



# Delivering solutions for the publishing sector. Worldwide.

DHL Global Mail – the flexible, **one-stop service provider**  
for all your distribution and marketing requirements.

Contents

- 4 DHL Global Mail and its expertise in the publishing sector
- 6 The value chain in the publishing sector
- 8 Business Development
- 10 Data Management
- 12 Fulfilment Management
- 14 Logistics Management
- 16 Payment and After-Sales Management
- 18 Contact

The products and services described in this brochure are offered by companies within Deutsche Post World Net to their customers outside Germany under the brand name DHL Global Mail.

# Global expertise – for fast, flexible and efficient publishing solutions.



Our solutions are as flexible as your needs.

With its international network and many years experience, DHL Global Mail delivers every type of full-service distribution solution around the globe, tailored to your individual needs.

**Your local partner with global connections.**

Direct connections to over 200 countries make DHL Global Mail the world's largest provider of cross-border mail communications. Thanks to our world-spanning network under the Deutsche Post World Net umbrella, we offer valuable synergies that benefit you at a grassroots level. We have a seamless infrastructure of sales offices and production centers at key strategic locations across four continents. That puts us firmly on the map in all major markets. And puts us in a position to offer you end-to-end solutions for international publishing logistics.

But we do not stop there! Our international network is constantly expanding. Systematic technological innovations, coupled with our aspiration to deliver only the very best service, is our guarantee of top performance to our customers, every time. Making sure your mail rapidly reaches your target audience in every corner of the world, safe and sound.

**Consumer magazines, customer magazines, trade journals** – the global market for press items poses an array of organizational and strategic challenges to you in your day-to-day operations. Yet the very globalization of the press market opens up promising opportunities for you to gain and retain satisfied readers the world over.

**As your expert partner in the publishing sector**, DHL Global Mail offers you much more than the fast, 100% reliable shipment of press media you would already expect. We have devised sophisticated, full-service solutions specially geared to meeting all the complex requirements of your publishing business – including flexible solutions for your direct mail campaigns.

**It does not get any easier!** Your local contact takes care of all the details according to your specific needs. That leaves you free to devote more time to what you do best. And it gives you the reassurance that your publication will reach your readers swiftly, right across the globe.



# We know what you need. We deliver what you want.

In your business, you need solutions that are tailored to your own individual requirements. And a partner you can trust to know the ins and outs of your business as well as it does its own, right down to the very last detail.

**Always there for you.** As an expert service provider, we offer much more than extensive know-how in every aspect of press distribution and logistics. We also lend effective support to your day-to-day work with a range of integrated value-added services.

You are looking for successful concepts to spur the growth of your business. We will advise you on how to develop a market strategy that gets results. Furthermore, we can also join with you in masterminding and implementing professional direct marketing concepts for efficient subscriber acquisition and retention.

When it comes to dealing with your subscribers and your electronic data, you do not want to leave anything to chance! Let us take care of all the details – from subscriber support through address management all the way to response management.

Whether in pre-press, lettershop services or postal preparation – you expect your fulfilment management partner to provide a range of useful extras for your publishing business alongside the standard services. We offer just what you are looking for, flexibly tailored to your own special needs.

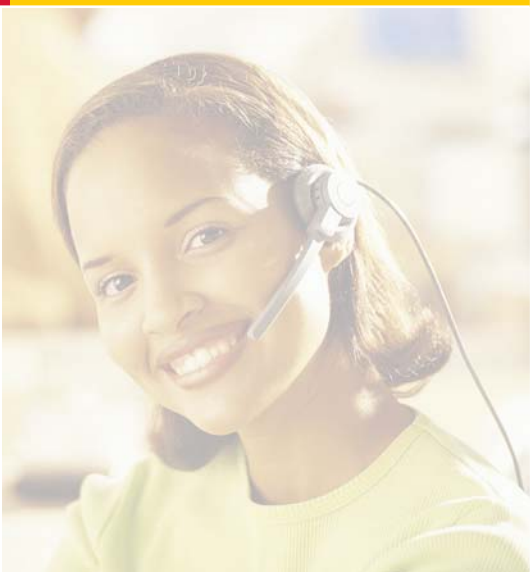
You want logistics to work like clockwork and all the different processes involved to interact with well-oiled precision. We will take care of it, not only ensuring the smooth delivery of your shipments but also taking charge of returns and response handling.

Quality, reliability and transparency are benchmarks for you and your partners. We could not agree more! That is why Global Mail is there for you every step of the way from acquiring new readers, through delivery of the magazines, to invoicing your subscribers.





