



# Valpak of Central Ohio 2023 PLANNING CALENDAR



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Week	Week of (Monday)	Holiday Schedule	In Home Week	Plus One Deadline	Valpak Deadline
1	1/2/23	New Years Day (1/1)	1/3/23	12/9/22	12/19/22
2	1/9/23				
3	1/16/23	Martin Luther King, Jr. Day (1/16)			
4	1/23/23				
5	1/30/23		1/31/23	1/11/23	1/19/23
6	2/6/23				
7	2/13/23	Valentine's Day (2/14)			
8	2/20/23	Presidents' Day (2/20)			
9	2/27/23		2/28/23	2/8/23	2/16/23
10	3/6/23				
11	3/13/23	St. Patrick's Day (3/17)			
12	3/20/23				
13	3/27/23				
14	4/3/23	Easter (4/9)	4/4/23	3/15/23	3/23/23
15	4/10/23				
16	4/17/23				
17	4/24/23				
18	5/1/23		5/2/23	4/12/23	4/20/23
19	5/8/23	Mother's Day (5/14)			
20	5/15/23				
21	5/22/23				
22	5/29/23	Memorial Day (5/29)	5/30/23	5/10/23	5/18/23
23	6/5/23				
24	6/12/23	Father's Day (6/18)			
25	6/19/23				
26	6/26/23				
27	7/3/23	Independence Day (7/4)	7/5/23	6/14/23	6/22/23
28	7/10/23				
29	7/17/23				
30	7/24/23				
31	7/31/23		8/1/23	7/12/23	7/20/23
32	8/7/23				
33	8/14/23				
34	8/21/23				
35	8/28/23		8/29/23	8/9/23	8/17/23
36	9/4/23	Labor Day (9/4)			
37	9/11/23				
38	9/18/23				
39	9/25/23				
40	10/2/23				
41	10/9/23	Columbus Day (10/9)	10/3/23	9/13/23	9/21/23
42	10/16/23				
43	10/23/23				
44	10/30/23	Halloween (10/31)	10/31/23	10/11/23	10/19/23
45	11/6/23	Veterans Day (11/11)			
46	11/13/23				
47	11/20/23	Thanksgiving Day (11/23)			
48	11/27/23		11/28/23	11/6/23	11/14/23
49	12/4/23				
50	12/11/23				
51	12/18/23				
52	12/25/23	Christmas Day (12/25)			

www.valpakohio.com



### WHY DIRECT MAIL?

77% of consumers have a high interest in receiving mail and 53% tried a new business after receiving marketing mail.

### IT'S MEMORABLE

Your message and brand are more likely to be remembered by consumers who are introduced to your business when they receive your promotion in their mailbox. Studies have shown that print advertising outperforms digital when it comes to leaving a lasting impression of the ad and the brand (regardless of age).

### IT GETS RESPONSE

Even online retailers are embracing direct mail. E-commerce brand ThirdLove uses direct mail to reach customers who unsubscribe from the company's email lists. Subscription vitamin service Care/Of considers direct mail a "high-quality" channel, because they've found the customers they acquire through direct mail have proven to be "more loyal."

### PRECISE TARGETING

Many advertisers are now experimenting with new ways to send out direct mail, often dialing in on consumer behaviors or shopping trends to improve their responses. Direct mail can target specific households based on purchase behavior, income or demographic.

### RELEVANCE

Today, direct mail and digital marketing work in tandem to increase brand awareness and engagement. Businesses use direct mail to retarget consumers using online browsing and buying data. One of the most effective uses of direct mail-digital marketing integration are quick response codes. Since 2020, QR codes have made a resurgence and coupon redemptions will exceed \$5 billion in 2022. And, they're here to stay. A recent study found 45% of consumers used a marketing-related QR code in the past 3 months and 59% said QR codes will be a permanent part of the shopping experience moving forward.

Sources: USPS National Virtual AIM Meeting, June 2020 "Advertising Effectiveness and Age," USPS OIG, Feb. 2019 "ThirdLove's First Physical Store Is About Marketing as Much as Finding New Customers," Modern Retail, July 2019 "Despite Attribution Challenges, DTC Brands Love Direct Mail," Modern Retail, Nov. 2019 Juniper Research, Jan. 2018, Statista, June 2021 "Millennials and Mail: 5 Myths and the Truth Behind Them," USPS, 2021 AudienceSCAN.

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**68%** of millennials read the ads they get in their mailboxes.



**62%** of millennials have visited a store in the past month after receiving direct mail.

**TO ADVERTISE WITH VALPAK,**  
CONTACT YOUR LOCAL VALPAK REP

# 2023 MAP & SCHEDULE



# 92%

**Among households receiving Valpak®, 92% open and look through the envelope!\***

\*Source: 2022 Valpak® Readership Study, April 2022



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