



NEW ZEALAND RESEARCH HIGHLIGHTS AND KEY FINDINGS

Letterbox accessibility and trust, Magazine readership and charity mail, Paper sustainability, government/community communications, creative print and NZ reading habits.



The through-line: print is practical, trusted and complementary

Across the research, print is not positioned against digital. It is a channel that is part of the media mix, that adds reach, trust, attention and choice.

90%

of New Zealanders check their letterbox every week

40%

of New Zealanders aged 15+ read magazines in print or online

43%

rate letterbox information as trustworthy - above email and social media

83%

believe consumers should choose printed or electronic communications

The letterbox remains a high-coverage household channel, especially for essential, local and cost-of-living information.

Magazines retain meaningful reach with shoppers, women 20+ and income earners.

Printed charity, government and education materials gain attention because they are tangible, retainable and harder to ignore.

Sustainability is a strength when paper is responsibly sourced, recyclable and used appropriately.

NZ Market Overview

90%

check the letterbox weekly

72%

review catalogues, promotions and
community news received in the
mail

92%

receive spam in email; only 24%
receive spam in the letterbox

76%

review official government
documents in the letterbox
straight away

81%

recycle paper-based packaging after use

86%

of ANZ consumers feel digitally overwhelmed

The letterbox is a national reach channel

It is routine, accessible and useful for savings, local information and community connection.

90%

check their letterbox every week

33%

check the letterbox daily

72%

review catalogues, promotional material and community news by mail

64%

rely on local council newsletters to stay informed

What the research says

The letterbox provides broad household access when digital channels are fragmented, expensive or overwhelming.

It supports cost-of-living behavior - catalogues are useful because they provide savings, deals and buying ideas.

It keeps communities informed - 68% say the letterbox gives the community a way of staying connected.

It has social value - 69% say postie-delivered mail is an essential part of society.

Summary to findings

For councils, retailers and public bodies, mail is a fairness channel: it reaches people beyond algorithms, subscriptions, logins and inbox clutter.

It also works as a behavioral trigger - people physically collect, sort and review it.

Digital fatigue strengthens the role of mail

The research shows consumers are overloaded online and still value tangible, trusted information.

57%

are taking steps to limit
their use of technology

51%

are worried about online
safety in relation to scams

447

average unread emails for
the average Kiwi

1 in 2

say they get so many
emails they delete
without reading

Digital channels are abundant, however that abundance creates avoidance: overflowing inboxes, safety concerns and selective or disrupted attention.

Letterbox communications avoid the same levels of algorithmic competition (programmatic) and can be physically retained.

Print is the calm, considered, extended time and credible layer in an omnichannel strategy.

Magazines continue to cut through with valuable audiences

New Zealand magazines demonstrate reach across print and digital, with influence among shoppers and economically active readers.

40%

of New Zealanders aged 15+
read magazines in print or
online

47%

of women aged 20+ are
magazine readers

47%

of main household
shoppers are regular
magazine consumers

64%

of main income earners
demonstrate continued trust
in print for utility, lifestyle
and value information

What the research says

Magazines offer reliability, inspiration and shopping guidance in a fragmented media environment.

They reach decision-makers, not just passive readers - important for advertisers, retailers and membership conversations to understand this channel is a decision-maker media.

Summary of findings

Magazines are a bridge between brands and consumers - trusted context, curated attention and direct influence on shopping and lifestyle decisions.

Charity mail benefits from trust, emotion and retention

For fundraisers and not-for-profits, the letterbox supports relationship-building that digital often struggles to replicate.

25%

of New Zealanders received charity letters in the past 12 months

43%

trust information received through the letterbox

24%

receive spam in the letterbox, compared with 92% in email

54%

concentrate more on printed material in their hands than reading online

What the research says

Charity letters create positive emotional signals - informative, caring and trustworthy were common descriptors.

Printed pieces are treated with importance - 19% place charity letters in a to-do tray or designated inbox.

The channel has low perceived spam compared with email and text messages, which improves context and attention.

The research notes that printed charity mail is often kept, re-read and shared with family members.

Summary of findings

For charities, mail is not only a donation acquisition mechanic. It is a stewardship channel - tangible stories can build trust, memory and emotional connection.

Paper's environmental story understood

The research found consumers understand language such as - responsibly sourced paper is renewable, recyclable, carbon-storing and part of a circular economy.

66%

of paper and cardboard products are recycled each year across NZ homes and businesses

67%

agree it is important to use paper products from sustainably managed forests

1.2m ha

of NZ forest is certified, according to the insight's cited PEFC/FSC data

Core understanding - paper is made from wood, a renewable material that is recyclable.

Certification matters - PEFC/Responsible Wood and FSC provide confidence that paper, print and packaging come from responsibly managed forests and are recognized labels. Certification is understood by logo not process.

Important nuance - recycled content is valuable, however 'virgin' fibre from certified forests is not understood, 'fresh' fibres, tree farms and timber plantations are better understood languages for consumers, however not technically.

New Zealand consumers recognise paper-based packaging credentials

The sustainability opportunity is not only compliance - it is consumer preference and brand permission.

81%

recycle paper-based packaging after use

73%

recycle newspapers and magazines after use

84%

believe paper and cardboard are easier to recycle

64%

believe paper and cardboard are better for the environment

53%

prefer online orders to be delivered in paper packaging

49%

are taking active steps to increase their use of paper packaging

Consumers prefer sustainability claims to be evidenced, with sourcing, certification and recycling logos.

