

THE POWER OF PRINT

Culture Calling + London Calling

Audiences are surrounded by digital messages, but our latest research shows that print still cuts through the mix.

Based on surveys of UK audiences in 2024/2025 and wider industry evidence, here are the key takeaways for arts and cultural organisations...

What Audiences Told Us

- **Print gets noticed:** 22% recalled receiving a leaflet at home; 20% picked one up in a display.
- **Print drives action:** Nearly half went online or bought tickets after receiving a leaflet.
- **Print has staying power:** 55% said they keep leaflets to look at again.
- **Design matters:** 45% said good design directly influences attendance.
- **Print feels trustworthy:** 43% prefer to read cultural info on paper vs. 15% who strongly prefer digital.

FINDING: Print remains relevant, trusted, and tangible.



What the Wider Evidence Shows

- **JICMAIL:** 53% of purchases triggered by mail now happen online.
- **Neuroscience:** People retain more information on paper vs. screens.
- **Environment:** The European paper recycling rate is nearly 80%; forests are expanding. Meanwhile, data centres/AI projected to consume 3% of global electricity by 2030.
- **Cultural shifts:** From zines to vinyl, younger audiences are rediscovering tangible formats.

FINDING: Insight: Print & digital each have strengths but together they're more powerful.

The Bottom Line

Print is not a throwback. It's a forward-looking tool that works hand in hand with digital to inspire, build trust, and drive action. In a noisy online world, a well-designed leaflet or brochure still makes the difference.