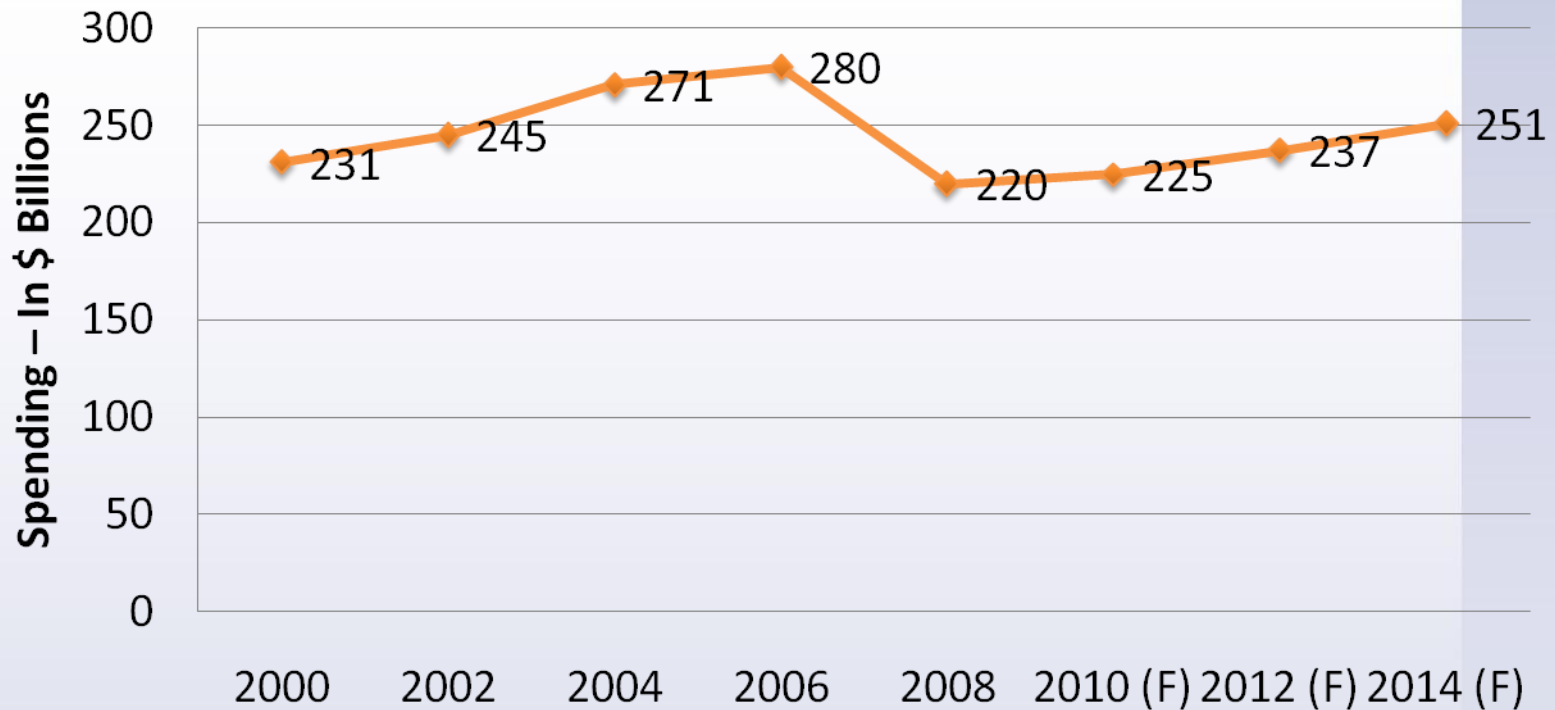


# Advertising and Direct Mail Overview

January 2011

# U.S. Advertising Spend Forecast

