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## Make Your Print Faster to Read

Who has time to read marketing communications these days? Consumers love print, but they have less and less time to read. You have to hook them fast—and keep them engaged. The solution? Make your printed pieces faster and easier to read. Here are five ways to freshen things up and make your printed pieces "sticky."

- 1. Make your pieces scannable.** Most people scan their printed materials. They don't read them. So make your projects scannable. If your messaging tends to be text heavy, try saying the same thing in fewer words. In fact, why not try cutting the number of words in half?
- 2. Use more white space.** Use more white space and give your design breathing room. Choose typography that is easy to read. Tight kerning and condensed fonts let you pack in more information, but they can also result in communications that feel cramped.
- 3. Replace text with images and graphics.** People absorb visual information more quickly than text, so ditch the text and tap into the power of graphics and icons, images, and data points.
- 4. Go big!** Have you noticed that most postcards these days are oversized? It's not unusual to see letter-sized pieces printed on card stock that is 6" x 9" or 11.375" x 6". While you can still be successful with traditional-sized mailers, over-sized projects stand out. They won't disappear as easily between the utility bill and the catalogs. But oversized or not, the "less is more" rule still applies.
- 5. Target your messaging.** Segment your mailings by key demographics and customize the content to speak to the interests of the people receiving them. This means more than just swapping out demographically appropriate imagery. It includes changing up the tone and the messaging to reflect the unique "personality" of each target audience.

Want to hook and engage today's consumers? Get creative. Give them pieces they can read quickly and can't resist.