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## Why we turn to print in significantly historical times

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**Ricoh Europe, London, October 7 2022** —The important role of print in reporting, documenting, and providing a permanent record of significant historical events was evident following the sad passing of Queen Elizabeth II.

Great Britain's collective grief and reverence for a monarch that had reigned for seventy years was underlined by the huge interest in printed media that commemorated and celebrated her life.

Sales for many newspapers increased dramatically demonstrating how we still connect with the authenticity, credibility, and enduring presence of print.

The *Daily Express* sold 75% more copies the day after Her Majesty's death. On Twitter Karl Holbook, executive editor of the *Express*, said the demand showed the 'deep affection' people still have for print.

A spokesperson for the *Guardian* told [Printweek](#) that the newspaper's sales more than doubled on September 10.

As well as special editions on the morning following the Queen's death, there were a number of substantial commemorative supplements.

Magazines also produced editions that celebrated the life of the Queen. Special tribute issues included those from *Grazia* and *Yours*. These special editions will be retained through the years, held and treasured in the way that no online content ever can be.

Among the reasons we turn to print at significant moments is the power of trust it holds.

This is something [Print Power](#) recently highlighted following the results of the "Press and the various drivers of Trust" study by ACPM & Dentsu in France.

It found that in a world of fake news, deep fakes and alternative facts, the net trust score for offline media, including print, is three times higher than online media.

It also reported printed newspapers and magazines were among the communications channels that gave the highest trust levels to consumers because they offer credibility, proximity, and transparency.

Consumers are increasingly looking for trusted environments, and that extends to trusted media channels too.

Printed newspapers and magazines deliver this.

They remain consistently reliable sources that we turn to in significantly important times. The tangible power of print lends gravitas that online communications cannot deliver.

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