

# User Guide for

## Publishing Mail

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*This a legally binding document forming part of the Agreement between you and Royal Mail*

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# Introduction

## Dear customer

Thank you for considering Royal Mail Publishing Mail.  
We have compiled this product guide to help you get started.

We define Publishing Mail as a service for periodicals such as newsletters, journals and magazines (but not brochures, catalogues, directories and exhibition guides).

If you are not sure at this stage whether your mailing fits the definition you can contact us on 020 7371 6957, or by email at [helpline@royalmailtechnical.com](mailto:helpline@royalmailtechnical.com)

Other queries can be sent to [publishing@royalmail.com](mailto:publishing@royalmail.com)

# Your Publishing Mail options at a glance:

Options	Choices
Minimum Volumes per Posting	1,000
Delivery Speed	1st Class 2nd Class
Format	large letter
Sorting	Low Sort <sup>1</sup>
Containers	bags trays segregated bundles

To save you time and money, we provide a free collection and returns service.

# Entry Criteria

All items, to qualify for Publishing Mail must comply with the following:

- Publishing Mail is available as a sorted product only.
- It must be a periodical (newsletter, journal or magazine) and meet the Publishing Mail qualifying criteria set out below
- Customers should include on the confirmed sales order:
  - the periodical code that is issued upon registration if your periodical qualifies for Publishing Mail
  - the title
  - the number of Direct and Residue items
  - the item weight
- Be sent on a regular basis and a minimum of twice a year
- Contain at least 1,000 large letters formats; you may send less than 1,000 items in any single mailing, but you will be charged for 1,000 items at the standard rate for Publishing Mail and no further discount will be applicable. If you do send less than 1,000 items in any single mailing, you must enter 1,000 items (not the actual number of items) for that mailing via your on-line business account (OBA <sup>3</sup>). Failure to do so may mean that a £25.00 administration charge is levied against your account
- When sorted, be correctly presented as Low Sort
- Be applied for only by publishers or agents contracted to publish a title
- Any goods and articles that are sent with periodicals may only be allowed if RMG agrees they are not sent in fulfilment of an order or request made to sender, seller, supplier or publisher

- Consolidation of postings from different customers or of different publications is not allowed with Publishing Mail
- Each mailing pack can only contain one periodical, unless we agree otherwise. An additional periodical can be included for promotional purposes, and a mixed weight Publishing Mail service is available.

Please note, RM Signed For cannot be added to this service.

## Publishing Mail periodical qualifying criteria

Before you can use Publishing Mail, we will need to verify that what you intend sending is a periodical:

- A periodical is a newsletter, journal or magazine
- The front cover of each periodical must clearly show its title and at least one of the dates of issue, the month, the season or the issue number
- At least one-sixth of the periodical must be editorial content:
  - Editorial content 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
  - Periodicals are not catalogues, brochures, directories or exhibition guides. These items are therefore not deemed to be periodicals for the purposes of a Publishing Mail contract, and may not be posted as a Publishing Mail posting on their own

You can include an item which is not a periodical in the same wrapper with a periodical if:

- a) we have agreed that you can include those items with a periodical;
- b) the items with the periodical are not goods and articles sent in fulfilment of an order or request made to the sender, seller, supplier or publisher;
- c) the items are not prohibited materials or restricted materials;
- d) the combined weight of all extra items you have included in the same wrapper as the periodical is not heavier than the weight of the periodical they are being sent with (the weight of the periodical does not include the weight of any media, products or loose inserts on or in the periodical)

You can include cover mounts in the same wrapper as the periodical if:

- a) we agree that you can include them with the periodical;
- b) the cover mounts are not goods and articles sent in fulfilment of an order or request

made to the sender, seller, supplier or publisher;

- c) you fix them securely to the periodical (preferably inside an appropriate polywrap cover); and you present them in the same way for our other delivery products.
- d) You can give us supplements (not including catalogues, directories, brochures, product cards and loose inserts) which are either available to buy or sent out in their own right and which are not classed as separate periodicals, if:
  - e) the supplement is related to the periodical and is to be delivered to the same list of addresses as the periodical;
  - f) the supplement carries, on its front cover, the title of that periodical and the date, month or season it applies to;
  - g) we agree to the supplements being included with the periodical;
  - h) the supplement is published by the same publisher as the periodical; and
  - i) you give us the supplement for us to deliver separately from the periodical it relates to, or to include as an insert. If the supplement is posted as a separate Publishing Mail posting from the periodical it relates to, you must make sure that the posting meets the terms of the agreement. You must also include on each confirmed sales order the periodical code of the periodical the supplement relates to
- j) You can send packs of product information cards as a Publishing Mail posting separately from periodicals and supplements if:
  - k) we agree to this before you post the item;
  - l) the periodical the packs of information cards relate to is the periodical you have told us about;
  - m) the title and issue number of the periodical the packs of information cards relate to is shown on the wrapper
- n) You must make sure that items which are not periodicals and are not otherwise allowed to be included in a Publishing Mail posting are not included in a Publishing Mail posting.
- o) You must give us a copy of each periodical at least seven working days before a first posting. We will confirm whether it meets the terms of this agreement.
- p) If we ask you, you must give us a copy of the periodical at any time during this agreement to make sure it continues to meet the terms of the agreement.
- q) You must make Publishing Mail postings of each periodical regularly and in line with a regular pattern of posting.
- r) If we agree, you can enclose an extra periodical in the same wrapper with another periodical for the purposes of promoting that periodical only.
- s) If we agree, you can make postings of a periodical covered by this agreement more often than we have agreed previously if:
  - t) you give us at least seven working days' notice, in writing, of the date on which you want to make an extra posting; and

