

Targeting Capabilities

Over 30+ years of experience combined with the knowledge and professionalism, the Colony Group system, can deliver ground-level pinpoint targeting, with a total Australia wide coverage. This level of targeting and flexibility combining minimal wastage, can deliver your message the quickest and the most economical way.

54%
of recipients
were more likely
to shop with a
retailer as a
direct result of
receiving a
catalogue*

1 in 2
people have
read a
catalogue
in the past
week

3rd Party
Auditing service.
Guaranteeing a
delivery rate of
98%

Over 50%
purchased
something from
a catalogue
in the past
week

43%
of new customers
consider catalogues
as a useful
communication
channel instead
of other
options**

Coverage
in excess of
6.7 million
households
nationally

colonyprinting



CP Digital
a division of colony printing