



Print reigns supreme despite digital increase during lockdown

For immediate release

The Real Media Collective, the industry association representing the paper, print, publishing, mail and distribution industries, today released the 2020 data showing the highest catalogue readership remains firmly in print.

Despite lockdown halting the channel being delivered to letterboxes during COVID-19 across Australia, readership remains strong and well in advance of digital options some retailers have explored. Roy Morgan has reported of catalogues read and overwhelming 83% of catalogues read are printed or hardcopy compared to digital sitting at 3%. In addition to readership percentages, the Audience Reach remains steady at 20.1 Million Australians.

“The home delivered catalogue channel provides Australians with the opportunity to make well researched and valued shopping choices on their own terms. People report catalogues as being a ‘useful’ media because they help them save money, compare products, research brands and build menus in their home environment,” commented Kellie Northwood, Chief Executive Officer, The Real Media Collective.

The Roy Morgan Trust Index revealed the top 5 most trusted brands are retailers who use strong catalogue marketing to reach their customers – Bunnings, Woolworths and ALDI. The other two in the top 5, Qantas and NRMA, use the letterbox to communicate via loyalty and frequent flyer magazines.

“The astute retail marketers know how to use catalogues, they recognised how effective and welcomed the channel is and what content to include to ensure the highest readership and engagement from Australians. With more than 50% of Australians reading printed catalogues, given large periods of lockdown saw no catalogues delivered and readership remaining high throughout the non-lockdown period, is impressive. In many catalogues FMCG wholesalers pay to have their products advertised, clearly these results show how important it is for those brands to be represented in print channels to ensure their brand is not forgotten or replaced with private label options,” furthered Northwood.

Roy Morgan figures report the top three retail sectors for catalogue readership show staggering results;

- **86%** of Australians who have read a print catalogue in the last 4 weeks, read or looked into a **Supermarket catalogue** in the last 4 weeks,
- **63%** of Australians who have read a print catalogue in the last 4 weeks, read or looked into a **Department/Discount store** catalogue in the last 4 weeks,
- **54%** of Australians who have read a print catalogue in the last 4 weeks, read or looked into a **Furniture/Hardware/Electrical store** catalogue in the last 4 weeks

“Australians don’t live and breathe one media channel, we watch television, we listen to the radio, we read catalogues, we go online. We move between media all day, every day and because of this we see brands like Chemist Warehouse, Bunnings, Woolworths, ALDI and others using all channels



to communicate their brand and product messages with the greatest impact for, in some cases, franchisors but also FMCG wholesalers. We have one of the highest reach metrics across all media channels, at 20.1M Australians, bringing brands and products into the homes of every Australian,” commented Northwood.

Catalogues are revered by retailers as a ‘recession proofing’ channel. Following the GFC, catalogue volumes increased by 8.64% and remained at these high volumes for a decade. Roy Morgan analysis of catalogue readership shows the channel has remained steady during a period of great media disruption, in fact since 2013 catalogues have realised an increase. This performance, when compared to other channels, is impressive and testimony to retailers maintaining strong catalogue investment or moving away at their own risk.

ADDITIONAL CONTENT

Jobs, Environment and Social Inclusion

The industry sectors, paper, print, publishing, mail and letterbox distribution employ 258,000 Australians across 17,756 businesses of which over 70% are small businesses.

Australia has two million hectares of working forests, including tree farms for paper production, and this number is growing. That equates to over 1,000,000 MCGs in land area covered. The local catalogue paper mill in Tasmania, just outside of Hobart, uses 100% renewable hydroelectric power and the CO² emissions for paper production have reduced by 90kg per tonne of paper produced since 2014. This facility is a carbon positive facility.

Scamwatch has received over 4560 scam reports mentioning the coronavirus with over \$5,118,000 in reported losses since the outbreak of COVID-19 (coronavirus). Common scams include phishing for personal information, online shopping, and superannuation scams (ACCC, 2020).

The digital divide is real and growing across Australia. Over 2.5M Australians do not have internet connectivity in their homes (ABS, 2018) and only four millions Australians have mobile internet access.

The ADII score for people aged 65+ are Australia’s least digitally included age group. The ADII score for this cohort is 19.5 points **lower** than the most digitally included age group (ADII, 2019).

“Catalogues produced in Australia, employing 258,000 Australians and read by over 10 million Australians regularly. The channel is well-read, well-liked and deemed a useful media that drives brand equity and sales uplift of products. We have a strong environmental record, made from a renewable resource, 100% recyclable and highly recycled (87%). Home delivered catalogues are easily accessed by all – easy to read, stress free and can be read by everyone in the home for their purchasing decisions,” said Northwood.



For more information please contact the Collective on hello@thermccom.au for more assistance.

Kellie Northwood is the Chief Executive Officer of The Real Media Collective, an industry association representing the paper, print, publishing, mail and distribution sectors across the Australian and New Zealand landscape.

Northwood also holds the Executive position for the Australasian Paper Industry Association (APIA).

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