



Presse Distribution Product Brochure 2023

Products, special services, prices, and
General Terms and Conditions

[deutschepost.de](https://www.deutschepost.de)



Presse Distribution

With several million newspapers and magazines delivered every day our logistics system ensures meeting the highest demands while allowing flexible use.

We're here to advise and serve you.

Making sure you really please your readers

Our services are consistently focused on the needs of your customers: We offer the right product for every newspaper or magazine and the right shipping service to suit every schedule.

What's more, we offer simple workflows and reliable and cost-effective delivery throughout Germany – conveniently and safely with the daily mail delivery. And our special services provide practical ways of taking you forward – and a bit closer to your readers!

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Solutions to meet the highest demands: **flexible Logistics, top-quality service**

The right product for every need

For any type of publication, we will provide a dispatch product that can reach your readers on time, reliably and cost-effectively.

POSTVERTRIEBSSTÜCK (preferred periodicals)

Our particularly economical way to dispatch press materials that are used for the distribution of journalistic reporting, i.e. magazines and newspapers that provide information on current issues, are distributed in return for payment and do not have any direct commercial interest. Inserts can also be sent cost-effectively with your publications.

PRESSESENDUNG (standard periodicals)

PRESSESENDUNG, used primarily for business information and entertainment, allows even greater flexibility with content design: It is a cost-effective way of sending dialogue tools such as customer, investor and employee magazines. PRESSESENDUNG items may include advertising and inserts.

STREIFBANDZEITUNG (wrapper-packed newspaper)

For print runs of less than 1,000 copies or for sending individual copies: STREIFBANDZEITUNG items are economical, simple to send and are delivered the next day.





With our shipping service, you choose the tempo

Affordable: Basic Service

With our reasonably priced basic service, Deutsche Post delivers your press product to your readers reliably from Tuesday to Saturday, usually within four days of accepting your mailings.

Our classic: Second-Day Service

Your readers expect delivery of your magazine on the first day of publication? With our second-day service, Deutsche Post delivers newspapers and magazines to the reader on time, usually two days after taking delivery - on all working days of the week.

Overnight: Next-Day Service

For an additional charge you can postpone your editorial deadline to later! This next-day service is ideal for national daily newspapers and magazines with a particular demand for topicality. Delivery is usually carried out on the day after receiving the items. Please check in advance with the responsible customer advisor at Deutsche Post whether the service is available at your printing location.

Hot off the press: Same-Day Service

Shipping within a routing region is particularly suitable for the publishers of regional daily newspapers who distribute their publications in the main distribution area via Deutsche Post. Upon delivery of the items in the respective mail center in the destination area Deutsche Post usually delivers them on the same day within the routing region.



Up-to-date, cost-effectively and fast
Postvertriebsstück*

With perfect logistics from publisher to reader

**You have a clear advantage with
POSTVERTRIEBSSTÜCK – preferred periodicals.**

You can only have a say if you have all the latest information. We make an important contribution to this by delivering your press products reliably, on time, and at low cost.

Tried-and-tested distribution channel

Do you publish a newspaper or magazine? Then make sending it easy and economical! We offer you fast transportation and secure delivery throughout Germany. You can send printed products easily as POSTVERTRIEBSSTÜCK items and decide for yourself how quickly you want them to get to your readers – with the choice of the appropriate shipping service as same-day, next-day, second day service or as the affordable basic service.

First-class quality

When shipping as POSTVERTRIEBSSTÜCK, you can count on the guaranteed delivery time of Deutsche Post in the selected shipping service. Your publications will be delivered reliably throughout Germany, every business day*.

For information on the requirements for sending press products as POSTVERTRIEBSSTÜCK (preferred periodical), please see page 8.

* In the basic service, delivery takes place Tues - Saturday.



Electronic notification process

Making use of the electronic notification process saves you effort and money. Find out more about the process in our brochure “Press Distribution Shipment Handling”.

MANAGER PRESSE DISTRIBUTION

The simple, efficient software solution for preparing your POSTVERTREBSSTÜCK items for shipping. The effective software requests the necessary data and produces all relevant forms and labels with data matrix code in serial printing, including announcements for Deutsche Post’s order management. Further information and ordering options are available at manager-presse-distribution.de

Information on other services

STREIFBANDZEITUNG (wrapper-packed newspaper) is an easy way for you to send small	P. 14
Inserts increase the attractiveness of your magazines and promote reader loyalty	P. 20
Gain more creative freedom to design your cover – Presse CoverPlus	P. 22
Benefit from the advantages of digital address maintenance – with PREMIUMADDRESS	P. 24
With PRESSE SORTIERSERVICE (sorting service for press materials), we take care of the preparation for shipment for you	P. 26
With TRACK&MATCH you will know when your items reach your readers	P. 28

Conditions for sending Postvertriebsstücke (preferred periodicals)

Most important details at a glance:

You can send your press products as POSTVERTRIEBS-STÜCK items if your newspapers and magazines

- have a consistent internal and external design
- predominantly comprise double-sided printed pages with the same format (at least 9 × 14 cm, maximum format B4), grouped together into a unit by folding or by a bookbinding process
- have been created as identical copies in a standard press printing process; they must be accessible to everyone and appear periodically – at least once a quarter
- include the title and issue number or the word “Sondernummer” (special issue number) on the title page (whereby the date of publication or the frequency of publication may be specified on the title page or in the publication details)

Additional content-related criteria that must be fulfilled for dispatch as POSTVERTRIEB items

The purpose of the publication must be to inform the public about daily events, current affairs, or special topics through editorial contributions which do not contain any commercial advertising (journalistic reporting). A diversity of contributions, topicality, publicity and continuity must be ensured.

Rules on mode of distribution

In order to be sent as POSTVERTRIEBSSTÜCK items, printed products must be distributed against payment. This means that the portion distributed against payment must amount to at least 10 % of the print run. If the publication is distributed free of charge, it must not contain sales promotions or paid advertisements.





When am I not allowed to send printed products as POSTVERTRIEBSSTÜCK items?

For example, if their editorial concept shows them to serve direct commercial interests. Evidence of this could be the following:

- advertising language
- Articles clearly contributed by companies
- Purchasing recommendations, order tips and order numbers
- Catalogue-style presentations of products or services with or without contact details
- The content of the printed product comprises less than 30 % journalistic reporting
- Printed products whose title pages contain the names of businesses or products, company logos or trademarks serving the interests of these businesses
- Customer, employee or business indicator magazines
- Compilations whose text is not comprehensible in itself

Dispatch of special issues

Special issues that are sent as POSTVERTRIEBSSTÜCK items must also meet all the specified criteria. Otherwise they will be billed as PRESSESENDUNG items.



Dialog creates customer loyalty **Presseendung***

**Personal, fast and direct – that's how to make sure
knowledge is well received**

**PRESSESENDUNG – an important customer loyalty tool that is always well received,
anytime and anywhere. As a customer, investor or employee magazine.**

**Modern markets are determined first and foremost
by ever-stronger competition**

That's why it's vital to be the proverbial step ahead of the competition. For example by using a communication platform that gives you customised support to engage in dialogue with your customers and to retain their loyalty to your company. Or when you want to establish a medium for your employees to promote in-house exchange.

An individually-designed magazine is an excellent way to address specific target groups. It offers your customers or employees up-to-date information and interesting entertainment in the interests of your company.

PRESSESENDUNG, designed especially for dialogue-orientated communication, enables your messages to reach your readers throughout Germany – on time, reliably and, above all, professionally.

Effective customer retention

Through continuously addressing customers personally, the medium makes cost-effective contact with existing and new customers.

Effective mix of media

Customer magazines can be easily integrated into the media mix and use synergy effects, thereby creating additional opportunities for customer communication.

Lasting image-building

Implementing a customer magazine is a useful way of cultivating an image that pays off in many ways.

Electronic notification procedure

Making use of the electronic notification process saves you effort and money. Find out more about the process in our brochure "Presse Distribution Shipment Handling".

