audience execute their words and these are the ones whose potentials were not recognized by one-way traditional media. Whereas, by adapting with the digital technology, traditional media entered a new digital world differentiated by certain characteristics such as: interactivity, networking, hypertextuality, mobility, database, virtuality etc. Apart from this, media users have to gain the skills about the know-hows of new media in order to move successfully through the digital universe. Although radio did not “kill” the press, the TV did not “kill” the radio or the Internet did not “kill” the TV, it does not mean that the old media did not familiarize with the new one in order to survive in the market and sustain its audience. Adaptation of traditional media to options provided by the Internet is an ongoing process. An annoying circumstance today may be the fact that the editors and journalists of old media have to develop variety of different approaches to deliver online and offline contents, although they are the same. Taking all the characteristics and factors, it becomes clear that, those are two separate media forms. Communication via Internet has developed its own rules, language, styles and patterns which are not going to adapt with characteristics and rules of traditional

journalism. But the one, who understands new patterns and knows how to use them for their own benefit, can actually survive and indeed print media can, if adapted with changing times.

2018 Tekawade, The Future of the Indian Print Media Industry in the Digital age concluded “Ultimately the internet is intended to hit hard upon the print market as more and more eyeballs have turned online. To manage the situation, only two things can be done. The newspapers either have to start on online edition that will keep up the revenue going. Another thing that can be done is the establishment of the identification of the newspaper more than just that of a news medium. The newspaper has to be interactive and innovative. It has to focus on the ongoing social development and various public activities. It can implement on the working of the content that helps shape public opinion. Encouragement and inputs in form of citizen journalism model is another method.”

In 2017, *Iyer, Venkatesh B.* with their research, ‘*Study of impact of internet and other media before print media*’ 2017 concluded that there has been a remarkable growth in outlook of its various forms, particularly the internet, whereas, this intrusion has not targeted the traditional media which is one of the oldest modes of news dissemination. Nevertheless, there is supposed to be a decline in the popularity of the newsprint media (Athey, 2013). Therefore, this study was conducted to understand the status of newsprint media and its stance among consumers of Gujarat in comparison with other media. Thereafter, it was concluded that the advertisers still sought print media for major portion of their advertisements owing to its greater consumer reach among people of Gujarat in comparison to other media. The lagging status of digital media and the stability of print media in Gujarat is a path breaking finding of the study, opening up new avenues for both digital and print media marketers.

In 2017, *Cabyova and Krajčovič* through ‘*The Influence of Selected Factors on the Effectiveness of Print Media Advertising*’ concluded that the Print Media Advertising is

trustworthy for all respondents, although it may not affect the buying decision of people very much. On the other side, the internet has the biggest influence on respondents, who are also influenced by it, when it comes to buying decisions and providing inspiration also searching for information and comparing various products. The internet has taken over all the categories which we focused on. Although these findings, it was concluded that print media do play their role, even though it might be smaller if compared to the internet and so do all the other media types. Taking into account that the survey was conducted on respondents who use the internet extensively, the observation was that the role of traditional media in the context of marketing communication and in the selective approach of product promotion to particular groups of end users. Especially magazines seem to be an extremely suitable type of media in this, as they are able to directly aim advertising on a particular group of readers.

In 2016 Krishen, Kachen., Kraussman, Hanif's research "*Do consumers dig it all? The interplay of digital and print formats in media*" found that although the digital medium is deliberated to be less expensive, more appropriate and more environmentally friendly, the print medium is regarded as more familiar, peculiar and visual. Nevertheless, whether the media type is a book or a magazine, consumers report higher perceived value, hedonic value and attitude towards print versus digital media.

2016's *Ernst and Young LLP: 8 Key trends in digital content consumption* says that The Indian digital mediasection is set for interruption with growth expected to reach INR 200 billion (INR 20000 crores) by 2020 with digital ad spend expected to grow at 23-28%. India has a large and growing population – young internet using consumers with increasing earnings potential and throwaway income. This demographic has historically been and will continue to be, an early adopter of new technology and new models of media consumption. The demographics convey a rise in demand for digital content.

In 2013, Kulveen, Trehan through *Role of teaser advertising in product promotion: a critical analysis of leading newspapers and television channels* found that print media will proceed in future as it will be interesting to witness the various forms with amalgamation of teaser advertising in various media and subsequent options and sequential use of the above one after the other. Collaborative effects of print, television and web can optimally maximize the potential of various teaser advertising in India. It was noted in the study teasers that these are not only compatible with different ad media but also can be adapted to pioneering media shapes and placements like figures, pointers, gatefold, bottom spread, cover flap etc. Lot of teaser ads keeps changing their look along with content (verbal and visual cues) to grab the audience attention. This ability to respond to various media innovations makes teaser a strategy for the near future, where economic use of space on both newspapers and television will hold the key to communication in the promotional mix.

In 2012, Bruhn, Schoenmueller, and Schäfer, "*Are social media replacing traditional media in terms of brand equity creation?*" concluded that the results of the this study show that both the old ways communications and digitized communications have a noteworthy impact on brand equity. While traditional media have a huge impact on brand awareness, social media communications greatly influence the image of the brand. Firm-created social media communication is displayed to have an important impact on functional brand image, while user-generated social media communication puts a major influence on hedonic brand image.

