

PRINT SCHOOL '23

Understanding **PRINT**
in a modern world

EMILY IN PARIS.

Season 3 Episode 5 [22:50]

“Who reads print anymore, anyway?”

“Anyone in Paris who matters.”





EFFECTIVENESS.



72%

OF AUSTRALIANS
PREFER TO READ
BOOKS AND
MAGAZINES IN PRINT

61%

OF AUSTRALIANS GAIN
A DEEPER
UNDERSTANDING OF
THE STORY WHEN READ
FROM PRINT MEDIA

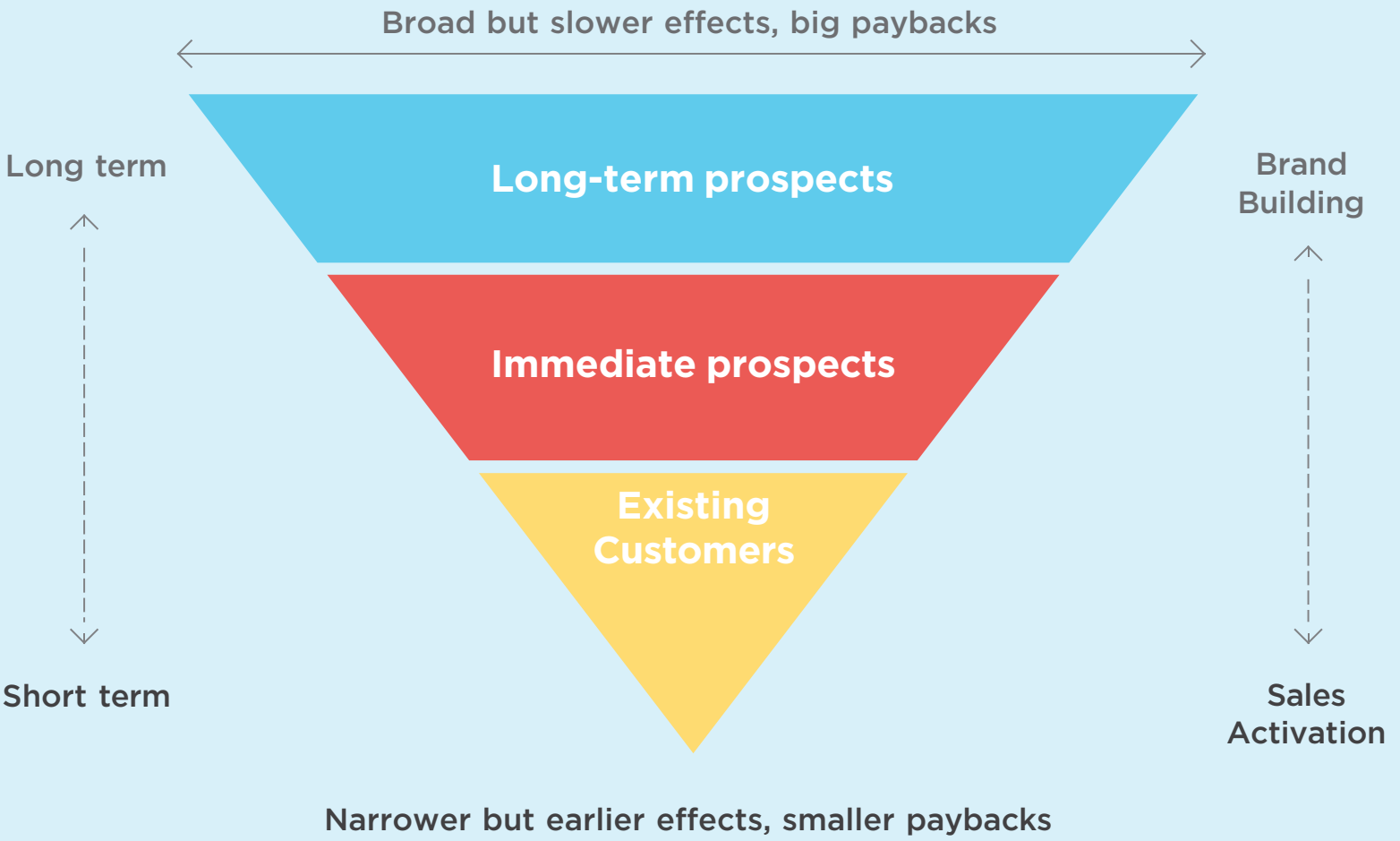
67%

OF AUSTRALIANS
AGREED THEY FIND
ONLINE
ADVERTISEMENTS
ANNOYING

72%

OF AUSTRALIANS DO
NOT PAY ATTENTION
TO ONLINE
ADVERTISEMENTS

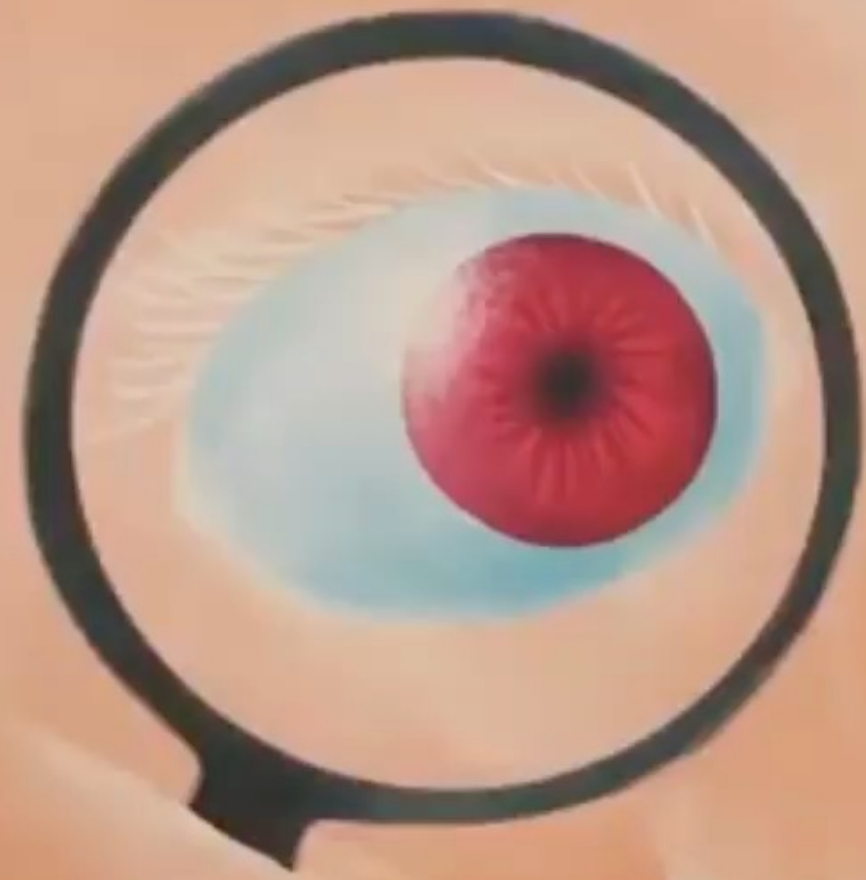
BINET & FIELD BALANCING YOUR BUDGET.



74%
MARKET-SHARE
GROWTH WITH PRINT
AND DIGITAL

58%
MORE LIKELY TO
DELIVER PROFIT

אֲנִי וְהַתָּא



עומר וינר

ALL ABOUT THE TREES.

AUSTRALIA IS OPERATING
UNDER A

100%

TREE FARM HARVEST
ACROSS ALL STATES AND
TERRITORIES

THE PAPER
SECTOR HAS REDUCED ITS
CO₂ EMISSIONS BY

97%

SINCE 1990

ONLY LESS THAN

20% OF E-WASTE

WAS OFFICIALLY DOCUMENTED AS FORMALLY COLLECTED

EVERY LITTLE STEP YOU TAKE.

145 MINUTES
ON TIKTOK
PRODUCES

