Print media and its many segments are larger than broadcast, the internet and all other media combined. Labels and packaging that prompt millions to make daily decisions and purchases have reached one trillion dollars in value!

Direct mail’s resurgence has become viral; printed books are climbing and downloads are well … down.

Print is colossal and yes it’s even growing!

For more information about our Print Drives America Foundation, contact Marty Maloney, Executive Director at (203) 912-0804 or mmaloney@PIAlliance.org. Our mission is simply to advance the use of print. Print Drives America Foundation is registered as a 501(c)(3) charitable organization.