



Visual
Media
Association

Industry Insight # 3

NEW ZEALAND

Key Research Findings - Charity Mail and the Letterbox Channel



Charity Mail Receipt

25% of New Zealanders
received charity letters in the
past 12 months.

36% of those were aged 55plus.

23% were aged 35–54.

23% were aged 18–34.

“The letterbox
remains one of
the most trusted
and valued
channels for New
Zealanders,” said
Kellie Northwood,
Chief Executive Officer
of the Visual Media
Association.

Trust in the Letterbox Channel

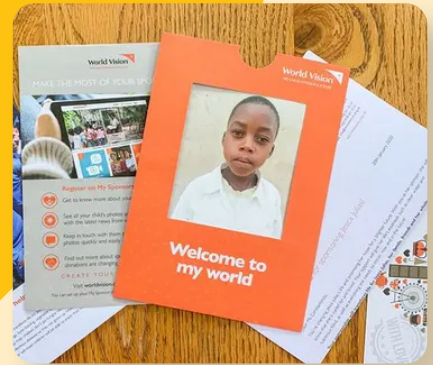


43% of New Zealanders trust information they receive through their letterbox.

In comparison:

35% trust email box content

32% trust social media content



Emotional Response to Charity Mail

27% described charity letters as **Informative.**

26% described charity letters as **Caring.**

19% described charity letters as **Trustworthy.**

Perceived Spam Levels

24% receive spam in letterbox



By contrast:

92% receive spam in email inbox



74% receive spam in text messages





Reader Behaviour and Retention

54% of New Zealanders say they concentrate more on promotional material when it is printed and in their hands, compared to reading online.

34% of New Zealanders hold onto charity letters for an extended period after receiving them.

This is higher than:

24% for Catalogues.

21% for Promotional Flyers and Coupons.

19% place charity letters in a 'to-do' tray or designated inbox, treating them with similar importance to personal correspondence.



Letterbox Use and Importance

33%

of New Zealanders check their letterboxes at least once a day.

65%

agree that the letterbox helps their community stay informed and connected.

72%

agree that having mail delivered by their local postie is an essential part of society.

Positive Context for Charity Mail



61%

enjoy the surprise of seeing what is in their letterbox.

Printed charity mail is often kept, re-read, and shared with family members—supporting higher engagement and deeper emotional connection.

Summary:

"The findings reinforce that printed charity mail is trusted, welcomed, and retained by New Zealanders—often in ways that digital cannot match," said Kellie Northwood, Chief Executive Officer, Visual Media Association. "For charities seeking to build relationships and drive meaningful support, the letterbox remains a critical channel."

The VMA encourages charities, fundraisers, and not-for-profits to continue investing in high-quality, story-driven printed communications to connect with supporters in a personal and powerful way.

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The Visual Media Association (VMA) is the recognised peak industry body for the paper, print, mail, publishing, packaging, graphic design, distribution, and media technology industries across Australia.

Operating for over 141 years, the VMA is a registered organisation with direct signatory to the nine (9) Awards across our industry and membership. VMA offers an end-to-end industry association solution that is relevant in all that it undertakes: advocating the relevance of the established media – print – that we all belong to; developing global partnerships and translating to regional requirements; awarding excellence; investing in products; and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

The VMA is the largest print industry body, committed to building a stronger united leadership to deliver the goals of our members. United we lead strong advocacy, government advisory, skills and training programs, protection, and promotion of our industry channels and more to ensure our members' businesses operate within a future-proofed strategy for success.

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