



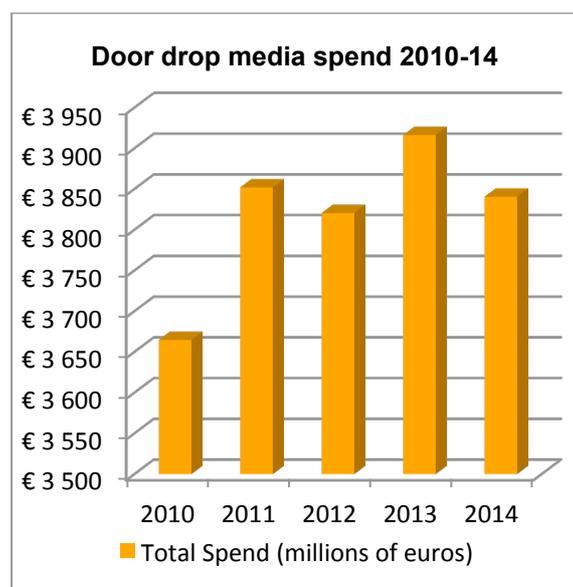
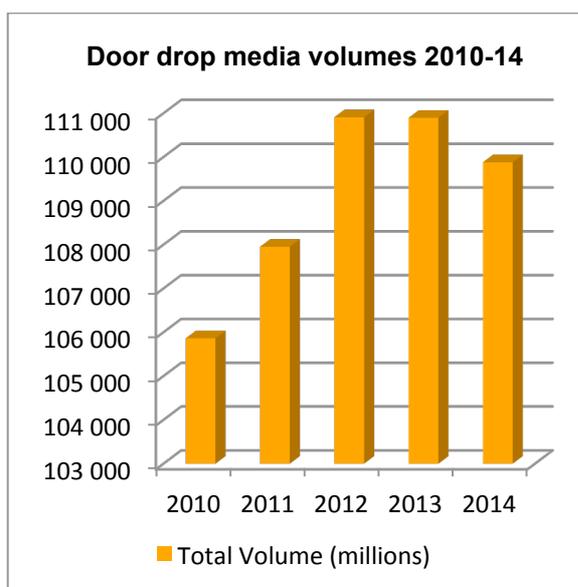
**ELMA**  
European Letterbox  
Marketing Association

## **60% of European consumers prefer to access retail offers by door drop media according to ELMA**

- **Research coincides with five year analysis of European door drop media**
  - **established an increase of 4.8% in media spend and 3.8% in volumes**
- **Finland households receive 15 door drops per week and 6.1% of total advertising spend is committed to the channel**

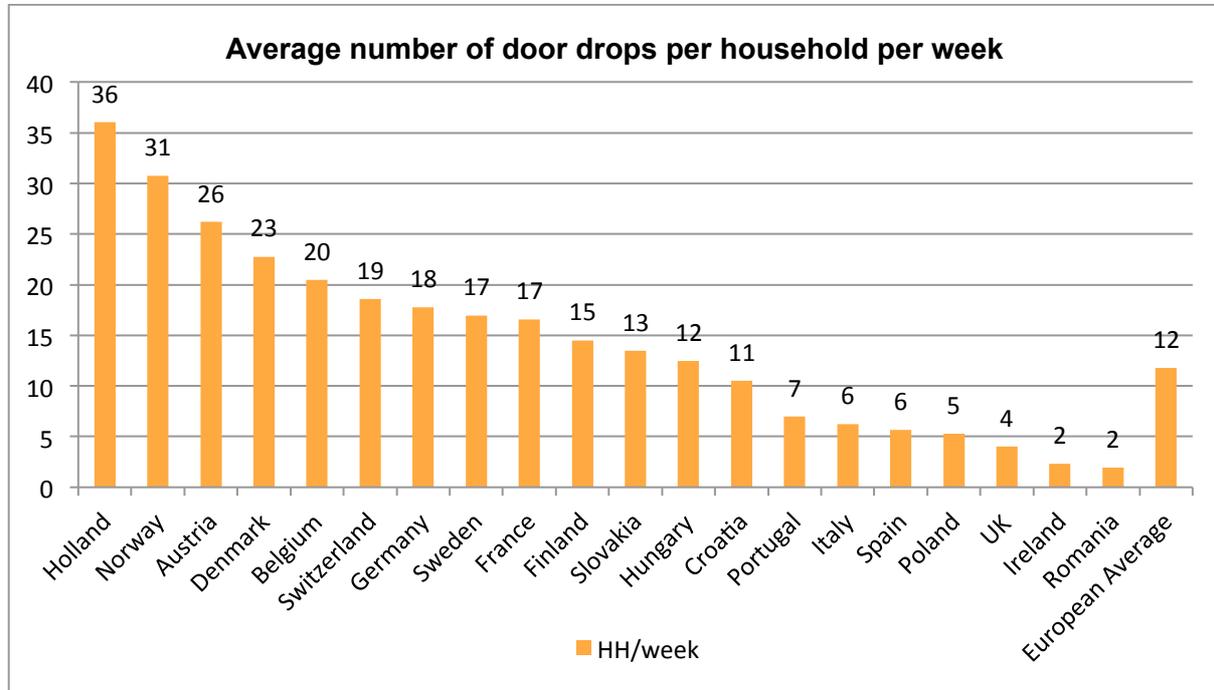
March 2016: The European Letterbox Marketing Association (ELMA) has established, through research from Toluna, that 60% of consumers in Europe prefer to receive retail offers via door drop media, more than any other channel including newspaper adverts and online offers.

