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2024 U.S. Direct Mail Advertising Industry-Industry & Market Report

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Abstracts

The 2024 U.S. Direct Mail Advertising Industry-Industry & Market report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics (NAICS 54186).

The report features 2024 current and 2025 forecast estimates on the size of the industry (sales, establishments, employment) nationally and for all 50 U.S. States and over 900 metro areas. Other data include financial ratios, number of firms, payroll, industry definition, 5-year historical trends on industry sales, establishments and employment, a breakdown of establishments, sales and employment by employee size of establishment (9 categories), and estimates on up to 10 sub-industries, including mailing services, mailing list services and brokers.

This industry comprises establishments primarily engaged in (1) creating and designing advertising campaigns for the purpose of distributing advertising materials (e.g., coupons, flyers, samples) or specialties (e.g., key chains, magnets, pens with customized messages imprinted) by mail or other direct distribution; and/or (2) preparing advertising materials or specialties for mailing or other direct distribution. These establishments may also compile, maintain, sell, and rent mailing lists.

Barnes Reports' Industry & Market reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix.

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