



Gain international presence

**ASENDIA**  
BY LA POSTE & SWISS POST

# publications

**Empowering** your business  
to grow across borders  
with our **mail** &  
e-commerce solutions

[www.asendia.com](http://www.asendia.com)



THE WORLD IS  
YOUR ADDRESS





**17**  
**COUNTRIES**  
with a local  
Asendia presence

**> 1,500**  
**EMPLOYEES**

**> 200**  
**DESTINATIONS**

# WE SUPPORT YOUR BUSINESS AS IT FLOURISHES INTERNATIONALLY

As our world becomes increasingly connected, choosing the right partner to help meet logistical and technological challenges is vitally important for building international relationships and winning potential customers, businesses and new reader markets.

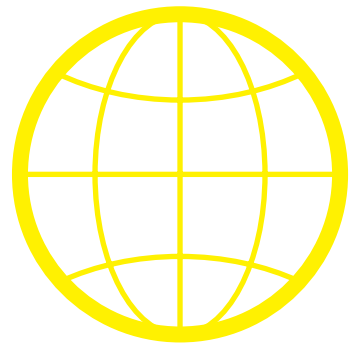
Formed in 2012 as a joint venture between La Poste and Swiss Post, Asendia is one of the world's leading international mail and goods shipping providers, offering a diverse range of services aimed at empowering your business.

Our vision is to make global e-commerce easy and reliable, all around the world.





publications  
business mail  
marketing mail  
e-commerce



We're your global  
partner for e-commerce  
& mail

**At Asendia, we're here to help you with all your mailing and e-commerce needs. With our experience and expertise in shipping and distribution, you can count on us to provide swift, efficient and reliable services, whenever and wherever your organization needs it.**

Find out how we can help you meet your customers' expectations and grow your business with our leading industry advice and global range of e-commerce and printed mail solutions.





Expand worldwide

# publications



Publisher's Product  
Portfolio



Reader and  
User Market



Advertising  
Development



Content



Production



Distribution

Extend your  
market with  
our dedicated  
services for  
cross-border  
distribution  
& management  
of publications.



**As a full-service international press distributor to over 200 destinations across the globe, we're the ideal partner for magazine, newspaper and contract publishers.**

**Simply choose your required level of service - from delivery to subscription management of weekly or monthly publications, to one-off orders and bulk deliveries direct to consumers, all the way to retail outlets - we're here to meet your needs.**

Hear what our customers are saying:

*« In our view, Asendia stands out from competitors in its professional customer-focused approach, the flexibility it can provide, and the personal touch it gives »*

## Benefits

**We're renowned for the efficient worldwide distribution of our customers' publications directly to their readers or to points of sales.**

**But more than this, we offer a complete range of additional services, answering many of our customers concerns, including:**

- Improving focus levels on core business activities and key tasks, by outsourcing other functions such as preparation, dispatch and other items.
- Optimising cross-border distribution to readers all around the world, thanks to cost and operational efficiencies.
- Delivering faster with our Priority service, ideal for daily or weekly delivery.
- Controlling costs through our Economy service, perfect for monthly or quarterly publications.

- Finding individual solutions to satisfy particular needs through modular options and services.
- Helping increase reader base and improving management.
- Increasing reader satisfaction through prompt and reliable international delivery.
- Avoiding unnecessary expenses by ensuring subscriber addresses are up to date through pro-active notification of undeliverable items.
- Offering the cost benefits of one integrated supplier.





Discover our value chain



## Publisher's product portfolio

For your international activities, we can advise you on **Market Planning** (such as which titles to offer in which countries) and **Distribution Planning**, including which sales and distribution channels to choose for each title, pricing levels, quantities and marketing activities.



## Reader and user market

Through a range of direct marketing channels we can help you win new subscribers, optimise your newsstand sales and increase your readership.

### Marketing Mail

#### Business Mail

#### Response Management

- Response Handling
- Response Mail

#### Other Reader and User Market Services

- Online Shops
- Newsstand Marketing
- Touchpoint Marketing
- Telemarketing
- Field Marketing
- Press Catalogue
- Subscription Management
- Customer Service



## Advertising market

We can help you win new advertisers, both media space buyers and lineage advertisements.

### Marketing Mail

#### Business Mail

#### Response Management

- Response Handling
- Response Mail

#### Other Advertising Development Services

- Telemarketing



## Creation of content

This is your area of expertise! Nevertheless, we are here to support you in all the complementary steps of your business development.



## Production

Our production solutions include print services, shipping preparation (for single, multiple, bulk copies, newsstands or special deliveries), warehousing and fulfilment (for back issues, replacement copies, premiums and merchandise.)

### Print Services

- Marketing Mail (for your direct marketing campaigns)
- Business Mail (for your invoices, renewal notices and any other business correspondence)
- Newspapers (decentralised printing)

### Preparation Services

- Address Data Processing
- Address Data Services
- Postage Optimisation
- Address Cleaning Services
- Lettershop Services

### Warehousing and Fulfilment Press

- Back Issue Service
- Replacement Copies
- Merchandising
- Pick and Pack



## Distribution

As a joint venture between two leading global postal operators, distribution is part of our DNA, making us the ideal partner for the distribution of your publication.

### Worldwide distribution to your readers' addresses

- Priority
- Economy

### International Press Logistics

- Collection and Pick-up
- Transportation
- Customs Clearance
- Distribution to newsstands and other points of sales (full service, incl. remissions accounting, sales statistics, etc.)
- Special Deliveries (e.g. to events, airport lounges, hotels, etc.)

### Other Distribution Services

- Marketing Mail: for your direct marketing campaigns
- Business Mail: for your invoices, renewal notices and any other business correspondence
- Undeliverables Management



# Efficient management and distribution of your publications around the world

While reading habits have undeniably changed, there's still a great deal of potential for publishers of printed material, whether through developing your reader base or widening it.



## Advantages

**We help your business by effectively and efficiently managing the distribution of your publications around the world, adding value through the advice we offer and maximising your circulation.**

- You can outsource to us, allowing you to focus on the core tasks you do best.
- Your publications gain international presence - and more readers.

### **We're ideal for:**

- Publishers, advertising agencies, networks, organizations, and institutions seeking to reach readers around the world.
- Magazines, newspapers and corporate publications.
- Direct delivery to newsagents and other outlets.
- Direct delivery to subscribers and readers.
- Deliveries to touch points (events, hotels, airport lounges, etc.).






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