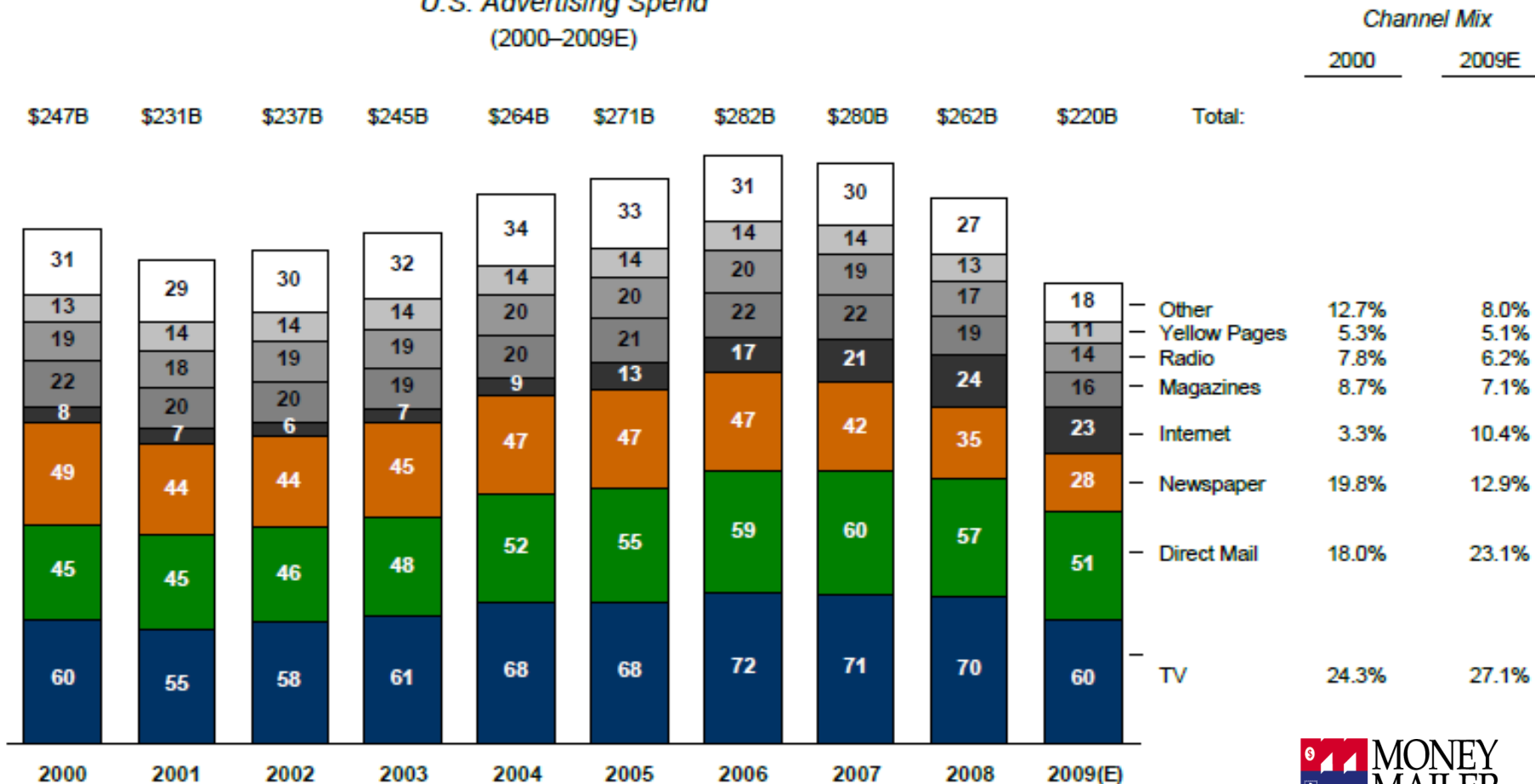
- Total U.S. advertising spend is forecasted to increase 14% over the next 4 years
- Ad spending has started to rebound



