International Post Corporation

CAWI-PRINT 2024: WITH A REACH RECORD OF 45.1 PERCENT, THE AUSTRIAN POSTâ€™S â€œTHE ENVELOPEâ€□ IS ON THE ROAD TO SUCCESS

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This year's CAWI print reach study by GfK Austria and TMC (The Media Consultants) once again confirms the continued success of the postal advertising medium "Das Kuvert". With a reach that has increased again this year, "Das Kuvert" is still considered one of the most successful and popular print advertising media in Austria.

"Das Kuvert" from the Austrian Post lands in Austrian households twice a week, and the leaflets it contains inform readers about current offers, tips and price advantages as well as discount campaigns.

AWARENESS LEVEL OF 88.3 PERCENT - STILL VERY POPULAR WITH WOMEN

"Das Kuvert" has around 3.3 million readers per issue, which corresponds to a new reach record of 45.1 percent, with a simultaneous increase in awareness of 88.3 percent (85.3 percent in 2023). With 46.2 percent, "Das Kuvert" is still very popular with women and even achieved a reach of 48.2 percent among household managers. Impressive gains in reach were achieved especially in Vienna (39.7 percent) and in the 30 to 39 age group (44 percent).

"'Das Kuvert' is a successful advertising medium and a guarantee of success that should not be missing from any media mix. It focuses on the needs and wishes of readers and customers. Eye-catching bookings on the cover are an eye-catcher and ensure maximum attention. With the Tip-On-Cards and attractive advertisements filled with savings offers and promotions, 'Das Kuvert' offers readers additional added value and helps them save in everyday life," says Thomas Auböck, Head of Letter and Advertising Mail at Österreichische Post AG.

Source: Austrian Post