- v) the extra posting meets the terms of this agreement.
- w) You must give us at least one working day's notice, in writing, if a Publishing Mail posting has changed significantly in size or weight, or you are posting a significantly different number of periodicals than usual.

## Publishing Mail contract number

A Publishing Mail contract number<sup>4</sup> is different to your Royal Mail account number and is a unique six digit number which is generated upon approval of your application for a Publishing Mail contract. Any publishing services specific to this account have the service code added to the end of the number.

Contract numbers are arranged on an individual basis, i.e. one contract number per posted periodical.

It is possible for you to have different contract numbers for different parts of your organisation. In order to help you with your internal procedures;

- invoices are always sent directly to the individual contract number holder
- contract numbers can be held by a third party providing the publisher provides us with a letter of authorization, stating that they are happy for that third party to hold the contract number

## Notifications procedure

Please consult with the relevant member of your Royal Mail account team if:

- you need to make any changes to your set posting times, as you must give us adequate notice
- at any time the size, weight or quantity of the posting changes, as you must give at least one day's notice
- the posting location or contract holder changes

## Subsidiary postings

If periodicals are sent on dates that differ from those specified under your Publishing Mail contract, e.g. when mailing periodicals to new subscribers, you will need to give us at least seven working days' notice, and the terms and conditions of your Publishing Mail contract with us must be complied with.

# Back issues

You can send back issues using Publishing Mail, provided that there are sufficient items to meet entry requirements.

## Sorted items

## Volume requirements

Volumes are per class, per day and per site

Product Option	Format	Heading
Low Sort	Large Letter	minimum 1,000
		minimum 1,000
		minimum 1,000

## Delivery speed choices

- 1<sup>st</sup> Class: we aim to deliver on the next working day after the day of posting\*
- 2<sup>nd</sup> Class: we aim to deliver within three working days after the day of posting

\* Exclusions: Postcodes: PH19 – 50, ZE1, ZE2 & ZE3, HS1-5, HS6, HS7-8 & HS9, KW16, KW15, KW17, JE1 – JE4 and IM1 - IM9, IM86, IM87 & IM99.

# Format and weight

Product option	Format	Weight
Low Sort	letter (up to 240mm x 165mm x 5mm) large letter (up to 345mm x 245mm x 10mm)	max 100g max 750g
Low Sort Manual	letter (up to 240mm x 165mm x 5mm) large letter (up to 353mm x 250mm x 25mm)	max 100g max 750g

## Low Sort Options:

**Low Sort with Royal Mail Mailmark®** - this option is for large letters and offers batch level reporting. This requires a Mailmark barcode to be applied to each item. The Mailmark barcode is unique to the mail piece and contains data (e.g. sender, recipient postcode, mail piece characteristics) encoded within it. There are two types of Mailmark barcode:

1. a 2D data matrix Mailmark barcode
2. a 4-state Mailmark barcode

You will find full details of minimum sizes and the Mailmark barcode specification in the Mailmark Barcode Machine Readable Letters and Large Letters User Guide<sup>6</sup>.

**Low Sort Manual** - there are some design and presentation constraints. It does not offer reporting.

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Footnotes;

1. Low Sort - products which are sorted to only 86 selections. This sorting option is only for machine-readable options of Publishing Mail
2. Online Business Account (OBA) - If you do not have a Royal Mail Account, and are interested in getting one set up, please contact us on **08457 950 950**.
3. Publishing Mail contract number - before you can use Publishing Mail, we need to verify that the title qualifies as a newsletter, journal or magazine. Please fill out the periodical code application form:  
<https://www.royalmail.com/business/mail/publishing-mail/apply>.
4. For details on International products, please refer to;  
[www.royalmail.com/internationalbusinessmail](http://www.royalmail.com/internationalbusinessmail)
5. Royal Mail Mailmark Barcode Machine-readable Letters and Large Letters User Guide can be found on [www.royalmailtechnical.com](http://www.royalmailtechnical.com)