Excel	Datel	Bearbeiter	
A	B	C	
Titel	Name	Surname	
1		Michael	
2	Mr	Armand	Alain
3	Mr	Cassetta	Pierre
4	Mr	Decons	Clark
5	Mr	Desmond	Steven
6	Mr	Fairhurst	Patrick
		Fourtin	Thoma



Business Development

Data Management

Fulfilment Management

Logistics Management

Payment Management

After-Sales Management

# Prime prospects of success.

When it comes to the multifaceted world of marketing, it is good to know you can count on a seasoned partner with a wealth of international expertise. Especially when you have set your sights on tapping new markets worldwide, attracting new readers and keeping your existing readership coming back for more.

**Strategy is key.** Before you can take new markets by storm and inspire new readers with your publication, it is important to get a hold on the situation: Who is my potential target audience? What opportunities does the market offer? Which cross- and upselling strategies offer prospects of success?

Questions which, thanks to our team's many years of international project experience, we can answer professionally and competently, backed up with 360° support.

**Go direct to your readers.** Whether it is about boosting loyalty to your publication among your existing readership or attracting new subscribers: Intelligent direct mail campaigns and response management based on your needs lay the foundation for your success. There is no question: Opting for the direct, personalized approach is by far the best way to go. Our specialists will be pleased to advise you on all aspects of your direct marketing campaign, making sure your message hits home with your target audience.

## Our solutions for the right market strategy at a glance.

- Market entry strategy
- Customer-winning strategy
- Identification of target group
- Reader profiling
- Cross-/upselling strategies
- Analysis of potential in specific markets
- Adaption of domestic marketing concepts

## Our solutions for effective direct marketing at a glance.

- Consultation services
- Analysis of markets and customers' goals
- Address procurement and hygiene
- Production (printing, lettershop services)
- Distribution *GLOBALMAIL DIRECT*
- Response processing
- Database management
- Success monitoring and optimization for follow-up activities



Excel	Datel	Bearbeiten			
	A	B	C		
	Titel	Name	Surname		
2	Mr	Armand	Michael		
3	Mr	Cassetta	Alain		
4	Mr	Decons	Pierre		
5	Mr	Desmond	Clark		
6	Mr	Fairhurst	Steven		
		Fourtin	Patrick		
			Thoma		



Business Development

Data Management

Fulfilment Management

Logistics Management

Payment Management

After-Sales Management

# You have come to the right address.

Correct addresses and satisfied readers are your most valuable asset. So when it comes to handling existing and newly acquired data, you should not take any chances.

**Technology you can trust.** You want to cut costs and make a good impression on your customers. Thanks to our state-of-the-art technology and years of experience, we can format and cleanse your data in such a way that it meets global requirements. Leave pre-sorting your data to us, and we will make sure your press items are correctly addressed. Plus, by eliminating duplicate entries, we guarantee your subscribers receive your newspaper or magazine only once.

**Making sure your addresses are worth more.** The advantages of efficient address and data management are plain to see. You not only make a good impression among both existing and potential customers, but also minimize coverage waste and reduce postage costs. For certain solutions we can assist in presorting the address file in the required order or address format.

## Our solutions for expert subscription management\* at a glance.

- Renewal management
- Data Management of existing subscribers – up-to-date formatting
- De-Duplication
- Preparation of new customer data for upload into your system
- Management reports: New subscribers, current subscriber activities, number of new subs
- Call center services for new subscribers
- Maintenance subscriber database

## Our solutions for smooth address and data management at a glance.

- Address Checking
  - Manage your addresses with professional address verification software, e.g. Address Doctor
- International Address Validation
  - Incorrect postal addresses are corrected and non-correctable addresses filtered out
- International Address Formatting
  - Matching existing addresses with a worldwide reference file, country-specific formatting
- Mover's Database Services
  - Verifies and updates address changes as a result of a move
- Data-output according to the rules of the respective national postal standards
- De-Duplication
  - Guarantees that each recipient receives your shipment only once
- Postage Cost Optimization (address pre-sorting)
  - Reduction in charges through automatic sorting of addresses to postcode areas
- Response handling
  - Electronic or manual response processing

\* Detailed information on subscription management services can be found on the attached Presseservice Güll insert.



Excel	Datel	Bearbeiter		
A	B	C		
Titel	Name	Surname		
1		Michael		
2	Mr	Armand	Alain	
3	Mr	Cassetta	Pierre	
4	Mr	Decons	Clark	
5	Mr	Desmond	Steven	
6	Mr	Fairhurst	Patrick	
		Fourtin	Thomas	



Business Development

Data Management

Fulfilment Management

Logistics Management

Payment Management

After-Sales Management

# Fulfilling our promises.

It is what we call one-stop service: DHL Global Mail makes sure your publication reaches your readers in great shape. We also provide you with every opportunity to save time and money on international distribution the sure, simple way.

**First impressions count.** A positive overall impression goes a long way in ensuring your customers see your publications and direct mail pieces in a favorable light. DHL Global Mail offers you a wealth of flexible, efficient lettershop and fulfilment solutions guaranteed to make readers smile and keep them loyal. Particularly professionally prepared mail pieces will improve the response rates to your direct mail campaign.

