



PEACOCK
PRINTING

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Marketing Mail

Still Spreading the Word

Mailings, also known as direct mail marketing, can be an excellent way to gain business. Here's why:

High open rates: Compared to digital ads, which people often ignore, physical mail gets opened at a much higher rate. (PostGrid, 2024)

Targeted reach: You can target your mailings to specific demographics or neighborhoods, making them more likely to reach interested customers. (Letterlabs, 2024).

Sense of permanence: Unlike a fleeting email, a physical piece of mail can linger on a counter or desk, keeping your business top-of-mind (blog.hubspot.com, 2024).

We hope you enjoyed this newsletter as part of our exploration of print in the 20th century! Coming up: We will explore mid-century design & print.

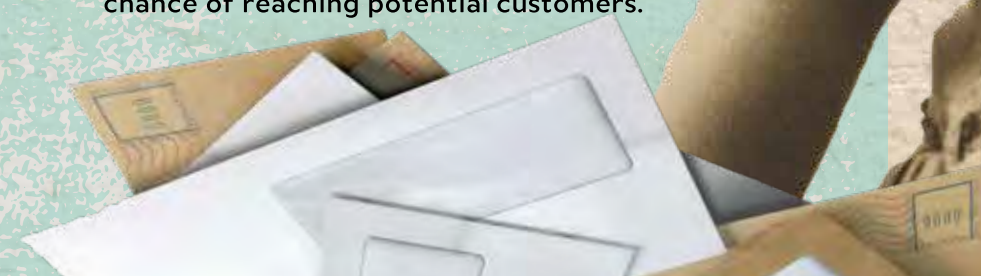
Direct mail marketing needs careful planning:

Targeted audience: A shotgun approach won't work.

Compelling design: A well-designed mailer with a clear message and strong call to action will grab attention.

Track and measure: Monitor the results of your campaign to see what's working and what's not.

In many cases, direct mail is most effective when used in conjunction with other marketing channels like social media or email marketing. This creates a more cohesive brand message and increases the chance of reaching potential customers.



