



March 1, 2018

Commissioner Robert Taub, Chairman  
Commissioner Tony Hammond, Vice Chairman  
Commissioner Nanci Langley  
Commissioner Mark Acton

Postal Regulatory Commission  
901 New York Avenue, NW, Suite 200  
Washington, DC 20268

RE: Docket No. RM2017-3

ESPN The Magazine is a Periodical that celebrates our 20<sup>th</sup> anniversary this year. We have 2,000,000 paid subscribers. We are proudly one of the USPS “anchors in the mailbox”. People look forward to receiving ESPN in their mailboxes every issue.

ESPN considers The Magazine as one of the many “screens” we use to deliver ESPN content. The content is printed on paper and delivered right to the consumer at their homes via the USPS. ESPN The Magazine is the original direct-to-consumer product.

We are 83% carrier-route, over 99.99% barcoded, drop ship to over 175 SCF and FSS locations, is 100% palletized- no mail sacks- a very efficient product for the USPS. We also mail many First Class invoices; Priority Mail subscription Premiums; Market Mail renewal notices and new subscriber

solicitations; Business Reply Mail cards and receive many First Class letters from readers.

We partner with the USPS on any and all projects that can help the USPS. ESPN is the only Periodical participating in Informed Delivery and we are proud to support our partner's programs.

If the PRC proposes to increase our postage rates 40% over the next 5 years then ESPN will not produce a paper Periodical mailed through the USPS.

The content will be delivered via the many other means we now use to deliver our content. Please keep the anchor in the mailbox. Please keep ESPN The Magazine alive.

Sincerely,

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