This way, we take the pressure off your in-house resources and prepare your publication for shipment swiftly and smoothly.

**The fast lane to international readers.** You want to reach your international readership even more rapidly. Direct Entry\* opens the way to reduced delivery times to the largest European countries and the USA. Just leave it all to DHL Global Mail: We sort and frank your consignment in line with the postal standards of the recipient country and feed your 'Local Look' magazine or periodical directly into the national post's distribution center. What is more, it is not just fast but also affordable.

## Our solutions for individual lettershop services at a glance.

- Printing
- Personalized carrier sheets
- Cutting, folding, creasing
- Enveloping
- Polywrapping
- Inserting

## Our solutions for postal preparation.

- Franking
- Manual sorting
- PPO registration service
- Bundling
- Palletizing, bagging

\* Detailed information on Direct Entry as well as our Mailhouse & Fulfilment Services can be found on the attached inserts.



# At the right place at the right time.

Our product *GLOBALMAIL PUBLICATION* delivers to your readers on time, every time – but our service does not stop there. We assist you by making sure that all your merchandise, returns and response handling processes run smoothly and efficiently.

**You set the pace.** Whether its newspapers, magazines, mailings or incentives, we pick up your shipments from your doorstep and take them to any place on earth – irrespective of whether it is transporting them to warehouses or delivering them to your subscribers. Of course, we will also keep you personally up to speed on how to save valuable time and money by using our constantly updated routing solutions. What do you have to do? Just tell us when you want us to deliver, and leave the rest to us.

**One-stop logistics.** One of your top priorities is efficient inventory management of your publications, printed matter and customer loyalty articles. Working in close cooperation with seasoned partners in the Deutsche Post World Net group, we draw on cutting-edge technology to orchestrate everything according to your individual needs. We ensure that your inventory is always documented on an up-to-date basis. Deliveries of magazines, newspapers and all other articles are checked on arrival and expertly stored. The same pinpoint accuracy is applied to documenting outgoing merchandise. Of course, we will also take care of all your needs when it comes to returns handling and management. Plus, we offer you tailored response management solutions guaranteed to convince you that you made the right choice.

## Transit Times – Our Service Levels for Globalmail Publication worldwide<sup>1</sup>

From Europe (Zone I-II) to	Zone I Western Europe	Zone II Rest of Europe	Zone III North America	Zone IV Japan, Australia, New Zealand	Zone V Rest of World
<b>Priority<sup>2</sup></b>	2–4 days	4 days	6 days	6 days	8 days
<b>Standard<sup>2</sup></b>	8 days	8 days	10 days	12 days	14 days
<b>Economy<sup>2</sup> (overseas)</b>			ca. 20 days	ca. 30 days	ca. 30 days

<sup>1</sup>Please see our Direct Entry insert for additional delivery times  
<sup>2</sup>Average delivery times, end-to-end

## Our smooth logistics management solutions at a glance.

- Local pick-up
- Consulting on optimal shipping solutions
- Cost-optimized routings
- Inventory management
- *GLOBALMAIL PARCEL* for distributing your incentives and merchandise
- Warehousing system for incentives, magazines & printed matter
- Response management (electronically, manually)
- Return management
- Pick and pack of back issues and incentives



Excel	Datel	Bearbeiter	
A	B	C	
Titel	Name	Surname	
2	Mr	Armand	Michael
3	Mr	Cassetta	Alain
4	Mr	Decons	Pierre
5	Mr	Desmond	Clark
6	Mr	Fairhurst	Steven
		Fourtin	Patrick
			Thoma



Business Development

Data Management

Fulfilment Management

Logistics Management

Payment Management

After-Sales Management

# More services to increase your value.

You can depend on extras that pay dividends. When it comes to payment and after-sales management, we'll not only take care of accurate and professional invoicing of your international subscribers, but can also maintain ongoing contact with your readers on your behalf.

**As trustworthy as tried-and-tested.** Managing payments for international subscriptions takes up too much of your time and effort. We will take care of your invoicing and offer you complete payments handling including accounts receivable functions and reminder management.

**Always there to listen.** You want to be on call for your readers at any time. The excellently trained, multilingual call center staff of our subsidiary Presseservice Güll\* are always there for them – available in line with international standards. Our optimal IT setup is your guarantee of first-rate subscriber support. It lets us selectively cater to subscribers' individual needs and manage their data accordingly.

## Our reliable payment management solutions.

- Invoicing
- Payments handling
- Accounts receivable functions
- Reminder management

## Our subscriber-friendly after-sales management solutions.

- Call centers with state-of-the-art ACD (Automatic Call Distribution) facilities
- Follow-up call management for renewal of subscriptions
- Multilingual subscriber support

\* Detailed information on Presseservice Güll can be found on the attached inserts.