In 2010, Patel, A. with *The Survival of the Newspapers in the Digital Age of Communication* suggested that newspapers must remain optimistic in the generation of internet. Indeed, the industry is struggling to survive but there is a clear explanation to all the problems undergoing the way. Therefore, there is no hard reason to distress over the thoughts about the complete demise of the newspaper. The newspaper, indeed, will survive as a paperless model, embracing the necessary alterations that are demanded in a digital age of communicating with

the end users. There are various reasons that why newspapers should remain optimistic and embrace the paperless model for survival. The newspaper industry has been changed into an information business as information has now become an important element for human. There is an abundance of it available and as a result, consumers are beginning to develop specific target needs from the information providers and select according to their interest.

Good part is that the newspapers have a long history of adaptation which is still in trend. While they are common to be judged as not to be very flexible and accepting of change, and also they have faced the perspective of radio and television, both also one of the best mediums of mass distribution, and have sustained to continue as one of the most trustworthy sources of information. In fact, with the approach of the Internet, the print industry has taken on an approach of trial and error method in order to find a survival formula.

Nevertheless, individual-decision making is important in today's society, and newspapers are essential in this process. They keep the individuals informed and updated with what is going on, with respect to the community and world, and provide credible information that consumers can depend on and keep it in as proof for future use. This demand for trust-worthy information is not going anywhere, and therefore there will always be a demand for what newspapers do.

Nalini Rajan said in her book *21st century journalism in India* that India has been witnessing a growth in its newspaper markets both in large cities and in towns and in both in English and in vernacular language newspapers. India is a developing country. Citizens are expecting a progress and improvements in local quality of life, good education opportunities, good education, transportation and good health. All these developments are expected without hampering the environmental and ecological degradation. Journalism is supposed to report regularly on all this to society. Hence, the responsibility on newspapers is more in future.

OBJECTIVES

1. To mark the impact of print media advertisement in the era of digitisation
2. To analyse the future relevance of print media advertisements

METHODOLOGY

The paper 'Role of Print Media Advertisements in Digital Age' is based on secondary research data. This chapter highlights the methods used for completing this paper. To meet the results, various papers were studied and the conclusion was taken based on all secondary methods. A couple of research papers were taken into consideration that holds the notion of print media's survival and investment by advertisers in print media advertisements. Also, another method was studying the various articles and editorials that discuss that how in the era of 2020 and beyond, Print media will hold a tight grip in the news and advertisement sector.

CONCLUSION

Advertising agencies are making sure to reach their customers by one or the other mean of communication and targeting all the senses of the buyers. Various forms of media are being used for the same. Although, in the recent era of 20's, internet has certainly established itself as a platform for investing in for the advertisements whereas, print media still beholds a huge importance and will continue to feed the readers. Major companies invest in print media advertising agencies for tapping the audience. For example, even during the times of covid-19, the front pages of major newspapers are advertising the precautions for fighting against coronavirus and sideways promoting any mask making agency. Through various researches also show many reasons that directly depict that the Indian print media is not that under the

treat from the internet as many of its counterparts in the west, today or tomorrow it will have to take up the challenge.

There are various reasons supporting that Print Media will continue to survive and companies will proceed investing with Print Media Advertisements:

The print media industry based on vernacular languages has a strong market owing to India's large and growing middle class population. It will be a long time before online content in vernacular language becomes popular.

The good number of people residing in rural areas still trusts the daily newspaper being supplied to them and the newspapers are still to reach the rural population who's financial and social conditions are yet to improve with the advertisements in various forms like brochures, magazines, pamphlets, etc.

Whereas, the newspapers are to concentrate completely on working on strategies to keep firm controls on markets where they are sturdy, especially the regional ones. This can be done by improving content relevance of newspapers and the advertisements with them. The demographical aspect of the regions has to be deeply focused on, and new interesting content that can draw audience has to be thought upon, planned and executed. Also, the newspapers have to work on convincing the advertisers on their reach. These days, English newspaper is the most preferred medium of advertising because of the pre-conception that are in such a population which has high purchasing power. This conception has to be changed. If it is correct, then the regional newspapers must focus on working with reaching a population of the advertiser's choice but that without affecting its integral journalistic values. Indeed, it is important for the newspapers to reach the new young audiences sooner than the internet does as youth is now the real power and is the backbone of every region. It has to design strategies

to “catch them young”. Certain examples like DNA’s new weekly youth-written editorial page can be studied.

Print and Digital media are two important streams among all in Mass Media and are the two major aspects for people seeking to advertise about their product. In point of fact, journalism actually started with the print media and became very important aspect of Mass Communication across the globe. Even in earlier days, advertisement was done using traditional media only. It has seen lots of changes and development since last three centuries. Print media has seen marvelous developments and innovations in its all aspects, from news print to final product. Over last few decades journalism has also seen tremendous changes and developments in its style and principles.