* standard periodicals



MANAGER PRESSE DISTRIBUTION

The simple, efficient software solution for preparing your POSTVERTRIEBSSTÜCK items for shipping. The effective software requests the necessary data and produces all relevant forms and labels with data matrix code in serial printing, including announcements for Deutsche Post's order management. Further information and ordering options are available at manager-presse-distribution.de

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Pressesendung – specially designed for your needs and your readers



PRESSESENDUNG items reach your readers: Customer communication with greater impact

Advantages of the PRESSESENDUNG service

Targeted customer approach

By using PRESSESENDUNG for your deliveries, you avoid scatter loss.

Undivided attention

Every item is addressed and, if required, put in an envelope. This personal customer communication ensures a high level of attention from recipients.

Inexpensive, on-time or fast distribution channel

By choosing the appropriate shipping service as a low-cost service in the basic service or in the second-day, next-day, or same-day service, you decide on the speed and price of delivery to your readers.

First-class quality

When shipping as a PRESSESENDUNG (standard periodical), you can count on the guaranteed delivery time of Deutsche Post in the selected shipping service. Your publications will be delivered reliably throughout Germany, every business day*.



* In the basic service, delivery takes place Tues - Saturday.



Conditions for sending PRESSESENDUNGEN (standard periodicals)

The key information at a glance:

You can send your printed products as PRESSESENDUNG if your magazines

- have a consistent internal and external design
- predominantly comprise double-sided printed pages with the same format (at least 9 × 14 cm, maximum format B4), grouped together into a unit by folding or by a bookbinding process
- have been created as identical copies in a standard press printing process; they must also be accessible to everyone and appear periodically - at least once a quarter
- include the title and issue number or the word "Sondernummer" ("special issue number") on the title page (whereby the date of publication or the frequency of publication may be specified on the title page or in the publication details)

Other content criteria that must be met

The purpose of the printed products must be the public dissemination of information or entertainment.

Minimum posting volume

1,000 copies per issue.

The following printed products cannot be sent as PRESSESENDUNG items:

- leaflets, direct mail or mail order catalogues,
- compilations whose text is largely not comprehensible in itself

Dispatch of special issue

Special issues that are sent as PRESSESENDUNG items must also meet all the specified criteria. Otherwise they will be billed as printed products not under Deutsche Post Presse Distribution contract.

Strong in small numbers

Streifbandzeitung*

The flexible dispatch solution for for sending items in small volume

Send items individually or in small volumes easily and cost-effectively

Flexible utilisation

Whether ordering a single issue, shipping specimen copies, or forwarding items to a holiday address: You can send individual items or small volumes as a STREIFBANDZEITUNG (wrapper-packed newspaper).

The economical way to send individual items or small volumes

If you are a contractual partner of Deutsche Post Presse Distribution or a commercial press sales outlet and you wish to send individual copies or small volumes of POSTVERTRIEBSSTÜCK or PRESSESENDUNG items, STREIFBANDZEITUNG (wrapper-packed newspapers) is the economical.

Fast delivery

Your STREIFBANDZEITUNG items are delivered with letter mail. Thus, you can usually reach recipients in Germany on the next day. The provisions of the General Terms & Conditions of MAIL NATIONAL (AGB BRIEF NATIONAL) apply to deliveries.

Conditions of dispatch

- Use exclusively for for customers with the press distribution contract and commercial enterprises in the press sector
- For POSTVERTRIEBSSTÜCK and PRESSESENDUNG items
- Minimum dimensions: 9 × 14 cm
- Maximum dimensions: 25 × 35.3 cm (B4)
- Height: up to 5 cm
- Weight: up to 1,000 g
- Packaging: in an envelope or with a banderole that encloses the magazine completely; shipping in roll form is not allowed
- State "Streifbandzeitung" (wrapper-packed newspaper) and the press product ID (ZKZ) above the recipient's address
- Don't forget to include the sender details

Information on other services

Inserts increase the attractiveness of your magazines and promote reader loyalty

P. 20

Benefit from the advantages of digital address maintenance – with **PREMIUMADDRESS**

P. 24

* wrapper-packed newspaper



Franking* and posting options

- Data processing franking (only with posting list)
- FRANKIT (only with posting list)
- Franking label (only with posting list)
- Franking service (only with posting list)

Download the posting list at streifbandzeitung.de, fill it out and print it out. Then pack the items in letter containers and hand them in at your branch or bulk mail acceptance point (always at the bulk mail acceptance point if more than 500 items are involved).

- Internet label**
- Product label**

STREIFBANDZEITUNGEN (wrapper-packed newspaper) with the product or Internet label: simply a label that indicates the appropriate weight of the item, print or stick on and drop the item in a mailbox of the Deutsche Post. Please note that either the Internet label or product stamps are used; mixed franking is not permitted.

What happens if the recipient is away, has moved or is not known?

If a valid redirection request exists, STREIFBANDZEITUNG items are redirected. Of course, we comply with the sender's instructions "Do not forward!" or "If the recipient has moved, please return this item with the new address!"

If the recipient cannot be traced via a redirection request, the item is returned to the sender.

Have you met all the conditions?

Closed items may be opened for inspection purposes. If a STREIFBANDZEITUNG item does not meet the shipping conditions, acceptance may be refused. Any shipments already posted may be returned to the sender to remedy the deficiencies.

Please note: To frank shipments in quantities of less than five, please use dispatch stamps (online or product stamps). When other franking methods are used, a minimum of five items must be posted.

The software solution for dispatch preparation your STREIFBANDZEITUNG (wrapper-packed newspaper)

The effective software requests the necessary data and produces all relevant forms and labels with data matrix code in serial printing, including announcements in Deutsche Post's order management system. Further information and ordering options are available at manager-presse-distribution.de

* An overview of all the shipping charges can be found on page 36.

** Available in the POSTSHOP <https://shop.deutschepost.de>



Special services

The added extra for your print run

Our special services make publishing even easier: POSTVERTRIEBSSTÜCK, PRESSESENDUNG and STREIFBANDZEITUNG – we look after your press run giving you added benefits.

That will make your general-interest magazines, specialist journals and newspapers in Germany even more successful – with our attractive special services. Quick and easy to book.

Inserts in press products

Use POSTVERTRIEBSSTÜCK and PRESSESENDUNG to dispatch inserts cost-effectively. From start-up assistance to customer retention: Whether through booklets, advertising leaflets, CDs/DVDs or give-aways: your subscribers will be delighted to receive additional information or small gifts, and new customers will know that they have made the right choice by subscribing to your newspaper or magazine.

Presse CoverPlus – scope for title page design

Do the general design guidelines for postal dispatch restrict you considerably when designing your press product? Do you need more freedom for the design of the binding or for the attachment of creative advertising forms, especially when mailing without wrapping?

For mailing forms without wrapping, the inscription must always be machine-readable and suitable for postal sorting processes. Our Presse CoverPlus service offers you the flexibility you need to make exceptions to this rule. We make a small production surcharge for the extra production work involved.

PREMIUMADDRESS

Ensure the quality of your readers' addresses. In Germany, some 10 million address change every year. But not everybody whose address changes lets you know that they have relocated or that their name has changed. Stay close to your subscribers! Use the professional address maintenance service PREMIUMADDRESS – corrects immediately, provides you with information digitally.

PRESSE SORTIERSERVICE

(SORTING SERVICE FOR PRESS MATERIALS)

Subject to logistical availability, regional daily newspapers for long-distance distribution and small-circulation magazine titles can be posted without preparation for shipment.

Multiple dispatch

With a Press Distribution agreement, several press products contained in one shipment are individually billed on the basis of their item type and charged to the carrier object. Enclosed POSTVERTRIEBSSTÜCK/PRESSESENDUNG items are billed at the total weight of the shipment if the front cover has

- no issue number and
- no press product ID and
- no price and
- on barcode

The front cover may be labelled a special edition, special issue, special etc.

TRACK&MATCH

Know ahead of time when and where your items will reach their readers. With TRACK&MATCH, it's easier than ever.

This free service uses tracking information from the mail centers to precisely calculate the expected delivery day. Central and regional information is prepared concisely as diagrams and downloads, enabling you to reliably plan follow-up activities such as orders, reader responses, etc. Track processing of your shipments and keep tabs on punctual delivery by your producers and on transit time.



