

Publishing Mail New Title Launches

Launch a brand new title or target a new audience and get rewarded

Earn postage credits of 30% per item for up to 24 months when launching a new title or expanding an existing title to a new audience

The requirements

- ✓ Send a minimum of 10,000 large letter format items per year for a new title launch
- ✓ There must be intent to roll out the title beyond the lifetime of the incentive



A publisher testing the sending of an existing publication to a new target audience that had not requested it, to achieve growth and improve the reputation of the publication.

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