



POSTAL NEWS

FOR IMMEDIATE RELEASE
February 15, 2005

Contact: Media Relations
202-268-2155
News Release No. 05-008
www.usps.com

U.S. Postal Service Launches *Deliver* Magazine

Premier publication created to explore marketing applications and value of direct mail

Washington, D.C. – Finding innovative marketing tools is a must for any company that needs to promote its brand and products to the consumer. Today the U.S. Postal Service is ***Deliver***-ing a magazine for marketers about strategies and trends that are shaping the world of marketing and advertising.

“***Deliver*** is the first and only thought leadership publication that explores the strategic application and value of direct marketing. It has been in concept and development for six months and we’re pleased to announce the first issue today,” said Anita Bizzotto, Postal Service chief marketing officer. “The magazine’s goals are to bridge the direct mail world with advertising, to drive recognition of direct mail as a critical component of any multi-channel marketing effort and to stimulate increased consideration and use of direct marketing by top U.S. brands.”

Deliver is unlike any existing publication aimed at the marketing sector. It is a 32-page, bi-monthly magazine mailed to a targeted audience circulation of 350,000 CEOs, corporate marketers and their creative agencies. The magazine features contributions from well-known industry practitioners, thought leaders and strategists. It provides forthright editorial comment, coupled with feature stories that offer readers a deep-dive into the successful direct marketing approaches from some of the nation’s leading companies.

The magazine is developed and directed from USPS’s headquarters in Washington, D.C. USPS will publish ***Deliver*** six times a year and will conduct specific survey/research points throughout the first year to measure its success.

Patrick O’Connell, ***Deliver***’s editor, said “***Deliver*** demonstrates that there is a place for direct mail in every multi-channel marketing campaign. Mail is the best communications medium for a business that wants to drive desired consumer behavior. For USPS, specifically, we want to highlight how direct mail complements the other advertising media and offers a very measurable advertising investment in an age of increased focus on marketing ROI.”

The premier issue features articles, marketing tips and case studies from direct marketing industry leaders like Peppers & Rogers, Carlson Marketing Group and The Home Depot's John Costello. ***Deliver*** is published by Detroit-based Campbell-Ewald Publishing.

"A custom magazine like ***Deliver*** provides one-on-one tools to form a connection with customers that is totally unique compared to any other form of marketing communications," said Jeremy Morris, senior vice president of Campbell-Ewald Publishing. "***Deliver*** provides insight and ideas to help marketers maximize the promise of direct marketing as an integrated element of the overall communications mix."

Since 1775, the Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits 142 million homes and businesses every day and is the only service provider delivering to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$69 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The Postal Service delivers more than 46 percent of the world's mail volume- some 206 billion letters, advertisements, periodicals and packages a year- and serves seven million customers each day at its 37,000 retail locations nationwide.

Please note: PDFs of the magazine cover and inside pages are available upon request. Copies of Deliver can be requested by sending an email to delivermag@usps.com.