

## Golden Insight 1

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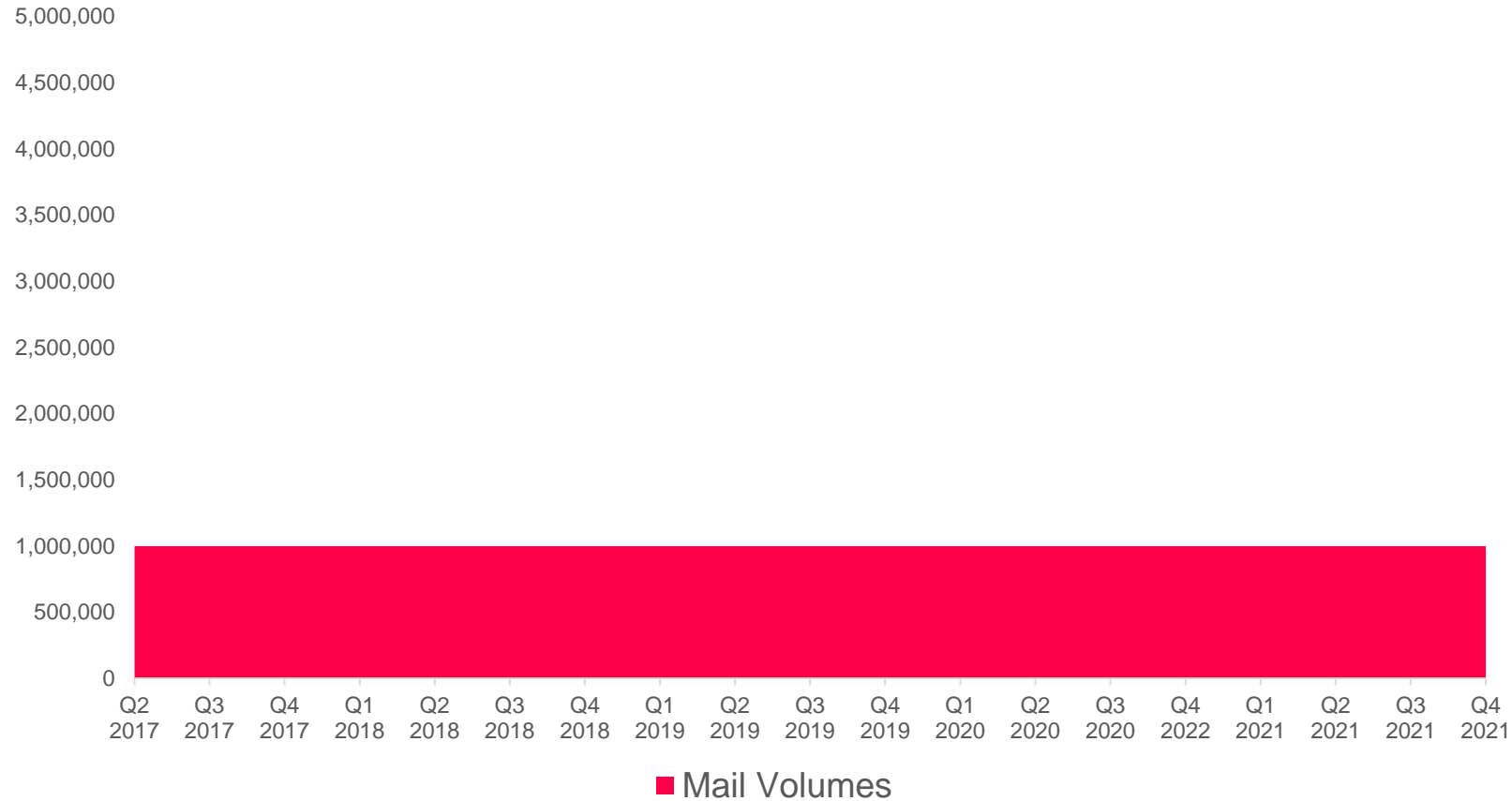
**Mail generates reach and makes an impression**



