

# PRINT IS BIG

U.S. AND WORLDWIDE INDUSTRY STATISTICS

**PRINT INDUSTRY**  
\$640 Billion  
and drives \$3.8 Trillion  
in related services

**AUTO INDUSTRY**  
\$432 Billion

**MUSIC INDUSTRY**  
\$67 Billion

**ONLINE ADVERTISING INDUSTRY**  
\$47 Billion

**VIDEO GAME INDUSTRY**  
\$33 Billion

45 TRILLION PAGES  
are printed annually

28 MILLION  
Business Cards  
ARE PRINTED DAILY

Handing out  
2,000 BUSINESS CARDS  
will give you an average  
**2.5%** increase  
in business

60%  
of the power used  
to produce paper  
in the U.S. is  
supplied by  
**ON-SITE RENEWABLE  
ENERGY SOURCES**

JUNK MAIL  
is green too

70%

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

ONLY  
**11%**

OF CUT FOREST TREES  
are used by the paper industry

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

FACT:

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

"To address climate change,  
**WE MUST USE MORE  
WOOD, NOT LESS.**  
Using wood sends signals  
to the marketplace to grow  
more trees."

**GREENPEACE**  
Dr. Patrick Moore, Co-founder

FACT:

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

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

**SPAM** email

WASTES 33 BILLION  
KILOWATT HOURS ANNUALLY

equivalent greenhouse  
emissions to 3.1 million cars  
using 2 billion gallons of gas

**PRINT  
IS GREEN**

**FORESTRY IS THE MOST SUSTAINABLE**  
of all new energy and materials industries

3.5 million jobs in the United States  
DEPEND ON ADVERTISING MAIL

Direct mail increased U.S. company sales  
**\$702 BILLION** in 2010

\$167

U.S. ADVERTISERS SPEND \$167  
PER PERSON ON DIRECT MAIL  
TO EARN \$2,095 WORTH OF GOODS SOLD

A 1,300% RETURN

**DIRECT MAIL**

brings in

**78%**

of donations  
for non-profits

**96%**  
of news reading  
is still in print

87.1 Billion  
monthly printed  
page views



You will read this 10-30%  
**FASTER ON PAPER**

**PRINT  
DRIVES COMMERCE**

FROM 2004  
**DIRECT MAIL MARKETING RESPONSE RATES**



**UP 14%**



**EMAIL MARKETING RESPONSE RATES**

**DOWN 57%**



**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



**PRINT  
IS SOLD ONLINE**

**50%**  
2017  
Projected

**30%**  
2014  
Projected

**18%**  
2011

**3%**  
2001

Percentage of  
**PRINT ORDERS**  
BEING PLACED ONLINE  
THROUGH PRINT SERVICE  
PROVIDERS' WEBSITES

## Sources:

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paperrecycles.org, The Design Inspiration, DMA,  
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Promotional Products Association International,  
Rediscover Print (Printing and Imaging Association  
of Georgia Educational Foundation)

Statistics deemed reliable at the time of publishing.



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