

# **POST & PARCEL**

NEWS, VIEWS & JOBS FOR THE GLOBAL MAIL & EXPRESS COMMUNITY

## Introduction

The world of mail and express is an important economic driver and represents one of the largest employers in the world. It is a very diverse and dynamic business sector and one that has and continues to undergo considerable change, as customer habits change, deregulation occurs and new opportunities arise.

In this context, and as publishers of the highly respected Mail & Express Review, we developed an extensive online destination for people involved in the post and parcel industries worldwide.

Our portal, [www.postandparcel.info](http://www.postandparcel.info) is the leading online information resource for the global mail and express industries and contains content that will be of value to all industry executives, whatever their role.

With our background in news delivery for the industry, the best and most relevant up to date stories are published via our press team worldwide. The last seven days of news are instantly viewable and there is a fully searchable archive for reference or catch up.

Post&Parcel also provides specially commissioned content, in a variety of formats to offer insight, opinion and commentary on industry developments. The content is again sectionalized in channels that reflect different aspects of the industry. Each channel consists of features, analysis and interviews in a mixture of formats including articles, blogs, forums and video.

At the heart of Post&Parcel is the online community, this allows industry players from around the globe to communicate with each other, share views on key industry topics and discuss areas of interest. As well as access to thought provoking content, Post&Parcel also offers the opportunity to interact with industry colleagues and peers, helping to create the industry's first true online community.

## Audience

Post & Parcel's audience is based around the globe from all levels of the mail and express industries. Utilizing our 25 years experience in the sector, the portal is continually being extensively marketed to ensure we maintain an increase in our quality of international audience.

We have a daily increasing registered base of users spread throughout Europe, Asia and the Americas.

This can be expressed as a percentage.

- 50% United States
- 30% Europe
- 10% Asia
- 10% Rest of the world

Our core readerships is profiled as follows

- 50% of users are in senior management roles
- 30% of users are middle management
- 20% other

We can also express the market place overview

- 42% from the postal market
- 21% from the express market
- 12% industry suppliers
- 9% are in logistics sector
- 16% are classified as from other sectors
- 

The site is rapidly growing with great accessibility to a vast amount of top international mailers and suppliers to the industry. We are now receiving on average 50,000 unique users a month and our aim is to keep that figure increasing to maintain our status as the premier site for the mail and express industry.

## Promotional Opportunities

Within Post&Parcel there are various opportunities to promote your brand to this international audience, and the level of exposure you achieve can be tailored to your objectives and your budget.

Sponsorship is an effective way of reaching this audience by associating your brand with specific content on Post&Parcel. Major brands may wish to consider investing in sponsorship of the site or the home page, both of which will attract high volume impacts and awareness of your message.

For companies with a strategic interest in a particular subject area, sponsorship of one of our content channels may be more appropriate. There is also opportunity to sponsor articles and bespoke emails that are sent to our registered database.

For those looking for lower entry cost ways of promoting their brand or perhaps announcing the launch of a new product line, there are a range of different banner advertising opportunities across the site. For those suppliers who simply wish to ensure that they are listed in our extensive global supplier directory for the industry, an enhanced listing costs as little as €250 for twelve months.



## Proposal

### Banner Advertising Packages

#### 1 month Home page Banner advertising

- Full banner top of page (468 x 60), rotated as one of three.
  - For 1 month = **€1,600**
- Medium rectangle (300 x250), rotated as one of three.
  - For 1 month = **€1,400**

#### 3 months Home page Banner advertising

- Full banner top of page (468 x 60), rotated as one of three.
  - For 3 months = **€4,200** (Saving = €600).
- Medium rectangle (300 x250), rotated as one of three.
  - For 3 months=**€3,600** (Saving= € 600).

#### 6 months Home page Banner advertising

- Full banner top of page (468 x 60), rotated as one of three.
  - For 6 months = **€6,900** (Saving= € 2,700).
- Medium rectangle (300 x250), rotated as one of three.
  - For 6 months=**€5,700** (Saving= € 2,700).

#### 12 months Home page Banner advertising

- Full banner top of page (468 x 60), rotated as one of three.
  - For 12 months =**€13,600** (Saving= € 5,600).
- Medium rectangle (300 x250), rotated as one of three.
  - For 12 months= **€11,200** (Saving= € 5,600).

