

High reach and low cost advertising with unaddressed mailings

PromoPost

Find out more at:
swisspost.ch/promopost



With unaddressed mailings, you can reach your target group quickly, easily and inexpensively – no matter whether you want to inform your existing customers about an offer or acquire new customers.

With your personally designed promotional mailing, you can reach a wide range of Swiss households six days a week: young to old, city, countryside or conurbation and many other criteria are available to help you choose the recipients of your mailing. Use PromoPost for your advertising campaigns and coordinate it with your other advertising material. We will help you with your requests, wishes and ideas.

High reach

High level of attention

Precise planning across Switzerland

thanks to delivery along with addressed letters

Delivery from Monday to Saturday

Individually selectable distribution zones

Target group-specific distribution options

For sampling and special formats as well

As a business customer, you can plan your mailings very easily online with the **PromoPost Manager** and place order or use the **PromoPost Quick Calculator** to view distribution figures and generate non-binding price calculations.



PromoPost media data



3.7 million
Swiss reached



3.4 million

people in the Swiss population look at unaddressed advertising every week



81%

of those who look at unaddressed promotional mailings have a medium to high-level education



41.8%

of those who look at unaddressed advertising have a household income of over CHF 8,000



82.6%

of those who look at unaddressed advertising decide on shopping and purchases



62.9%

of those who look at unaddressed items think advertising is generally necessary



71.7%

of those who look at unaddressed items think advertising for new products is very useful



543,000

young adults aged between 14 and 29 use direct mailings every week

Source: MA Strategy Consumer 2021

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