Inserts – versatile and promotionally effective

Inserts in POSTVERTRIEBSSTÜCK and PRESSESENDUNG items add attraction

From start-up assistance to customer retention

Whether through booklets, advertising leaflets, CDs/DVDs or give-aways: your subscribers will be delighted to receive additional information or small gifts, and new customers will know that they have made the right choice by subscribing to your newspaper or magazine.

Use the opportunity now. Increase your subscription circulation in the long term through inserts. Do you want to use inserts? Then read how simple the conditions and handling are!

Inserts bring many benefits

- Additional information
- Effective customer retention
- Start-up assistance for new titles
- Increased subscriptions
- Added value for readers

Conditions for sending inserts

Weight

The main object being sent must be the carrier object. The total weight of the inserts may not be more than the carrier itself. In exceptional cases, the weight of all inserts combined may outweigh the actual carrier object by no more than 10 %. The total weight of an item and its inserts may not exceed 1,000 g.

Format

Items may not exceed a format of DIN B4 (353 × 250 mm) or a height of 50 mm as a result of inserts. Objects may not exceed a height of 30 mm. If the inserts are larger than the actual carrier object, and thus protrude, or if they are attached to the outside of the carrier object, e.e cards or booklets, so that its surface is not completely flat/closed, the shipment must be packaged in a secure wrapper that is safe for transport.

Please pay attention to the following:

- As a rule, all inserts have to have the same contents.
- It is also possible to include inserts in only part of the print run.
- Protruding inserts without wrapping are priced as Press CoverPlus.
- Bound-in inserts and banderoles must cover the full surface.

Billing

As a rule, shipment charges are based on weight. The weight is calculated as follows: Sample copy including wrapping and all further shipment components. Bills and payment slips for the subscription fee of the carrier object and objects with a height of 3 to 30 mm will be billed at an additional charge. For more details, please see the “Prices” section.



Inserts that may be sent with press products

Printed products

- Printed products include advertising leaflets, subscription advertising, requests for charitable donations and corresponding payment slips, postcards and printed products without a Presse Distribution agreement.
- Printed products are included loose with carrier objects or attached to them.
- Bills and payment slips exclusively for the subscription fee of the carrier object, sent with it and indicating the same amount, are in accordance with the contract. They are to be loosely enclosed, attached or processed using book-binding techniques.

Objects

- Objects with a maximum height of 2 mm are items such as samples and specimens, CDs or DVDs in cardboard covers and books
- If the items are attached outside the carrier object, the items must be packaged in a secure wrapper that is safe for transport.
- Objects between 3 mm and a maximum of 30 mm in height, such as promotional items, books and give-aways, must be securely attached to the item to prevent slipping. The items must generally be sent in a secure wrapper that is safe for transport.
- Please discuss inserts with a fluid, gel-like or powdery content with your Deutsche Post customer adviser in good time, as special packaging or additional agreements are required.

Presse CoverPlus – our extra service creates freedom for your magazine design

More options for shipping your press products

So that Deutsche Post can deliver in a way that meets the high quality standards of your readers, your cooperation as a sender is also important. Basically, the transport of mail requires wrapped packages that are safe for transport and a design of the inscription page that is suitable for machine reading of the required postal information on the package.

Mail distribution items and press releases can be sent without wrapping. The requirements for designing the inscription page and for sending without wrapping are described in the guides „Press Distribution Shipment Handling“ and „Automation-enabled letter mail items.“

Would you also like to deviate from the specifications for the alignment and use of the reading and rest zones when designing the inscription page? Or do you want to use eye-catching design elements, whereby the package no longer has a completely flat/closed, rectangular surface (e.g. protruding inserts/bound-in inserts, cards attached on the outside, booklets, etc.) without using a transport-safe shipping envelope?



The extra service Press CoverPlus creates additional space for your press dispatch. In the event of deviations from the design specifications, these items can be approved for postal delivery on payment of a small additional fee.

With the invoicing of the additional service Presse CoverPlus, the work which Deutsche Post invests in the processing of special handling procedures that do not correspond to the cost-effective basic processes in press mail delivery is remunerated.

You can already announce the different layout in the accounting records with the corresponding accounting numbers for the extra service Press CoverPlus. If you are not sure whether your press mailing is still within the permissible range, we will check this for you on the basis of the submitted sample documents for the settlement of accounts and will only invoice the fee for the relevant shipment in question.

Even if your shipment does not meet the basic shipping requirements with regard to several criteria, the additional charge for Press CoverPlus will only be invoiced once per shipment in the dispatch.

Important information

When deviations lead to serious operational or quality disruptions, Deutsche Post reserves the right to charge an additional fee.

Premiumadress – On-the-spot correction, electronic notification

PREMIUMADDRESS Press: quickly informed about undeliverability and change of address of your readers - systematically

Ensure the quality of your readers' addresses.

In Germany, nearly 10 million addresses change every year. Not all people inform about their move or their name change. Keep in touch with your subscribers. Rely on professional address maintenance with PREMIUMADDRESS – corrected directly, informed digitally.

As special as your shipments: the right PREMIUMADDRESS options for your press products

Based on your requirements as a sender of press products, the PREMIUMADDRESS range offers you various options for information and whereabouts of a shipment that may not have been delivered to the recipient's address.

The specific performance characteristics of the individual PREMIUMADDRESS models can be found in the manual and the general terms and conditions/service brochures of PREMIUMADDRESS at premiumadress.de



**Our PREMIUMADDRESS services**

Your address data will be checked and in the event of an address error, will be corrected and even brought up to date electronically. You then receive this information in an electronic procedure for your further use, as long as the recipient has approved the passing on of the address.

Benefit from PREMIUMADDRESS

- Preserve your valuable customer contacts through continuous maintenance based on up-to-date address information.
- Make sure you have up-to-date addresses, even if your customers have not informed you about address changes.
- Reduce the number of incorrect mailings as well the costs and effort involved in processing returns.
- Reduce the costs of entering new addresses thanks to our continuous digital processes.

Requirements and usage

You can find information on the contractual and technical requirements for using PREMIUMADDRESS for your press products at [premiumaddress.de](https://www.premiumaddress.de)

We'll get it sorted for you – and we'll be happy to send multiple copies

PRESSE SORTIERSERVICE (sorting service for press materials) – our solution for regional daily newspapers in particular, which saves time, materials, and therefore money

For an additional fee, you can post your items without shipping optimization.

This is suited, for example, for small-circulation newspaper newspapers or regional dailies for the long-distance sector.

Your advantages at a glance

Deliver newspapers – without bundling.

We do the sorting for you.

- No packaging work. The loose items are delivered in the containers we provide with a special information carrier
- No shipping optimization according to ZEBU
- Short travel distances, as posting also possible in mail centers
- The registration in AM.exchange or AM.portal is done with a separate accounting number

Requirements

General

- The offer is subject to logistical availability for the provision of the service
- For the use of the PRESSE SORTIERSERVICE, a contract must be concluded
- Lead time: 4 weeks before first posting

Next-Day Service

- Regional dailies must be posted in the same time slot as same-day items
- Term E+1

Basic Service

- Complete automation capability, most easily achievable for shipping with wrapping
- Posting at a specified bulk acceptance point
- Term E+4



Multiple copies – send a number of press products in one mail item and save money

Multiple dispatch

If you want to send a reader multiple press products in one mail item, you need to dispatch them in one envelope. In this case, the envelope will show a standardised address label and the separate note “Nicht öffnen” (Do not open). The total weight of the mail item must not exceed 1,000 g.

The front cover may be labelled a special edition, special issue, special etc.

Billing

With a Press Distribution agreement, several printed products contained in one shipment are individually billed on the basis of the category of item and charged to the carrier object. Enclosed POSTVERTRIEBSSTÜCK (preferred periodicals)/PRESSESENDUNG (press periodicals) items are billed at the total weight of the shipment if the front cover displays

- no issue number and
- no press product ID and
- no price and
- no barcode



TRACK&MATCH – Know when your Postvertriebsstück (preferred periodicals) and Pressesendung (standard periodicals) items reach your readers

With the free TRACK&MATCH service, you can find out with a high degree of certainty when and where your automatable mail-shots (POSTVERTRIEBSSTÜCK, PRESSESENDUNG) will arrive. Early enough and to the day.