The findings are announced as ELMA publishes a five year analysis of European door drop media spend and usage across 20 countries and 180m households. Over the five years from 2010-2014 media spend has increased by 4.8% to €3.84 bn and usage to 110 billion items in spite of a recession during that time and increase in the use of digital advertising.

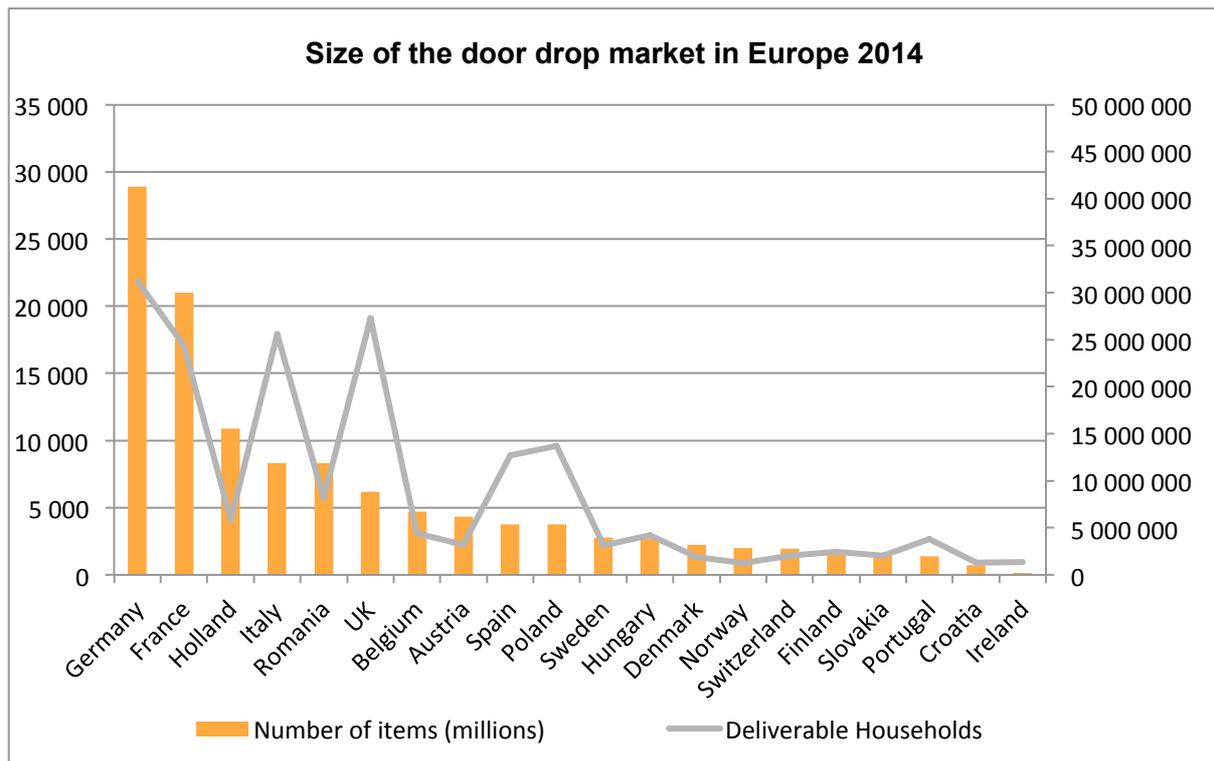


From the most recent figures available to the end of 2014 Germany increased the number of door drops from 14 to 18 per week, with Croatia increasing from 8 to 11 in comparison to Italy which fell from 10 to 6 reflecting the economic pressures facing the country. Finnish households receive 15 door drops per week.

