



Dear Client:

PSA continues to operate at 100% to maintain your essential business services and cash flow through this national emergency. Approximately 40% of our staff is working from home, not only to further socially distance employees in the office, but to assure all functions are backed up at two locations during the emergency.

Email volume and inbound phone calls this week remain lighter than normal (with the exception of some financial publications which have normal or higher than normal volumes). Mail volume is down approximately 20-30% from normal. Incoming digital orders and transactions across almost all clients remain at normal levels. We will continue to keep you informed as we progress through this crisis.

We're pleased to welcome Janine Bower-Snyder as PSA's Director of Customer Service. Janine has been in the publishing industry for many years (most of her time spent working in sales and customer service). She starts her tenure at PSA under challenging circumstances, tasked with overseeing the customer service experience while operating at both headquarters and remote locations. Janine and our entire fulfillment staff is up to the challenge. We're on it!

Here are a few more marketing tips from your professional team at Publishers Service Associates:

- Magazine Publishers are reporting a 3-12% increase in newsstand unit sales for the month of March at Wal Mart, Target, and a slew of grocery stores. Homebound readers (due to covid-19) appeared to be hoard-buying everything, from toilet paper to magazines. April sales appear to be slowing a bit as the crisis grinds on.
- B to B Publishers with high dollar annual subscriptions may want to offer a quarterly or monthly installment payment option, to address reduced business cashflows during the covid-19 emergency.
- Publishers with cancelled events may want to offer virtual events to replace the cancelled on site events. While the revenues from the onsite events won't be replaced, perhaps 20-30% of the revenue can be recaptured.
- Now that people have been working from home and are anxious for interaction, publishers can act on this need by offering small events and forums for a fee. Zoom meetings are not hard to setup and will allow for a "meeting face to face" like atmosphere.
- B to B Publishers may want to replace their print copies with digital editions during the emergency, so that their content can still be delivered on a timely manner (print copies will sit in empty offices- digital copies will get to the audience working from home).

Please keep in mind that PSA can help you blast email messages to your subscribers and customers- contact your fulfillment manager for more details and don't forget, PSA has scheduled Friday as a half day for our employees, to celebrate the Easter Season (Good Friday) for our Christian employees, and to celebrate spring for our employees of other faiths.

Please stay safe and well,
Mark, Debra, and the entire PSA team