



Connecting your business to your customers



Letterbox Deals catalogues are delivered to 3 million homes each year by Australia Post.

And with 77% of Australians engaging with a catalogue last month alone* and 99% of Australians checking their letterbox daily*, Letterbox Media catalogues are arguably the most effective and popular option for businesses to reach and engage new and existing customers.

Why Australia Post?

Our clients tell us it works the best!

Through our partnership with Australia Post, Letterbox Deals is distributed with:

-  The reliability and accuracy only a professional postal network can deliver
-  The regular mail for higher cut-through with consumers and increased weather protection



Advertising Features

- Full colour, full page coverage
- Reach an optimised Sydney metro area for maximum exposure at a lower cost
- Share the expense with other quality advertisers
- Category exclusivity – freeze your competitors out!
- Distribution through Australia Post's trusted network



* Australasian Catalogue Association (ACA), 2015, "Annual Catalogue Industry Report 2014/15. Letterbox Advertising: Connect with more people in more places, Australia Post, February 2015.

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

Letterbox
Media™

A Powerful Tool. Our Target Demographic.

Utilising sales data provided by our longest-serving advertisers and demographic mapping data provided by Australia Post, we have redefined the scope of our media across Sydney. **Going forward, our catalogue media will be more narrowly focused on the following Roy Morgan HELIX communities:**



“Aspirationals”

Driven by dreams of a big future, ‘Aspirationals’ are highly ambitious and culturally diverse up-and-comers. Careful spenders, they’re working hard today to create a more successful tomorrow.



“Hearth and Home”

Closest to the average Australian, life revolves around the home for these contented Australians who embrace conventional family life. Perennial home improvers, they see their homes as an expression of their status and achievements.



“Doing Fine”

Modest but contented, people in the ‘Doing Fine’ community are happily making their way through life and value simple pleasures. Price sensitive and light spenders, they take a pragmatic approach to what they buy.

These personas represent the “middle Australia” demographic we wish to target with our catalogue advertising media. We will seek to avoid higher income areas and also higher density, apartment-heavy areas that are less relevant to many of our advertisers and are more expensive to service.



HELIX
PERSONAS

Please see <https://www.helixpersonas.com.au/> for more information on these persona types.

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Letterbox
Media™



Cost Effective



Creative



Unparalleled
Reach



Metro
Targeting

Why Letterbox Advertising?

99%

of Australians check
their letterbox daily*

83%

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

37%

of consumers believe
catalogues to have the
highest influence on their
shopping purchases*

1 in 3

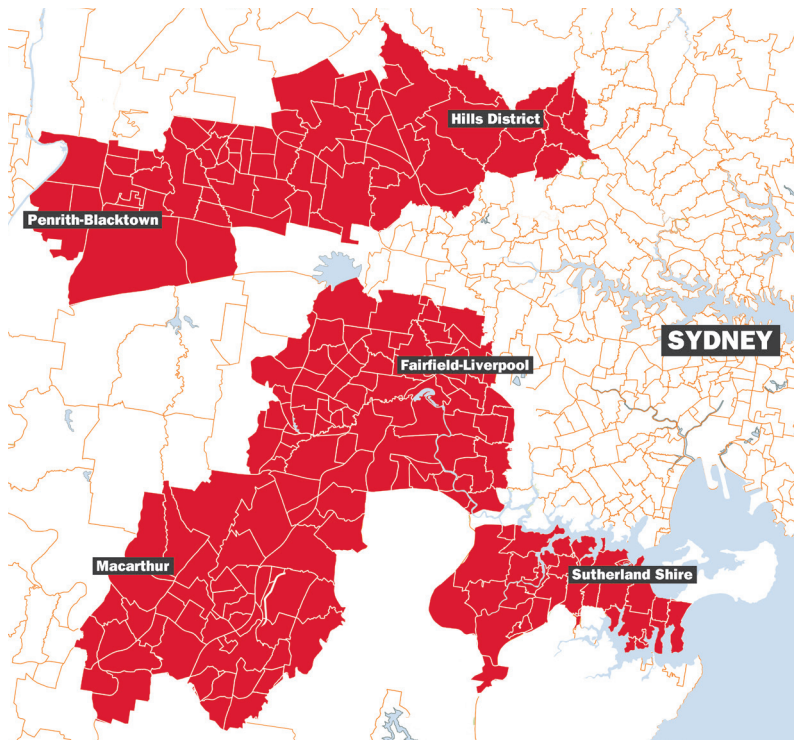
Australians used a coupon
from an unaddressed
mail article to receive a
discount on a purchase
in-store*

42%

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

*Letterbox Advertising: Connect with more people in more places, Australia Post, February 2015. Better Connections: How Letterbox Advertising Engages and Drives Purchasing Behaviour, Australia Post, October 2014.

