

# Publishing Mail Test and Innovation Scheme



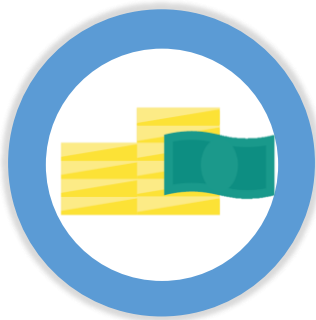
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# Publishing TIS Incentive

## Launch a new publication title...

Launch a brand new title or target a new audience to grow your business



## ...and maximise your return with reduced postage costs

When launching a new title, we will reduce the postage cost for up to 24 months from launch day

# Requirements

- ✓ You must post a minimum of 10,000 items during the 12 month test period (maximum volume 10 million items)
- ✓ The front cover of each publication must clearly show its' title and at least one of the following: the date of issue, the month, the season, or the issue number.
- ✓ At least one-sixth of the publication must be editorial content. This does not include advertising material or data, or any information relating to a product or service (such as pricing or product descriptions). The front and back covers are not included in calculating editorial content.
- ✓ If you are intending to send your publication/s using the magazine subscription service you must meet the publication specification for the magazine subscription service.
- ✗ Catalogues, brochures, directories and exhibition guides are not deemed to be magazines, newsletters or journals and are therefore not eligible as Publishing Mail. Goods and articles that are in fulfilment of an order or request made to the sender, seller or supplier are also not eligible.



# Postage Credits 2021

We will calculate the amount of Postage Credits to be awarded to you by applying the relevant Postage Credit Rate to the volume test mail posted during your incentive period

SAVE  
UP TO **15%** OFF



# Completing the Application form

The below list includes the key information we look for on your application form:



## Have you told us why you are testing?

In relation to the campaign you are testing, how do you currently communicate with your customers?  
Is there a particular problem or opportunity you are trying to address?  
What are you hoping to learn through testing?



## Have you provided details of the test?

Have you provided a full description of the test including:

- what are you testing?
- what specific audiences are you hoping to reach?
- what are the goals of the test and do you have a control?



## Have you proposed the changes you want to make?

Have you provided a full description of the changes you want to make to an existing mailing?  
If the test is a change to the creative have you provided us with an example of the old and new creative, along with a description of the changes?



## What are your measures of success? What does success look like?

What are the proposed KPIs? Response rate / sales £ / ROI / Conversion rates  
How will you measure the impact? What does good look like?  
What are your target results?



# Application process

Decide

Look at the requirements of the incentives on [royalmailwholesale.com](http://royalmailwholesale.com)  
Submit a copy of the title to Royal Mail to check it meets the publishing specification

Apply

On the incentive page on [royalmailwholesale.com](http://royalmailwholesale.com) click on the link 'apply online'  
Complete the application form online and submit

Post

You will be contacted by the group incentive team to discuss your application  
Your application will be confirmed and you can then start posting under the incentive

Please complete an application form using the link at [royalmail.com/TIS-Business-Mail-application](http://royalmail.com/TIS-Business-Mail-application)



# Receiving postage credits

## Notification

At the end of your incentive complete and submit your postage credit application form on the incentive page at [royalmailwholesale.com](http://royalmailwholesale.com)

## Receive

You can choose to receive your credit as a voucher or have it paid into any Royal Mail postage account you hold. Credit vouchers are valid for 12 months

## Redeem

Redeem credits against any future posting. Simply complete the redemption form and send this to your mail provider





# FAQs

## How do I apply?

Please complete the online application form to apply. Royal Mail will check the form and contact you if there are any questions [www.royalmail.com/TIS-Business-Mail-application](http://www.royalmail.com/TIS-Business-Mail-application)

## Where do I send my new title for validation it qualifies as publishing mail?

Where you send your title depends on whether you will be sending your publication through Access or Retail. Speak to your mail provider and they will give you the address details of where to send your publication.

## What happens when an agent applies on my behalf?

You and the agent will receive an acknowledgement email once the application form is submitted. Royal Mail will check the form and contact the agent if there are any questions. Once checks are complete Royal Mail sends the application form to you to confirm you have read and understood the terms and conditions.



## FAQs

### Can I send manual mail items and qualify for postage credits under the scheme?

Yes, you do not need to use Mailmark to send new title using the Publishing Mail TIS. However, note that Mailmark is a mandatory requirement of the Magazine Subscription service

### What is the roll out period for Publishing TIS?

We understand that it can sometimes be hard to derive conclusive results from testing a new business mail application, even at the end of a 12 month test. We offer the additional incentive to encourage the continuation of the test mail for a further 12 months after the initial test period has ended

### What will happen if I intend to send more than 10,000 test mail items in my TIS but my actual TIS volume is less than 10,000 items?

You will not receive any postage credit if your actual TIS volume is less than 10,000 mailing items.

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## FAQs

How long are postage credit vouchers valid for?

Postage credit vouchers are valid for 12 months from date of issue.

How long is this incentive available for?

The incentive is currently open for new applications until 31<sup>st</sup> December 2019

I am looking to change mail provider in the next 12 months, will I be able to continue earning credits with my new provider?

Yes, eligible items can be sent using any participating mail provider.

I'm looking to change mail provider next year, will I be able to use credits earned with my current provider with my new provider?

Yes, the postage credit vouchers can be redeemed with any participating mail provider.





For more information please visit  
[royalmailwholesale.com](http://royalmailwholesale.com)