# Advertising Spend by Medium

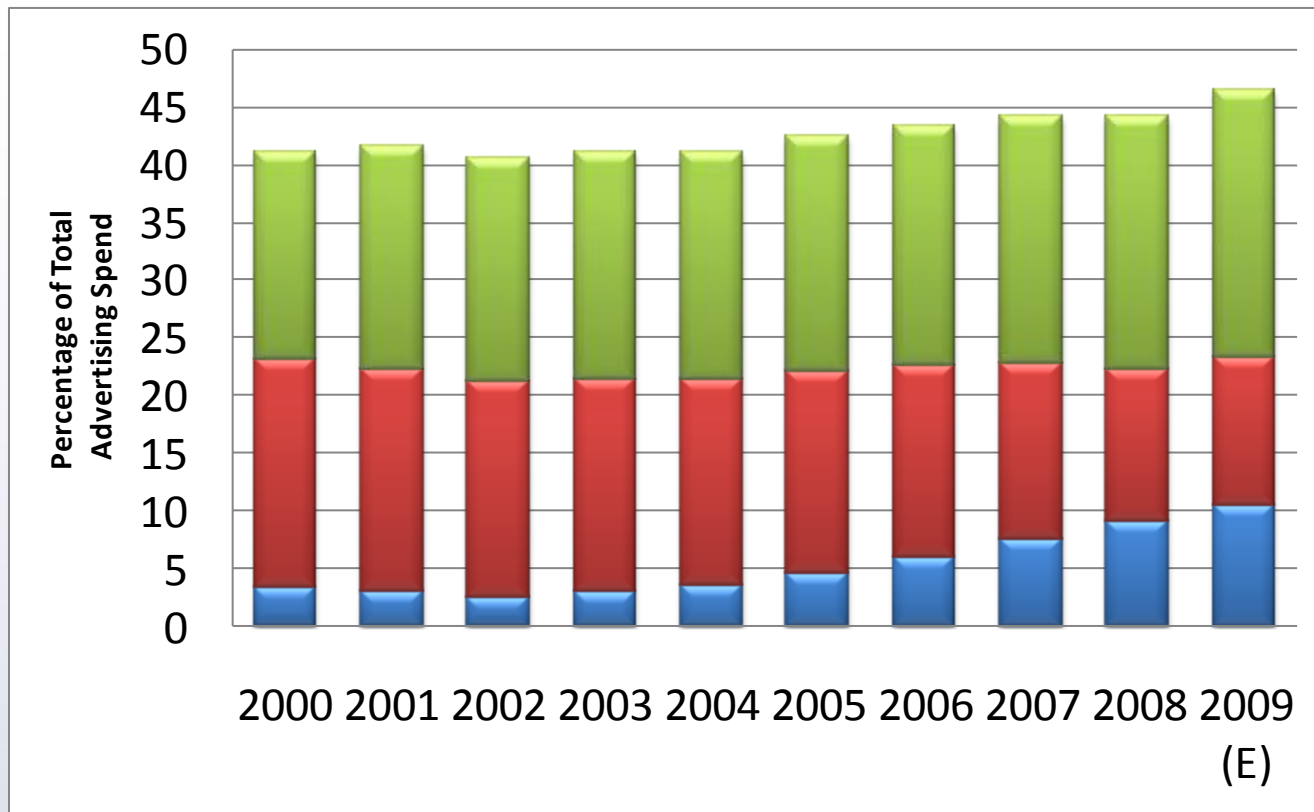
- Over the last 9 years Direct Mail has grown 13% and is now the second biggest form of advertising
- Advertising spend on Direct Mail is now double the size of Newspaper advertising
- Direct Mail and the Internet have dramatically impacted Newspaper advertising spending

U.S. Advertising Spend  
(2000–2009E)



# Size and Growth of Direct Mail, Internet and Newspapers

- Of the top three forms of cost-effective advertising, Direct Mail is the largest and makes up 50% of spending
- The old search engine (Newspaper) is starting to be replaced by the new search engine (Internet)
- Newspaper advertising revenue has declined more than 40% over the last 9 years



