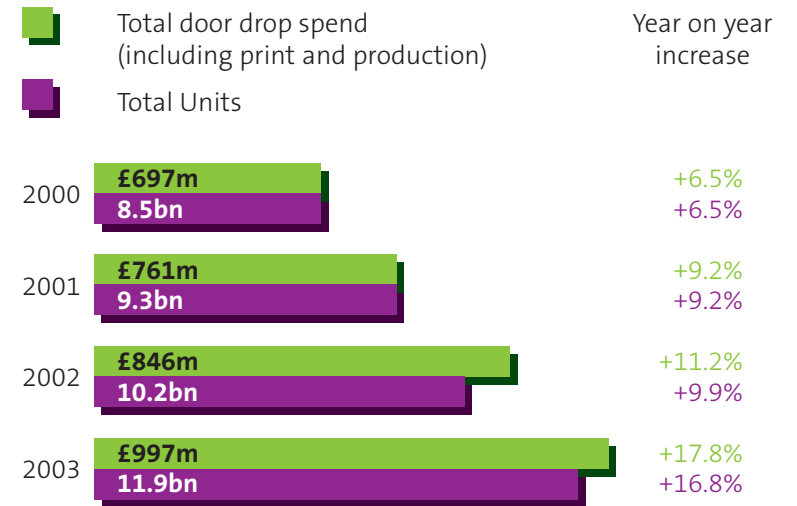




# Door drops are the fastest growing medium in the UK

## Expenditure on door drops nears £1billion

More and more companies are recognising the value of door drops every year. In 2003, total expenditure including print and production costs increased by 17.8% to £997m. Volumes approached 12 billion items in 2003, that's an average of 10 per week for every UK household!



Source: DMA Door to Door Council July 2004