Possible for all shipping services with the exception of same-day service.

Your benefits at a glance

- Reliable time and quality checks of punctual delivery by the producer
- Central and regional view of the postal run in the destination mail centers and reliable delivery forecast
- Optimized timing and synchronization of sales activities in other media once physical magazine is delivered
- Optimized call center staffing, taking shipment receipt and reader responses into account
- Monitoring of transit time with a view to the transit time booked with Deutsche Post

Requirements

- Your shipments are suitable for automatic processing and contain a data matrix code compliant with the latest standards, e.g., from PREMIUMADDRESS
- Shipping notification with the electronic AM.exchange procedure via suitable shipping software
- Shipping is possible in combination with PREMIUMADDRESS or without it
- A contract must be concluded in order to use TRACK&MATCH
- Additional information about the contractual and technical requirements for the use of TRACK&MATCH is available at deutschepost.de/trackmatch



Prices

Prices Presse Distribution
valid as of 1 January 2023

Billing conditions

Calculating weights for POSTVERTRIEBSSTÜCK and PRESSESENDUNG items

The rates for press distribution are generally based on weight, and in the case of POSTVERTRIEBSSTÜCK items, also on the frequency of publication. The weight is calculated as follows: Sample copy including wrapping and all further shipment components. Weight clusters have been defined to calculate the shipment rates that are due. See the price lists for POSTVERTRIEBSSTÜCK and PRESSESENDUNG items for the weight clusters and the relevant prices.

Bills and payment slips for the subscription fee of the carrier object and objects with a height of 3 to 30 mm will be billed at an additional charge. For inlay prices, see page 38. In determining the measurements, the commercial rounding rule is used:

- Measurements of 0.5 mm and more are rounded up, and
- measurements of less than 0.5 mm are rounded down.

Price differentiation by tariff zone

Prices can vary by tariff zone. Depending on the share of your shipments going to metropolitan and rural areas, there may be price benefits for regular mailing of POSTVERTRIEBSSTÜCK (preferred periodicals) and PRESSESENDUNG (standard periodicals) items. With price differentiation, the list price for shipments with delivery in metropolitan areas is reduced 17.5%. In contrast, the list price for shipments with delivery in rural areas is 8% higher. Delivery in the so-called intermediate zone is calculated at list price. Requirements for price differentiation:

1. The average postal circulation of the title with the same printed product ID (ZKZ) was at least 100,000 items per issue number in the past six months.
2. At least 100,000 items per issue number of the title with the same printed product ID (ZKZ) must be posted.
3. A complete AM.exchange data record for notification of posting of the title was provided as the basis for invoicing.
4. No contract is in effect for the relevant title specifying individual prices that deviate from the list price (see p. 31).

Your Deutsche Post customer adviser will be happy to answer any other questions you have on the price differentiation procedure.



Billing

An invoice will be prepared for each posting or partial posting. The temporal assignment of an issue for charge calculation shall be based on the date of posting. Payment is due upon receipt of the invoice.

The payment period is seven days and generally begins with the day of posting (date of provision of service). Charges shall be collected by SEPA core direct debit.

Statutory requirements, such as obtaining a mandate and giving prior notice (pre-notification period) of a direct debit payment, shall be taken into account. Daily newspapers shall be invoiced once a week for the week ending on the basis of the available invoicing documents (dispatch lists and sample copies of the main and sub editions of each publication day). Invoicing documents received late shall be invoiced on the day of receipt.

You can find further information on billing in our brochure "Presse Distribution Shipment Handling" at page 30.

Shipping prices deviating from list price

For contractual partners of Deutsche Post Presse Distribution National, we will be happy to check the offer list price deviating shipping prices with a valid for a period of 12 months. The calculation requires an annual turnover of at least 250.000 € as well as at least 6 months of uninterrupted electronic shipment notification via AM.exchange in accordance with the AM Developer's Manual.

List price deviating shipping prices result based on the calculation of the following parameters:

- Publication frequency
- Shipment quantities and weights
- Place of shipment acceptance
- Booked transportation networks (SLN, ELN) and shipping services (E+0 to E+4)
- Depth of packaged goods delivered
- Shipment destinations
- Shipment automation capability

Daily titles

Postvertriebsstück (preferred periodicals)

Frequency of publication: more than once a week, delivery of at least 20 newspaper issues per quarter.

Daily titles

Weight (g)	cents*	Weight (g)	cents*	Weight (g)	cents*
Less than 30	45.08	270 to < 280	53.45	520 to < 530	86.87
30 to < 40	45.08	280 to < 290	54.14	530 to < 540	88.42
40 to < 50	45.08	290 to < 300	55.48	540 to < 550	89.92
50 to < 60	45.08	300 to < 310	56.83	550 to < 560	91.41
60 to < 70	45.08	310 to < 320	58.17	560 to < 570	92.95
70 to < 80	45.08	320 to < 330	59.53	570 to < 580	94.45
80 to < 90	45.08	330 to < 340	60.87	580 to < 590	95.00
90 to < 100	45.08	340 to < 350	62.20	590 to < 600	95.00
100 to < 110	45.08	350 to < 360	63.53	600 to < 610	95.00
110 to < 120	45.08	360 to < 370	64.87	610 to < 620	95.00
120 to < 130	45.08	370 to < 380	66.19	620 to < 630	95.00
130 to < 140	45.08	380 to < 390	67.57	630 to < 640	95.00
140 to < 150	45.08	390 to < 400	68.94	640 to < 650	95.00
150 to < 160	45.16	400 to < 410	70.25	650 to < 660	95.00
160 to < 170	45.56	410 to < 420	71.63	660 to < 670	95.00
170 to < 180	47.20	420 to < 430	72.94	670 to < 680	95.00
180 to < 190	47.58	430 to < 440	74.26	680 to 1,000	95.00
190 to < 200	47.94	440 to < 450	75.65		
200 to < 210	48.66	450 to < 460	77.00		
210 to < 220	49.33	460 to < 470	78.32		
220 to < 230	50.02	470 to < 480	79.71		
230 to < 240	50.69	480 to < 490	81.02		
240 to < 250	51.38	490 to < 500	82.33		
250 to < 260	52.07	500 to < 510	83.88		
260 to < 270	52.79	510 to < 520	85.36		

* Plus statutory sales tax.

Weekly titles

Postvertriebsstück (preferred periodicals)

Frequency of publication: once a week, delivery of at least 10 newspaper issues per quarter.

Weekly titles

Weight (g)	cents*	Weight (g)	cents*	Weight (g)	cents*
Less than 30	45.08	270 to < 280	53.45	520 to < 530	78.00
30 to < 40	45.08	280 to < 290	54.12	530 to < 540	79.37
40 to < 50	45.08	290 to < 300	54.81	540 to < 550	80.75
50 to < 60	45.08	300 to < 310	55.48	550 to < 560	82.15
60 to < 70	45.08	310 to < 320	56.18	560 to < 570	83.53
70 to < 80	45.08	320 to < 330	56.75	570 to < 580	84.90
80 to < 90	45.08	330 to < 340	57.28	580 to < 590	86.33
90 to < 100	45.08	340 to < 350	58.25	590 to < 600	87.70
100 to < 110	45.08	350 to < 360	59.26	600 to < 610	89.08
110 to < 120	45.08	360 to < 370	60.35	610 to < 620	90.50
120 to < 130	45.08	370 to < 380	61.36	620 to < 630	91.87
130 to < 140	45.08	380 to < 390	62.37	630 to < 640	93.21
140 to < 150	45.08	390 to < 400	63.45	640 to < 650	94.62
150 to < 160	45.16	400 to < 410	64.48	650 to < 660	95.00
160 to < 170	45.56	410 to < 420	65.51	660 to < 670	95.00
170 to < 180	47.20	420 to < 430	66.61	670 to < 680	95.00
180 to < 190	47.58	430 to < 440	67.59	680 to 1,000	95.00
190 to < 200	47.94	440 to < 450	68.61		
200 to < 210	48.66	450 to < 460	69.68		
210 to < 220	49.33	460 to < 470	70.70		
220 to < 230	50.02	470 to < 480	71.78		
230 to < 240	50.69	480 to < 490	72.81		
240 to < 250	51.38	490 to < 500	73.83		
250 to < 260	52.07	500 to < 510	75.22		
260 to < 270	52.79	510 to < 520	76.60		

* Plus statutory sales tax.

