



#### BY THE NUMBERS

# \$571 billion

The amount of sales in the U.S. driven by direct mail in 2010, up from \$556 billion in 2009.

# 2.4%

Increase from 2009 to 2010 in the amount of money businesses in the U.S. spent on direct mail advertising, with the figure rising to \$45.5 billion last year.

# \$48 billion

The projected amount that U.S. businesses will spend on direct mail in 2011.

#### COUPONS

## A MARRIAGE OF CONVENIENCE

It's called "marriage mail," and many of us have received it in the form of coupon-stuffed Valpak® envelopes or 11" x 10" RedPlum™ books. Yet for all its ubiquity, many marketers fail to alert their clients to this tremendously simple direct marketing value. "Most of my clients don't realize it's out there until we tell them about it," says John Bagwell, president of Dallas-based Bagwell Marketing. "Then they'll look back on it and say, 'Why didn't we know about this before?'" According to Bagwell, the advantages of marriage mail are many. Total cost including printing, production and postage can range from 2 cents to 12 cents per household delivered depending on the mail provider. The low price allows businesses to communicate more consistently with consumers through special offers, coupons and product/service announcements. Since marriage mailers often feature coupons from large brands, they can put smaller local businesses in prestigious company.



#### PRODUCTION

## Direct mail, made simpler

U.S. Postal Service® extends the rules for Every Door Direct Mail™

Are you looking to reduce mail preparation time, lower costs and eliminate the need to purchase address lists? Every Door Direct Mail (the method of using the term "Postal Customer" instead of a full name and exact address on mailers) rules have been extended to include mailing to every

address in a geographic area. Every Door Direct Mail relieves marketers of having to constantly refresh lists of exact names and addresses. Furthermore, marketers are able to reach a greater number of potential consumers. For more information, visit [USPS.com/simplifiedaddressing](http://USPS.com/simplifiedaddressing).

