



# Catalogs

(US Market Data)

## Size

Expenditures on catalogs were \$15.6 billion in 2004.<sup>1</sup>

In 2005, the average circulation of catalogs was 14.5 million (8.9M for houses on file, 5.6M for prospects) for catalogs surveyed.<sup>2</sup>

Of 3,800 catalogs, 70% were business to consumer.<sup>2</sup>

## Catalogs by Category<sup>2</sup>

Category	Percent
Apparel	38%
Gifts	19%
Home	16%
Books/Audio	5%
Personal care	9%

## Growth Rate<sup>3</sup>

2004 – 4.9%

2004-2009 – 5.2% (predicted CAGR)

## Engagement

82% of surveyed adults agreed with the statement: "I like getting catalogs in the mail from stores I patronize."<sup>4</sup>

## National Directory of Catalogs<sup>5</sup>

(Number of catalogs)

Year	Online	Print	Online & Print
2004	648	5,169	5,699
2005	772	4,701	6,668

## Effectiveness

### Primary Channel for Generating Orders<sup>2</sup>

Channel	Percent
Paper catalog	60%
Retail	24%
Internet	9%

## Percent of 2004 Sales by Channel

Channel	Percent
Paper catalog	42%
Retail	20%
Website	26%
Other	12%

## Cross Media Power

66% of merchants utilize other communication tactics when cross-selling online buyers.<sup>2</sup>

## Multichannel Marketing Strategies: Specific Channel Used<sup>2</sup>

Tactic	Percent
Websites/e-catalog	93%
Paper catalog	87%
Email	90%
Online keyword search	83%
Direct mail	71%
Web advertising	48%
Outbound phone	30%
DRTV	6%

## Unique Attributes

Tactile

## References

<sup>1</sup> Veronis, Suhler & Stevenson, Communications Industry Summary Chapter 2004

<sup>2</sup> Direct Marketing Association (2005). 2005 Multichannel Marketing Report. New York, NY

<sup>3</sup> Veronis, Suhler & Stevenson, Communications Industry Summary Chapter 2004

<sup>4</sup> Sorce, P. (2002). Relationship Marketing Strategy (Printing Industry Center Monograph PICRM-2002-04). Rochester, NY: Rochester Institute of Technology, Printing Industry Center

<sup>5</sup> PBM In Register Newsletter, 5/11/2005