Monthly titles

Postvertriebsstück (preferred periodicals)

Frequency of publication less than once a week. Less than 10 newspaper issues were delivered per quarter.

Monthly titles

Weight (g)	cents*	Weight (g)	cents*	Weight (g)	cents*
Less than 30	45.82	270 to < 280	56.83	520 to < 530	86.67
30 to < 40	45.82	280 to < 290	58.04	530 to < 540	88.08
40 to < 50	45.82	290 to < 300	59.18	540 to < 550	89.48
50 to < 60	45.82	300 to < 310	60.36	550 to < 560	90.87
60 to < 70	45.82	310 to < 320	61.49	560 to < 570	92.28
70 to < 80	45.82	320 to < 330	62.70	570 to < 580	93.71
80 to < 90	45.82	330 to < 340	63.83	580 to < 590	95.00
90 to < 100	45.82	340 to < 350	65.00	590 to < 600	95.00
100 to < 110	46.21	350 to < 360	66.17	600 to < 610	95.00
110 to < 120	46.65	360 to < 370	67.31	610 to < 620	95.00
120 to < 130	47.03	370 to < 380	68.48	620 to < 630	95.00
130 to < 140	47.47	380 to < 390	69.64	630 to < 640	95.00
140 to < 150	47.91	390 to < 400	70.78	640 to < 650	95.00
150 to < 160	48.29	400 to < 410	71.97	650 to < 660	95.00
160 to < 170	48.74	410 to < 420	73.12	660 to < 670	95.00
170 to < 180	49.16	420 to < 430	74.31	670 to < 680	95.00
180 to < 190	49.58	430 to < 440	75.43	680 to 1,000	95.00
190 to < 200	50.02	440 to < 450	76.65		
200 to < 210	50.78	450 to < 460	77.80		
210 to < 220	51.62	460 to < 470	78.97		
220 to < 230	52.41	470 to < 480	80.10		
230 to < 240	53.25	480 to < 490	81.28		
240 to < 250	54.05	490 to < 500	82.44		
250 to < 260	54.87	500 to < 510	83.86		
260 to < 270	55.68	510 to < 520	85.27		

* Plus statutory sales tax.

Pressesendung (standard periodicals):

Pressesendung (standard periodicals):

	cents*
Less than 100 g	62.72
100 g to < 260 g	71.97
260 g to < 500 g	82.25
500 g to 1,000 g	95.00

* Plus statutory sales tax.

Streifbandzeitung (wrapper-packed newspaper)

Streifbandzeitung (wrapper-packed newspaper)**

	EUR*
Less than 50 g	0.80
50 g to < 500 g	1.30
500 g to 1,000 g	2.25

* Plus statutory sales tax.

** Express and Sunday delivery of STREIFBANDZEITUNG items: see Deutsche Post AG price list: "Leistungen und Preise".

Basic charges

The basic charge is invoiced at the beginning of each calendar year for the existing contract and upon the conclusion of a contract within the current calendar year. In case of a reduced basic charge, a supplementary charge amounting to the difference to the regular basic charge will be made if the conditions for the reduced basic charge specified below were not met in the past calendar year.

Basic charges

	EUR *
Per main issue paper list	1,400.00
Per main issue AM.portal/AM.exchange	1,000.00
Per main issue STREIFBANDZEITUNG (wrapper-packed newspaper)	1,000.00
Per sub-edition paper list	600.00
Per sub-edition AM.portal/AM.exchange	500.00
Per sub-edition STREIFBANDZEITUNG (wrapper-packed newspaper)	500.00

* Plus statutory sales tax.

Additional charges/Next-day service

Shipping Service Surcharges

		cents*
Second-Day Service	In addition to the list price per copy POSTVERTRIEBSSTÜCK (preferred periodical) and PRESSESENDUNG (standard periodical)	3.50
Next-Day Service	In addition to the list price per copy POSTVERTRIEBSSTÜCK (preferred periodical) and PRESSESENDUNG (standard periodical)	8.50
Same-Day Service	In addition to the list price per copy POSTVERTRIEBSSTÜCK (preferred periodical) and PRESSESENDUNG (standard periodical)	3.50

* Plus statutory sales tax.

Additional charges

Collection of palletised shipments in the basic or second-day service within Germany	Shipment amounts of more than 5 tonnes per shipment are picked up free of charge and must be notified using dispatch software (such as Manager Presse Distribution) or AM. Shipment amounts of below 5 tonnes per shipment are picked up for a fee. An individual price offer will be made on the basis of the price-relevant components: amount, pick-up point and distance. Pick-up orders may be made online: deutschepost.de/servicefahrten	
Pick-up within the next-day service in Germany	Shipment amounts of more than 1,000 copies per shipment are picked up free of charge. Shipment amounts of below 1,000 copies per shipment are picked up for a fee.	
	per vehicle	EUR*
	DThe charge is based on the one-way distance in kilometres between the pick-up point and the nearest SLN depot. Distance up to:	
	5 km	32.00
	10 km	41.00
	15 km	50.00
	20 km	59.00
	30 km	78.00
	40 km	96.00
	over 40 km	115.00
Pick-up of shipments in the basic service, second-day service and next-day service abroad (Continental Europe)	For shipment quantities of more than 5 tonnes (Express Logistics Network - ELN) or more than 1,000 copies (high-speed transportation network - SLN), collection is free of charge when the distance from the loading site to the closest border crossing is less than 100 kilometres. For each additional kilometre (from the 101st kilometre), a fee of EUR 1.74* per HGV per kilometre shall be paid. Transportation from the border crossing to the collection point is free of charge. When the shipment quantity is < 5 tonnes (ELN) or < 1,000 copies (SLN), the fee of EUR 1.74* shall be paid already from the first kilometre from the loading site to the border crossing. Payment for transportation from the border crossing to the collection point shall be made to the amount of the charges indicated above.	
Demurrage charges per vehicle	For every hour or part thereof (first 60 minutes for free)	40.00 EUR*
Change from basic service or second-day service to next-day service at short notice	A charge of 2.50 cents* shall apply to each item posted where there is a change of transport network less than 48 hours before the planned pick-up time. Please inform the Express Logistics Network (ELN) management of the change of transport network by 10 a.m. on the day before the pick-up was originally planned. Otherwise, the pick-up charge for the one-way distance from the agreed pick-up point to the nearest posting office shall be invoiced as a flat-rate charge (see price table below).	
Lack of network-specific preparation for dispatch	2.50 cents* per item posted	

* Plus statutory sales tax.

Inserts

Additional charges for inserts in printed products

Objects**	cents*
< 3 mm	–
3 mm to < 6 mm	10.00
6 mm to < 11 mm	10.00
11 mm to ≤ 30 mm	10.00
Invoices, payment slips (Section 4.1.4 (2))	10.00

* Plus statutory sales tax.

** Measurements of 0.5 mm and more are rounded up to 1 mm, and measurements of less than 0.5 mm are rounded down.

Presse CoverPlus

You use a greater design scope for preferred periodicals and standard periodicals.

Additional charge for deviations from the design/condition specification

	cents*
Presse CoverPlus (Price per item)	2.50

* Plus statutory sales tax.

Presse Sortierservice (sorting service for press materials)

With the PRESSE SORTIERSERVICE (Sorting Service for Press Materials) we offer you a solution for unsorted delivery of regional dailies and small print runs.

Preis Presse Sortierservice

	cents*
PRESSE SORTIERSERVICE (price per sorted newspaper)	6,00

* Plus statutory sales tax.

Manager Presse Distribution

MANAGER PRESSE DISTRIBUTION is the software solution for preparing your press products for dispatch.

