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**Contact us Ms Raquel Ferrari**  
**Programme Manager**  
**Direct Mail and Stakeholder Relations**  
**Tel: +41 31 350 35 34**  
**Fax: +41 31 351 02 66**

**Ms Abby Bossart**  
**Assistant Programme Manager**  
**Direct Mail**  
**Tel: +41 31 350 35 93**  
**Fax: +41 31 351 02 66**

### *January 2012 edition*

According to the presentation [Outlook 2012: What to Expect in Direct & Digital Marketing](#), published by the Winterberry Group, "Direct mail is moving from a direct-response-only approach to key player in the multichannel world". (To access the presentation you must first create an account, which is free).

*To read the entire article, please visit [UPU.int](http://UPU.int)*