

THE ANATOMY OF A CHRISTMAS CARD

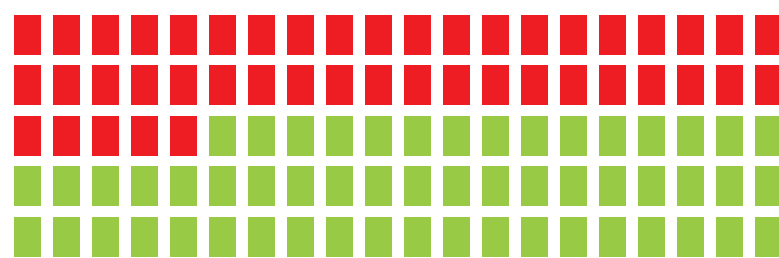
from moo.com

1.5 BILLION...

CARDS WERE SENT IN THE US COMPARED TO 678.9 MILLION IN THE UK IN 2010



45% OF ALL CARDS SENT ARE CHRISTMAS CARDS



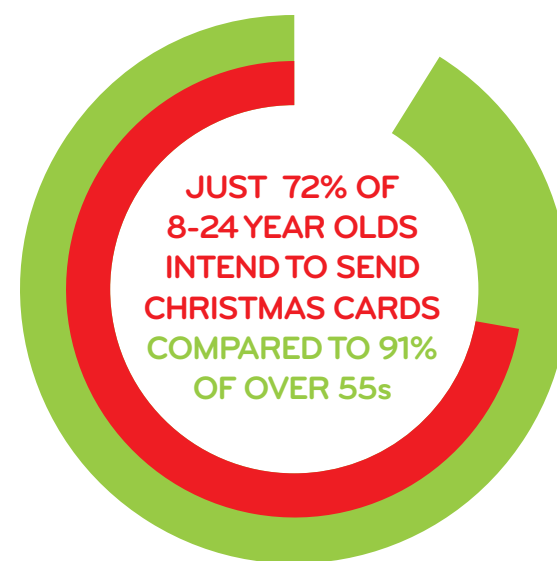
That's more than any other type of greetings card!



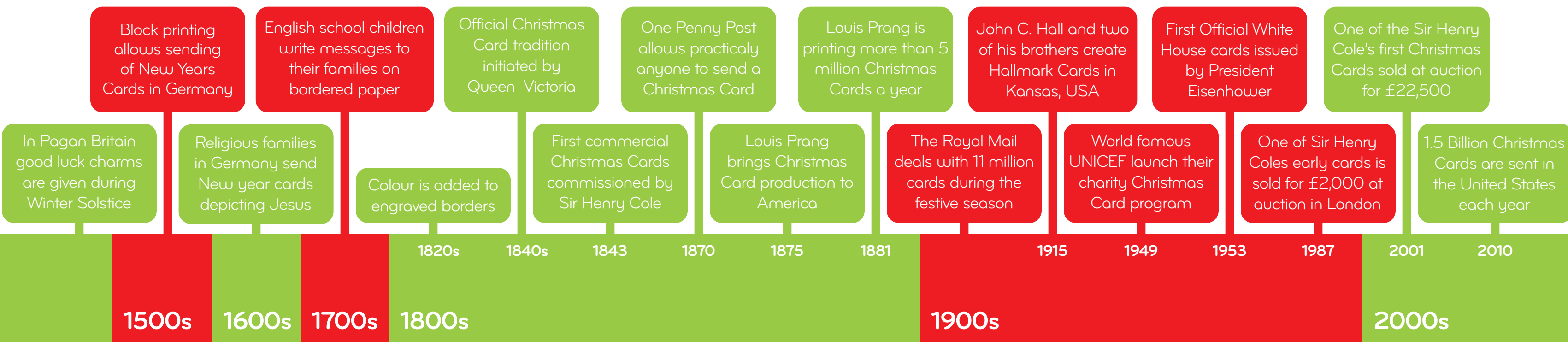
THE WORLDS SMALLEST CHRISTMAS CARD WOULD FIT INTO A UK 1st CLASS STAMP 8,000 TIMES

EACH YEAR IN FINLAND SANTA RECEIVES 600,000 CARDS

At 10 seconds a card it would take one person working non-stop from Christmas Day until mid March to open them and an 80km long mantelpiece to display them all.



ONLY 15% OF CARDS ARE BOUGHT BY MEN



THE MOST CARDS SENT BY ONE PERSON IN A YEAR IS 62,824 Nearly enough to cover a football pitch.



IN THE UK AN ESTIMATED \$80 MILLION (£50M) IS RAISED BY CHRISTMAS CARDS FOR CHARITIES EACH YEAR.



IN 2008 THE AVERAGE US FAMILY SPENT \$32.43 ON CHRISTMAS CARDS compared to £14 (\$22.50) for British families



THE MOST EXPENSIVE CARD WAS SOLD AT AUCTION FOR \$35,800 (£22,500)

It was one of the first ever commercial Christmas cards, commissioned by Sir Henry Cole in 1843 and sent to his grandmother. The artwork was by John Callcott Horsley.

