

Direct Mail Advertising Services: Market Research Report

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Abstracts

This report analyzes the Global market for Direct Mail Advertising Services in US\$ Million.

The US market is further analyzed by the following service segments: Concept Development for Advertising Campaigns, Print Services, Mail List Creation/Support Services, Letter Shop Services, Fulfillment Services, Full Direct Mail Services, and Others.

Annual estimates and forecasts are provided for the period of 2007 through 2015.

Also, a six-year historic analysis is provided for this market.

The report profiles 208 companies including many key and niche players such as DealerLink Inc., Go Direct Mailing and Marketing Pvt Ltd., Harte-Hanks, Inc., Inktel Direct, IWCO Direct, Mailing Lists (India) Pvt.Ltd., MBI Direct Mail, Micro Mailing Canada, Rapp Collins Worldwide, Inc., Smart Media JSC, Transcontinental Printing, Valassis Communications, Inc., Valpak Direct Marketing Systems, Inc., Vertis Communications, Inc., and WPP PLC.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.

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Carlson Marketing Sets Into Motion Direct Mail Campaign for Hyundai
R2C Group Launches Customer Connect
Royal Mail Unveils New Resource For Direct Mail Industry
The AJC Unveils AJC Media Solutions
Tully-Wihr Partners with Redbeard Communications
Premium Color Graphics Merges with Hand Pack
Reynolds DeWalt Takes Over RiverView Marketing Consultants
VerticalResponse Enters into Partnership with BigContacts
Grupo Posadas Selects Neolane's Cross-Channel Marketing Solution
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inContact Inks Agreement with Direct Response Marketing Companies
Workflow Management Sells Freedom Graphic and United Envelope
Royal Mail Partners with St. Ives to Introduce Mail-Tracking Service
VerticalResponse Forms Partnership With StartupNation
PSA Launches Multiple-Channel Direct Marketing Platform
QuantumDigital Launches New Direct Marketing Blog
Media Post Introduces "One-Stop-Shop" Advertising Service
VNPost and La Poste Group to Offer Direct Mail
DMA Enters into Partnership with China Direct Mail Association
Quebecor World Merges Divisions
Jingwei International Signs Agreement with Best Buy China
Quad/Graphics Invests in QuadDirect Division
Union Street to Acquire Two Marketing Agencies
Grove Acquires GI Solutions
Vertis Communications Merges with American Color Graphics
Allegro Offers FreshDM for Salesforce

Dsicmm Group Acquires K2 Group
Diversified Agency Services Completes Acquisition of The Kern Organization
China Inks Four Co-Operative Agreements with Taiwan
Datateam Acquires Borcombe SP
Haggin Marketing Acquires Coupons, Inc
Myhubtv Takes Over Agent Mailing
Lombardi Media Acquires Pronto Post
Axiom Plans to Acquire Direct Marketing Services
Johnson & Quin Takes Over IntelliMail
Schmidt Takes Over Cooperative Direct Mail Line from Solar Communications
Mark Altman Acquires Dynamic Mail Solutions
MailSouth Acquires Saving Source Direct
Princeton Fulfillment Solutions Forms JV with Towne AllPoints Communications

5.FOCUS ON SELECT GLOBAL PLAYERS

DealerLink Inc (USA)
Go Direct Mailing and Marketing Pvt Ltd. (India)
Harte-Hanks, Inc. (USA)
Inktel Direct (USA)
IWCO Direct (USA)
Mailing Lists (India) Pvt. Ltd (India)
MBI Direct Mail (USA)
Micro Mailing Canada (Canada)
Rapp Collins Worldwide, Inc (USA)
Smart Media JSC (Vietnam)
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III. COMPETITIVE LANDSCAPE

Total Companies Profiled: 208 (including Divisions/Subsidiaries - 209)

Region/Country/Players

The United States

Canada

Europe

France

Germany

The United Kingdom

Italy

Spain

Rest of Europe

Asia-Pacific (Excluding Japan)

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