

ENGAGING IN CATALOGUE-BASED MARKETING

Catalogues are back. Shoppers crave a tangible brand connection and a break from the online world, rediscovering the joy of print. Catalogues offer a welcome escape, inviting slow browsing and fostering deeper brand relationships through a blend of nostalgia and innovation.

**Meaningful connections start with print.
Discover the catalogue advantage.**



Inspire customers with your brand story, beautifully showcased in a format that reflects your unique aesthetic and creative spirit.



Tangible catalogues create lasting impressions and emotional connections.



Integrate catalogues with other channels (social media, web, in-store) for a consistent customer experience.



Targeted catalogues reach the right audience with personalized content and design.



Catalogues offer extended brand exposure as customers keep, display, and share them.



Escape digital clutter with the focused, relaxed browsing experience of catalogues

CATALOGUES

A STAPLE IN CANADIAN HOMES

Catalogues are hard to miss

Over half of all Canadians, regardless of age, notice them in their mailbox



Gen Z **50%**



Millennial **54%**



Gen X **62%**



Baby Boomer **69%**

60% of Canadians read catalogue, and 63% read mini-catalogues received in the mail.
6 in 10

43% of Canadians use catalogues for inspiration.
2 in 5

38% Catalogues inspire more Gen Z (38%) to action than any other generation.

29% of Canadians are driven to action by print catalogues.
1 in 3

Engaging, reliable, and trustworthy.

Canadians rated print catalogues highest for these qualities.

Source: Understanding the impact of direct mail inside Canadian homes, Canada Post, February 2023.

29%

of Canadians are driven to action by print catalogues.

43%

of Canadians use catalogues for inspiration.