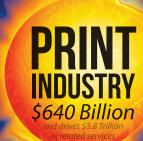
U.S. AND WORLDWIDE INDUSTRY STATISTICS





MUSIC INDUSTRY \$67 Billion



INDUSTRY \$33 Billion

**45 TRILLION PAGES** are printed annually



2,000 BUSINESS CARDS

increase in business

is green too

of today's ads and direct mail are printed on recycled paper

**U.S. PRINT INDUSTRY** profits were up every quarter in 2010 & 2011

Business printing grows at 6.8% annually worldwide



OF CUT FOREST TREES

**51.5 MILLION TONS OF PAPER WAS RECOVERED FROM RECYCLING IN 2010** Enough to fill the Empire State building 124 times

There are more forests in the U.S. today than there were 50 years ago

THE PAPER INDUSTRY Plants three times more trees than it cuts



WASTES 33 BILLION **KILOWATT HOURS ANNUALLY** equivalent greenhouse emissions to 3.1 million cars using 2 billion gallons of gas

'To address climate change,

# **WE MUST USE MORE WOOD, NOT LESS.**

Using wood sends signals to the marketplace to grow more trees.

GREENPEACE

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

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





**U.S. ADVERTISERS SPEND \$167** PER PERSON ON DIRECT MAIL

1,300% RETURN

3.5 million jobs in the United States
DEPEND ON ADVERTISING MAIL

**DIRECT MAIL** 

brings in of donations for non-profits



of news reading is still in print 87.1 Billion monthly printed page views





**DIRECT MAIL MARKETING RESPONSE RATES** 

**UP 14% EMAIL MARKETING RESPONSE RATES** 



**1 MILLION PRINTERS** are manufactured daily

(consumer and commercial)

24% share print articles 23% save print articles

80% OF HOUSEHOLDS

READ OR BROWSE THEIR ADVERTISING MAIL

# Sources:

McAfee, InfoTrends / CAP Ventures, WhatTheyThink, paperrecycles.org, The Design Inspiration, DMA, Printing Industries of America, International Data Corporation, Nieman Foundation for Journalism at Harvard, Promotional Products Association International, Rediscover Print (Printing and Imaging Association

Statistics deemed reliable at the time of publishing.



of Georgia Educational Foundation)

Percentage of **PROVIDERS' WEBSITES** 

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