

Publishing mail volume commitment

December 2020



Publishing mail volume commitment



WHO IS IT FOR?

For when you retain mail volumes.



AT LEAST 250k ITEMS

A postage credit is available on eligible mail.



TO QUALIFY

You must mail at least 95% of the volume mailed the year before and mail at least 250k items during a 12 month period.



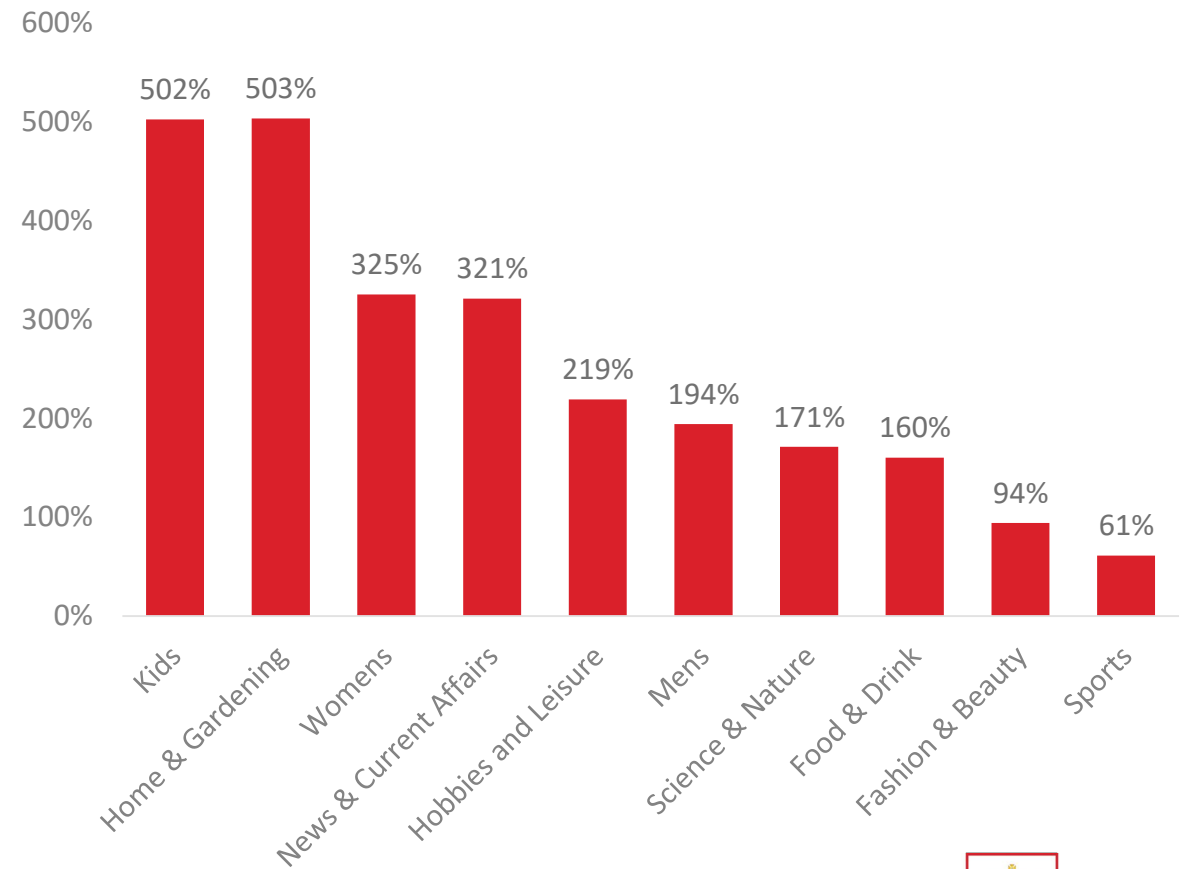
TO APPLY

For more information and to apply visit www.royalmailwholesale.com

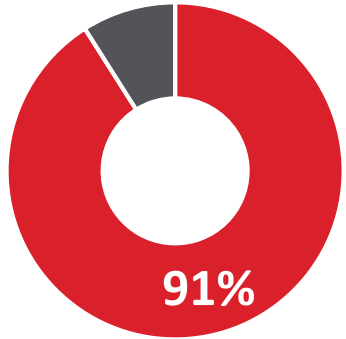


Print subscriptions more popular than digital during lock down

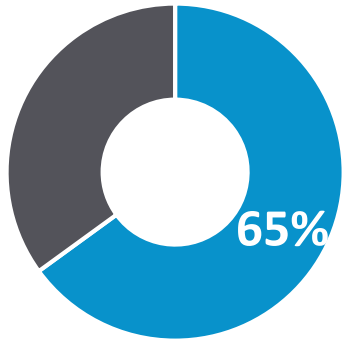
- Although take up in digital subscriptions has risen, interest in print subscriptions has risen by at least twice as much as digital since the start of the lock down
- All print magazine categories have shown significant increases in page views, with the biggest growth seen in Kids (502%). Home and Gardening (403%), and Women's (325%).
- Even sport has seen improved performance – suggesting readers are still keen to keep up-to-date, despite no sport taking place at the moment



