



# PRINT RECLAIMING SUBSTANCE

Riga, November 5 2025

**PRINT**  **POWER**



# RECLAIMING SUBSTANCE

Why magazines matter more than ever in a  
distracted, data-driven, distrustful world

1

DEVELOPMENTS SINCE 2020 -  
THE CONTEXT

2

CONSEQUENCES OF CHANGE

3

POSITIVE TRENDS -  
REDISCOVERING THE  
RELEVANCE OF MAGAZINES

4

FROM DEFENCE TO OFFENCE -  
THE WAY FORWARD



# DEVELOPMENTS SINCE 2020 - THE CONTEXT





# DEVELOPMENTS SINCE 2020 - THE CONTEXT

DECADE OF ACCELERATION

Magazines at crossroad of disruption and rediscovery

2020

*Pandemic*

*iPhone (5G)*

*Chat GTP*

*EU DMA*

*EU CSRD*

*AI boom*

*Political polarisation*

2025



# DEVELOPMENTS SINCE 2020 - THE CONTEXT

1. PANDEMIC - DECADE OF ACCELERATION

2. TECHNOLOGY – AI EATS ATTENTION

3. BUSINESS FOCUS – EFFICIENCY VS. RESPONSIBILITY

4. POLITICS – TRUST UNDER PRESSURE

5. PEOPLE – GENERATIONAL SHIFTS



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Today's generation  
of marketers and  
planners

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The Economist

Dawn of the solar age  
Macron's deepening mess  
Is a Palestinian state a fantasy?  
The champagne boom

11 APRIL 2024 1625 1624

# WAR

AND

# CONSEQUENCES OF CHANGE

Bloomberg Businessweek

NOVEMBER 2023 • BUSINESS EDITION

I have ur nudes and everything needed to ruin your life

Send me \$2000 and I'll delete

You want your parents to see this? 🙄

I got all I need rn to make your life miserable dude

If u block me I will ruin your life 🙄🙄🙄🙄🙄🙄🙄🙄

All u have to do is cooperate with me and I won't expose you

I AM NEVER GONNA UNSEND THEM UNTIL YOU PAY ME BRO 🙄🙄🙄🙄🙄🙄

Answer me

Your time is limited

10... 9... 8... 7...

Your family are going to regret they ever had you when I am done with you

You think I'm joking 🙄

I will make you regret your life. I promise you. I swear

Scammers are targeting teenage boys on social media. Some victims are being driven to suicide 32

The Economist

THE WORLD AHEAD 2025

NOVEMBER 2023 • 1625 1624

## Disrupter-in-chief



The Economist

Bolstering Ukraine's defence industry  
The assault on America's universities  
How AI can be good for the climate  
Oh, grow up! The rise of "adulting" courses

