

# 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'.

The periodical and application form should be posted to;

Royal Mail Group  
First Floor (South wing)  
Dearne House,  
Cortonwood Drive  
Brampton  
Barnsley  
S73 0UF

Any queries please contact [profile.pricing@royalmail.com](mailto:profile.pricing@royalmail.com)

# Subscription Mail Periodical Coding Application Form



**Royal Mail**

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: <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:	Subscription Mail 1 Subscription Mail 2 *Please place check appropriate box(es)																									
Frequency of Posting:																										
Number of Items (per posting) <small>Must be atleast 2k, or 1k in the 1<sup>st</sup> year of a new title:</small>																										
Office of Posting (RDC):	<table style="width:100%; border:none;"> <tr> <td>National Distribution Centre</td> <td><input type="checkbox"/></td> <td>Scottish DC</td> <td><input type="checkbox"/></td> </tr> <tr> <td>North East DC</td> <td><input type="checkbox"/></td> <td>S. Home Counties DC</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Northern Home Counties DC</td> <td><input type="checkbox"/></td> <td>South Western DC</td> <td><input type="checkbox"/></td> </tr> <tr> <td>North Western DC</td> <td><input type="checkbox"/></td> <td>Yorkshire DC</td> <td><input type="checkbox"/></td> </tr> </table>										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	<input type="checkbox"/>
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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 Profiling Team, Royal Mail, First Floor (South Wing), Dearne House, Cortonwood Drive, Brampton, BARNSELY S73 0UF.