

mail matters

The Bargains and Conveniences of Direct Mail

Did you know?

Shopping through a **catalog saves time and money**. If Americans replaced two shopping trips to the mall each year by using mail order catalogs, they would save \$490 million on gas costs, eliminate time spent driving 3.3 billion miles with the added benefit of reducing harmful carbon dioxide emissions by 3 billion pounds.

Billions of coupons are redeemed in the U.S. through direct mail advertising. Last year, **Americans saved \$3.2 billion** on a wide range of services by using coupons received in the mail.

Local **small businesses use direct mail** to provide valuable information. You may receive a flyer or coupon for a sale at your local hardware store or drycleaner. Or a postcard letting you know a new restaurant serving your favorite cuisine is opening nearby. Without direct mail, it would be difficult to learn about these local savings or options.

Many catalogs do more than offer a wide variety of shopping options. They also include items such as recipes, home improvement ideas, travel advice, and other **valuable tips for free**.

Work and family obligations make it increasingly difficult to go to the store during normal hours. Catalogs offer the **flexibility to shop at home** at the times you are available.

Direct mail increases access to many hard-to-find or unique items. Golfing, furniture, home design, and many other specialty catalogs provide consumers with a **wider range of affordable options** than may be available in their community.

Catalogs usually **offer lower prices** on their merchandise because catalogers do not have to pay the operating costs of owning and managing a retail store.

Direct mail offers **easy comparison shopping**, giving you the ability to quickly compare thousands of items to find the best available deals and merchandise.