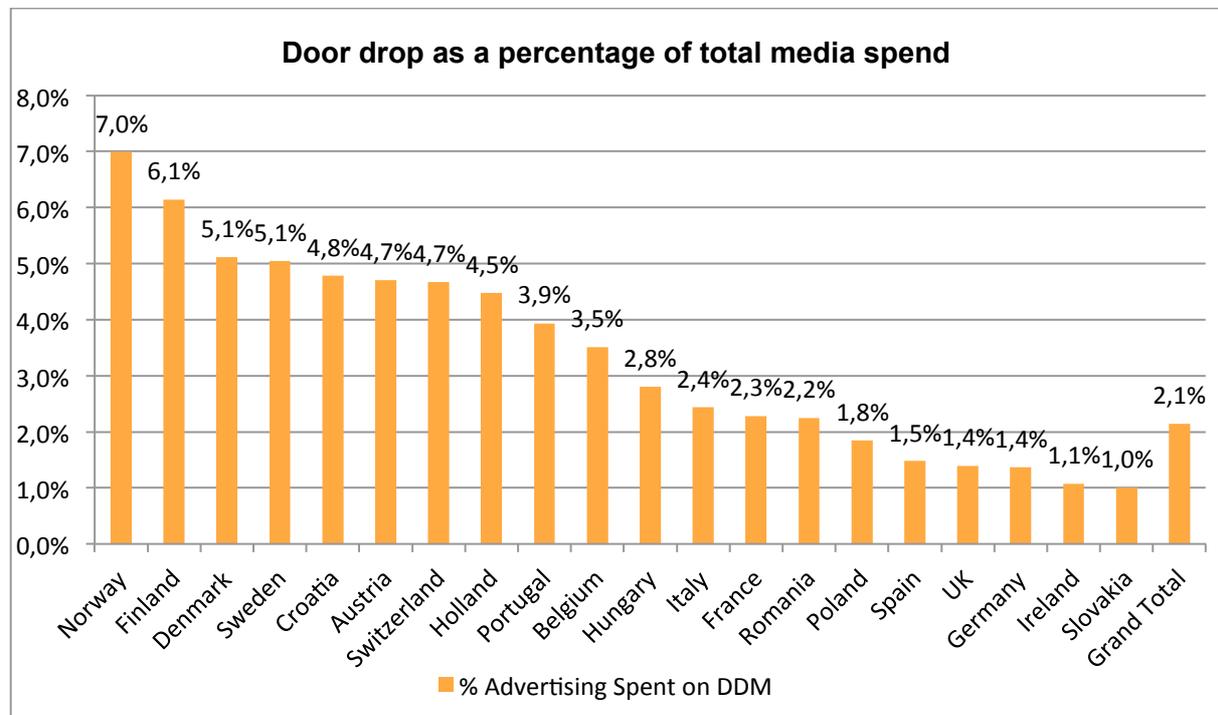
Households in The Netherlands continue to receive the highest number of door drop items in Europe increasing by one to 36 per week. Irish and Romanian households continue to receive the lowest number per household at two per week. The average number of items received by households across Europe remains 12.



The largest volumes by country in 2014 continued to be Germany (28,900,000,000m), France (21,024,000,000m), The Netherlands (10,900,000,000m) and Italy (8,300,000,000 million). Finland is ranked 16th with 1,825,000,000.



During 2014 Northern Europe allocated the greatest percentage of advertising spend for door drop with Norway at 7%, followed by Finland (6.1%), Denmark and Sweden (5.1%), The lowest allocation of media spend on door drops was in Slovakia at 1% followed by Ireland (1.1%) and Germany and the UK 1.4%. The average allocation of advertising spend to door drop across Europe was 2.1%.



Commenting on the research findings, Mark Davies, ELMA President and Managing Director of Whistl Doordrop Media, said:

“The last five years have seen unprecedented change in marketing with a proliferation of channels and fragmentation of the audience. Door drop has been in use for many years and we have tested its effectiveness as a tool for retailers to target promotions and over 60% of consumers continue to prefer it as the channel to access these offers.

“Our analysis of the door drop market in Europe over the past five years continues to demonstrate its effectiveness as a channel which has grown faster than TV and massively outperformed press in that time.”

ELMA represents the leading Pan-European distributors of print media, such as leaflets, flyers, catalogues, brochures, free newspapers and product samples. Over 130,000 people work for the companies within ELMA of which the vast majority are distributors. The aim of the association is to guarantee quality standards of member operations and promote the door drop channel.

**About ELMA**

**Founded in October 1990, the European Letterbox Marketing Association is an experienced specialist in pan-European direct marketing and direct distribution activities.**

**ELMA's objectives are based on two fields of interest: ensure a unified and high-quality service in the field of international direct marketing and sampling activities and thus create a stronger confidence and common usage of European-wide direct marketing services.**

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