

HARDWARE

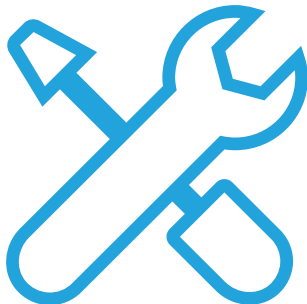


With 21.8M Audience Reach across Australia, catalogues are a strong sales advertising tool for many channels including Hardware. As the Letterbox is gaining greater influence in converting readership to sales when compared to other channels, it's important to dive into a strong and growing catalogue marketing sector - Hardware and DIY.

Top Facts



74% will shop at that store If a consumer has read a major Hardware Store catalogue over a four week period.



20%

Hardware shoppers are 20% more likely to be Heavy Catalogue Readers (8+ catalogues per week)

5,915,000

Hardware Catalogues have been read over the last four weeks.

932,000

Australians 14+ have purchased directly from a Hardware catalogue in the last 7 days.



Catalogue is the media most useful when making purchasing decisions for Large Kitchen / Laundry (excluding Search)

33%

of Australians 14+ that have read a catalogue in the last 7 days purchased something directly from the catalogue in the last 7 days.

Catalogue is the media most useful when making purchasing decisions for Home Interiors / Furnishings (excluding Search)

54%

of Australians 14+ have shopped at a major Hardware store over the last four weeks.



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