



CATALOGUES

**Bring your
brand to life
with catalogues**



It's more than just a catalogue. It's an experience.

Catalogues inspire Canadian consumers by offering a tangible connection to your brand, a moment to escape the digital noise and truly engage.

Unlock the proven power of catalogues



Inform and inspire

Showcase your brand's unique aesthetic and creativity.



Integrate seamlessly

Combine with digital for a consistent, impactful brand experience.



Build lasting connections

Offer a tangible, hands-on experience that resonates.



Extend your reach

Create a piece that gets talked about, shared and kept.



Engage authentically

Connect in a way that consumers say they enjoy and trust.



Dial down the noise

Stand out with an uncluttered experience.

“With the mini-catalogue, our customers can discover new products, brands and trends. We don't show prices. It's different from a shopping perspective – it's a discovery perspective.”

Maxime Dubois,
Co-CEO, Altitude Sports



TARGETED FOR GROWTH.

Read how Roots Canada used storytelling, strategic targeting and a catalogue to reach millennial shoppers during the busy back-to-school season.



Smartmail Marketing™

Canadian consumers and their catalogues

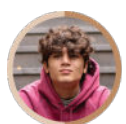
Sephora. Amazon. Home Hardware. Major brands are building loyalty and driving results by listening to Canadian consumers who desire something tangible from the brands they love.

Are you ready to hear what Canadians are saying about catalogues?



Look who's noticing

More than half of Canadian consumers, no matter their age, notice a catalogue in their mailbox.



Gen Z
50%



Millennial
54%



Gen X
62%



Baby Boomer
69%

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



Canadians will read a catalogue (60%) or mini-catalogue (63%) received in their mailbox.



Canadians turn to paper catalogues to get ideas or be inspired (43%).



Canadians say print catalogues drive them to take action (29%).



Canadians say catalogues in their mailbox are the most enjoyable form of advertising (40%).

Catalogues gave
Structube a



in in-store traffic.

**Let catalogues bring your brand to life today.
Contact your Canada Post sales representative.**



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