Over all, the media sector has been growing in fast speed and changing rapidly. In Indian context the importance of journalism can be bifurcated into two broad segments that are before impendence and after independence. Purpose of journalism before independence was different and it was solely towards fighting for the freedom of the nation. Even advertisements focused on for example buying of India hand made good and avoiding the foreign goods. Whereas, after independence the concepts of journalism changed as different streams of journalism came out. Citizen journalism was the fine most examples. Editorial work started off with the working as being beat wise. e.g. political, crime, entertainment, social, cultural, education, government establishments and administration, public transportation, health, etc. These developments are seen in English, Hindi and all regional language print journalism. Along with it we have also observed overall developments in newsprint quality, printing technology, developed distribution channels etc. Parallel running the advertising concepts. Investments in advertisements by print media took another shape.

Print media advertising firms are expected to make a about-turn in the next financial year on account of hike in government advertisement rates, softening of newsprint prices, and upcoming general elections, CRISIL Ratings said in a generated report.

CRISIL Ratings said “The aggregate operating profit of print media companies is likely to increase 500 basis points (bps) in fiscal 2020 after a monotonous fiscal 2019.” This will be on account of a 25% increase in the card rates for government advertisements recently announced by the Bureau of Outreach and Communication (earlier known as Directorate of Advertising and Visual Publicity DAVP), and softening of newsprint prices, CRISIL added. “Nearly 10% of the advertising revenues of print media agencies come from advertisements linked to DAVP rates. While these rates have been 30-45% below commercial rates earlier, the upward revision will reduce the gap to 10-25% and growth in ad revenues of print media companies,” Sachin Gupta, Senior Director, CRISIL Ratings, said.

The advertisement revenue linked to DAVP rates is predictable to be around ₹1,800-₹2,000 crore. In fiscal 2018, DAVP directly spent ₹631 crore, while the balance is assessed to have come from state governments and public sector undertakings (PSUs), which also place advertisements largely at DAVP rates, CRISIL said.

Furthermore, there is an element to increase advertising revenues during the last quarter of fiscal 2019 and the early part of fiscal 2020.

As technology developed with time it is well believed and witnessed that the machinery and material used for print media has also changed to state of the art technology and hence, overall quality of the product was improved to touch match a high class scale. In modern internet era work became faster. Distance is not considered an issue in these times. Pages can be prepared at any location and can be transmitted for printing at any point of location. The

expectations out of print newspaper and the expectations out of online edition are different. These expectations are in the form of consumption of content.

Media be in the form of print, online and electronic are having its own and different characteristics, importance, investments and expectations. Among all three, print and online media are closer with each other as many print media houses have already started their online and web editions. Content is a basic source on which both the media are operated also in case of advertisements. But time of work or time management differentiate both for print and online media.

Chances are that personally one got used to ignoring the type of marketing materials, especially when they are handed to you on the street. Basically this has happened mainly because, over the past few years, the business environment and advertisements shifted towards the digital. As a result, more and more companies are pouring money into digital marketing every year. Whereas, even probably many saw plenty of headlines online saying that how print advertising is dead, this is not exactly true. Indeed, print advertising has declined over the years, but this doesn't mean that it's going to die anytime soon. In fact, right now, print marketing represents a eccentric opportunity for a particular company to stand out.

Because there's just too much noise in digital marketing and it has become harder and harder to be distinct and stand alone. Not to mention the fact those, according to Statista, in 2019, approximately 25.8 percent of internet users were using ad blockers on their connected devices. Over the next few years, this number is expected to grow even more. With print advertising, on the other hand, the investor can emphasize on the messages that is wanted to be send to the audience. The print marketing is still relevant in this day and age as it appeals to the senses, in a world where most of the days users keep looking at screens, receiving a

print material can definitely capture our attention. This might even tend to be as a novelty factor. The marketer can carefully craft a marketing campaign around the type of sensory experiences that is wanted to be transmitted to the audience whenever the end user holds a brochure, a flyer, or a catalog created.

It's more likely to be remembered that depending on where someone lives and how much time they spend online, a person will usually be exposed to somewhere between 4,000 and 10,000 online ads per day. That's a lot. Out of thousands of ads, it's quite impossible to remember the majority (or even some) of them, especially if only seen them once. So the leverage is print advertising.

Moreover, science has shown that the human brain requires 21% less cognitive resources to process what they're reading on print. As a result, this makes it easier for us to grasp information and retain it. Just think about how much of an impact the simple act of browsing and touching a print material has. It's genuinely something that cannot be ignored. Also, Print Media is trusted. A survey conducted by MarketingSherpa revealed that 82% of respondents trust print ads when it comes to making a purchase decision. In the world of fake news, it can be harder to earn people's digital trust. This may be one of the reasons why print materials are more reliable in consumers' eyes.

Moreover, it helps with local marketing as if the audience is in the vicinity, then print marketing can do wonders. To reach local consumers, the advertiser can use several print advertising materials, such as direct mail, flyers, business cards, posters, or outdoor ads.

This means that to get the most out of your marketing and advertising, the future needs to use print advertising. Even if doing all your marketing exclusively online, the advertiser can still benefit from adding web to print into the mix because it's going to help increase audience

reach. Ultimately, print media advertisements are yet to survive with striking impacts across the globe.

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