

PUBLICATION SOLUTIONS

ANALYSIS, ORIGINATION, REALIZATION, OPERATION, COST AND PARTNER MANAGEMENT

Swiss Post fully covers the process of creating publications using a chain of interlocking services. This enables customers to outsource their publishing to Swiss Post as part of an integrated, complete solution. They can also outsource individual process steps thanks to a modular offer concept.



Swiss Post provides a modular range of services for the publication of magazines, customer magazines, specialist journals or other media appearing on a regular basis. This spans the entire publishing process: from market and target group analyses, conceptional support, address data management, and handling of user and advertising markets, through to shipping and distribution logistics. It gives publishers, companies, organizations, institutions and public authorities the option of partially or fully outsourcing their publishing activities.

Customized solutions thanks to a modular concept

The modular structure of the services offered means the outsourcing solution can always be tailored to the client's individual needs. Swiss Post guarantees a high level of service quality as well as professional handling of the individual process steps. As a general contractor, it works with capable, specialized partner companies in certain areas and guarantees smooth execution.

Exploiting optimization potential

The outsourcing of publishing activities frees up resources for customers and makes the overall process more efficient. Swiss Post supports its customers in performing fact-based assessment using market and target group analyses and making improvements to the medium where needed. It unlocks potential to acquire new readers/customers in the user market using targeted marketing measures. Depending on the medium, it may be worth acquiring advertising customers who generate income and so make a contribution to costs.

Quality assurance right from A to Z

The traditional areas of outsourcing in publishing are realization, production, transportation and delivery of print media. Each of these processes can be fully outsourced to Swiss Post. By undertaking quality checks relating to the creation of templates, printing and equipment, it ensures that the printed product meets the client's requirements. Swiss Post also makes sure that the publication is delivered to the readers in flawless condition and on schedule. External logistics companies may be commissioned for transportation depending on the distribution concept and target area, but Swiss Post retains overall responsibility where third-party firms are used.

Absolute transparency

The publication solutions are, of course, developed and implemented in close collaboration and coordination with the client.

Thanks to careful preparation of the decision-making criteria and detailed reporting by Swiss Post, the client always has control over ongoing activities and third-party orders.

A look at each of the service modules	
Basis	– Development of independent impact studies in collaboration with appropriate market and opinion research specialists
Content	– Support for internal editing or for the external content agency in developing and providing relevant content
User market	– Readership analyses and definition of the core and secondary target groups, reviewing and cleaning of the address database – Reviewing of publication positioning – Development and implementation of dialogue marketing measures – Address data management/subscription management
Advertising market	– Checking the suitability of the medium as an advertising medium – Evaluation and acquisition of potential advertisers in collaboration with suitable media buying specialists
Realization	– Development and optimization of the layout, or support and supervision of the commissioned designers – Performance of the prepress stage by suitable specialists
Production	– Definition of measures for optimizing production costs – Production planning – Service tender for the print order, appraisal of tenders and consultation with the client in choosing an appropriate print shop – Monitoring of printing and quality checks
Transport	– Definition of measures for optimizing transport costs – Dispatch planning, execution and inspection of transport operations headed to the acceptance and collection points
Distribution	Distribution performed in accordance with the client's specified distribution concept. The following options are possible: – Direct delivery/daytime delivery – Unaddressed delivery in the defined distribution zones – Delivery to retail sector channels (kiosks, petrol station shops etc.) – Distribution abroad through to and including delivery to the end customer – Special placements – Digitization and delivery as an e-paper
Returns	– Processing of non-deliverable consignments, address research and updating of the address file

More information

Please contact your customer advisor if you have any questions about the range of publication solution services.