

Direct Mail Readership Numbers Are **UP** From 2003



Retail Stores

70%



73%



Charity /
Fundraising

53%



59%



Entertainment
Companies

45%



46%



Websites /
Internet

18%



22%



2003



2005

Direct Mail Readership Numbers

As far as types of direct mail read, 73% read mail from retail stores, 59% from charities and fundraising organizations, 46% from entertainment companies and 22% from websites and Internet services. The study also found that women ages 28-48 were more likely to read retail, entertainment and fundraising direct mail and men 28-39 were more likely to read entertainment or automotive direct mail.

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

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