

# Subscription 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 Subscription 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 Subscription 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 Subscription Mail 1<sup>st</sup> Class and 2<sup>nd</sup> Class.
- The publication must contain 30% 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

Subscription Mail is only available for Large Letters, posted on Low Sort Mailmark which must carry a single inland periodical.

If the title qualifies the Subscription 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

Title of periodical:										
Yearly average title Weight:										
Day & date of posting: <i>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.</i>										

## Section 4: Posting Information

Service:	Subscription Mail 1 Subscription Mail 2 *Please place check appropriate box(es)									
Frequency of Posting:										
Number of Items (per posting) Must be at least 1k in the 1 <sup>st</sup> year of a new title):										
Office of Posting (RDC):	<input type="checkbox"/> 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 <input type="checkbox"/> South Western DC <input type="checkbox"/> North Western DC <input type="checkbox"/> Yorkshire DC									
Address of Collection Point (e.g. Mailing House):										
Name & Address of Poster: (could be mailing house or printer)										

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