



Print mailings for successful advertising

deutschepost.de/advertising





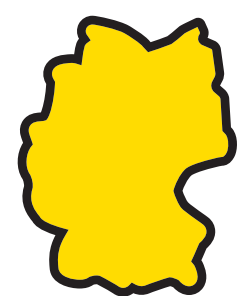
Getting more out of communication with customers through direct mail advertising

Instead of having to fight a way through constant digital noise and overflowing e-mail inboxes with endless spam, print mailings get you direct and engaging access to your customers. There is much less competition for space in your customers' mailboxes – and this means you'll get their maximum attention. Print mailings don't just get clicked away. Over 80% of recipients open the material, read it and recognize its value. And you benefit hugely from it too.

Print mailings give you the following*:

Wider reach

Print mailings let you reach your existing customers and potential new ones by regular mail, fully in line with data protection rules. No prior consent required (unlike telephone marketing), no extra double opt-in (unlike e-mail marketing).



Reach across all of Germany

More traffic

Print mailings encourage existing customers to visit web shops:

22% of recipients then visit your online shop after getting the direct mail material.

More customers

Consumers of all ages respond to print mailings.

0.6% **Conversion difference**
between the youngest (20-29 years) and the most consuming (50-59 years) age group

Greater success

People who receive your print mailing will become buyers of your products and services.

5.4% **Conversion rate**
(response rate in terms of orders received as proportion of direct mail sent)

Increased revenue

People who receive print mailings spend more when purchasing. Online retail example:

+10% **Increased average shopping cart totals**

More efficiency

For every euro you invest in a print mailing, you earn 9.01 euros.

901% **ROAS**
(ROAS = Return on Advertising Spend)

Greater impact

A print mailing item remains in people's homes far longer and its effect lasts for weeks or months.

57% **Orders from week 5 to week 12**

*CMC Study 2023 and 2024. All figures refer to the advertising success of fully addressed print mailings.



Get the facts now and request a CMC Study.

Deutsche Post – the reliable partner for your dialog marketing

Deutsche Post is the partner you can rely on when it comes to targeting existing customers, acquiring new ones and broadening your advertising reach. Whatever your goals for your print mailing, we have the right shipping product for you, give you comprehensive advice on request and support you with cutting-edge online services.

Direct mail that's right for your advertising goals

You have your own contact addresses	You want to retain your customers, generate traffic for your website and revenue for your web shop or your over-the-counter sales.	> DIALOGPOST
	You want to send heavy printed material weighing over 1,000 g (catalogues, books, brochures) to your customers at low cost.	> DIALOGPOST SCHWER
You do not have your own contact addresses	You want to attract potential interested parties for your offer and approach them in as targeted a way as possible.	> POSTWURFSPEZIAL
	You want to broaden your reach to address even more members of your target group(s), e.g., to publicize new products or to sell goods, whether online or in-store.	> POSTAKTUELL



Just one click away:

Our online services

- ✎ Plan print mailing campaigns online
- ✎ Plan target group online
- ✎ Prepare dispatch online

Our online support for beginners

- ✎ Creation, design
- ✎ Printing
- ✎ Contact our experts

Find out more about preparing your items for shipping in our brochures "Shipment Handling 2025" and "Mail items suitable for automatic processing". **Downloads**

Harness the potential of your customer addresses with DIALOGPOST

Reactivation, cross-selling or upselling – whatever your aim, if you already have your own customer addresses, the advertising impact and profitability that DIALOGPOST gives you are unbeatable. Motivate your customers to buy your products or use your services. For example, enclose free samples or test items and let your customers experience at home how a new product feels, smells or tastes. Send out special offers or special information that show your company, brand or products at their best. Advertising is also possible for institutions and individuals.

The benefits for you

- ✓ Reliable transit times and delivery
- ✓ User-friendly thanks to clear format and price structure
- ✓ Personalized contact that expresses appreciation for customers
- ✓ Long-term impact through multi-sensory effect and emotion

Lots of design options to choose from 2 basic formats

- **Standard** (e.g., C6 or DIN long) rectangular only, max. 50 g weight
- **Groß (large)** (e.g., B5, C5, C4, B4), square shape also possible, max. 1,000 g weight

Your format options

- Traditional letter (letter and envelope)
- Card
- Creative self-mailers

In the basic Groß (large) format, you can also send brochures without wrapping or in plastic wrap.

You don't always have to send out massive mailings.

