



The International Mailers' Advisory Group (IMAG) was founded in 1997 and, since then, it has become the premier representative of the U.S. international mailing sector. Our core mission is to address barriers to the efficient flow of information and goods across borders for companies utilizing postal services.



Why does our voice matter? Outbound U.S. international mail has more volume than the rest of the world's combined international mail. It is a bright spot of future growth for marketing mail and packages.

IMAG represents a diverse community of marketers, vendors and international mailing organizations. We monitor developments worldwide, as we liaise with the DMA, Federation of European Direct and Interactive Marketing (FEDMA), the World Customs Organization, the Universal Postal Union (UPU), and other groups. We identify impediments – immediate, near-term, and longer-term – to the smooth delivery of international mail, and we are recognized as a credible voice in major international forums as we:

- ▶ Work with the Global Business unit of the U.S. Postal Service to improve products and services for our industry.
- ▶ Encourage national postal systems throughout the world to improve their direct mail infrastructures through participation in work groups and seminars.
- ▶ Work with international customs task forces to simplify procedures.
- ▶ Influence industry issues as a member of the management committee of the UPU Consultative Committee.
- ▶ Support the work of the UPU Standards Board on international address management.



What are some other ways that we serve our industry? IMAG is a member of the Postmaster General's Mailers Technical Advisory Committee, where we work with the Postal Service and other association members to stay abreast of postal policy, strategy and operations. We use the forum to educate others on the ever-changing environment of international mail.

IMAG stands ready to address any issues that affect our members. Contact us and let us know the issues that have an impact on your international mailing operations. Learn more about us by exploring our website, www.internationalmailers.net (under construction – launching on April 1). We invite you to join us and participate in our many initiatives.

- ▶ For more information, email us at IMAG.crossborder@gmail.net
- ▶ Follow us on Twitter: @IMAGassociation

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