

WHAT YOU DIDN'T KNOW ABOUT MILLENNIALS

Millennials like to

**HOLD PRINT IN
THEIR HANDS,**

read it, smell it,
use it to link to a video or coupon,
save it, take it to the store with them,

**AND SHARE IT
WITH FRIENDS.**

THEY PAY THE
MOST ATTENTION
TO **PRINT**
ADVERTISEMENTS

77%

of Millennials
pay attention to
**DIRECT MAIL
ADVERTISING.**