# What can we do for you? Let us talk about it.

**Flexibility and quality.** Two essential ingredients that express our aspiration to provide you with the exact solutions you need for your own success and the success of your business. But how might that look in detail? We invite you to take time and talk to one of our local consultants. If finding the ideal solution that fits your individual requirements perfectly is your first priority, then we should be your next.

**Further details.** Additional in-depth details of our publishing solutions can be found on the attached information inserts.

**Requests, questions, suggestions?**

Your personal consultant is looking forward to hearing from you.

Service number

Tel.: 00800/13 45 62 45

Monday–Friday: 8.30 am–6.00 pm  
(accessible from most European countries)

[www.dhl-globalmail.com](http://www.dhl-globalmail.com)



# Presseservice Güll: One-stop international publication distribution.

Your partner for satisfied subscribers, worldwide.

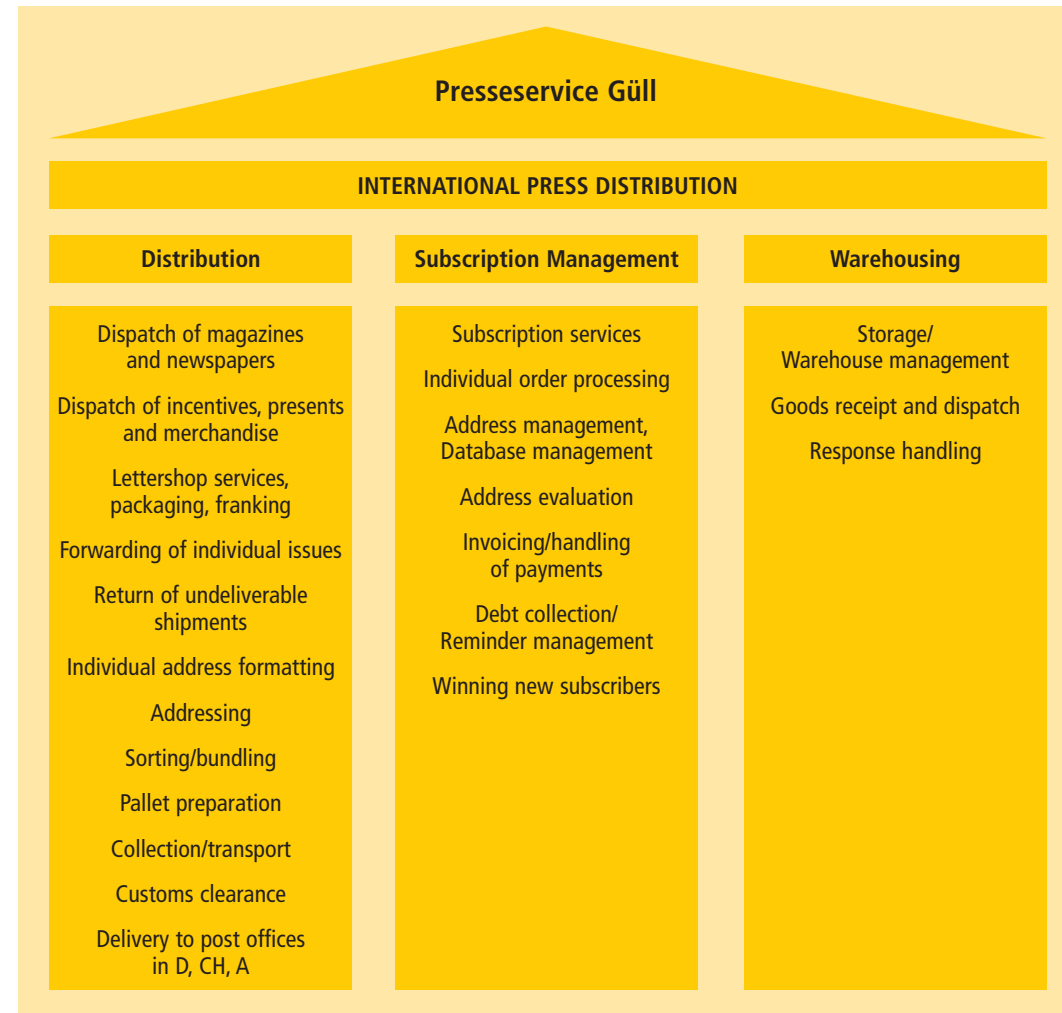
Mailing subscription magazines internationally is an important branch of business for all of today's major publishing houses. In order to take advantage of synergies in this area, DHL Global Mail has for years been a business partner of Presseservice Güll, itself part of Deutsche Post World Net. As a leading international service provider for the publishing sector, Presseservice Güll, with its three business units Distribution, Subscription Management and Warehousing, is well positioned to offer you solutions tailored to all your international logistics requirements, large or small.

