



Visual
Media
Association

Industry Insight # 1

NEW ZEALAND

The letterbox is back,
because it delivers.



The far-reaching and equally accessible to all households, the humble letterbox is delivering cost-saving bargains to Kiwis across the country. With strong trust indicators, regular behavioural patterns, inspirational idea setting and brand awareness across recall and frequency, delivering into the Letterbox is the hidden gem in every retailer and brand's marketing strategy. Independently commissioned research from The Source, explores the role of the letterbox in New Zealanders' lives each and every day.



Accessibility

33%

of New Zealanders
check the
letterbox daily.

2%

check several
times a day.

36%

check several
times per week.

19%

check weekly.

8%

check several
times a month.

3%

check less often
than monthly
or never.

90%

of Kiwis check
their letterbox
every week.²

72%

of New Zealanders review catalogues, promotional material and community news they receive in the mail.

Behavior



68%

of New Zealanders say getting mail delivered by postie is an essential part of society.

1/2

Half of New Zealanders say the letterbox ensures nobody misses out on important information.

64%

of Kiwis say the letterbox gives the community a way of staying informed and connected.

63%

enjoy the ritual of walking to the letterbox.

57%

of Kiwis rely on local council newsletters to stay informed about their community.

Cost of Living

16%

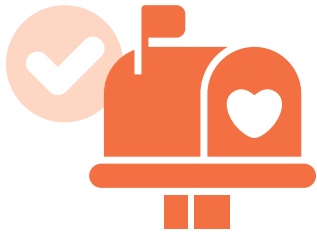
of households in New Zealand struggle with internet affordability, particularly those on lower incomes. (Stats NZ).

19%

New Zealand ranks fourth-most expensive for entry-level fixed-broadband affordability out of the 36 Organisation for Economic Co-operation and Development countries. (World Population Review).



Catalogues are 'useful' because they provide savings, deals and ideas of what to buy.



Kiwis trust
information
received in
the letterbox

The Letterbox is Trusted and Safe



26%

much higher than
social media



23%

and email inbox

51%

of Kiwis are
worried about their
online safety in
relation to scams.

Half of New
Zealanders report
they get so many
emails they often
delete without
reading.

447

The average Kiwi
has 447 unread
emails.



Digital Fatigue and Ability

57%

of New Zealanders
are taking steps to
limit their use of
technology.

45%

feel they have
become
disconnected
from their local
community.

79%

are being
impacted by
cost-of-living
pressures.

20%

of the NZ population
faces challenges with
digital literacy, often
due to limited access
to the necessary skills,
resources, or internet
infrastructure.
(NZ Government).



Magazines are well-read.

New Zealand's magazine readership, in particular of print magazines, has increased by 1.8% (+96,000) to over 1.6 million and this has powered an increase in the total cross-platform audience of magazines to over 1.7 million New Zealanders (40.3% of the population aged 14+) that now read magazines whether in print or online either via the web or an app.

2023 and 2024 has been an impressive one for New Zealand's magazine industry with readership increases for nearly 80% of the magazines covered in the survey (38 out of 48) – including nine of the top 10 magazines for both print readership and total cross-platform audiences.

The two most widely read magazines both increased their print readership and cross-platform audiences during 2023. AA Directions with a print readership of 379,000 (up 63,000 on a year ago) and a total cross-platform audience of 460,000 (up 55,000) is the most widely read magazine in New Zealand once again. In second spot on both rankings is New Zealand Listener with a print readership of 218,000 (up 37,000) and a cross-platform audience of 246,000 (up 20,000).

Source: Roy Morgan 2024.

Our members are all responsible printers and distributors of letterbox materials and signatory to the Distribution Standards Board code of ethical conduct.



SOURCE

Roy Morgan Research

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- Two Sides (Toluna)
- '2023 European Trend Tracker Summary', January 2023 <https://www.twosides.info/documents/research/2023/2023-European-Trend-Tracker-Summary-4pg-English.pdf>
- Think News Brands
- Total News Fact Pack, 'All the facts about news readership in Australia', August 2023 https://thinknewsbrands.com.au/wp-content/uploads/2023/08/ThinkNewsBrands_FactPack.pdf



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The Visual Media Association is an industry Association representing the paper, print, mail, publishing, packaging and distribution sectors. For more information about the role of print media and the letterbox contact: hello@visualmediaassociation.org.au.

