



Solutions for publishers and media.
More time to focus on your core business.

Excellence delivered.

SWISS POST 



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Contents

Perfect teamwork	Page 4
Product portfolio	Page 5
User market	Page 6
Production	Page 9
Distribution	Page 10

Swiss Post. We support you wherever you need us.
 Whether you need carefully coordinated offers or customized all-in solutions:
 Swiss Post can offer you professional support in the various areas of your industry.



“Focusing on your core business will allow you to significantly increase the benefit to customers and create a lasting competitive advantage.”

Perfect teamwork: You focus on your core business. We take care of the rest.

The world of publishing and media moves at an exceptionally fast pace. You know that. And so do we.

It is therefore important to your success that you focus on your journalistic activities. Well-researched content and information are your greatest asset. However, if your publications are to reach your readers without a hitch, perfection is also required in a whole host of other areas. Publishers are only too aware that a flawless production process and perfectly coordinated distribution logistics are indispensable. Your publications need to be produced as efficiently and inexpensively as possible before being distributed to your readers via the appropriate channels.

When launching a new product, the need for professional solutions is even greater still. To successfully establish your publication, you must have extensive knowledge of the reader market ahead of time and access to forward-looking marketing tools.

With Swiss Post at your side, you will have no difficulty rising to these challenges. Our publishing sector experts are familiar with your industry, the international market and the target groups. Our solutions take the pressure off you, allowing more time for your core business – and in turn, improving the standard of service for your customers.

Swiss Post will help you maximize your added value.





Product portfolio: Successfully launch new publications and establish them on the market.

You have an idea for a new publication. To help you reach a wide audience when launching the product, we provide you with in-depth knowledge of the reader market in advance. Whether you are launching a printed product for the first time or relaunching an existing one, our excellent market knowledge means that we can offer you the support you need across the entire reader market and in the relevant logistics fields. We will compile feasibility studies, marketing plans and budget calculations for printing and distribution on your behalf.



“Acquiring and retaining customers over the long term means creating added value that sets you apart from the competition.”

User market: Find new customers and retain them over the long term.

Make use of our specialists' expertise. With Swiss Post at your side, you will benefit from a wealth of specialist knowledge in the fields of marketing, distribution, CRM, dialogue marketing and direct marketing. With our help, you can win new readers and retain them over the long term.

Develop in-depth customer knowledge

When competing for readers, focus on the success factor: customized customer management. Thanks to our target group marketing, we can identify and assess potential new customers for you using target-group-specific criteria, or enhance existing customer data with important information. This will ensure your customer database is in perfect condition for future marketing activities and target-oriented customer acquisition.

Acquire customers successfully

Professional direct marketing is part of our day-to-day business. We will help you acquire customers using tried-and-tested dialogue solutions as well as a wide range of products and services. We know how and when you can reach your target group most effectively – from dispatch planning, including address procurement and streamlining, to dispatch and response management. Your measures are implemented in full and with a view to achieving success.

For the purpose of customer acquisition, we also offer professional telemarketing services that allow us to address the needs of potential and existing customers in a targeted manner. The high degree of efficiency and low costs associated with this form of communication make it particularly attractive.

Ensure higher response rates

Increase interest in your mailings. Swiss Post's host of special solutions and additional services will attract readers' attention to your mailings. Whether it is mailings for specific target groups, innovative franking solutions or distinctive packaging, successful communication begins with the first impression.

Achieve success by approaching the reader

Whether at public exhibitions or in shopping centres, our field marketing activities enable us to keep our finger on the readers' pulse. We come into contact with potential readers on location and create each sales pitch on an individual basis. Our goal is always to acquire new customers for you.





Increase your market presence on a global scale

Counteract the declining trend in subscriptions and take a new approach to customer acquisition with our help. We will find new readers for you via our online platform, Press Shop International. Not only worldwide, but also entirely risk-free. You benefit from an advertising and sales drive that only incurs costs once success has been achieved. Each month, around one million potential readers will come into contact with your publication via Press Shop International. Find out more at www.swisspost.com/press-shop.

Retain customers over the long term

You can count on us for the perfect reader service. We handle orders, changes, cancellations, competitions and your customers' personal needs in a professional and obliging manner – just as if they were our own.

To ensure the best possible service, we offer a range of simple contact methods, including telephone, e-mail, text message, fax and letter mail.

In addition, our state-of-the-art CRM system will help you understand your customers' behaviour. Swiss Post will help you to actively shape customer relationships and offer services to meet customers' needs where their interests and purchasing power coincide.

The advantages for you:

- Lasting positive contribution to the company's success thanks to successful customer acquisition and long-term customer retention.
- Prospects of additional turnover thanks to efficient cross/up-selling.
- Increased customer loyalty and stronger brand thanks to individual customer service.
- Greater success rate for your mailings thanks to our innovative direct marketing solutions and minimal waste circulation.

“These days, casting a critical eye on your planning measures and optimizing internal and external processes are all part of day-to-day business.”