## Presseservice Güll's services at a glance:

- Ongoing market surveillance to ensure high-performance offerings in line with today's business requirements
- An ideal, strategic location – the Switzerland/Germany/Austria triangle – for a company in the international distribution business
- Many years of close cooperation with postal operators in Switzerland, Germany and Austria
- First-class distribution logistics with unlimited access to global networks
- Intensive subscription management based on well-trained employees and a state-of-the-art infrastructure
- Systematic, end-to-end merchandising services

## Our business units: Full-service under one roof.

We offer services that go far beyond ordinary shipping and logistics services. They range from IT services through warehousing and finishing all the way to value-added services such as transport, customs clearance and returns processing.



## Distribution – the simple, swift, cost-saving way.

- Worldwide distribution of print media at economical rates thanks to long-standing international business relationships with local postal operators as well as to DHL Global Mail's express logistics network
- A wide range of prime publication distribution options
- Comprehensive lettershop services, packaging, franking
- Dispatch of incentives and merchandise
- Response handling and returns of incomplete deliveries
- Individual (e.g. country-specific) addressing and address printing (inkjet or Cheshire)
- Optimized mail sorting, dispatch-ready bundling, pallet preparation for transportation
- Completion of all customs formalities
- Delivery to the appropriate post offices in Germany, Austria, Switzerland

## Subscription Management – professional and customer-focused.

- Our sophisticated IT infrastructure, call center as well as the expertise of a well-trained international team open the way to optimum availability in line with international standards
- Services tailored to individual requirements
- Telephone support for subscribers and readers
- Individual order processing
- Address and database management, including a change of address service
- Management of invoicing and all incoming payment procedures, as well as debt collection and reminder management
- Compilation of advertising and financial statistics
- Extensive know-how in the area of international telephone marketing
- Professional implementation of direct marketing measures, mailing campaigns and international advertising responses
- Individually catering to potential customers and supporting a wide variety of subscribers in line with personal requirements thanks to smart, flexible system solutions

## Warehousing – everything at the right place at the right time.

- Joint definition of specific logistics needs
- Development of a comprehensive logistics concept individually tailored to daily business, customer and distribution requirements
- Product-specific storage and expert warehouse management
- Up-to-date electronic documentation of inventory
- Continuous merchandise tracking
- Accurate quality control and storage following delivery of merchandise
- Thorough logging of merchandise sent
- Responsibility for the complete processing and management of returned merchandise

## Special solutions: More service for more mailings.

- High volume of goods sent directly and with minimum effort to international subscribers in the recipient countries
- Flexible, cost-effective, one-stop-shopping concept
- Preparing address data with a view to efficient, cost-effective delivery through presorting in line with recipient country requirements
- Country-specific address format ensures mail has a familiar, local look



# DHL Global Mail. Fulfilling all expectations.

Data, lettershop services, fulfilment and storage – dedicated full-service mail communications under one roof.

We have a reputation for quality and professionalism that is envied around the world. Yet delivering mail to the ends of the earth is not the end of the story. We also offer a comprehensive, professional range of lettershop and fulfilment services from a single source.

**What is in it for you?** Quite simply less stress, lower costs and more time to devote to what you do best, plus the option of seamless integration into our worldwide postal network. You benefit from one flawless operation, providing a highly professional service tailored to your needs. Whether it is de-duplicating, cleansing your addresses, personalization, special folds or hand insertions – we have the technology and experience it takes to deliver an expertly finished product to your customers.

**Every job is unique.** From the moment you brief us, you are appointed an experienced Account Manager who will be personally responsible for the quality control of your job at every stage. His or her close interaction with the different departments involved ensures smooth coordination and accuracy throughout – it is all part of the service!



As your direct point of contact at DHL Global Mail, your Account Manager will work with you throughout your mailing project. It means you have instant access to someone who not only knows as much, but also cares as much, about your mailing project as you do.

**How can we fulfil your every need?** Our flexible range of services gives you the freedom to pick and choose just what you require for every job. Safe in the knowledge that the professional Account Manager responsible is actioning your job and checking quality, step by step.

### Delivering results right from the start.

Take advantage of our free data audit service and see how our technology and expertise can reduce your costs and increase your revenue from day 1 of your campaign.

#### 1. Cleansing and address verification

Reduce the overall cost of postage and increase the speed of delivery to your customers by letting us cleanse and format your data. We can manage your data to meet the requirements of 240 countries and regions.

#### 2. Formatting and sortation

Leave pre-sorting your data to us and you can benefit from the discounted postal rates offered by Direct Entry solutions and bulk mail prod-

ucts. Presenting your mailing in a professional manner, addressed in the correct format for the country concerned, will also enhance your customer's perception of your company.

#### 3. Data coding

Improve your return on investment and streamline future campaigns by accurately tracking response to your mailing through data coding.

#### 4. De-duplication, merge and purge

Use our single or multiple file de-duplications to avoid wastage by making sure your customers receive only one mailing.