11 APRIL 2024 1625 1624

# THE AGE OF CHAOS

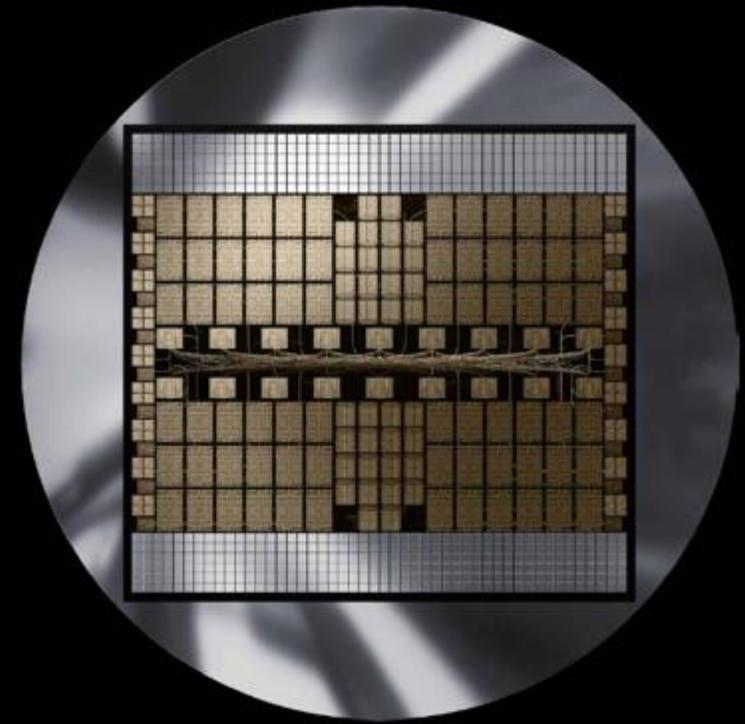




# CONSEQUENCES OF CHANGE

- Is technological progress, progress for everybody?
- Big Tech – aiming for monopolies vs. consumer interest?

## Grace Blackwell NVL72 “A Thinking Machine”





# CONSEQUENCES OF CHANGE

How today's 25-40 year-old marketers and planners think – shaped by a lifetime of digital not print

- Knowledge loss
- Not medium, but memory problem

Bias	How it drives knowledge loss and affects marketers and planners
Intentional blindness	Raised on dashboards and data feeds – print sits outside their field of view
Change blindness	Never experienced print's strong recall – digital's slow impact decline feels 'normal'
Negativity bias	Grew up hearing 'print is dying' – decline is the only story they know
Confirmation bias	Digital = modern and measureable; print =past. Positive results print seen as exceptions, not evidence
Motivational reasoning	Agency rewards speed and convenience – little incentive to relearn print expertise



# CONSEQUENCES OF CHANGE

## The measurability obsession

- 'If you can't measure it, it has no effect'
- Are clicks, impressions and likes delivering business effects?

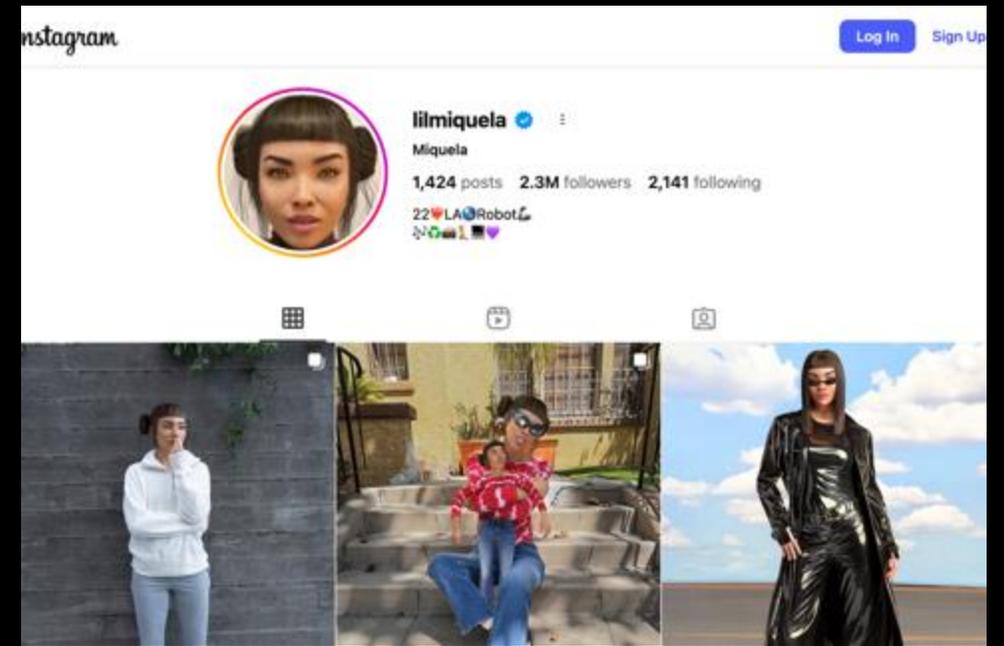




# CONSEQUENCES OF CHANGE

Truth crisis: if everything is content, what is credible?