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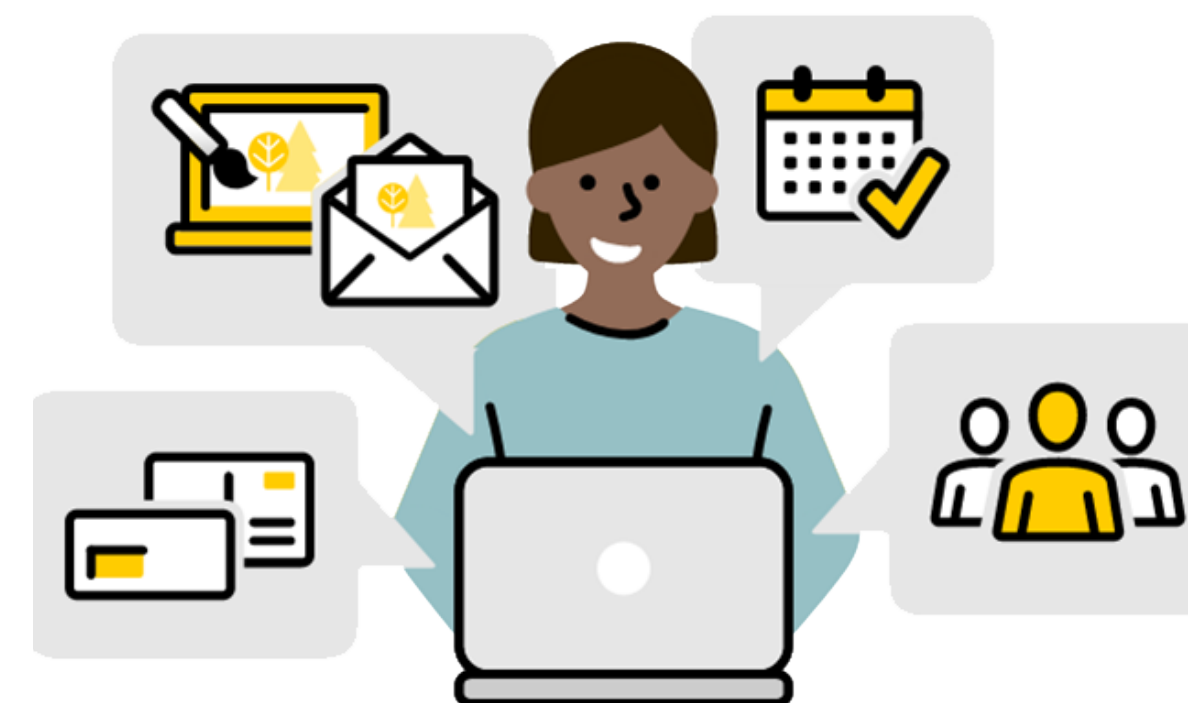
Select your addresses according to routing region (the first two numbers of the postal code) and your DIALOGPOST can be sent out to customers, starting at 200 items.

EASY

We offer you an entry-level solution for nationwide campaigns with DIALOGPOST EASY from as few as 500* items.

Otherwise, nationwide dispatch of DIALOGPOST requires a minimum quantity of 5,000 items. If you don't reach the minimum volume, you may have to pay a surcharge.

*with low-volume surcharge



Tips and tricks for your print mailing

The CMC print mailing study series will give you plenty of insights into the impact of vouchers, mailing design, optimized target group selection and many other performance boosters.

CMC Print Mailing Study 2023 (only in German): The response booster for direct mail campaigns at **alles-ueber-mailings. deutschepost.de/cmc-studie**

The following applies for DIALOGPOST:

You may only send advertising content that serves customer/member retention or acquisition or offers motivation to buy or use products and services. You may also enclose free samples and promotional items in free offers or special information that positively depicts, for example, companies, brands, products or individuals. Shipment of merchandise for sale and any other items with non-advertising contents is not permitted with this product.



View prices



Test online tools and plan your print mailing now

Contact our experts



Make a weighty impression with DIALOGPOST SCHWER

Turning paper pages conveys a more valuable feeling than browsing through websites. That's why catalogues and brochures are still highly popular with many consumers. Attractively designed catalogues, brochures and books don't end up in the trash can. Instead, they are kept, picked up multiple times, and generate multiple sales.

DIALOGPOST SCHWER enables you to send promotional items with a minimum weight from 1 to 10 kg – such as catalogues, books or brochures – at particularly affordable rates. This is of particular interest if you operate in mail order/online retailing or the printing and publishing industry.

The benefits for you

- ✓ Cost-effective shipping method for heavy printed items
- ✓ Available for as few as 1,000 items per posting
- ✓ Accurate, reliable delivery within one week
- ✓ Optimum transit times by loading single-destination transport units
- ✓ Easy handling thanks to standardized pallet dispatch



What you can send with DIALOGPOST SCHWER:

- Written documents and catalogues with advertising content
- Samples, product samples

What you cannot send with DIALOGPOST SCHWER:

- Goods for sale and payment requests (e.g., invoices, payment reminders)

Min. volume

- At least 1,000 items per posting location and date
- Posting of at least one full euro pallet
- Payment of a surcharge not possible for postings under the minimum volume



[View prices](#)

[Contact our experts](#)



Acquire new customers with POSTWURFSPEZIAL

Don't have any addresses for expanding your customer base? Use our wide range of POSTWURFSPEZIAL selection criteria and target your potentially interested recipients. You select your relevant target group – we deliver your direct mail material. People who explicitly refuse advertising materials are not targeted. POSTWURFSPEZIAL is recommended for offers, product information or invitations to events as well as for image advertising and election advertising or appeals for donations.

