

Holiday Closure

Our office will be closed:

Tuesday, December 24th

thru

Wednesday, January 1st.

So that we may allow our dedicated employees time to spend with family & friends.

Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord. **Luke 2:10-11**



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MERRY CHRISTMAS & HAPPY NEW YEAR



Let's Talk About the Importance of Traditions

Think about your favorite holiday traditions! Christmas pajamas and movies, sugar cookie decorating, a trip down candy cane lane, or a Christmas Eve candlelight service... Traditions connect us to our cultural and family roots, giving us a sense of who we are and where we come from. They bring people together, fostering a sense of community and shared experience. If you haven't developed strong holiday traditions, I challenge you to start. Don't let the moments with friends and family get rushed by! Enjoy some sweet traditions together.

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PEACOCK PERIODICAL

presents: a walk down

memory lane

What's Inside

- Impact of Print in the Late 20th Century
- Your Message—say it with apparel & shop now!
- Marketing Plan for 2025
- Holiday Traditions

winter '25

IMPACT

of Print in Late 20th Century America:

The 1980s & 90s were a pivotal era for the print industry, marked by significant technological advancements and shifting consumer habits. While the digital revolution began to gain momentum, print media still held a strong influence on society.

Key Impacts of Print in the Late 20th Century:

Technological Advancements:

Digital Prepress: The adoption of computer-to-plate (CTP) technology revolutionized the prepress process, eliminating the need for film and significantly speeding up production.

Desktop Publishing: Software like Adobe PageMaker and QuarkXPress democratized publishing, allowing for more creative and personalized print materials.

Digital Printing: Digital printing technologies emerged, enabling shorter print runs, faster turnaround times, and more cost-effective personalized printing.

Shifting Landscape:



Declining Newspaper Readership: While newspapers remained a primary source of news, circulation began to decline as readers turned to television and emerging online news sources.

Magazine Growth: Magazines continued to thrive, especially niche publications catering to specific interests.

Rise of Direct Mail: Direct mail marketing remained a powerful tool, with advancements in printing and mailing technologies enhancing its effectiveness.

Cultural Influence:

Print as an Art Form: Print design and typography continued to evolve, with a focus on innovative and visually striking designs.

Books as Cultural Artifacts: Books remained a cornerstone of culture, with print editions often preferred over digital formats.

Print Advertising: Print advertising, especially in magazines and newspapers, remained a significant revenue source for media companies.

Overall, the late 20th century was a time of both challenge and opportunity for the print industry. While the digital revolution posed a threat, print media adapted by embracing technology and finding new ways to engage audiences.



Your Message

Say it with cozy decorated apparel.

- screen printing
- embroidery
- heat press



MARKETING PLAN FOR

A New Year

At Peacock Printing we love to choose a Marketing theme each year. In 2024 we chose: Impact of Print in 20th Century America. Next year awaits!

No matter the theme, the bones of the plan are the most important. Here are your tips for 2025:

Define Your Goals: Clearly outline what you want to achieve with your marketing efforts (e.g., increase brand awareness, generate leads, boost sales).

Know Your Audience: Understand your target audience's preferences, pain points, and where they spend their time online.

Content is King: Create high-quality, engaging content that resonates with your audience across various formats (blog posts, videos, infographics, etc.).

Leverage AI: Utilize AI tools to automate tasks, analyze data, and personalize content.

Master Social Media: Develop a strong social media presence, experiment with different platforms, and engage with your followers actively.

Email Marketing: Nurture leads and drive sales through targeted email campaigns.

Paid Advertising: Utilize paid advertising channels like Google Ads and social media ads to reach a wider audience.

Track and Analyze: Monitor your marketing performance using analytics tools to identify strengths, weaknesses, and areas for improvement.

shop now

