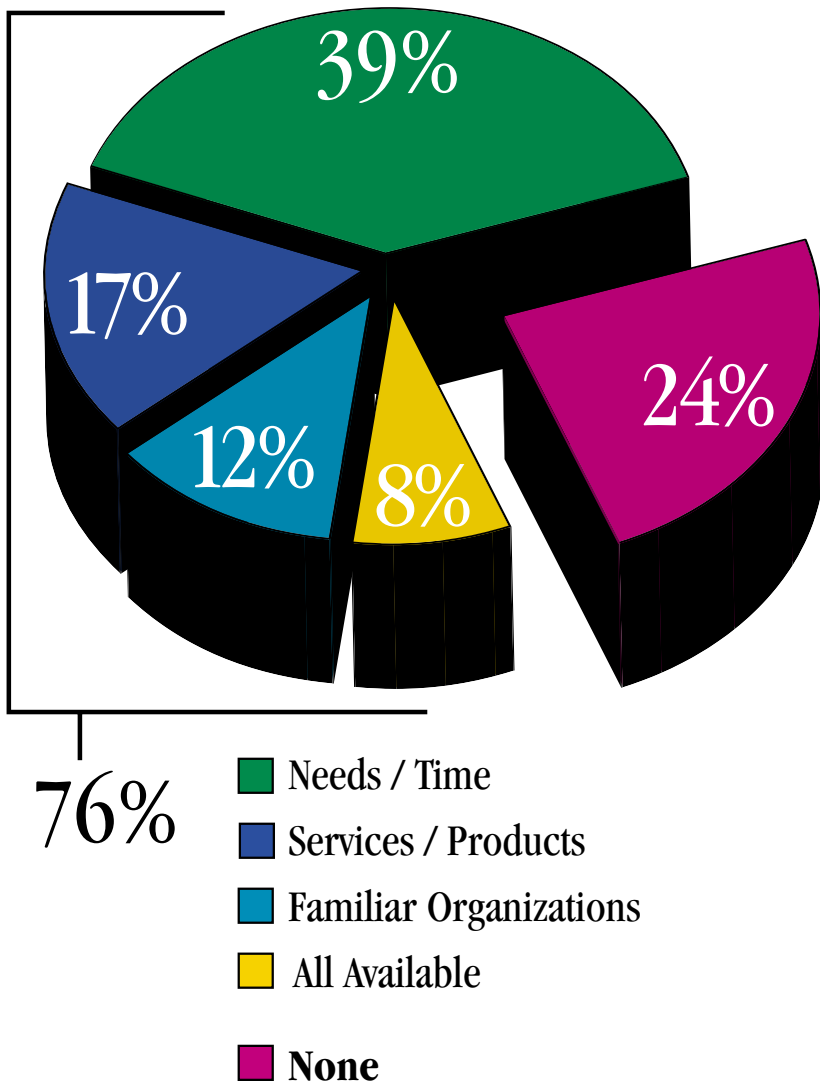


76% of Adult Consumers Read Direct Mail Ads



Direct Marketing Survey

The chart below illustrates the results of the Vertis Direct Marketing survey in which adult consumers were asked about their direct mail reading habits. 39% responded that they occasionally read direct mail based on their needs and available time, 17% based on services or products they want or need, 12% read only direct mail that was from a familiar organization, 8% read all that was available to them and 24% never read any direct mail.



www.saveoneverything.com

Source: Vertis Customer Focus Direct Marketing 2005 Survey – As reported in DM News, October 11, 2004.

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