

Will print make comeback as marketers struggle with Internet clutter?

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March 4, 2011



Will the cluttered Internet bring print back?

Many luxury brands turned to online for more targeted marketing in the last few years. But with the volume of advertisers on the Internet growing exponentially, some are turning their attention back to print.

With the Internet, the focus is on quality versus quantity, meaning brands would rather get a targeted message out to the right people than use a spray and pray approach. However, nothing beats the mass reach of the print channel, according to Jonathan Margulies, vice president of Winterberry Group, New York, a marketing intelligence consulting firm.

“When looking at the current state of print, times have been better,” Mr. Margulies said. “I think we are seeing a secular shift over the last 15-20 years away from what we call above-the-line, mass-oriented branding to more targeted messaging.

“When we think of targeted media, first thing that comes to mind is Internet,” he said. “But also there has been spending on more addressable traditional offline media as well.

“We’ve seen a lot in out-of-home display and direct mail as well as other media perceived as being more measurable and more easily personalized.”...

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