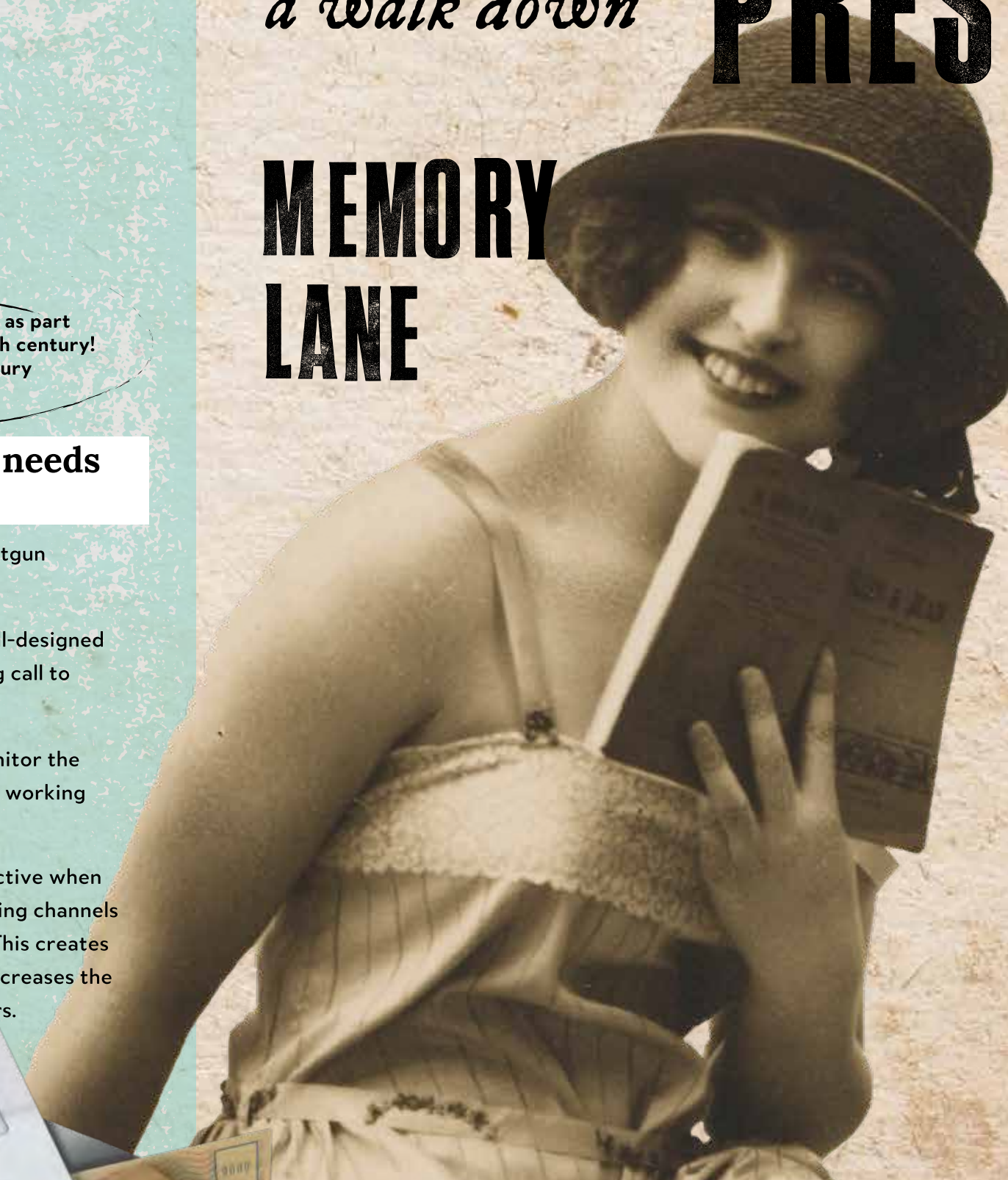
PEACOCK PRINTING PRESENTS

a walk down

MEMORY LANE

What's Inside

- Print in the Early 20th Century
- Stamps! How this little idea led to a revolutionary way to communicate
- Why Marketing Mail is Still in Style!
- Shop Now for Promos



PEACOCK
PERIODICAL

Spring '24

Print in the Early 20th Century:

A Vessel for Culture & Shared Experiences

The rise of printing technology in the early 20th century (roughly 1900-1917) had a significant impact on the American public in a number of ways:

Increased access to information:

The development of faster and cheaper printing presses led to a surge in the number of newspapers and magazines. This meant that current events, political debates, and new ideas were more readily available to the average American.

Rise of literacy and education:

With more printed materials in circulation, there was a greater emphasis on literacy. This fueled a rise in educational opportunities and a more informed public.

Growth of national identity:

Newspapers with nationwide circulation helped create a more unified national identity. People across the vast country were exposed to the same news and stories, fostering a sense of shared experience.

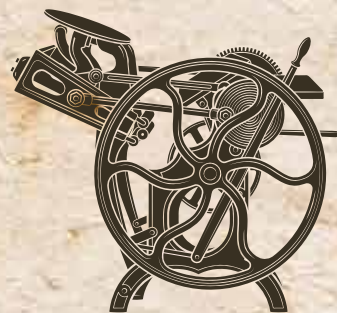
Social and cultural movements:

Affordable printing presses allowed for the spread of ideas that fueled social and cultural movements. From progressive reforms to labor rights, activists used printed materials to spread their messages and gain wider support.

Mass entertainment:

The early 20th century saw the rise of popular magazines like the Saturday Evening Post, which offered a mix of fiction, humor, and human interest stories. This provided a new form of entertainment for the growing American middle class.

The printing revolution of the early 20th century played a major role in shaping a more informed, connected, and culturally engaged American public.



'People across the vast country were exposed to the same news and stories, fostering a sense of shared experience.'



Creation of POSTAGE

The postage stamp as we know it today has a relatively short history, but it revolutionized the way mail was sent.

Here's a quick look at its journey:

Early Efforts:

Before stamps, sending mail was a complicated and often expensive affair. The recipient often paid the postage, which could vary depending on the distance and weight.

The Penny Black and Sir Rowland Hill:

The credit for the modern postage stamp goes to Sir Rowland Hill, a British educator. In the 1830s, he proposed a system where the sender prepaid postage with a uniform rate based on weight, not distance. He also championed the use of adhesive stamps – a novel idea at the time.

The first adhesive postage stamp, the famous Penny Black, was issued in Great Britain on May 1st, 1840. It featured a profile of Queen Victoria

and was printed in black ink, hence the nickname. This innovation transformed the postal system – mail became cheaper and easier to send, leading to a surge in communication.

Spreading the Word:

The success of the Penny Black inspired other countries to adopt similar systems. The United States followed suit in 1847, issuing its first stamps featuring Benjamin Franklin and George Washington (USPS: Stamps and Postcards). These early stamps required scissors to separate from the sheet, as perforation wasn't introduced until the mid-1850s (Wikipedia: Postage stamp).



Event Season is Near

scan & shop promos:



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