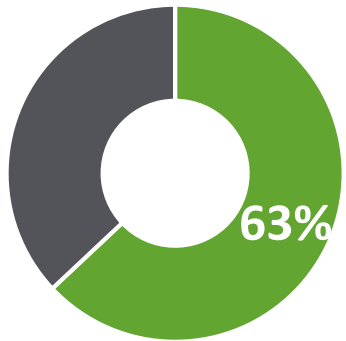
Engagement rates with publishing mail strong



91% of all publishing mail is engaged with ie mail is processed in some way (opened, read, sorted, put aside)



65% of all publishing mail is opened (a postcard doesn't need to be opened)

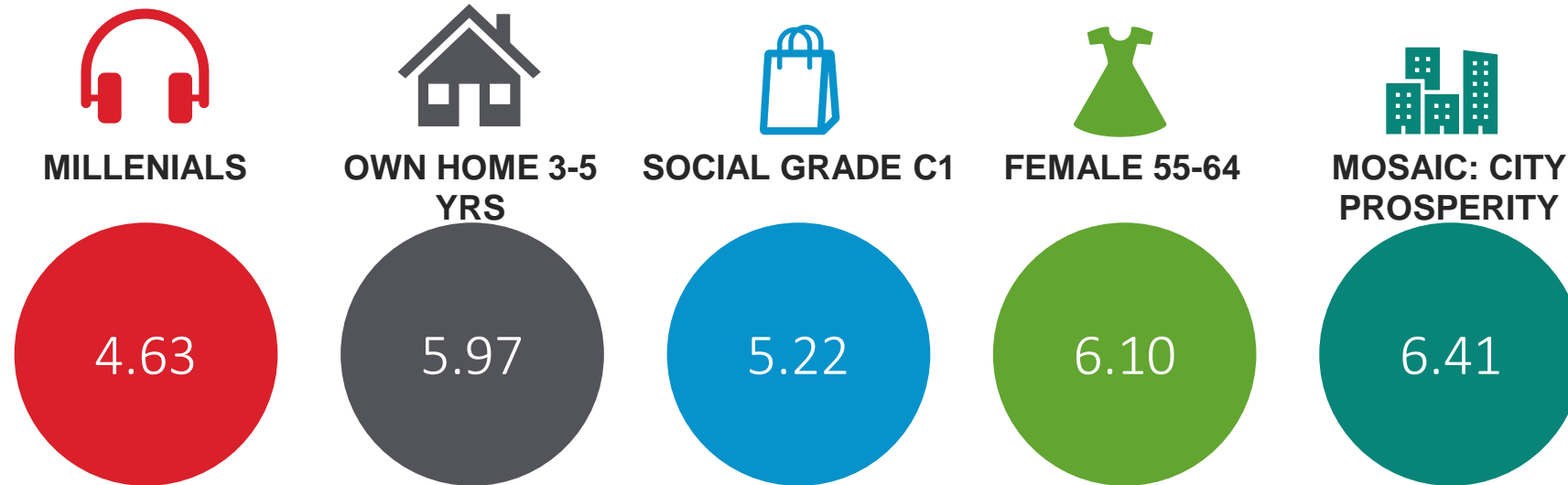


63% of all publishing mail is read / looked at / glanced at



Publishing mail is engaged with by all types of consumer

FREQUENCY OF EXPOSURE



The average frequency of exposure for all sectors is 4.3



Entry requirements

1

Post a minimum of 250,000 items during the 12 month volume commitment period with no maximum volume

2

Available for Large Letter format items using Magazine Subscription mail.

3

The front cover of each publication must clearly show its' title and one of the following: date of issue; the month; the season or the issue number

4

At least 16% of the publication must contain editorial content – 30% editorial if you use the Subscription Magazine service.

The front and back covers are not included in calculating editorial content. Catalogues, brochures, directories and exhibition guides, newsletters or journals are not eligible as Publishing Mail.

Postage credits 2021

Publishing volume commitment when you mail 95% or more of the volume you mailed the year before during a 12 month period.

Postage Credit = 2%

Some of the details you need to be aware of

YOUR VOLUME

The name and annual volume all of your publishing mail titles. All titles will be included in the Matched Volume Target using any of the following services: Business Mail, Publishing Mail or Subscription Magazine.

NEW TITLES?

