



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 consolidators, marketers, vendors, and international mailing organizations. We monitor developments worldwide to identify impediments and work toward removing them to ensure the smooth delivery of international mail. We are recognized as a credible voice in major international forums as we:

- ▶ Work with the Global Business unit at the U.S. Postal Service to improve products and services for our industry.
- ▶ Together, work with the Postal Service and other posts to resolve service or operational issues as they arise.
- ▶ Interact with U.S. Customs and Border Protection to stay on top of customs issues and regulations.
- ▶ Serve on the U.S. Department of State's Advisory Committee on International Postal and Delivery Services, which provides advice to the State Department on U.S. foreign policy related to international postal and delivery services and toward the Universal Postal Union and other international organizations.



**IMAG's quarterly meetings bring to the table the people who lead, influence, and analyze our industry, so members can get their questions answered and their issues resolved.**



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.

Our reciprocal arrangement with the Association for Postal Commerce gives IMAG members a complimentary subscription to the PostCom Bulletin, which helps members stay informed about industry news.

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](http://www.internationalmailers.net)**. We invite you to join us and participate in our many initiatives.

- ▶ For more information, email us at [IMAG.crossborder@gmail.com](mailto:IMAG.crossborder@gmail.com) or [katemuth@comcast.net](mailto:katemuth@comcast.net)
- ▶ Follow us on Twitter: @IMAGassociation