Printed communications support civic access and learning

Government, councils, education and service providers need channels that are trusted, reviewable and inclusive.

76%

review official government documents received in the letterbox straight away

61%

like reading local council newsletters to know what is happening

52%

agree children and students learn more from printed books and course materials

83%

believe consumers should choose printed or electronic communications

What the research says

For government and councils - the letterbox signals legitimacy and permanence, helping ensure essential information is not missed.

For education - print supports deeper concentration, comprehension and relief from constant screen time.

For service providers - consumer choice matters; more than half feel pressured to go paperless even when they print at home anyway.

Summary of findings

Choice is the inclusive position. Print protects access for people facing digital literacy, affordability, connectivity or fatigue barriers.

The paperless push is met with cynicism

The research provides a clear consumer-choice argument for essential communication.

56%

say government, banks and organisations try to persuade them to go paperless even though they often print at home

56%

say they spend too much time on electronic devices

31%

report suffering from digital overload

48%

are concerned about health impacts such as eyestrain and sleep disruption

A paperless default is not neutral when consumers still need to print, store or revisit essential information.

Printed options are not only about preference; they support equity, comprehension, record keeping and wellbeing.

Digital for speed and reach, print for trust, access, retention and accountability.

Creative print is evolving, not retreating

There is renewed appetite for tactile, slower and more meaningful content formats.

86%

of consumers report feeling digitally overwhelmed across ANZ research cited in the insight

What the research says

The creative shift is driven by digital fatigue, environmental awareness and renewed appreciation for tactile creativity.

Printed formats command a different kind of attention: no alerts, no screens, no disruption and a 'guilt-free' pleasure.

For creators, short-run print enables portfolios, lookbooks, self-published stories and visual experimentation without bulk-production risk.

Summary to findings

Print complements digital by adding depth, presence and longevity. It gives creative work physical value and audiences a more focused experience.

Reading habits confirm print's role in focus, trust and choice

New Zealanders seek balance - digital convenience, with print chosen where deeper reading, learning, privacy and consumer choice matter.

61%

prefer to read books in print

52%

agree students learn more from printed materials

56%

say they spend too much time on electronic devices

83%

believe consumers should choose print or electronic communications

What the research says

Print-led reading remains strongest for books (61%) and magazines (51%), with ongoing roles for medical leaflets, catalogues and newspapers.

Print also supports comprehension and trust - 41% say they better understand news in print, and 58% are concerned about electronically held personal information.

Summary to findings

Print is the screen-free, trusted and considered inclusive. Print carries high attention, access, fairness and choice.

Physical mail earns attention, trust and action in an overloaded market

The supporting data positions physical mail and catalogues as practical leadership tools for discovery, trust, secure communications and retention.

53%

discover deals via
unaddressed mail

49%

more likely to trust local
businesses via mail

54%

rate physical mail more
secure or reliable

48%

more likely to read and
retain documents by post

What the research says

Half (51%) of New Zealand consumers are concerned about their online safety, scams and their digital security. With this number continuing to grow, New Zealand consumers place greater trust in physical mail when receiving important information.

69% of consumers would be happy to receive promotional material in their letterbox if it is relevant and interesting, proving that physical mail continues to reach its audience when it is well targeted and relevant to consumers.

Summary of findings

Print is trusted, secure and memorable for local business, government, retail and service provider communications.

A simple framework for the New Zealand story

Print earns its role at four points in the communications journey.

Reach

The letterbox provides broad household coverage and supports people beyond the digital mainstream.

Trust

Mail and magazines operate in a calmer context than email, social and online feeds.

Retention

Printed materials can be kept, re-read, filed, shared and acted upon later.

Responsibility

Certified, recyclable, right-sized print can support sustainability and consumer choice.

Print media is an evidence-backed channel that makes omnichannel communication more inclusive, more memorable and more accountable.

Print media plays a nuanced role for each sector

Government & councils

Print provides choice for essential communications.

The letterbox holds a trusted place for community updates with strong recall, fairness and legitimacy.

Print and the community Postie is part of society, is a connector.

Retail & brands

Catalogues and letterbox media are useful offering a cost-of-living support for budgeting families.

Combined digital reach with print with useful ideas, awareness of product range and and inspiration.

Physical attention, recall, increased dwell time and deep household engagement – all members.

Charities & membership

Charity mail gains opportunity for stewardship and storytelling, not just acquisition, rather brand equity build.

Printed pieces build trust and retention.

Design for the kitchen bench, noticeboard and to-do tray – charity mail is kept for discussion and social awareness.

Publishers & creatives

Print as curated, trusted journalism and content, it is consumer in a calmer environment and collectable.

Sustainable and ethical formats providing content for all.

Print adds depth and longevity to digital content – can work in partnership – diet and nutrition, butchery and technique partnered with online recipes.

In Closing...

**Print is not disappearing - it is becoming more deliberate.
In New Zealand, the evidence shows print and mail
remain trusted, accessible, memorable and sustainable
when used well. Digital delivers speed and scale; print
delivers confidence, care, retention and choice.**

Accessible

Trusted

Retained

Sustainable

Creative



THANK YOU

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