You can find more information on the website at manager-presse-distribution.de

Premiaddress Presse

PREMIUMADDRESS is a contract product. Labelling the item accordingly means that a chargeable order is placed for services to be provided. Please see the table for prices per printed product ID for using the POSTVERTRIEBSSTÜCK (preferred periodicals) and PRESSESENDUNG (standard periodicals) services. Please note that the price per item for using the STREIFBAND-ZEITUNGEN (wrapper-packed newspapers) service applies in accordance with the PREMIUMADDRESS product brochure.

Premiaddress prices*

	Annual shipment quantity (national and international) per printed product ID (ZKZ) (0–500,000 copies)						
	0 to 10,000	10,001 to 25,000	25,001 to 50,000	50,001 to 75,000	75,001 to 100,000	100,001 to 250,000	250,001 to 500,000
Error rate (per year)							
> 0.00 % to 0.50 %	210 €	263 €	315 €	368 €	420 €	473 €	525 €
0.51 % to 0.60 %	210 €	263 €	315 €	368 €	420 €	630 €	1,260 €
0.61 % to 0.70 %	210 €	263 €	315 €	368 €	420 €	756 €	1,512 €
0.71 % to 0.80 %	210 €	263 €	315 €	368 €	420 €	992 €	1,985 €
0.81 % to 0.90 %	210 €	263 €	315 €	368 €	454 €	1,134 €	2,268 €
0.91 % to 1.00 %	210 €	263 €	315 €	383 €	510 €	1,276 €	2,552 €
1.01 % to 1.25 %	210 €	263 €	315 €	473 €	630 €	1,575 €	3,150 €
1.26 % to 1.50 %	210 €	263 €	394 €	591 €	788 €	1,969 €	3,938 €
1.51 % to 1.75 %	210 €	263 €	473 €	709 €	945 €	2,363 €	4,725 €
1.76 % to 2.00 %	210 €	276 €	551 €	827 €	1,103 €	2,756 €	5,513 €
2.01 % to 3.00 %	210 €	315 €	630 €	945 €	1,260 €	3,150 €	6,300 €
from 3.01 %	210 €	473 €	945 €	1,418 €	1,890 €	4,725 €	9,450 €

Charges for Premiaddress*

	Annual mail volume (nat. and int.) per ZKZ (> 500,000 items)						
	500,001 to 750,000	750,001 to 1,000,000	1,000,001 to 2,000,000	2,000,001 to 5,000,000	5,000,001 to 10,000,000	10,000,001 to 15,000,000	to 15,000,001
Error rate (per year)							
> 0.00 % to 0.50 %	578 €	630 €	683 €	735 €	788 €	840 €	893 €
0.51 % to 0.60 %	1,890 €	2,520 €	5,040 €	12,600 €	25,200 €	37,800 €	50,400 €
0.61 % to 0.70 %	2,268 €	3,024 €	6,048 €	15,120 €	30,240 €	45,360 €	60,480 €
0.71 % to 0.80 %	2,977 €	3,969 €	7,938 €	19,845 €	39,690 €	59,535 €	79,380 €
0.81 % to 0.90 %	3,402 €	4,536 €	9,072 €	22,680 €	45,360 €	68,040 €	90,720 €
0.91 % to 1.00 %	3,827 €	5,103 €	10,206 €	25,515 €	51,030 €	76,545 €	102,060 €
1.01 % to 1.25 %	4,725 €	6,300 €	12,600 €	31,500 €	63,000 €	94,500 €	126,000 €
1.26 % to 1.50 %	5,906 €	7,875 €	15,750 €	39,375 €	78,750 €	118,125 €	157,500 €
1.51 % to 1.75 %	7,088 €	9,450 €	18,900 €	47,250 €	94,500 €	141,750 €	189,000 €
1.76 % to 2.00 %	8,269 €	11,025 €	22,050 €	55,125 €	110,250 €	165,375 €	220,500 €
2.01 % to 3.00 %	9,450 €	12,600 €	25,200 €	63,000 €	126,000 €	189,000 €	252,000 €
from 3.01 %	14,175 €	18,900 €	37,800 €	94,500 €	189,000 €	283,500 €	378,000 €

* Price for the one-time set-up of sftp access: 420.17 €. All prices specified are subject to statutory VAT.

Calculation of error rate

You send 1 million shipments per printed product ID per year and receive 4,000 address notifications for this printed product ID per year; the resulting error rate is calculated as follows: $4,000/1 \text{ million} \times 100 = 0.4\%$.

Accounting period

The fee due per printed product shall be in accordance with the price list for the period up to 31 December of each year. The fee for each year is due on 1 February of the following year.

Surcharges

Special surcharges when the Terms and Conditions of Presse Distribution (PrD) National are not met

Special surcharges will be billed for shipments that do not meet the Terms and Conditions of PrD National.

		EUR*
Exceeding maximum weight (Section 1 (2) Terms and Conditions PrD National)		
up to 1,100 g for each full 10 g or part thereof	in addition to the shipment charge	0.05
more than 1,100 g	per shipment	Handling surcharge according to costs incurred
Exceeding the maximum item height of 50 mm (Section 1 (2) Terms and Conditions PrD National)	per shipment	4.10
Special issues that do not fulfil the conditions of the relevant category of item (Section 4.1.3 Terms and Conditions PrD National)	POSTVERTRIEBSSTÜCK	PRESSESENDUNG charge
	PRESSESENDUNG	1.35
Posting of printed products without a Presse Distribution contract (subsequent billing)	per shipment	1.35
Inserts that do not fulfil the terms and conditions		
– Total weight of inserts exceeds the weight of the carrier object by more than 10 %	per shipment	Additional payment: Calculated weight increase of the carrier object in relation to the total weight of the inserts. The price calculation in accordance with the price list will be based on the resulting shipment weight. Minimum surcharge per shipment: 0.10
– Maximum format of DIN B4 is exceeded	per shipment	1.35
– Items are more than 30 mm high	per shipment	Handling surcharge according to costs incurred
– Objects with a height of between 3 mm and 30 mm are not securely attached to prevent slipping		Handling surcharge according to costs incurred
– Non-compliance with the wrapping requirements		Handling surcharge according to costs incurred
– Invoices/payment slips do not concern the reference charge for the carrying object	per shipment	1.35
Production surcharge for shipment preparation or design in serious breach of GT&C	per shipment	0,025**
Missing shipping unit number (NVE) on pallet label	per pallet	100,00
Processing time for incorrect advance notice		20,00
Reminder to send invoicing documents (Section 5 (5) Terms and Conditions PrD National)		16.00
Reminder (Section 5 (7) Terms and Conditions PrD National)		
– Reminder fee from the third reminder and		5.00
– calculation of interest for late payment		
STREIFBANDZEITUNG (wrapper-packed newspapers)		
Inadequately franked shipments, if item has not been returned	per shipment	Shipment is treated as an insufficiently franked mail communications product; please refer to the brochure for the additional charge
Maximum shipment weight (1,000 g) exceeded and/or maximum shipment height of 50 mm exceeded, if item has not been returned	per shipment	

* Plus statutory sales tax.

** Billing of the production surcharge for serious design deficiencies will be added to the calculation of the additional service Presse CoverPlus.

General Terms and Conditions (GT & C) of Deutsche Post AG for Presse Distribution

1 Scope

- (1) These General Terms and Conditions (GT & C) shall apply to agreements with Deutsche Post AG, hereinafter referred to as Deutsche Post, on the transport and delivery of press products within Germany without substantiation of the whereabouts of the individual items. For items to be sent abroad, the GT & C MAIL INTERNATIONAL (AGB BRIEF INTERNATIONAL) shall also apply as well as the Internationaler Briefversand (International mail dispatch) brochure.
- (2) The items, including inserts, must not exceed a weight of 1,000 g and a height of 50 mm. Special surcharges shall apply if these are exceeded. See page 45 for these and other special surcharges. Item formats must be a minimum of 9 × 14 cm and a maximum of 25 × 35.3 cm (B4).
- (3) The terms and conditions specified in the "Presse Distribution Product Brochure" and the "Presse Distribution Shipment" brochure are constituent components of these GT&C. The Terms & Conditions "AGB BRIEF NATIONAL" apply to
 - prohibited items (section 2 (2));
 - treatment of shipments where the GT & C PrD National have not been fulfilled (Section 2 (3));
 - liability of the sender (Section 3 (5)).
 The aforementioned GT&Cs are available for perusal in all Deutsche Post outlets.