The benefits for you

- ✓ Effective acquisition of new customers without having your own addresses
- ✓ Target group-specific mailings at the building level
- ✓ Wide range of selection criteria
- ✓ Tailored greeting in address field, e.g., "To all savers" or "To all residents of the building"
- ✓ Minimized printing costs and waste coverage
- ✓ Simple handling and professional processing

Lots of design options to choose from 2 basic formats

- **Standard** (e.g., C6 or DIN long) rectangular only, max. 50 g weight
- **Groß (large)** (e.g., B5, C5, C4, B4), square shape also possible, max. 1,000 g weight

Your format options

- Traditional letter (letter and envelope)
- Card
- Creative self-mailers

In the basic Groß (large) format, you can also send brochures without wrapping or in plastic wrap.

Minimum quantities*:

For dispatch of POSTWURFSPEZIAL items nationwide, you need a minimum quantity of 20,000 items.

EASY

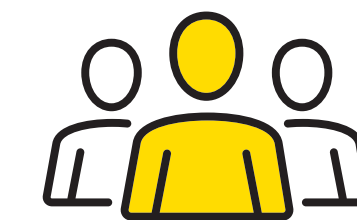
Would you like to send smaller quantities?

Use the POSTWURFSPEZIAL EASY surcharge for orders of 5,000 or more items.

Payment of a surcharge on the minimum quantity (20,000 or 5,000 shipments) is also possible.

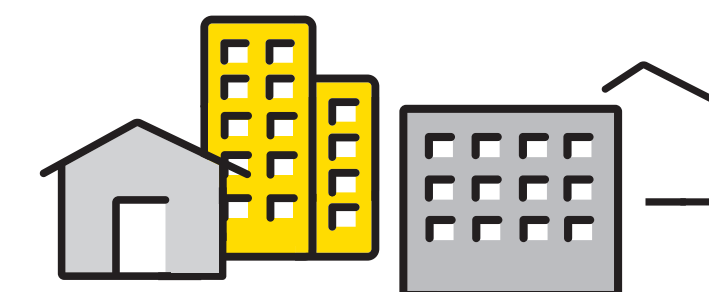
* Requirement: At least 200 items must be selected for the same routing region (first two numbers of a postal code).

Approx. 150 individual microgeographical characteristics for target group selection. The most commonly selected ones are:



Socio-demographic data

- Age segments or age groups
- Purchasing power
- Family structure



Building data

- Building type and/or year built
- Yard/garden (size)



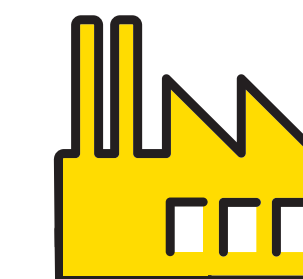
Consumer data

- Product range affinity/consumer preferences
- Online/offline mail order affinity



Neighborhood selection

in immediate proximity to your existing customers



Companies

Potential to reach more than 1.3 million companies in commercial-only buildings and 0.7 million in mixed-use buildings

- Selection based on industry from 20 umbrella markets
- According to workforce numbers



View prices



Select target group online and plan print mailing

Contact our experts



Use POSTAKTUELL for targeted advertising – in your local area or nationwide

Get your direct mail items distributed nationwide to selected households in Germany. POSTAKTUELL is ideal for small local retailers and for companies with a nationwide network. You can plan precisely and tailor distribution to match your catchment area perfectly.

The benefits for you

- ✓ Nationwide delivery to mailboxes of selected households, locally, regionally and nationwide – from a single source
- ✓ Reach over 80 million potential contacts in up to 47.5 million households in a single day
- ✓ Tailored, regional reach through geographic optimization
- ✓ Individualized selection options and continuously updated household figures for low scatter loss
- ✓ High level of acceptance from recipients

Product options

- POSTAKTUELL to all households (approx. 32.7 million reachable households*)
- POSTAKTUELL for households with daily mail (approx. 23.0 million reachable households*)

*Household figures: 07/2024
(Residents who explicitly refuse advertising materials are not targeted.)

Also for smaller budgets or for test runs with various creative concepts

- Minimum order value only €300
- Smallest logistical distribution unit: Delivery district with an average of 600 households

Mailing content – a whole range of possibilities

- Send items with similar content – can be non-advertising content – with POSTAKTUELL.
- This product also allows shipment of printed material, samples, product samples and promotional items upon request and after prior verification.



