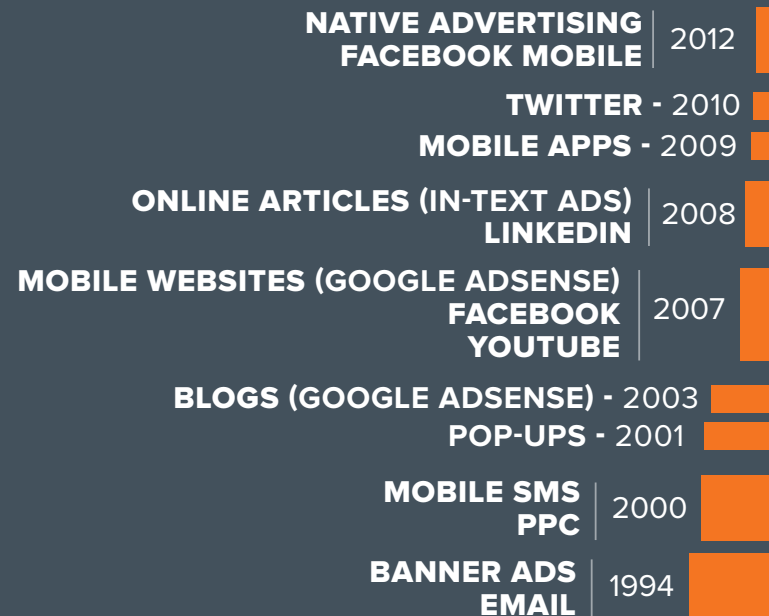
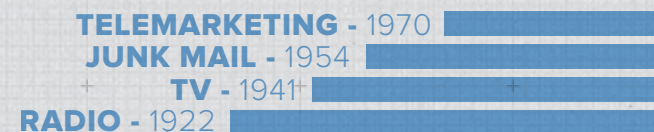


# the Invasion of ADVERTISING by MEDIUM: A TIMELINE

A PUBLICATION OF HUBSPOT



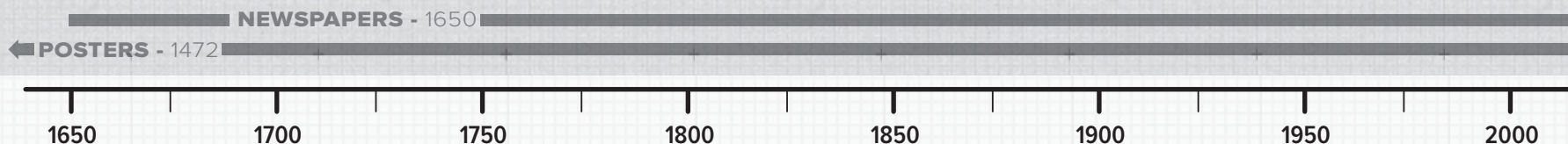
DIGITAL



PRE-DIGITAL



PRINT



From the moment printing became possible way back in 1472, advertisers began plastering promotional posters on walls. Over the next 400 years, ads would find their way into all things print. In 1922 and for the next 48 years, the world saw ads invade pre-digital channels such as radio, television, and home telephones. Once 1994 arrived and the internet boomed, we experienced the seemingly lightning-speed proliferation of digital media over a disproportionate span of only 22 years.

While advertisers were focused on invading the next available media channel over the past two decades, consumers gained power over their own attention. Advertising cannot and will not ever work like it once did. The only way to reach consumers now and in the future is to stop interrupting what people want to consume. Instead, create remarkable content, personalized for the consumer using context on what they actually want, when and how they want it. In this way, companies can better attract, connect with, engage, and delight customers. In other words: Inbound Marketing.