

Newsletter

A newsletter is regular distributed information, which is sent by mail or by e-mail. Today most of the sent newsletters are sent by e-mail due to cost reduction, time-efficiency and flexibility as well as perfect tracking possibilities. Typical newsletter distributors are companies, clubs, associations, agencies, the entertainment and lifestyle industry as well as the retail industry.

Normally users subscribe to their topics of interests and receive therefore the requested news, specials or offers. In times of spam and sales of addresses the newsletter got into discredit and users are requesting for pull not for push information. They decide when they want which information and go actively in the [internet](#), e.g. [Google](#), [facebook](#), ebay, amazon and other platforms.

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