

YOUR SUCCESS IN GERMANY – PRESS SERVICES



Your subscriber in Germany deserves the best service – and so do you. Trust Deutsche Post with the delivery of your newspapers, magazines and other publications, and profit from our local know-how and excellent reputation.

Your news is only news when it's new. That's why you need a strong partner who can ensure swift and accurate delivery of your publications. With Deutsche Post **the** postal service for Germany, we also offer sorting services and state-of-the-art tools to update and correct your subscribers' addresses. With DHL Global Mail being a part of Deutsche Post DHL, your benefits are maximum convenience and cost-effectiveness at minimum transit times.

Press distribution solutions for Germany at a glance:

Preferred Periodical ¹	Standard Periodical ²	Promotional Dispatch ³	Wrapper-packed Newspaper ⁴
<ul style="list-style-type: none"> – Cost-effective dispatch – Ideal for newspapers, magazines and inserts – Fast and reliable 	<ul style="list-style-type: none"> – Dispatch of corporate press items – Newsletters, customer or staff magazines – Benefit from the brand recognition and image of Deutsche Post 	<ul style="list-style-type: none"> – Targeted and economical shipment – Ideal for low-volume material – Attract new readers with sample copies etc. 	<ul style="list-style-type: none"> – Easy handling (no dispatch lists required) – Next-day delivery – Redirection and return

German product name: ¹POSTVERTRIEBSSTÜCK; ²PRESSESENDUNG; ³WERBEVERSAND; ⁴STREIFBANDZEITUNG



MORE SERVICE, MORE PROFITABILITY

Success in the competitive magazine and newspaper market calls for best-possible cost control and productivity. DHL Global Mail offers a range of targeted value-added services that enable you to boost efficiency. Take advantage of our solutions such as address management, subscription management and warehousing to free up in-house capacity and streamline operations.

From consulting to complete handling, we are at your side every step of the way:

- Extensive dispatch support
- Address management
- Database management
- Sorting and franking
- State-of-the-art software solutions
- Online support
- End-to-end handling

Best-practice example:

Customer request: A publishing company needs to dispatch a monthly customer magazine to subscribers in Germany and to raise interest among prospects.

Our solution: To send the monthly customer magazine to subscribers in Germany we offer our preferred periodicals product (“Postvertriebsstück”). In combination with preferred periodicals, our promotional dispatch (“Werbeversand”) enables the customers to acquire new subscribers by sending sample copies of the customer magazine to potential customers in Germany.

Customer benefit: Quality of domestic distribution network of Deutsche Post; fast transit times; guaranteed delivery times; cost-effective method to win over new readers.