More and more advertising mail, such as brochures or flyers, are being included in direct purchase decisions:

34% of people asked said: “I often base my decisions on this” (in 2021 this figure was only 27%).

8% said they “always base my decisions on this” (2021: only 4%).



View prices



Select an area and plan your reach online

Contact our experts



All you need to know to plan further

All information about print mailings – all online

- News
- Recent studies
- Podcasts
- Video tutorials
- Direct marketing guide



alles-ueber-mailings.deutschepost.de

Avoid scatter losses

Check that your database is up to date and bring your B2B and B2C addresses up to date.

postadress.de



Getting print mailings ready to send

- All you need to know, from addressing and sorting to posting for all direct mail products – in one handling brochure

[Download here](#)

Shipment handling 2025

How to prepare and post your dialog marketing and Pressepost items.

Important information for
DIALOGPOST
DIALOGPOST SCHWER
POSTWURFSPREZIAL
POSTMATRIEL
POSTVERTEBSSTÜCK
PRESSESENDUNG

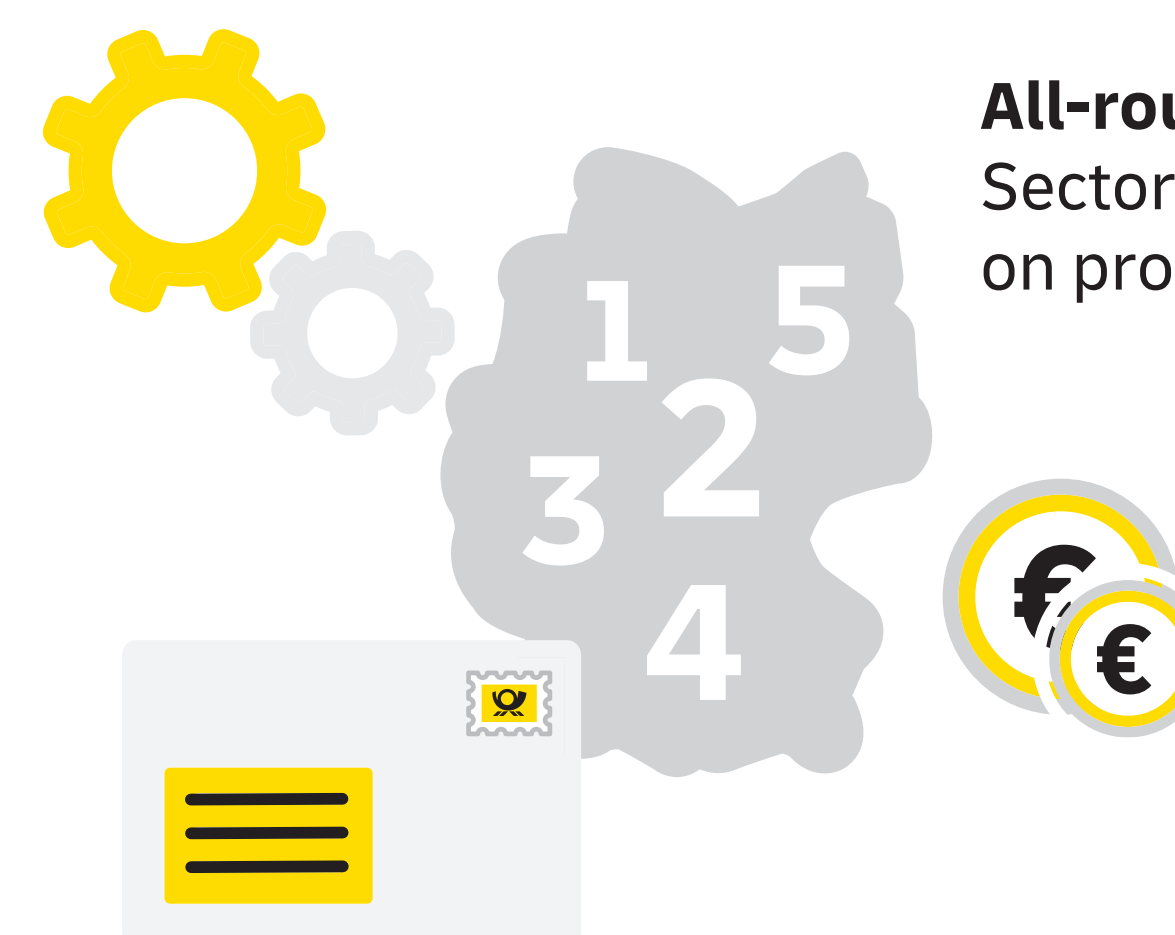
deutschepost.de/werben



All-round address management

Sector solutions to save you money on production, franking and returns.

postdirekt.de



Consultation with our
print mailing experts

[Contact us](#)



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