### The quick, effortless way to increase response.

Everyone knows that high-caliber presentation of mail and well-applied use of personalization increase response. But setting up the necessary processes takes time and effort, and that can drain your internal print resources. Happily, DHL Global Mail offers the perfect solution:

#### 1. Mail merge and laser printing

With a capacity to print over 60,000 A4 images per day, we offer fast turnaround on mail merging and laser printing letters, either simplex or duplex.

#### 2. Inkjet printing

By making full use of our inkjet facilities, you can quickly and cost-effectively add up to nine

lines of personalization to any of your items, as well as adding a code to track response.

#### 3. Address carriers

When mailing periodicals, we can print your address carrier with the relevant postal indicia, your own logos and return address. Creative marketing messages or graphics applied to the front and reverse of your carrier will boost the impact of your message and generate additional revenue.

#### 4. Stationery supply

We can help you make significant savings on all your print requirements, from stationery to brochures and envelopes as well as anything in between.

### First impressions count.

The overall look and quality of your job is paramount to us. DHL Global Mail has put everything in place to not only do the job well, but also in the least possible time.

#### 1. Folding and enclosing

Speed and efficiency on our side translate into cost savings on yours. Our investment in folding and insertion machinery allows shorter turnaround times. Plus, we can work with all different sizes and formats of paper, enclosing up to six items, so your mailing is received in the way it was intended.

#### 2. Polywrapping

The fastest, most cost-effective solution for wrapping periodicals and catalogues, polywrapping can also remove the need for an address label through the use of a pre-printed postage indicia and online address printing, thus reducing your costs still further. Our machines have the capability to wrap from A5 to oversized A3 as well as handle multiple insertions.

You can use our own stock or let us negotiate an order for your own tailor-made film. Either way, you benefit from our high-volume buying power.

#### 3. Hand fulfilment

Sometimes, highly creative, high-impact campaigns fail to see the light of day because they cannot be fulfilled mechanically. Not so with DHL Global Mail. You can trust our seasoned team to hand-fulfil and match every item accurately. Hand insertion brings benefits if you want to

- use page-specific inserts,
- insert promotional items such as a CD or a pen,
- use response fulfilment against individual picking lists,
- hand-stamp your mailing for extra impact,
- affix postage stamps to lend a personal feel or
- send out a low-volume mailing.

## Your goods in safe hands.

Why lose time, money and control by moving your campaign materials from one supplier to another when DHL Global Mail's extensive onsite storage facilities give you immediate access to your materials and goods? Here are some sound reasons for choosing our storage solutions:

### 1. Security

Our storage facilities are monitored by CCTV 24 hours a day.

### 2. Peace of mind

On receipt of your goods, your stock will be thoroughly checked against your consignment note prior to being stored.

### 3. Stay informed

Just say the word and we will supply you with regular stock counts, as well as additional documentation if required.

### 4. Keep costs low

We can provide collection and delivery of stock internationally, either via our own transport or through a range of couriers.

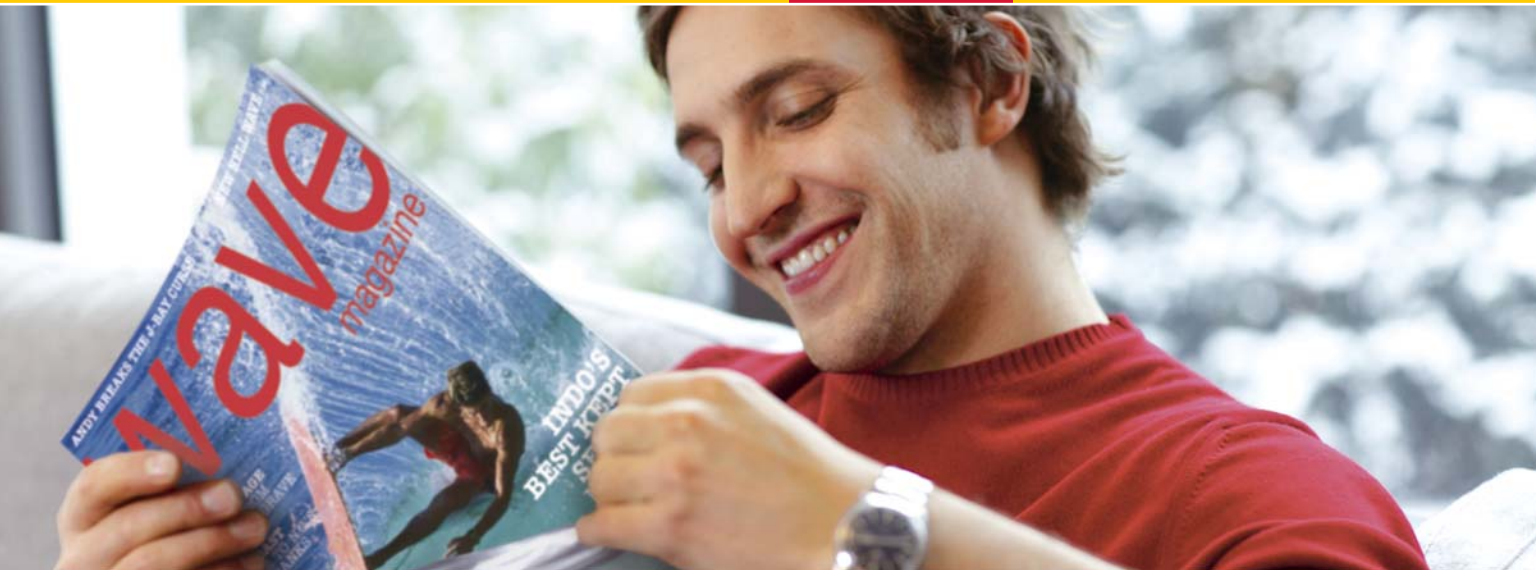
## What our customers say:

"For over a year DHL Global Mail has managed every stage of the preparation and dispatch of our direct mail campaigns. We have always found their service to be both professional and of the highest quality and have benefited from their ability to provide a service tailored to our requirements. Where we have had an issue or problem that needed resolving they have always provided the solution."

**Michael Myers**  
Membership Marketing Director – Europe  
Interval International

"I have built up an excellent relationship with the Account Management team at DHL Global Mail and can rely on them to ensure our mailings run to plan. DHL Global Mail's ability to manage every aspect of our mailings in-house has also resulted in a faster turnaround of our jobs, which is crucial to our conference business."

**Peter Nussey**  
Marketing Director  
Ark Group



# Direct Entry. The fastest connection to your international readers.

The flexible delivery solution for distributing international publications.

**Direct Entry is the state-of-the-art solution for distributing your international publications.** We determine the most effective way to ship, while keeping in mind that different countries have different regulations when it comes to sorting requirements, minimum volumes and allowable advertising content.

**It is the fastest way to go.** Thanks to Direct Entry, you will benefit from especially expedited delivery times for your publication mailings. Following a presorting process carried out by DHL Global Mail onsite experts or yourself, your newspapers or magazines are fed directly into the national postal distribution network of the destination country.

**Save time and effort.** We not only negotiate the best terms for you with the postal operators in each of your destination countries, but also meet all your paperwork, registration and customs clearance needs. Let us take care of the elaborate preparation, transport and delivery, leaving you to take care of what you do best.



**Make a good impression** by going for the “local look” when packaging your internationally addressed newspapers and magazines. The advantage? Highlighting your local presence and giving readers an even higher level of confidence in your publication.

With Direct Entry, you enjoy all the benefits of DHL Global Mail’s first-class international connections and reliable cooperation partnerships. It is your gateway to local presence in a host of major international markets.

### The advantages of Direct Entry:

- Expedited delivery times
- Greater customer confidence thanks to the "local look"
- Attractive terms
- Tailored distribution solutions
- Sortation and preparation services
- Access to the largest markets
- Handling of paperwork, registration requirements and customs clearance

### Direct Entry – country-specific information at a glance:

Direct Entry insert	Transit Times <sup>1</sup>	Minimum volume per shipment	Minimum frequency per year	Minimum editorial content
 Austria	J + 1–2	1000 <sup>2</sup>	quarterly	51%
 Belgium	J + 1–2	1000 <sup>3</sup>	quarterly	30%
 France	J + 1–4 <sup>4</sup>	100	quarterly	34%
 Germany	J + 1–2	1000 <sup>5</sup>	quarterly	30% <sup>6</sup>
 Italy	J + 5	100 <sup>7</sup>	2x a year	30%
 Netherlands	J + 1–2	250	quarterly	20%
 Spain	J + 1–2	100	quarterly	30%
 Switzerland	J + 1–3	no minimum	quarterly	15%
 United Kingdom	J + 1–3	1000 <sup>8</sup>	2x a year/quarterly <sup>9</sup>	17%
 USA	J + 5–8	no minimum	quarterly	25%

<sup>1</sup> Average transit times (days). J = date of delivery to destination country postal operator

<sup>2</sup> It is possible to send less than 1000 items, but pay for 1000 items.

<sup>3</sup> Standard service: no minimum. Discounted service: 1000 piece minimum.

<sup>4</sup> Priority service: J + 1–2 day delivery. Economy Service: J + 3–4 day delivery

<sup>5</sup> **PREFERRED PERIODICAL**: no minimum. **STANDARD PERIODICAL**: 1000 items minimum

<sup>6</sup> **PREFERRED PERIODICAL**: 30% minimum editorial content. **STANDARD PERIODICAL**: no minimum editorial content.