Optimised Distribution Map



Sydney 500,000 metro homes

Major areas covered

- ✓ Hills District
- ✓ Blacktown - Penrith
- ✓ Liverpool - Fairfield
- ✓ Macarthur
- ✓ The Shire

RRP = \$7,000 +GST

Bi-monthly coverage via Letterbox Deals

Some companies we keep...



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"The team at LBD were extremely helpful and had great insight into this new medium for City Beach." 😊

Tom Chapman | National Retail Marketing Manager | City Beach Australia



Stories from the letterbox

Domino's



Testimonial

"Domino's has been advertising through Letterbox Deals for the past five years, commencing soon after it launched in April 2009. Domino's currently enjoys an impressive sales return from Letterbox Deals and looks forward to it complementing their future marketing activities."

Todd Reilly | National Promotions Manager | Domino's

✓ Scope

Domino's has advertised with Letterbox Deals regularly since its launch, and is a staple of the back page of the catalogue.

✓ Result

"Noticed a growth of 15%-17% in the store's transactions"

Pure Dry



Testimonial

"We have been with Letterbox Deals for at least 7 years uninterrupted in our category. We measure the success of Letterbox Deals in terms of direct sales and enquiry and the response Letterbox Media generates is critical for our business. Keep up the good work!"

Peter Dimitry | Owner | Pure Dry Carpet Cleaning

✓ Scope

Pure Dry was one of the early adopters of Letterbox Media and has booked a page in every Sydney edition since.

✓ Result

"Response Letterbox Media generates is critical for our business..."

Modern Group



Testimonial

"Letterbox Media forms a vital part of our marketing strategy. We find the results we generate from Letterbox Media consistently deliver the required return on investment demanded by our client. We find the team at Letterbox Media to be pro-active and always looking at ways Modern can increase their conversions."

Adam Baker | Baker Advertising & Marketing Pty Ltd

✓ Scope

Modern regularly book a page in the Letterbox Deals catalogue, in all markets available. The performance of their advertising through Letterbox Deals has seen them venture into other Letterbox Media services in recent times.

✓ Result

"Vital part of our marketing strategy..."

Taronga Zoo



Testimonial

"Letterbox Deals not only met our expectations in terms of response, it exceeded them and then some! Our memberships are constantly growing."

Claire Johns | Direct Marketing Coordinator | Taronga Zoo

✓ Scope

Taronga Zoo offered "15 months for the price of 12" for new members of Zoo Friends, allowing unlimited entry to Taronga and Taronga Western Plains Zoos. The offer had to be redeemed online with a cut off date of 30 September, only 11 days after the distribution date.

✓ Result

"86 new memberships were generated with a cost per acquisition of \$23.20 within target."

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2021 Schedule

Distribution Month	Delivery Week	Artwork Due Date	Booking Deadline	Homes Reached
Letterbox Deals February	8 Feb	14 Jan	12 Jan	500,000
Letterbox Deals April	19 Apr	25 Mar	23 Mar	500,000
Letterbox Deals June	7 Jun	13 May	11 May	500,000
Letterbox Deals August	9 Aug	15 Jul	13 Jul	500,000
Letterbox Deals October	5 Oct	9 Sep	7 Sep	500,000
Letterbox Deals December	29 Nov	4 Nov	2 Nov	500,000

Artwork Cost

No Creative, No Worries! Don't have any artwork or a creative agency? We can create your artwork for you.

Our rate is as follows:

From \$350* + GST	New 1 page ad from your supplied high resolution logo, images & brief sheet, with a maximum of 3 rounds of changes following the initial design (if required). <i>(Note: if you want us to search and include photo images, they will cost \$60 per image)</i>
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*Conditions apply. Includes final art files that can be reused across other media. The price stated is a base/minimum price only. Situations may arise which may incur further fees.

Supplying your own artwork?

Letterbox Deals Artwork Measurements

Trim	188mm (W) x 128mm (H)
Type	178mm (W) x 118mm (H)
Bleed	198mm (W) x 138mm (H)

Artwork Mechanics

- ✔ Artwork to be supplied as high-resolution (300dpi) PDF
- ✔ All artwork in CMYK
- ✔ Please DO NOT output PDF with colour bars
- ✔ All artwork supplied with trims and bleed
- ✔ All artwork (images, coupons, etc) should have a 5mm safe area. This area is to ensure that your important information will not be cut off during the printing process.

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