- Truth, lies, alternative facts, misbeliefs, fabricated information





# CONSEQUENCES OF CHANGE

## Cultural flattening

- Algorithmic sameness replacing pluralism and serendipity





**POSITIVE TRENDS –  
REDISCOVERING THE  
RELEVANCE OF MAGAZINES**



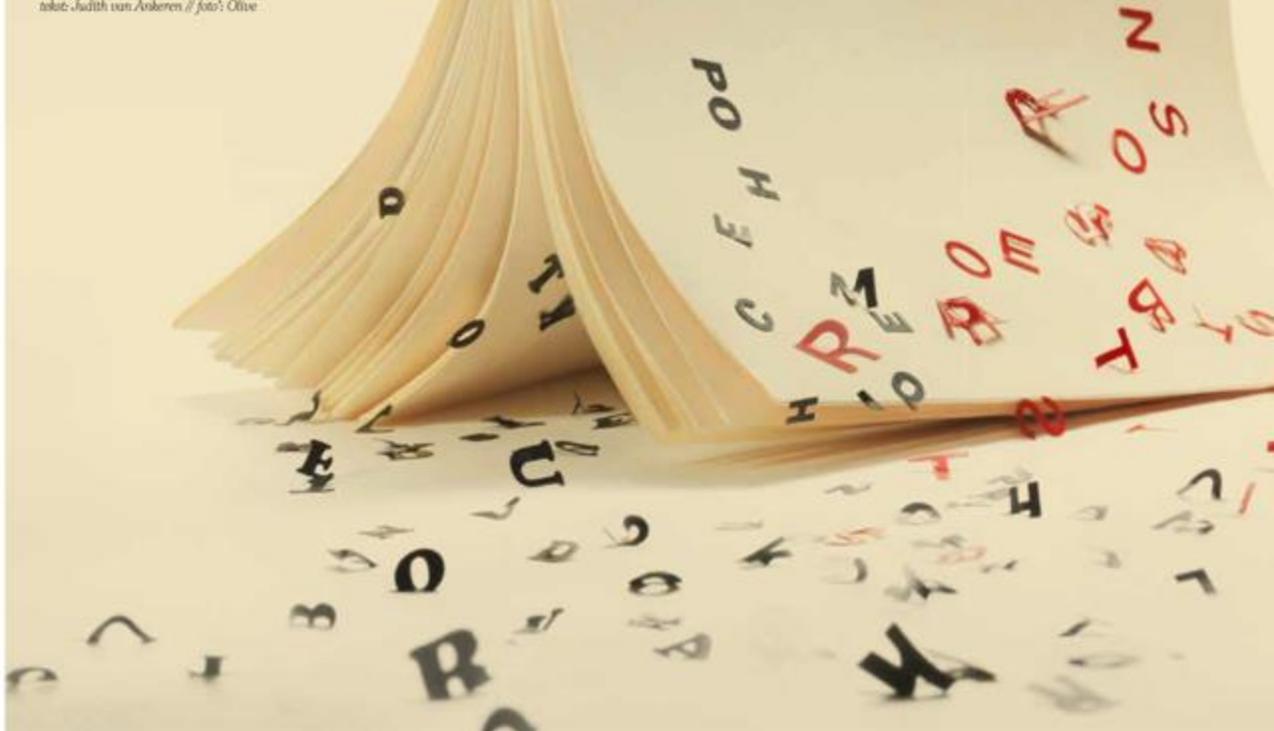
# POSITIVE TRENDS – REDISCOVERING THE RELEVANCE OF MAGAZINES

Human behaviour

- Desire for immersion, authenticity and time offline

# Papier plezier

*Steeds meer mensen herontdekken de waarde van papier.  
En terecht, want het heeft allerlei fijne voordelen.*  
tekst: Judith van Ankeren // foto: Olive





