

DIRECT MAIL ADVERTISING INDUSTRY (NAICS 54186)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 54186: Direct Mail Advertising . This industry comprises establishments primarily engaged in (1) creating and designing advertising campaigns for the purpose of distributing advertising materials (e.g., coupons, flyers, samples) or specialties (e.g., key chains, magnets, pens with customized messages imprinted) by mail or other direct distribution; and/or (2) preparing advertising materials or specialties for mailing or other direct distribution. These establishments may also compile, maintain, sell, and rent mailing lists.

Related Industries

- Direct Mail Printing
- Commercial Printing
- Advertising Agencies
- Mailing Houses

U.S. Census Categories

NAICS 54186 – Direct Mail Advertising is 85% comparable to
SIC 7331 – Direct Mail Advertising

Sub-Industries

- Mailing lists, rental or sale
- Advertising agency services
- Advertising creative services
- Public relations services
- Media planning and/or buying services
- Direct mail advertising services
- Full direct mail services
- Concept development for a direct mail advertising campaign services
- Mailing list support services
- Print services for direct mail advertising materials
- Letter shop services
- Sales promotion services
- Direct marketing services
- Signs, custom fabrication, include banners, a frame, neon, outdoor, etc..
- Fulfillment services
- Distribution of advertising materials, other than by mail

Coordination of production and delivery of premiums (advertising specialties)

Other services related to advertising

Media representation services

Sale of advertising space in print media