**Direct Mail**

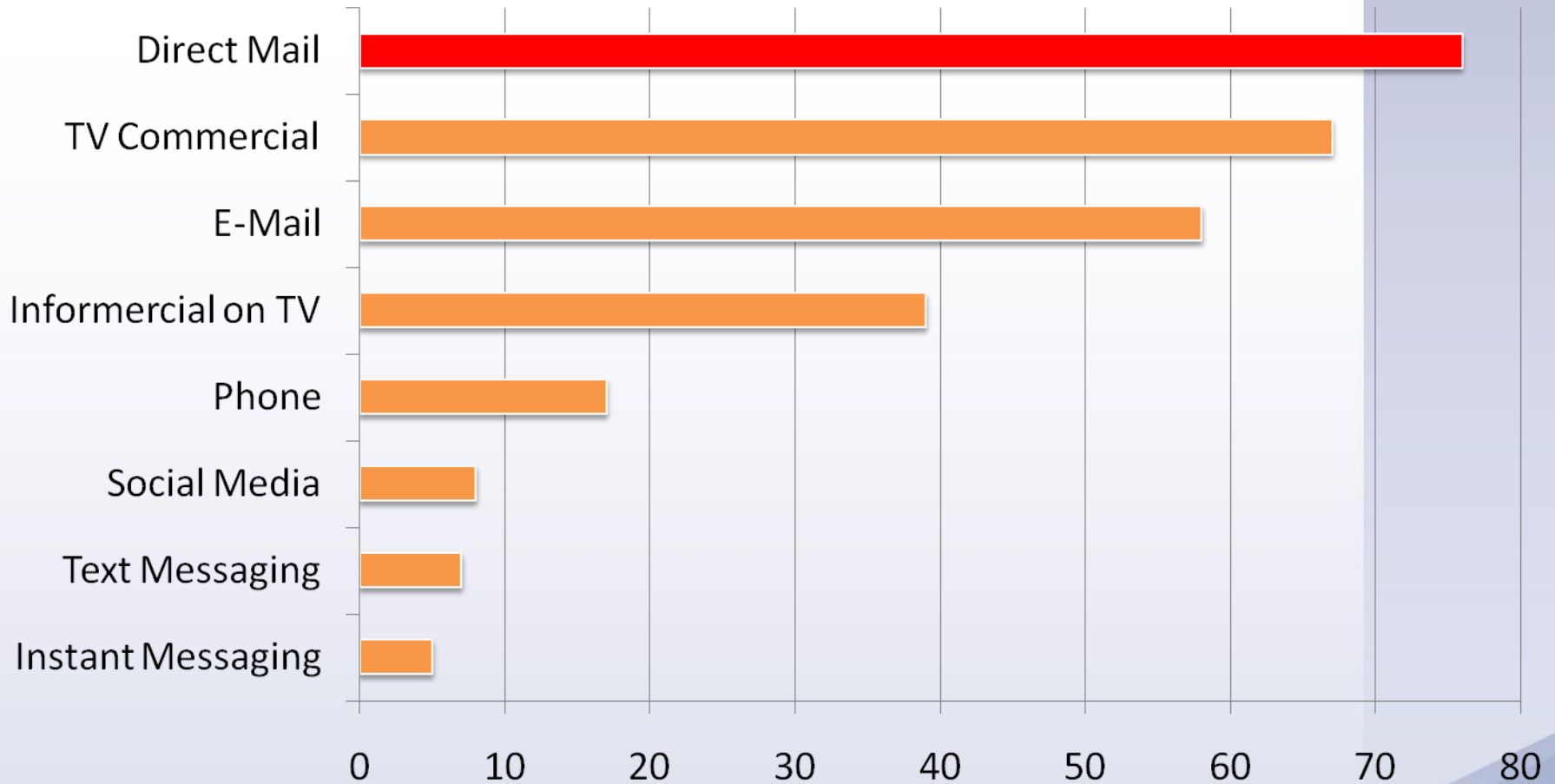
**Newspaper**

**Internet**

# Direct Mail Strengths

- Measurable Results
- Low Cost
- High Return on Investment
- Extremely High Loyalty from Retailers of all Sizes

# Which Advertising Media Have Influenced You to Make a Purchase



# Summary

- Direct Mail is a large and important part of the Advertising business
- Ad spending is beginning to rebound
- Direct Mail is a large and growing industry
- Clients value the high ROI of Direct Mail
- Consumers turn to Direct Mail for primary shopping information
- Internet has weakened Newspaper/Yellow Page advertising
- Direct Mail is the most cost effective form of advertising!