# POSITIVE TRENDS – REDISCOVERING THE RELEVANCE OF MAGAZINES

Brand needs:

- Proven ROI, attention quality, and brand safety

## PRINT DELIVERS THE HIGHEST PROFIT ROI

(Meta-analysis UK, 141 brands, 14 sectors, 2021-23)





## POSITIVE TRENDS – REDISCOVERING THE RELEVANCE OF MAGAZINES

The sustainability story

- Forest-based industries = key EU industry for decarbonisation
- The sustainability paradox: most detailed vs unknown and hidden = not used vs dominating
- Print' story: circular, local and traceable

## European Industry Summit 2025 The Clean Industrial Deal





# POSITIVE TRENDS – REDISCOVERING THE RELEVANCE OF MAGAZINES

Creative renaissance:

- Winning executions at Cannes Ad Festival
- Print functions as launchpad for digital buzz
- Indie titles elevate tactile storytelling





# POSITIVE TRENDS – REDISCOVERING THE RELEVANCE OF MAGAZINES

The perspectives of AI developments:  
the Promise

- Pluralism and freedom
- Print advertising more measurable, efficient, creatively dynamic within mix

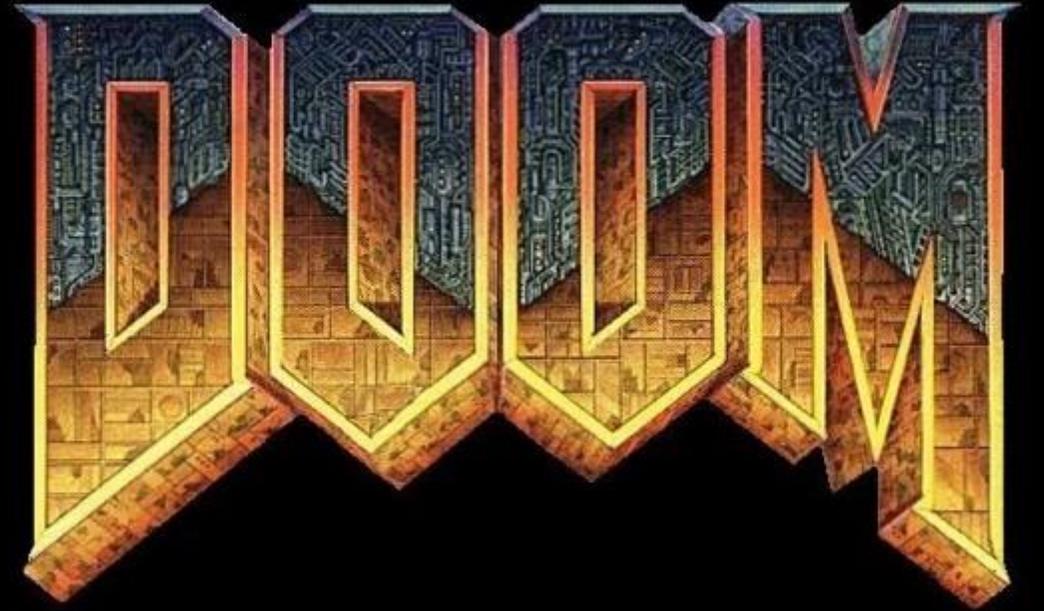




# POSITIVE TRENDS – REDISCOVERING THE RELEVANCE OF MAGAZINES

The perspectives of AI developments: the Peril

- Political control media
- Algorithmic control
- AI recreating news, entertainment, media
- Sustainability impact
- Print is antidote



