

## WHAT ABOUT DIGITAL?



For years, we have been engaged in the print vs digital debate and the never-ending question of “which is better?”

But what if we tell you that these two methods aren't enemies, but allies? There are a lot of opinions regarding print and digital means, as well as whether this argument has any validity at all. Some say print is dying. We say it gained a partner to expand its business.

Let's look at the facts. In 2018, a U.S. printing company, Freeport Press, conducted a survey where they received feedback from 1,226 magazine readers on their preferred format for publications. Their findings may surprise you! Approximately 41% of readers read 1-2 print magazines a month, 33% read 3 or more while only 28% read 1-2 digital magazines a month. 55% of respondents had not read a digital magazine in the past month.

You may think that print is the winner, right? Wrong. This is the assumption that has led many publications to miss out on key opportunities to grow—or even save—their business. Think about it. When you calculate 28% of 1,226 people, that's almost 343 people. That's 343 potential readers print magazines are missing out on.

So, what if print publications tapped into this resource? They could deliver digital versions of their magazine to subscribers with a click of a button. While the internet is a great resource and many people use it to quickly read up on the news and various niche stories, print magazines are viewed as more leisurely formats. Many readers classify sitting down and reading a physical magazine as a form of relaxation, taking their time to focus on it. It gives them a break from the screen they spend a good portion of their day staring at while at work.

Yet where it excels, it also lacks. Digital magazines have many advantages, one of the primary ones being convenience. They are easy to access, and whether you are on the computer or scrolling through the mobile phone, you won't have trouble reading a digital magazine if it's designed correctly. Digital magazines have unique advantages over their print counterparts. Just like a physical magazine has its own feel and smell, digital magazines carry an advantage unique to its platform: interactive features. You can view videos while you are reading, you can share it with your friends and family, and you can track analytics based on how your readership interacts with an issue.

**The more you consider it, the more it seems ridiculous to choose one or the other when print and digital mediums work together so well. Isn't it time to start seeing their synergy? Both print and digital mediums have their place. Let them work hand-in-hand with you to grow your readership.**



With unique advantages to each, you can build your publication strategy around the pros that work best for your target audience. But serious times call for serious journalism, something editors are paid to conjure up; that is what **Infodent International Press Office** is doing and working on. We believe to have found the right balance between physical and digital content. We believe in quality. A big change is taking place in the market. There's now too much writing online, and in an era of fake news, where you get your analysis from has never been more important.

As newspapers and magazines are finding out, if you can publish writing that is consistently and significantly better than what can be found online, you'll gain loyalty from readers. We have, for this, created a digital platform as container of extraordinary amount of news and press releases from all over the world and from which we can draw on for dental world news, to double check the sources and to publish in both the digital and printed formats. We will turn general-interest daily news into an almost universally available commodity in the internet, so that it can be quickly shared, and readers can move on to the next morsel.

On the contrary, specialist-focused journalism – which is still a service people value and think they can't get elsewhere - will remain our milestone on the Infodent International printed version. In this same context, a new digital interactive section will help distributors find new global business through our “Distributors Wall” on-line.

**So, we ask you all to send to our Press Office scientific and trade news, press releases, classifieds for the “Distributors Wall” for all of us to share.**

For news and press releases: [pressoffice@infodent.com](mailto:pressoffice@infodent.com)  
 For classifieds to publish in the “Distributors Wall”:  
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