2 Contractual relationship

- (1) The rights and obligations within the scope of these General Terms and Conditions (GT & C) shall be based on the conclusion of a Presse Distribution National agreement between Deutsche Post and the contracting party (publishing house/other publisher). The contract is concluded by a written or electronically signed offer (order) of the customer and the subsequent acceptance by Deutsche Post. Orders are accepted upon receipt of the confirmation e-mail (order confirmation) by the customer.
- (2) Only one agreement shall be concluded for each press product. In such case as a press product is published in a number of sub-issues that differ in content, each of which may be obtained separately, a separate agreement must be concluded for each issue. A current sample copy of the press product shall be attached to the annex to the Presse Distribution National agreement.
- (3) Termination or modification of the contractual relationship shall require the written form (text form).
- (4) The parties can terminate or modify the Presse Distribution agreement with a notice period of four weeks to the end of a month.
- (5) Termination by the sender pursuant to section 415 of the German Commercial Code (Handelsgesetzbuch, HGB) after handover/acceptance of the shipment into Deutsche Post's custody shall be excluded.

3 Obligations of the contracting party

- (1) The contracting party undertakes to label the items and group them together for transportation as per the shipping conditions (see "Presse Distribution Shipment Handling" brochure).
- (2) The contracting party undertakes to determine a suitable authorised agent (form) if it cannot meet the obligations to a sufficient extent.
- (3) The responsible organisational unit for sales at Deutsche Post must be informed immediately in writing of any changes concerning the content and scope of the contractual relationship.

4 Services provided by Deutsche Post

Deutsche Post undertakes to transport and deliver copies of the press product which is the subject matter of the Presse Distribution agreement, including the inserts, under the agreed conditions. Delivery shall be within the standard transit times specified in Section 4.2 and in the shipping conditions (see "Presse Distribution Shipment Handling" brochure), provided the agreed posting offices and times have been complied with. Deutsche Post reserves the right to handle shipments differently, also in accordance with Section 4.3 of these GT & C and Section 4 of the GT & C MAIL NATIONAL (AGB BRIEF NATIONAL) (alternative delivery/notification/pick-up). If delivery is not possible, Deutsche Post shall proceed as per Section 4.3 (2) and (3) (undeliverability/notification of new address).

4.1 Requirements placed on press products

- (1) Press products are newspapers and magazines that have a consistent internal and external design.
- (2) Press products predominantly comprise double-sided printed pages with the same format. They are grouped together into a unit by folding or by a bookbinding process.
- (3) Press products must be created as identical copies in a standard press printing process, be accessible to everyone and appear periodically - at least once a quarter.
- (4) The title page of the press products must include the title and issue or the "Sondernummer" (special issue number) designation. The day of publication or a designation appropriate to the frequency of publication may also be evident from the title page or the publication details.

4.1.1 PRESSESENDUNG (standard periodicals):**4.1.1.1 Aim of publication/aims of publication that preclude a Presse Distribution agreement**

- (1) Press products that are to be sent as PRESSESENDUNG (standard periodicals) must be published for the purposes of publicly distributing information or entertainment.
- (2) The aim of publication in paragraph 1 is, in particular, not met by the following print products:
 1. Brochures, promotional mailing (direct mail) or order catalogues,
 2. Compilations whose text is largely not comprehensible in itself

4.1.1.2 Minimum posting volume

The minimum posting volume per issue number is 1,000 copies.

4.1.2 POSTVERTRIEBSSTÜCK (PREFERRED PERIODICALS)**4.1.2.1 Aim of publication/aims of publication that preclude a Presse Distribution agreement**

- (1) Press products that are to be sent as POSTVERTRIEBSSTÜCK (preferred periodicals) must be published for the purpose of informing the public about daily events, current affairs, or special topics through editorial contributions which do not contain any commercial advertising (journalistic reporting). They must show a diversity of contributions, topicality, publicity and continuity.
- (2) The aim of publication in paragraph 1 will not be met by press products which demonstrate through their editorial concept that they have direct commercial interests. Evidence of this could be:
 1. Advertising language
 2. Articles clearly contributed by companies
 3. Purchasing recommendations, order tips and order numbers
 4. Catalogue-type presentations of products or services with or without contact details
 5. The content of the press product comprises less than 30 % journalistic reporting.
- (3) Press products with direct commercial interests
 1. are particularly those whose title pages contain the names of businesses or products, company or brand names serving the interests of these companies, or
 2. are customer or employee magazines.
- (4) Press products in the form of compilations whose text is not comprehensible in itself may not be sent as POSTVERTRIEBSSTÜCK (preferred periodicals) items.

4.1.2.2 Distribution

- (1) Press products that are to be sent as POSTVERTRIEBSSTÜCKE (preferred periodicals) items must be distributed in return for payment. The percentage of the print run which is sold must be at least 10 % of the print run.

- (2) Press products that are to be sent as POSTVERTRIEBSSTÜCKE (preferred periodicals) items and delivered free of charge may contain neither commercial advertising nor paid advertisements.

4.1.3 Special issue numbers

Special issue numbers of press products with a Presse Distribution agreement must meet the requirements of Sections 4.1 and 4.1.1 and/or 4.1.2. POSTVERTRIEBSSTÜCK items (preferred periodicals) in breach of the agreement shall be billed as PRESSESENDUNG items (standard periodicals); PRESSESENDUNG items (standard periodicals) in breach of the agreement shall be billed as press products without a Presse Distribution agreement.

4.1.4 Inserts

- (1) Inserts (press products and objects) can be sent with the carrier object. The carrier object must be the main dispatch item. The item must be packaged suitably for transportation and securely. Inserts shall be billed based on the weight of the items. For objects with a height of 3 mm to 30 mm, additional charges shall apply. Objects may not exceed a height of 30 mm. Inserts must generally have the same content.
- (2) Invoices and payment slips sent with carrier objects that only concern the reference charge for the carrier object are in accordance with the agreement. They must show the same amount and shall be billed at an additional charge.

4.1.5 STREIFBANDZEITUNG (wrapper-packed newspapers)

Contractual partners of Deutsche Post Presse Distribution and commercial press sales outlets can send POSTVERTRIEBSSTÜCK (preferred periodicals) and PRESSESENDUNG items as STREIFBANDZEITUNG (wrapper-packed newspaper) items.

4.2 Service offer

Deutsche Post offers the transport and delivery of press products as

- (1) Basic Service,
- (2) Second-day Service,
- (3) Next-day Service,
- (4) Same-day Service.

4.2.1 Basic Service

Die Zustellung erfolgt als Regelleistung dienstags bis samstags mit einer Regellaufzeit bis zu vier Werktagen nach Übernahme der Sendungen. Die unter Ziffer 4.2.2.1 bis 4.2.2.2 getroffenen Regelungen gelten auch für den Basic-Service.

4.2.2 Second-day Service (Express logistics network – ELN)

Delivery shall take place as a standard service on the second working day after acceptance of the shipments.

General Terms and Conditions (GT & C) of Deutsche Post AG for Presse Distribution

4.2.2.1 Pick-up

- (1) The pick-up volume can comprise various press titles.
- (2) A supplementary agreement must be concluded for the pick-up of press shipments by Deutsche Post abroad.

4.2.2.1.1 Pick-up free of charge

Palletized shipments with a total weight of at least 5 tons per posting can be picked up free of charge. The prerequisite for this is firstly the announcement of the collection from within Germany at the latest two working days (Mon-Sat), from abroad at the latest three working days (Mon-Sat) before the actual collection via the electronic order management (AM) in the AM.exchange data format, secondly the ELN transport notification to the depot via e-mail by 12 noon in the same deadlines.