381

GRAMS OF CO₂

IF THE INTERNET
WERE A COUNTRY
IT WOULD RANK

5TH

IN THE WORLD

NATIONAL GEOGRAPHIC
MAGAZINE PRODUCES ABOUT

0.82

KILOGRAMS OF CO₂
EQUIVALENTS PER LIFE CYCLE
OF THE AVERAGE MAGAZINE.

TWO HOURS A
WEEK OF RADIO
EQUATES TO

18,000

TONNES OF CO₂ PER ANNUM



INCLUSIVITY.



27%

OF AUSTRALIAN 15-YEAR-OLDS
POSSESS LOW DIGITAL LITERACY
SKILLS BY INTERNATIONAL
STANDARDS

9.4%

AUSTRALIANS
EXCLUDED FROM
DIGITAL
ACCESSIBILITY

50%

OF LOW-INCOME
AUSTRALIANS
STRUGGLE TO PAY
FOR INTERNET
ACCESS

14%

OF AUSTRALIANS WOULD NEED
TO PAY MORE THAN 10% OF THEIR
INCOME TO SECURE QUALITY,
RELIABLE CONNECTIVITY



IN PRINT WE TRUST.

\$3.1 BILLION

OF FINANCIAL LOSS FROM SCAMS
TO AUSTRALIANS IN 2022

20%

OF DIGITALLY
EXCLUDED
AUSTRALIANS LIMITED
THEIR INTERNET USE IN
2021 DUE TO
CONCERNS ABOUT
PRIVACY AND SCAMS

54.6%

OF SCAMS COME FROM
DIGITAL SOURCES IN
CONTRAST TO MAIL
WITH ONLY 0.65%





THANK YOU.

Kellie Northwood

Chief Executive Officer

M: 0424188745

George Tzintzis

Media & Communications Officer

M: 0432786915