<sup>7</sup> No minimum, but rates are based on a price per 100.

<sup>8</sup> It is possible to send less than 1000 items, but pay for 1000 items.

<sup>9</sup> Press Stream 2: 2x per year minimum. Press Stream 1: 4x per year minimum

# Flexible logistics and end-to-end service for your readers in Germany.

There are as many publications as there are viewpoints – and we have the numbers to prove it: Some 2.2 billion newspapers and magazines are being delivered by us annually throughout Germany.

### The perfect solution.

Daily newspapers, general interest magazines, trade journals, employee newsletters, stories or company magazines – the range is as broad as readers' interests. Some like to be kept

informed, others like to be entertained. Our different delivery options ensure the ideal solution for every publication.

### At the perfect pace.

How fast should it get there? Some news is so critical, it needs to reach its readers hot off the press the very same day. Other information can take its time. Three transport networks ensure your delivery arrives when it needs to: in two days, in one, or even the same day we accept the posting within Germany. We deliver the latest news, information, press releases and entertainment to your readers throughout Germany – right on time.

#### Two ways to call it:

- PREFERRED PERIODICAL**
- STANDARD PERIODICAL**

#### Three ways to carry it:

- Second-day service (priority handling)
- Next-day service (the overnight option)
- Same-day service (upon delivery to one of our offices within the key region)

# Preferred Periodical: All the facts for Germany at a glance.

## Preferred Periodical. Requirements to be met by contents:

- 30% of the contents are editorial contributions that contain no business advertising.
- Purpose of the publication must be to spread information on daily events, contemporary issues or special issues
- Diversity and content of the contributions, their public and continuous nature characterize the contents of the newspaper or magazine

## Preferred Periodical. Formal requirements:

- Publication cycle at least once a quarter
- Min. format 9 x 14 cm; max. format 25 x 35.3 cm (B4)
- Max. weight 1000 g
- In general: distribution by paid subscription
- No minimum quantities

## Types of Preferred Periodical:

- Business to Consumer Magazines
- Trade, Medical and Academic Journals
- Daily and weekly newspapers

# Standard Periodical: All the facts for Germany at a glance.

## Standard Periodical. Requirements to be met by contents:

- The purpose of publication must be to spread information or entertain the general public.
- Brochures, advertising mail or order catalogues are not classified as *STANDARD PERIODICAL*.

## Standard Periodical. Formal requirements:

- Publication cycle at least once a quarter
- Min. format 9 x 14 cm; max. format 25 x 35.3 cm (B4)
- Max. weight 1000 g
- Distribution by paid subscription not necessary
- Minimum quantity: 1000 items

## Types of Standard Periodicals:

- Customer magazines
- Staff newspapers, company newspapers, in-house magazines
- Comics, puzzle magazines, travel magazines
- User magazines

Service number

Tel.: 00800/13 45 62 45

Monday–Friday: 8.30 am–6.00 pm  
(accessible from most European countries)

[www.dhl-globalmail.com](http://www.dhl-globalmail.com)

## Rates at a glance: Standard Periodical and Preferred Periodical for destination Germany.

<i>STANDARD PERIODICAL</i> (per item)		<i>PREFERRED PERIODICAL</i> – monthlies (per item)
Weight (g)	Cent	Weight (g)
50	48.01	50
100	51.47	100
150	54.94	150
200	58.40	200
250	61.86	250
300	65.33	300
350	68.78	350
400	72.26	400
450	75.72	450
500	79.18	500
550	82.64	550
600	86.11	600
650	89.59	650
700	93.04	700
750	96.50	750
800	99.97	800
850	103.44	850
900	106.90	900
950	110.36	950
1000	113.83	1000

## Bonus services to boost your circulation in Germany.

**PROMOTIONAL DISPATCH** – a great way to draw attention to your publication. Want to attract new readers by sending them free samples of your publication? Then our *PROMOTIONAL DISPATCH* sampling service (*WERBEVERSAND*) is the most effective solution. From as few as 1000 copies, you can save up to 37% on regular shipping costs. It goes without saying that you choose the time and frequency of your shipments. *PROMOTIONAL DISPATCH* allows you to send copies of the regular issue or a special edition with reduced content of your *PREFERRED PERIODICAL*.

**ADRESSUPDATE** makes sure your magazine moves with your readers! Manually reviewing and sorting address labels is a thing of the past.

Our new process for electronically updating your customers' addresses is much faster and more reliable. Tried-and-trusted assessment technology coupled with a fast, dependable data transmission system lets you reach your readers at their new addresses faster than ever before.

With **MANAGER PRESSE DISTRIBUTION**, postal preparation and dispatch of the products *STANDARD PERIODICAL* and *PREFERRED PERIODICAL* becomes child's play. From the determination of the newspaper reference number to the import of addresses through to the calculation of the optimal postage including all documents needed for posting and processing, this software is your one-stop source.