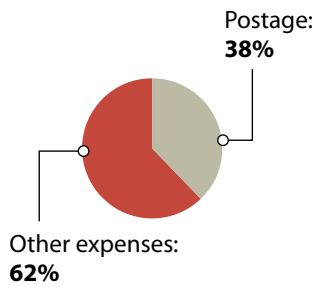


## Direct-mail growing

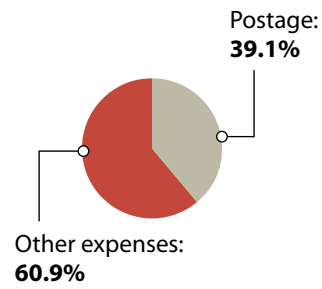
Total direct-mail spending grew 18 percent from 2004 to 2007, and postage costs became a slightly bigger chunk of that spending.

2004 U.S. direct-mail spending: **\$49.4 billion**



Source: Winterberry Group

2007 U.S. direct-mail spending: **\$58.4 billion**



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