

3.6: Direct Marketing Spending by Medium and Market

Year	2003	2008	Forecast		Compound Annual Growth	
			2009	2013	2003-2008	2008-2013
DIRECT MAIL						
Consumer						
Spending (\$ millions)	\$16,273	21,714	20,911	24,104		
Growth (%)		2.4	-3.7	5.4	5.9	2.1
Business-to-Business						
Spending (\$ millions)	\$9,627	13,729	13,345	15,924		
Growth (%)		3.8	-2.8	6.3	7.4	3.0
Total						
Spending (\$ millions)	\$25,900	35,443	34,255	40,028		
Growth (%)		2.9	-3.4	5.8	6.5	2.5
TELESALES						
Consumer						
Spending (\$ millions)	\$17,581	17,772	16,279	16,382		
Growth (%)		-2.3	-8.4	2.7	0.2	-1.6
Business-to-Business						
Spending (\$ millions)	\$12,301	12,680	11,805	12,608		
Growth (%)		-0.8	-6.9	4.2	0.6	-0.1
Total						
Spending (\$ millions)	\$29,882	30,452	28,084	28,990		
Growth (%)		-1.7	-7.8	3.3	0.4	-1.0
CATALOG						
Consumer						
Spending (\$ millions)	\$10,316	13,136	12,650	14,526		
Growth (%)		2.4	-3.7	5.1	5.0	2.0
Business-to-Business						
Spending (\$ millions)	\$6,205	8,404	8,202	9,659		
Growth (%)		5.1	-2.4	5.5	6.3	2.8
Total						
Spending (\$ millions)	\$16,521	21,540	20,852	24,185		
Growth (%)		3.4	-3.2	5.3	5.4	2.3
E-MAIL*						
Consumer						
Spending (\$ millions)	\$1,530	5,230	5,858	12,065		
Growth (%)		19.1	12.0	20.6	27.9	18.2
Business-to-Business						
Spending (\$ millions)	\$1,963	6,675	7,556	15,706		
Growth (%)		19.5	13.2	21.1	27.7	18.7
Total						
Spending (\$ millions)	\$3,493	11,905	13,414	27,771		
Growth (%)		19.3	12.7	20.9	27.8	18.5
DIRECT RESPONSE TELEVISION						
Consumer						
Spending (\$ millions)	\$3,465	4,742	4,794	5,733		
Growth (%)		3.3	1.1	5.9	6.5	3.9
Business-to-Business						
Spending (\$ millions)	\$237	336	343	438		
Growth (%)		7.3	2.1	7.3	7.2	5.5
Total						
Spending (\$ millions)	\$3,702	5,078	5,137	6,171		
Growth (%)		3.6	1.2	6.0	6.5	4.0
OTHER†						
Consumer						
Spending (\$ millions)	\$813	986	914	936		
Growth (%)		-1.5	-7.4	3.4	3.9	-1.0
Business-to-Business						
Spending (\$ millions)	\$798	1,111	1,074	1,266		
Growth (%)		3.8	-3.3	6.1	6.8	2.6
Total						
Spending (\$ millions)	\$1,611	2,097	1,988	2,202		
Growth (%)		1.3	-5.2	5.0	5.4	1.0

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Year	2003	2008	Forecast		Compound Annual Growth	
			2009	2013	2003-2008	2008-2013
TOTAL						
Consumer						
Spending (\$ millions)	\$49,978	63,580	61,405	73,746		
Growth (%)		2.2	-3.4	6.9	4.9	3.0
Business-to-Business						
Spending (\$ millions)	\$31,131	42,935	42,325	55,600		
Growth (%)		4.8	-1.4	9.4	6.6	5.3
Total						
Spending (\$ millions)	\$81,109	106,515	103,730	129,346		
Growth (%)		3.2	-2.6	8.0	5.6	4.0

Sources: Veronis Suhler Stevenson, PQ Media, *Advertising Age*, Barclays Capital, Direct Marketing Association, Magna Global, *Response Magazine*

*Excludes e-custom publishing covered later in this chapter

†Includes magazines, newspapers and radio direct response marketing, and list management spending

