

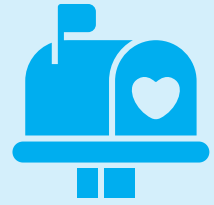


Visual
Media
Association

Industry Insight # 9

NEW ZEALAND

The letterbox still earns attention and trust



Print, mail and physical channels continue to hold value where relevance, locality, security and action matter.

As digital channels become busier, New Zealand consumers continue to see value in physical communications that are relevant, local, useful and easy to notice.

The latest data shows print and mail are not simply legacy formats. They remain part of the communications mix where attention, trust, locality and action are important.

69%

of New Zealand consumers would be happy to receive promotional material in their letterbox if it is relevant and interesting.





Relevant physical mail still cuts through

Printed material continues to have a valued role when it is useful, local, relevant and well targeted:

66%

like receiving addressed mail through their letterbox.

59%

like reading local council newsletters to know what is happening in their area.

56%

agree mail in the letterbox helps ensure no one misses out on important information.

50%

are more likely to read advertising received in the mail than advertising received by email.

48%

say mail they receive is useful, helping with budgeting, home maintenance or learning something new.

The message for industry is clear: the letterbox remains an effective channel when communication is relevant, useful and designed with the recipient in mind.

74% of New Zealand consumers agree that getting mail delivered by the local postie is an essential part of society.

The letterbox supports community connection

Physical mail also has a community and connection role:

71% agree a letterbox gives their community a way to keep them informed and connected with what is happening locally.

68% like the surprise of seeing what is in their letterbox.

57% check their letterbox every day.

58% enjoy the ritual of walking to their letterbox.

Only **13%** agree that we do not need letterboxes in today's society.



Physical channels help drive discovery and action

53%

of New Zealand consumers discover new deals, products or services through unaddressed mail at least sometimes.

Beyond awareness, the findings show physical mail can support discovery, recall and response:

49%

are more likely to trust a local business if they have seen its ad or information arrive via physical mail.

36%

say an unaddressed flyer, circular or ad has prompted them from time to time or often to act on home maintenance they may not have been thinking about before.

57%

agree physical promotional items such as fridge magnets, calendars or small branded gifts stand out more than digital counterparts.

30%

prefer printed catalogues over online catalogues when given a choice.



54%

of New Zealand consumers say physical mail is more secure than email for sensitive personal and financial information.

Physical mail supports security, attention and record keeping

For important documents, physical mail offers strengths that digital channels can struggle to replicate:

48%

are more likely to open, read and retain important documents when they arrive by physical post rather than digitally.

59%

say people prefer or appreciate physical mail for financial statements, utility bills or insurance documents because they like having a physical copy for their records.

47%

say physical mail is less likely to get lost among other emails.

44%

say it feels more real and official.

44%

say it is less likely to lead to scams or people being taken advantage of.



Print and mail remain powerful in a multi-channel strategy

Digital channels will continue to play an important role in everyday communications. However, the New Zealand findings show physical channels still earn attention, support trust and help people engage with important information.

For brands, marketers and service providers, the opportunity is to use print and mail with purpose. When communication needs to be noticed, trusted, retained or acted upon, the letterbox remains a relevant and valuable channel.



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The Visual Media Association (VMA) is the recognised peak industry body for the paper, print, mail, publishing, packaging, graphic design, distribution, and media technology industries across Australia.

Operating for over 141 years, the VMA is a registered organisation with direct signatory to the nine (9) Awards across our industry and membership. VMA offers an end-to-end industry association solution that is relevant in all that it undertakes: advocating the relevance of the established media – print – that we all belong to; developing global partnerships and translating to regional requirements; awarding excellence; investing in products; and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

The VMA is the largest print industry body, committed to building a stronger united leadership to deliver the goals of our members. United we lead strong advocacy, government advisory, skills and training programs, protection, and promotion of our industry channels and more to ensure our members' businesses operate within a future-proofed strategy for success.

For more information contact:
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Source:

VMA Market Leadership Supporting Data, 2025-26.



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