

The Letterbox.

Connecting your business to your customers.



In a world of fragmenting media, everyone still has a letterbox. Utilising Australia Post's trusted postal network, Letterbox Media offers a range of affordable solutions to complement your marketing mix, whilst still enjoying the full benefits of the letterbox.

Why Letterbox Media?

- ✓ Discounted volume pricing
- ✓ Campaign mapping and booking services
- ✓ Printing
- ✓ AusPost Preparation and lodgement

Why Australia Post?

Our clients tell us it works!

- ✓ The reliability and accuracy only a professional postal network can deliver
- ✓ The regular mail, for higher cut-through with consumers and increased weather protection
- ✓ The reach necessary to get your flyer in the hands of customers, whether within a specific postcode or suburb, or to all customers across Australia.

99% of Australians check their letterbox daily*

83% of Australians take the unaddressed mail (catalogues, envelopes) they receive with regular mail into the home*

42% of Australians purchased something as a result of receiving letterbox advertising*

The Companies We Keep



red rooster



National Hearing Care
an amplifon brand

U B E R



Act now, talk to our Sales Team on 1300 151 769 or email us at sales@letterboxmedia.com.au | www.letterboxmedia.com.au

Letterbox
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Putting Your Business on the Map

Whether you are a small business looking to reach a tightly-defined territory, or a national business with multiple branches and outlets, using the Australia Post UMS system, we will provide geographic mapping and distribution volumes of specific postcodes, suburbs or electorates to assist in maximising your campaign response.

Putting your business on the map is just a smart part of the full letterbox campaign service we provide.



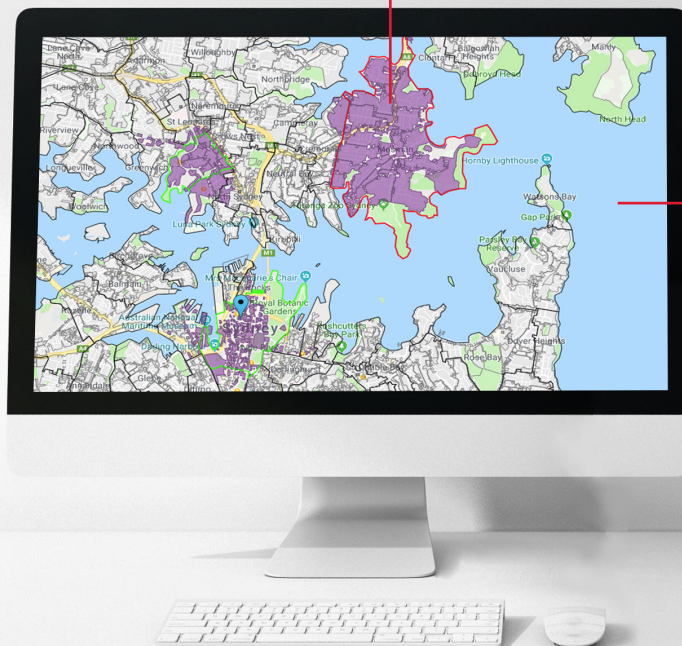
Mapping We map your desired marketing areas and determine final distribution numbers



Booking We book and co-ordinate all aspects of distribution via Australia Post



Print We can organise your print, leveraging our relationships, or we work with your existing printer to ensure they meet preparation requirements



Stories from the Letterbox

Tomorrow Agency

"Tomorrow Agency manages letterbox distribution for some of Australia's most well-known property developers. Whilst we have used other distribution channels in the past, the impressive response rates evidenced from utilising Australia Post's trusted network is unrivalled. From the work we have undertaken with Letterbox Media, a number of property developers have noticed the best ROI of any advertising their business undertakes."

The team at Letterbox Media make the whole process incredibly easy – providing a full letterbox distribution service, from mapping of campaign areas to its eventual printing and delivery. I highly recommend Letterbox Media to any business looking to add an efficient and effective letterbox distribution campaign to their marketing strategy."

Ant Bray | Managing Director | Tomorrow Agency



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