

# Publishing Mail Periodical Coding Application Form



If you produce magazines, newsletters or journals (including customer and membership magazines but excluding catalogues, brochures, directories and exhibition guides) (the **periodicals**) on a regular basis you could potentially be able to qualify for Publishing Mail.

To check whether a magazine title is eligible for the service, please complete this application and send it with a copy of the periodical for assessment to the Publishing Mail Content Control Team, so that we can assess whether it meets the following requirements: -

- The front cover of each periodical must bear its title and date, month or season of publication; and
- It must be published, posted and received on a regular basis, at least twice a year for Publishing Mail 1<sup>st</sup> Class and 2<sup>nd</sup> Class.
- The publication must contain 16% editorial content. This does not include advertising material or data or any information relating to a product or service such as pricing information or product descriptions, which relate to either the publisher of the magazine, the owner of the magazine or a third party. The front and back covers are not included in calculating editorial content

Publishing Mail is only available for Large Letters, Parcels or A3 Parcels each of which must carry a single inland periodical.

If the title qualifies the Publishing Mail, the product team will issue you with a 'Periodical Code'.

**Electronic applications** be sent to: [setting.up.services@royalmail.com](mailto:setting.up.services@royalmail.com)

- Include a **pdf** copy of the periodical
- Include the **dimensions** of the magazine (width and length)

Any **queries** should be sent to: [publishing@royalmail.com](mailto:publishing@royalmail.com)

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To ensure that this application is processed as quickly as possible, complete **all** the following sections and send it to the Publishing Mail Product Team with a copy of the periodical.

Please send a completed copy of this application form **for each title** that is being submitted for assessment.

## Section 1: Publisher Details

Company Name:										
Address:										
Postcode:										
<b>Account Number</b> (leave blank for new account)										
Start of customers' financial year:										

## Section 2: Royal Mail Account Manager Details

Name:										
Tel:										

## Section 3: Title Details

<b>Title of periodical:</b>										
Yearly average title Weight:										
Day & date of posting: <small>This will be used to ensure codes are received in time. NB date should be at least three weeks in advance to allow time for account to be set-up.</small>										

## Section 4: Posting Information

Service:										
Frequency of Posting:										
Number of Items (per posting)										
Office of Posting (RDC):	National Distribution Centre	<input type="checkbox"/>	Scottish DC	<input type="checkbox"/>						
	North East DC	<input type="checkbox"/>	S. Home Counties DC	<input type="checkbox"/>						
	Northern Home Counties DC		South Western DC							
	North Western DC		Yorkshire DC							
Address of Collection Point (e.g. Mailing House):										
Name & Address of Poster: (could be mailing house or printer)										

Please send your completed application form to Publishing Mail Team, Royal Mail, First Floor (South Wing), Dearne House, Cortonwood Drive, Brampton, BARNSELY, S73 0UF

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