4.2.2.1.2 Pick-up for a charge

Shipment amounts of less than 5 tonnes per posting can be picked up for a charge. When collecting titles of several contracting parties from a service provider, a supplementary agreement with the latter is required.

4.2.2.2 Posting

Shipments that are not picked up shall be posted by the contracting party at the agreed bulk mail acceptance office of a Deutsche Post mail centre at the agreed time by prior arrangement with the responsible organisational unit for sales at Deutsche Post.

4.2.3 Next-day service (high-speed network – SLN)

Delivery shall take place as a standard service on the first working day after acceptance of the shipments. A separate agreement shall be concluded and additional charges paid. This Deutsche Post service can only be rendered subject to logistical availability.

4.2.3.1 Pick-up

Shipment volumes of more than 1,000 copies per shipment shall be picked up free of charge. Shipment volumes of less than 1,000 copies can be picked up for a charge.

4.2.3.2 Posting

Shipment volumes of less than 1,000 copies per shipment shall be posted by the contracting party at the agreed depot site at the agreed time by prior arrangement with the responsible organisational unit for sales at Deutsche Post.

4.2.3.3 Additional charges

- (1) If the agreed pick-up is cancelled for reasons attributable to the contracting party, the pick-up charge shall be invoiced as a flat-rate charge. The one-way distance between the depot and the agreed pick-up point shall apply.
- (2) If the agreed pick-up time is exceeded for reasons attributable to the contracting party, demurrage charges shall be invoiced.

4.2.4 Same-day service (regular network)

In the local and regional area, delivery shall take place as a standard service on the day of acceptance of the shipments in the routing region.

4.2.4.1 Posting

Posting shall be carried out by the contracting party at the agreed mail centre for the respective target region at the agreed times by prior arrangement with the responsible organisational unit for sales at Deutsche Post.

4.3 Duration

If the agreed schedule cannot be adhered to for reasons for which Deutsche Post is responsible, the contractual partner will be informed immediately. Deutsche Post will take all economically justifiable measures to ensure delivery of the items within the agreed delivery time if possible.

4.4 Delivery

- (1) PRESSESENDUNG (standard periodicals) and POSTVERTRIEBSSTÜCK (preferred periodicals) items shall be delivered as ordinary letters in accordance with the GT & C MAIL NATIONAL (AGB BRIEF NATIONAL).
- (2) Undeliverable items and those with a valid redirection order in place shall be neither returned nor redirected. Instead, the items shall be destroyed. Sealed items may be opened to facilitate their proper and environmentally friendly disposal.
- (3) Notification of undeliverability, address errors, and new addresses shall only be provided to senders who use the electronic address notification procedure PREMIUMADDRESS. Sealed items may be opened for the purpose of address notification. New addresses shall only be provided if the recipient of the item has given approval in writing of address notification to third parties.

5 Charges/billing

- (1) The contracting party undertakes to pay charges for the services provided by Deutsche Post in accordance with the Presse Distribution price list.
- (2) Dispatch fees shall be calculated on the basis of a sample copy that must be made available free of charge to the accounting office at Deutsche Post Presse Distribution. To this end, the address of the accounting office shall be included in the contracting party's database of subscribers/buyers, so that the sample copy is dispatched as a POSTVERTRIEBSSTÜCK (preferred periodicals) or PRESSESENDUNG (standard periodicals) item in regular mailing. The dispatch list must be presented immediately to the Deutsche Post Presse Distribution accounting office if billing is carried out via AM.portal. An electronic data record must be created for IT-based accounting.
- (3) The sample copy (for the total print run or parts thereof) must match the copies to be sent. In the event that parts of print runs vary in weight and have inserts due to split runs, additional sample documents must be sent or submitted.

- (4) POSTVERTRIEBSSTÜCK (preferred periodicals) and PRESSESENDUNG (standard periodicals) items sent as multiple copies (Mehrfachversand) shall be billed individually according to the category of item. This may consist of multiple copies of one or various press products with the Presse Distribution agreement. Billing shall take place to the account of the carrying object.
- (5) The contract partner is obligated to deliver shipments from Germany at the latest two working days (Mon-Sat), from abroad no later than three working days (Mon-Sat) beforehand via the electronic order management (AM). The electronic shipment notification must contain complete and truthful information and must comply with the requirements of the current AM.exchange Developer's Handbook. The developer's manual is an integral part of these General Terms and Conditions. The current version can be viewed at <https://entwickler.dhl.de>. The sender will be notified regarding changes to the AM.exchange Developer's Manual by Deutsche Post. If changes are made subsequently, the shipment notification must be corrected before posting in AM. Billing is based on the issue weights and item quantities determined by Deutsche Post. Staple weights shall be deemed to have been correctly announced if the specimen copy associated with the posting order can be assigned to the price/weight level announced by the contract partner. If incomplete AM data records are transmitted or if Deutsche Post's charge protection measures identify deviations from the item weights or quantities transmitted electronically by the contract partner, Deutsche Post will charge a processing fee in accordance with the Press Distribution price list. In the event of deviating item quantities, Deutsche Post shall be entitled to calculate an additional charge in accordance with the handling work required for correct quantity determination and to invoice this in addition to the processing and dispatch charge.
- (6) A processing fee shall be charged if a reminder is sent due to delayed or incomplete presentation of billing documents. This shall be collected four days after the reminder and if the billing documents are still incomplete.
- (7) Payment is due upon receipt of the invoice. The payment period is seven days and generally begins with the day of posting (date of provision of service). Charges shall be collected by SEPA core direct debit.
- (8) In the case that a SEPA core direct debit is dishonoured, handling charges and the return fee of the relevant bank shall be added to the charge, should they be incurred.
- (9) In certain cases (e.g. initiation of judicial dunning procedure), Deutsche Post can request an appropriate advance payment to protect its claims for compensation.
- (10) If the contracting party cannot provide an advance payment in accordance with Section 8, Deutsche Post shall be entitled to refuse the acceptance of shipments.

- (11) The contracting party is under the obligation to produce proof of the completeness and correctness of the billing documents in the case of doubt. If, to the detriment of Deutsche Post, the sample copy differs from the copies sent, the charge to which Deutsche Post is entitled based on these GT & C shall be applied to the entire run.
- (12) Packaged Presse Distribution shipments may be opened for inspection purposes.

6 Liability

- (1) Without regard to the limitations on liability set forth below, Deutsche Post shall be liable for damage caused by an action or omission performed by itself, one of its employees, or another vicarious agent (Section 428 of the German Commercial Code (Handelsgesetzbuch, HGB)) either intentionally or carelessly and in the knowledge that damage would be likely to occur. For damages resulting from the conduct of its employees or vicarious agents, this shall only apply insofar as such persons have acted within the performance of their duties.
- (2) In all other cases than those named in paragraph 1, Deutsche Post shall assume no liability unless required to do so by binding legal provisions. This shall also apply to claims resulting from the violation of collateral obligations and to all extra-contractual claims.
- (3) Claims according to paragraph 1 shall expire if the sender or recipient does not notify Deutsche Post in writing of partial loss, damage, or other breach of obligations within 21 days after delivery. This shall not apply to damage that is attributable to intentional behaviour. Section 438 (5) HGB shall not apply.
- (4) An item shall be considered lost if it has not been delivered to the recipient within 14 days after posting and its whereabouts cannot be determined.

7 Statute of limitations

All claims within the scope of validity of these GT& C shall be limited to a period of one year. Claims pursuant to Section 6 (1) shall be subject to a limitation period of three years. The limitation period shall begin at the end of the day on which the shipment was posted.

8 Other provisions

- (1) Claims against Deutsche Post can neither be assigned nor pledged. Claims for damages and for compensation of service fees, which can be assigned but not pledged, are an exception to this rule.
- (2) The place of jurisdiction in the event of a legal dispute against Deutsche Post shall be the registered office of the responsible organisational unit for sales at Deutsche Post.
- (3) Deutsche Post is subject to the conditions in the General Data Protection Regulation (GDPR).
- (4) Forms and address labels shall be created by the contracting party at its own expense. The design thereof must correspond to the samples shown in the "Presse Distribution Shipment Handling" brochure.

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