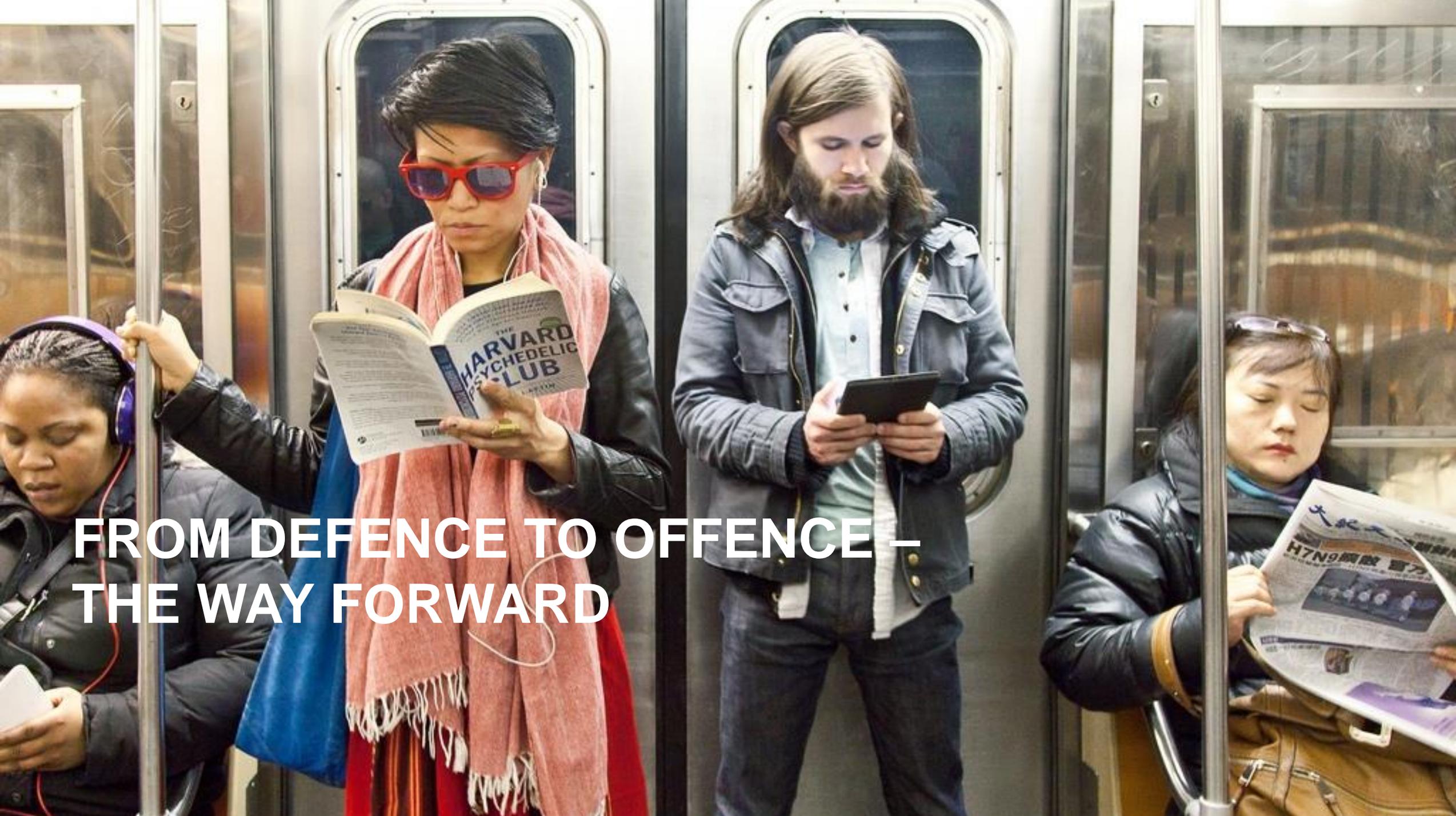


# POSITIVE TRENDS – REDISCOVERING THE RELEVANCE OF MAGAZINES

Case Lidl Netherlands

- Remove print from the mix – sales decline
- Reinstate print – sales pick-up again



