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***Deliver* Magazine Launches Companion WebSite**

WASHINGTON, D.C. – The magazine for marketers is now the Website for marketers.

Deliver magazine, the first custom publication from the U.S. Postal Service, has extended its reach with corporate marketing professionals by launching *delivermagazine.com*. The Website will offer exclusive content and interactive tools as well as archived articles and stories from the print version of the magazine.

Deliver launched in February 2005 to demonstrate the effectiveness of direct marketing and direct mail as critical components of integrated advertising or marketing communications campaigns. The magazine, with big, bold graphics and a distinctive editorial point of view, uses case studies, third-party columns and opinionated commentary to convey the best practices, trends, research, ideas and actionable strategies that constitute the leading-edge of direct marketing theory and practice.

delivermagazine.com will be updated weekly with a mix of Web-exclusive content, online surveys, ways for readers to interact with the Website and community-serving elements. The site will enable real-time, reader engagement by RSS feeds that automatically alert subscribers to new, online content.

“The Postal Service, much like our customers, is capturing the power of a multi-channel approach to marketing and advertising,” said Anita Bizzotto, chief marketing officer and executive vice president. “*Deliver* magazine and its online presence allow us to reach out to this audience in ways that are important to them.”

In its first two years, *Deliver* has featured campaigns from multiple U.S. corporations, insight from many leading advertising and direct marketing agencies and the wisdom of gurus and futurists including Seth Godin (best selling author of marketing books, including *The Purple Cow*) and Steve Cuno (chairman of Response Prospecting and Loyalty Strategies Inc.).

Independent research conducted for the magazine shows that *Deliver* has secured a deep level of engagement with marketers. On average readers spend around 20 minutes with the publication and report significantly increased intent to use direct mail because of the insight gleaned from it.

Marketers face a media landscape radically different from the one that existed just two years ago when *Deliver* debuted, said Cathrine Moriarty, *Deliver* editor.

“The biggest change is how consumers interact and increasingly participate with media. It’s the age of consumer-controlled marketing,” Moriarty said. “The role for *Deliver* and its companion Website is to help marketers face these new challenges with innovative solutions, and to demonstrate the continuing relevance and effectiveness of direct mail.”

Not to be outdone by its Web presence, the print version of *Deliver* magazine also will evolve, with a new look and fresh design elements.

Deliver magazine is developed and directed from Postal Service headquarters in Washington, D.C. It is published by Detroit-based Campbell-Ewald Publishing.

For more information, please log on to www.delivermagazine.com.

Please note: Spelling of Cathrine is cq.

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An independent federal agency, the U.S. Postal Service is the only delivery service that visits every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$73 billion and delivers more than 46 percent of the world’s mail volume.