

# WHY CATALOGUES?

SHOPPERS READ CATALOGUES AND FLYERS..

TO GATHER  
**NEW IDEAS**  
ABOUT FUTURE  
**PURCHASES**

**35%**

TO DISCOVER  
**NEW PRODUCTS**

**38%**

FOR THINGS  
THAT MIGHT  
**SURPRISE THEM**

**35%**

TO KEEP  
**INFORMED**

**35%**