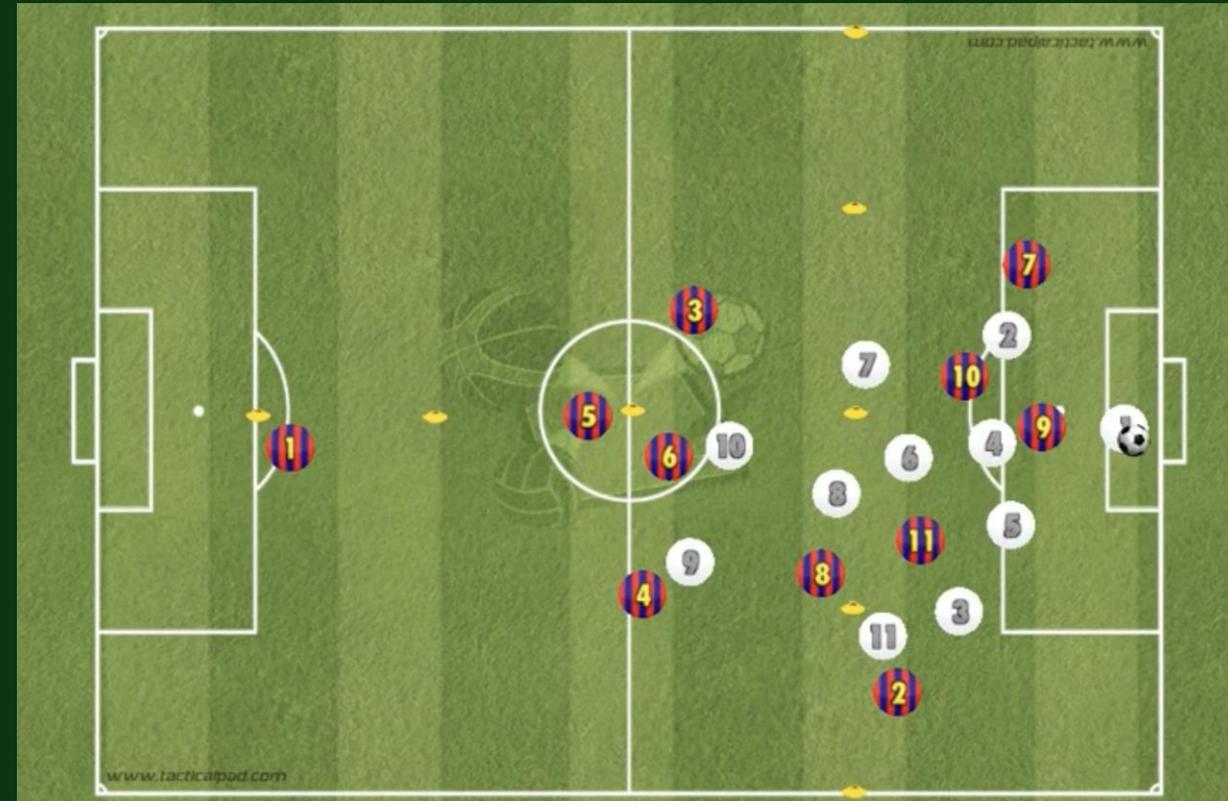


**FROM DEFENCE TO OFFENCE –  
THE WAY FORWARD**



# FROM DEFENCE TO OFFENCE – THE WAY FORWARD

- Reclaim the attention narrative
- Make sustainability your proof
- Educate and partner
- Don't fight digital, but complement





# RECLAIMING SUBSTANCE – WHY PRINT MATTERS MORE THAN EVER

In a world flooded with data, noise, and fleeting attention, print reclaims the value of substance:

- Depth
- Trust
- Impact
- Creativity
- Sustainability
- Effectiveness



# LET'S DO THIS TOGETHER

Let's make brands and agencies  
*feel* what print can do again.

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