## Also available

### Enhanced business directory listing €250 for 12 months

This includes;

- 200-300 company profile and services
- Contact information
- Email
- Postal address
- Links to company site
- Embed video and Images

### Featured Supplier €500

An enhanced business directory listing that features on the home page for a month, rotated as one of three.

This includes a 12 month listing

### Sponsored bespoke emails to complete Post&Parcel list

Bespoke Emails (Based on a monthly package of a minimum of 2 per month)

- **3 Month Package-** €600 per news letter = **€3,600**
- **6 Month Package-** €450 per news letter = **€5,400**
- **12 Month Package-** €350 per news letter = **€8,400**

Custom built packages are available on request, for more information please contact.

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Blackbay Mobility Solutions

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### Latest News

**USPS to flaunt mail's smartphone potential with summer sale**  
Thursday, April 14th, 2011

Direct mailers in the United States are to see for themselves the benefits of linking smartphone technology with the physical mail, under a special promotion from the US Postal Ser...

- ▶ FedEx launches new flight route to improve Indian coverage 14 Apr 2011
- ▶ Ranger appointed at Intermerc 14 Apr 2011
- ▶ Emission targets exceeded in Europe 14 Apr 2011
- ▶ UPS to deploy three "green" trucks in Hong Kong 13 Apr 2011
- ▶ TNT introduces new shipping service to and from Laos 13 Apr 2011

### In Depth

**Shortlist revealed for World Mail Awards**  
Tuesday, April 12th, 2011

The shortlist for the prestigious World Mail Awards 2011 has been unveiled.

- ▶ MEDS 2011: "London calling!" 23 Mar 2011
- ▶ World Mail Awards 2011: Shortlist to be revealed in April 15 Mar 2011
- ▶ Have posts a role to play in e-registered mail? 02 Mar 2011
- ▶ Mail & Express Review: March 2011 01 Mar 2011
- ▶ Weather and web made for 'perfect pre-Christmas parcel storm', says GFS 17 Feb 2011

### Latest Videos

**The value of partnerships**

Post&Parcel poses questions surrounding the partnership between Swiss Post International UK and ...

▶ Looking ahead at Blackbay 03 Dec 2010

**Triangle poll**

What should operators prioritise in order to remain competitive?

**Innovation**

US firm launches hybrid direct mail service for small businesses

13 Apr 2011

Virginia-based printing and mailing company Taradel LLC has launched a new online service to help small businesses set u...

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**In depth**

Validate your green performance for long-term business success

31 Mar 2011

In May 2010, TNT in the UK and Ireland became the first express operator to be awarded the Carbon Trust Standard – the...

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- USPS opens door for small businesses to use the mail
- Call for Congress to cut fraud from billion-dollar USPS disability system
- Linda Kingsley and Pranab Shah to step down from USPS
- Shortlist revealed for World Mail Awards
- US firm launches hybrid direct mail service for small businesses

**P&P News Sign-up (Help)**

Daily newsletter  Weekly newsletter

Your email

**Job of the week**

**TRIANGLE** Market Research Manager

Midlands, United-Kingdom

Salary: 40,000 - 45,000 GBP per annum

**NEW EDITION**

**Featured supplier**

**Magyar Posta**

Magyar Posta International Unit as a Gateway for CEE is delivering on time, cost-effective and reliable different cross-border parcel and mailing solutions. With a local presence in Budapest, in the heart of Central and Eastern Europe, we are your suitable partner. Ask for our special offers and commercial proposals.

**OUT NOW**

**THE HYBRID MAIL REPORT**

**Advertise with us**

We provide brands with an exciting range of advertising opportunities to reach the influential Post & Parcel audience. With campaigns suitable for every budget you can achieve your marketing objectives with Post & Parcel.

**New Directory Members**

**QualityPost**

QualityPost, your reliable partner specialized in delivering mail and small parcels to Mexico. With more than 16 years of experience and the support of a last-mile logistics network covering all Mexican territory and delivering more than 200 million of letters & parcels every year, QualityPost is your answer for a cost effective and on-time service of all your business mail, direct mail and small parcels to Mexico.

**About Post & Parcel**

Post & Parcel is your key to the global mail and express industry. Every week Post & Parcel features the latest news, analysis of trends, insightful viewpoints, top jobs and exclusive interviews with leading industry experts.



Full banner top of page (468 x 60).

Medium rectangle (300 x 250)

Featured Supplier