# One million mail items delivered each quarter

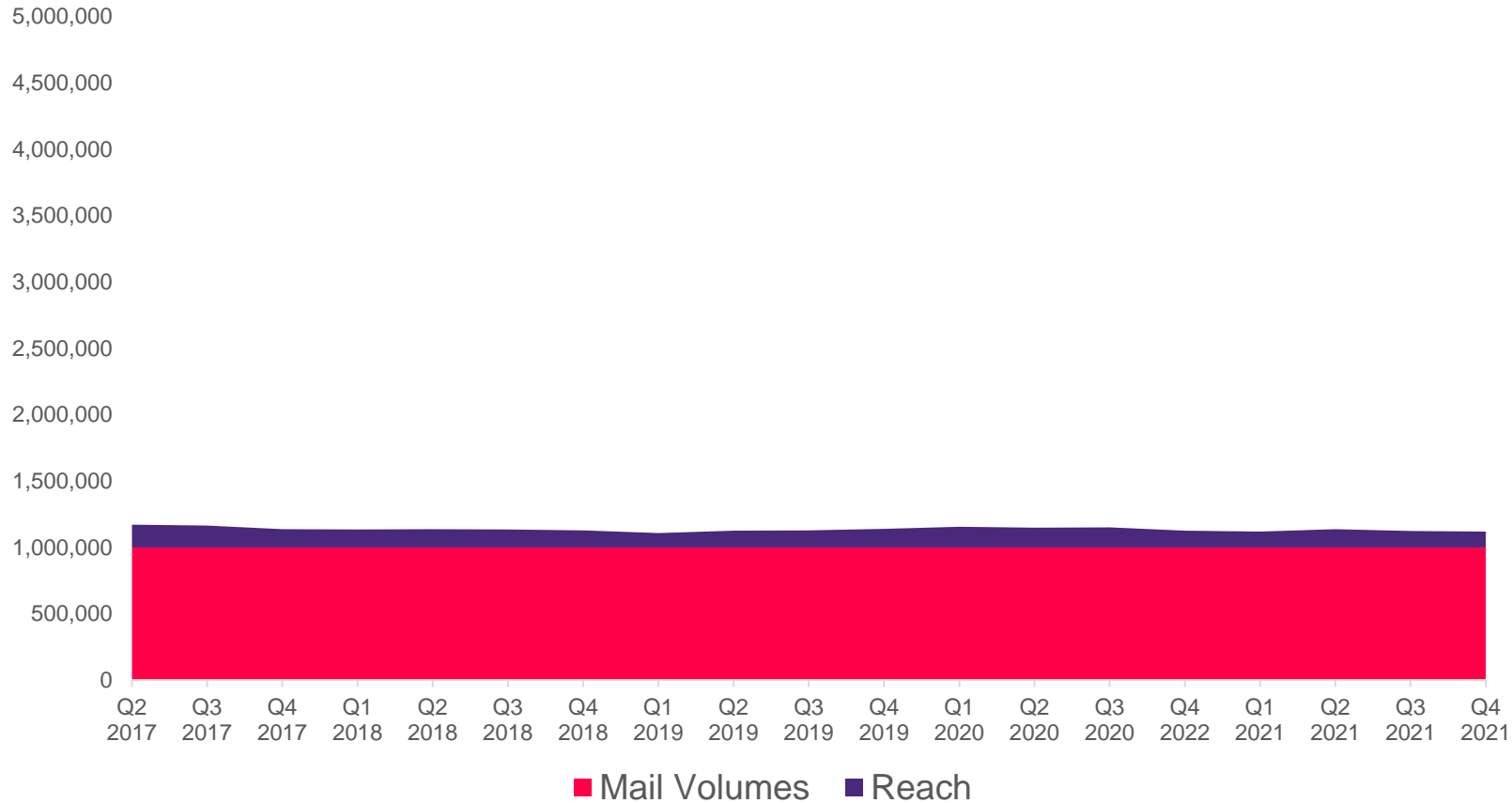
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Direct Mail Reach and Impressions



# +12% reach once mail sharing in the household is added

Direct Mail Reach and Impressions



# One million mail items generates over four million impressions

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