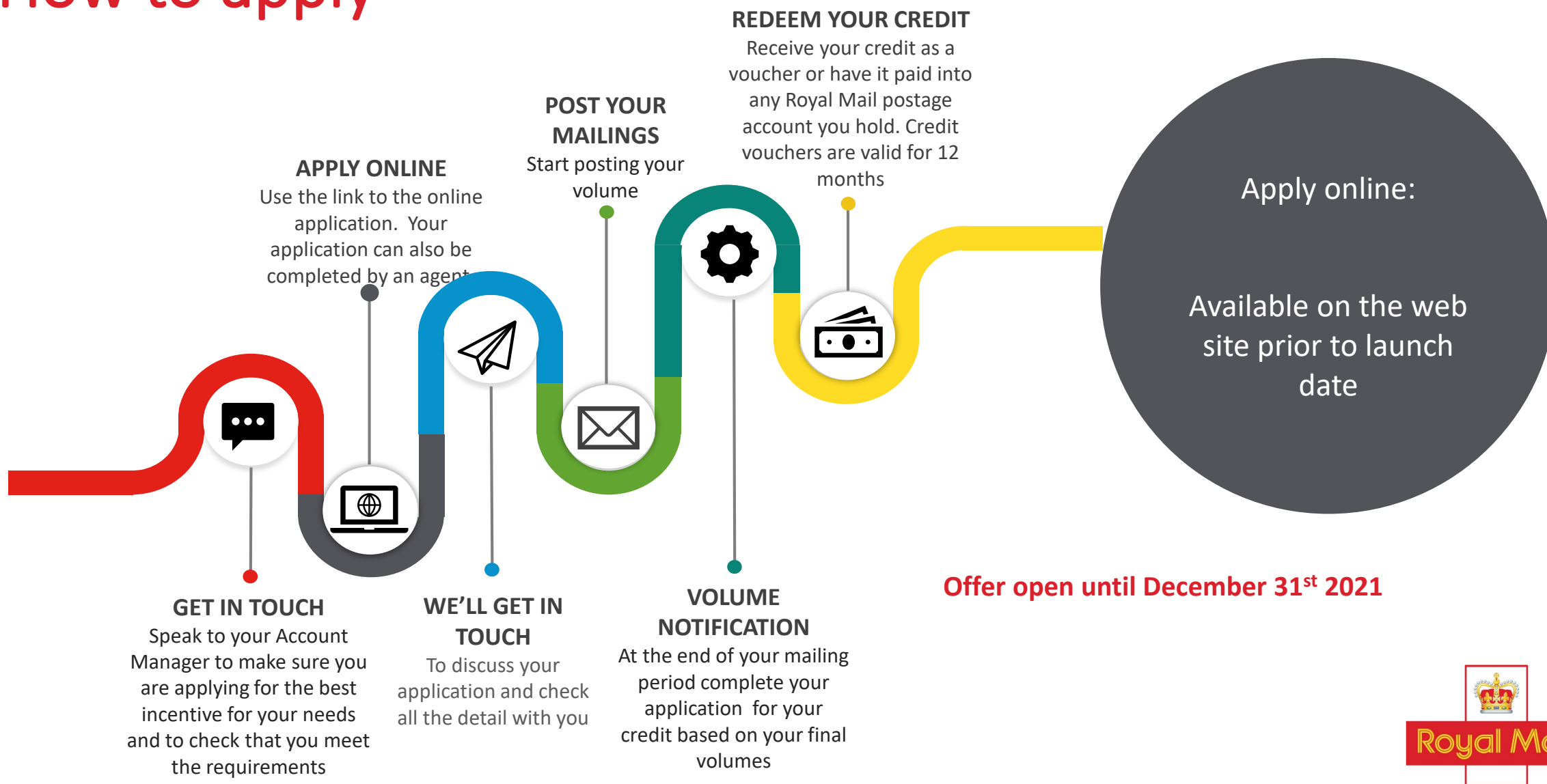
If you launch a new title during the incentive period the mail volume for the new title may be counted towards the Matched Volume Target if you inform us in writing of the name of the title and the forecast volume.

If any of your publishing mail volume is receiving postage credits from other Royal Mail incentives then the volume may be counted towards the total Matched Volume Target but will not be eligible for postage credits.

UPDATES TO YOUR FORECAST

Postage credits will be awarded for every Subscription Mail item you send, up to the maximum limit, (the Agreed Volume Commitment). You can advise us of an increase to your forecast volume at any time during the test period.

How to apply



Offer open until December 31st 2021



Some frequently asked questions



How long is this incentive open for?

Royal Mail is accepting applications for publishing volume commitment incentives until 31st December 2020



What type of items do I need to send to be eligible for this incentive?

You need to send Subscription Mail. Royal Mail defines “publishing” as a publishing mail title or periodical that meets the criteria as detailed in the Subscription Mail terms and conditions.



How will you decide what my target volume amount should be when I apply for the incentive?

We will use the information you provide in the application to establish your target volume. We will validate this volume using both Royal Mail billing and supply chain data and audited external data sources such as ABC reports. The Matched Volume Target will be set against all publishing titles and you will earn a credit against the volume sent using Magazine Subscription.



Do I need to include all of my publishing titles on the application form?

Yes, it is a requirement of the incentive that you declare all of your publishing titles and total publishing volume on your application form





Royal Mail

Full terms and conditions apply

For more information on our range of incentives
visit: www.royalmailwholesale.com