Posti and Sanoma agree long-term agreement on early-morning delivery, partnership supports lifecycle of printed media

28-01-2021

Posti and Sanoma Media Finland have concluded a long-term extension agreement on the early-morning delivery of newspapers in the capital region. The agreement guarantees delivery of printed media in the capital region until the end of 2029. The home-delivered morning paper is an important and much-valued part of the Finnish media.

The agreement, effective until the end of 2029, guarantees the delivery of morning papers in the future and allows for mutual cooperation in the development of delivery. The primary objective of the agreement is to ensure that the cost development of the printed newspaper will remain sustainable, also in terms of delivery.

Early-morning delivery is an important part of the service regarding newspapers, as readers want to receive the newspaper at home during the early morning hours. Publishing houses and newspaper subscribers expect high-quality service from Posti. However, early-morning delivery costs must not become an obstacle to newspaper subscriptions.

"Newspaper delivery is an important part of our business, and we want to support the extension of the lifecycle of the printed newspaper. The agreement we have now concluded demonstrates that Posti can carry out early-morning deliveries competitively, cost-effectively and with high quality. The agreement requires us to leverage the strengths of our delivery network in terms of both cost and sustainable development," says Yrjö Eskola, SVP, Postal Services.

"Reading a printed newspaper at the breakfast table is really important for a huge number of Finns, and this is also the case for readers of Helsingin Sanomat in the capital region. The printed paper is still an important channel for advertisers as well. With this agreement, we have secured the delivery of our printed products and, in addition, we can develop delivery so that quality meets the needs of newspaper subscribers," says Petteri Putkiranta, President, News & Feature at Sanoma Media Finland.

Posti's early-morning delivery business has grown in recent years. Last year, Alma Media's early-morning delivery operations in

Pirkanmaa and Satakunta were transferred to Posti following an acquisition.

Currently, Posti carries out early-morning delivery in the capital region as well as in East Uusimaa, Pirkanmaa, Satakunta, South-Eastern Finland, South Savo, Central Finland, South Ostrobothnia and North Karelia. Posti's early-morning delivery employs approximately 2,600 deliverers.

Source: Posti

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