



PRINT POST POSTAGE RELIEF


WHAT DOES THIS MEAN FOR ME?

Lots of information out there about the immediate relief to the Print Post relaxation to the restrictions for Print Post product, but what does that mean for my business and what can I consider doing to leverage the opportunity?

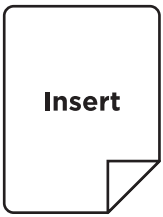
Below we break down the opportunities you can consider from the five (5) key relaxations to drive your subscriptions and possible onboarding initiatives.

Also think about your digital brands and how you can connect opportunities to and from these opportunities to leverage more content into Australian homes.

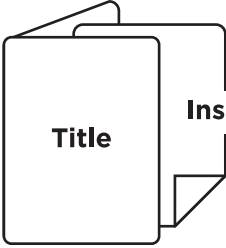
This is effective from today - Monday 6th April so its time to hold those brain-storming sessions and work with your teams to take the opportunity. For more information contact: hello@thermc.com.au



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- Increased Advertiser Opportunities.
- Reduced Cost to Increase Message.
- Streamlined Credit Model.

#1

500GMS WEIGHT LENIENCY CREDIT

Currently, if you lodge a product over 500g the price jump is and ~\$0.80 increase in postage for a small increase in weight, however with an initiative such as a poster or insert or additional pages that may take the mailing unit to 508g, Australia Post will credit the ~\$0.80c to a lower rate.

Take this opportunity to get more information into the marketplace and your advertiser to build their brand presence during this period.



- 2 for 1 Existing.
- 2 for 1 Prospects.
- Upsell of Additional Title.

#2

MULTIPLE TITLE LODGEMENTS

Offer your existing subscribers a two for one offer – either last issue and current issue or two titles bundled together, greater reading opportunity, greater advertising opportunity with extended reach into one household or work from home offices. One title for each member of the household or work from home office and more could be considered under this opportunity. If you publish more than one title, it could be an upsell of the second title into existing subscribers list.

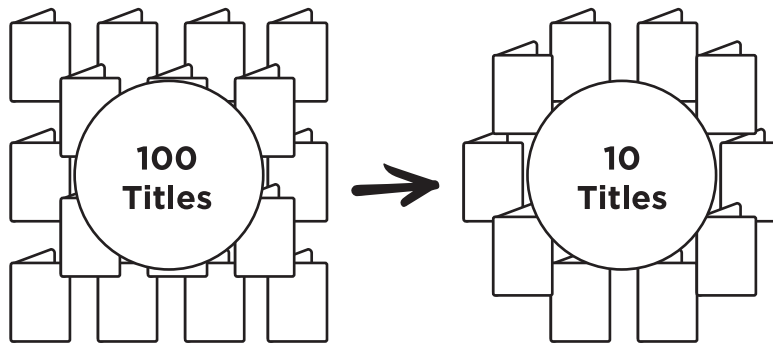
- 1 Off Publications.
- New Titles/Trials.
- Counter-Only Titles now into Letterbox.

#3

RELAXATION OF FREQUENCY

Previously, to achieve Print Post registration it was required to have two or more of the title to be released per annum. This saw annual publications or one-off specials attached to an existing title only able to be distributed through over-the-counter retail solutions. This provides the opportunity to included these into your subscription promotions, adding Puzzlers or other Annuals into the subscription commercial window can add-value and increase promotional opportunity with advertisers.

Consider also, testing new title trials, with a captive audience this is an opportune time to develop options across merged titles, expanded titles or new titles. Some adding a one-off printed title to support digital brands has also been suggested.

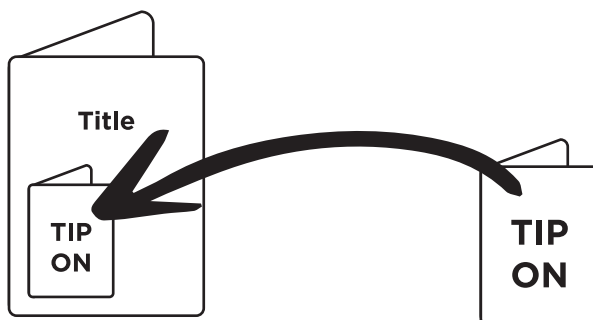


- Faster On-Boarding.
- New Customer Immediate Offer.
- Extra Subscriber promotions for existing 100 titles 10 titles.

#4

RELAXATION OF MINIMUM VOLUMES

Print Post has always required a minimum of 100 units to be lodged to qualify for Print Post rates. Under the relaxed conditions, you can now lodge ten (10) units. This assists with getting content into Australian homes faster and provides greater opportunity for your advertisers to reach people during isolation without having to wait for the next issue release.



- Leniency allows you to do more.
- Get Creative.
- Increased Value to Advertisers.
- Increased Subscriber Engagement.

#5

LENIENCY WITH TIP-ONS

Be creative - hand-sanitiser samples, COVID-19 in-home reminder posters and more can provide your advertisers the opportunity to add-value to the readership, increase their brand positioning and communicate how they are delivering value to the community during this difficult period.