



FOR IMMEDIATE RELEASE

Publishers Circulation Fulfillment, Inc. Takes Over Globe Direct Deliveries, Formerly Distributed through the Mail.

Towson, MD USA - September 25, 2013 - Publishers Circulation Fulfillment, Inc. (PCF) announced it is entering the final phase of implementing a total market coverage delivery program for Globe Direct, a free weekly shopper and subsidiary of The Boston Globe. When the final launch is complete, PCF will deliver over 230,000 copies of this product each week to non-Globe subscribers across 19 zip codes. Globe Direct was formerly distributed through the U.S. mail.

Richard Masotta, VP of Operations at The Boston Globe said, **“As we looked toward alternate delivery for our direct mail product, it became obvious that our long term strategic partner PCF was the place to go.** Leveraging their experience and professional approach was, in my opinion the only choice to make this successful. Now several months into implementation, we look forward to further expansion of our partnership.”

“Core delivery expertise, investments in technology and implementation of a delivery verification process have made this expansion into total market coverage a great success and has proven our capability to control our client’s costs and grow with this important delivery type,” says Kevin Daly, PCF Chief Operating Officer.

“PCF’s planning and use of the latest GPS technology could not have made our current transition any more seamless. Their complaint procedures and quick follow through have provided both our clients and their end-user households reassurance they will receive the circulars they look for each week on their doorstep,” said Paul Pelland, President of Globe Direct.

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About Publishers Circulation Fulfillment, Inc.

Publishers Circulation Fulfillment, Inc. (PCF) has been serving the needs of the print media industry for over 25 years, helping publishers and circulation executives reduce costs, expand or maintain their delivery footprint, and stabilize service to improve subscriber retention. PCF has the expertise and varied delivery, technology and consulting solutions needed to make print distribution efficient, profitable, and viable for the long term.

For customers interested in learning more about our service offerings:

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