Promote sales through professional newsstand marketing

Attract readers to your publication at the newsstand. Despite the large number of existing titles, Swiss Post will find a special place for your publication thanks to targeted promotions at the point of sale. Our specially trained newsstand field staff provide points of sale with a comprehensive service and take care of your placement requests. This way, we can guarantee that your publication will always be placed in the right spot.

The advantages for you:

- Increased sales by activating points of sale with trained staff.
- Improved distribution thanks to regular assessments of the performance of the various points of sale.
- Ideal product placement thanks to individual improvements to presentation.

Lend the professional touch to merchandising

Put your trust in the all-round carefree package for merchandising and premiums handling. Whether you are looking for an order service, comprehensive logistics or even payment collection, our fulfilment solutions will provide you with everything you need from a single source. What is more, you will benefit from our active synergy leverage and top-quality service to guarantee complete customer satisfaction.

Another plus point: you can take advantage of our special expertise in manual and automated dispatch production – irrespective of the volume and frequency of the consignments.





Production: Rely on perfect organization.

Reduce logistics costs by using the best possible production site

Swiss Post will be happy to advise you on printing locations and will find the best solution for your distribution logistics. We will take charge of coordinating the distribution of all copies – from the ramp to the reader. We are also on hand to offer reliable advice on printing matters.

Save time by using the right printing procedure

Deliver your publications quickly to the reader. Decentralized digital printing allows you to reduce the time advantage of electronic media. With the help of our integrated production and distribution solution, your daily newspapers will reach readers – hot off the press – on the day of issue. Worldwide.

Prepare the shipment efficiently

We take care of everything required to dispatch your publications as they come off the press. Delegate your lettershop work to a partner who knows the score down to the last detail and who commands the necessary resources to ensure perfect processing and handling.

We are packing pros: Depending on the type of publication and your requirements, we will pack your publication in accordance with your wishes. We handle inserts, personalise data and prepare single as well as bulk copies packages for national and international distribution, with correctly placed recipient and sender addresses, along with your company logo if required, and with the correct postage paid impression.

In the same professional and careful manner, we also prepare bulk packages for delivery to newsstands. You do not need to worry about creating dispatch lists or waybills either. You can always rest assured that everything will run smoothly.

The advantages for you:

- Increased efficiency thanks to an integrated production and distribution solution.
- No more laborious, resource-intensive dispatch preparation.
- Improved image by guaranteeing consistently high quality.

“The topicality of a publication is particularly important to the reader. As such, precise planning and efficient organization are essential for global distribution.”

Distribution: Know the right time and place for your publications.

The worldwide distribution of newspapers and magazines calls for comprehensive knowledge of your target markets, as well as an ability to act locally. Swiss Post acts as a liaison between you and your international readers.

Increased delivery speed

Offer your readers the greatest asset of a publication: topicality. Tailored to your specific needs, our dispatch solutions will deliver your printed product anywhere in the world. Whether you are looking for a fast or cost-effective option, Swiss Post will put together a dispatch solution tailored to your individual requirements.

Seamless coordination of collection, transport and customs clearance

Entrust us with the logistics and administrative tasks surrounding the forwarding of your publications. Regardless of the size of your consignment, Swiss Post will advise and support you in all matters: from collection through to transport, customs clearance and delivery. Whether you require us to make overnight or direct transports from the printer to the destination country, we will undertake the task in hand professionally and reliably.

Make readers happy by providing back issues

It is often the little things that make the biggest impression on customers – receiving a missed out, past issue of a favourite publication, for example. We fulfil back issue orders promptly and diligently, helping you project yourself as a customer-friendly publisher.

Guarantee impeccable quality with a replacement copies service

Your subscribers expect their copies to be delivered in immaculate condition. However, should something go awry, Swiss Post immediately provides the customer with a replacement copy on your behalf, thus guaranteeing complete customer satisfaction.

Process returns efficiently

Every mailing generates returns, even when using carefully updated address files. Leave the management of returns to us. We process returns quickly and directly and will update your addresses in no time.

The perfect handling of international newsstand distribution

The work involved in international newsstand distribution is time-consuming and demanding. Our complete solutions combine the various task areas perfectly for you.

In close collaboration with our long-standing importers abroad, we can draw up a proposal for the distribution as well as the quantities to be ordered, put together a transport plan and export your publication quickly and efficiently. By holding regular discussions with the importer, we can provide you with additional up-to-date information on market trends, ordered quantities, remissions and sales outlets for your title – just as if you were there yourself.

In addition to traditional newsstand distribution, we also have access to alternative distribution channels such as airports, hotels and trade fairs, which will bring you closer to your customers around the world.

The advantages for you:

- Punctual delivery worldwide thanks to tried-and-tested dispatch and distribution solutions.
- Innovative solutions for optimum quality and reliability.
- Greater presence worldwide thanks to a wide range of distribution channels.
- No more administrative tasks to complete with regard to customs clearance and forwarding.

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