

# User Guide for

## Publishing Mail

2<sup>nd</sup> May 2019

*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)

# Your Publishing Mail options at a glance:

Options	Choices
Minimum Volumes per Posting	1,000 3,000 (with Profile High Sort option)
Delivery Speed	Premium (with Premium option) 1st Class 2nd Class
Format	large letter A3 parcel parcel
Sorting	Low Sort High Sort Profile High Sort
Containers	bags trays segregated bundles

Depending on the number of items you wish to send and the destination of your mail, you may be able to take advantage of our profile pricing discounts. And 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
  - where applicable, whether a Profile Price discount should be applied
- Be sent on a regular basis and a minimum of twice a year
- Contain at least 1,000 large letters, A3 parcels or parcels 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>iv</sup>). Failure to do so may mean that a £25.00 administration charge is levied against your account
- If combined with International Business Mail Large Letters Country Sort High Volume or International Business Parcels Zero Sort High Volume then the overall total must be a minimum of 1,000<sup>1</sup>.  
*Please note; the format definition for overseas postings may differ from the domestic format.*
- When sorted, be correctly presented as Low Sort, High Sort or Profile High Sort options
- 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

<sup>1</sup> For details on International Country Sort High Volume, please refer to;  
[www.royalmail.com/internationalbusinessmail](http://www.royalmail.com/internationalbusinessmail) or  
[www.royalmail.com/internationalbusinessparcels](http://www.royalmail.com/internationalbusinessparcels)

- 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.
- International Business Mail Large Letters Country Sort High Volume and International Business Parcels Zero Sort High Volume are only permitted to be used with Publishing Mail when used with the High Sort or Low Sort options

## 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 you want us to work out your postage based on your posting profile, you must send us an electronic listing which contains details of the standard selection codes, and the number of items for each standard selection code, at least two weeks before making a Publishing Mail posting. You may not be eligible for a discount otherwise.
- q) 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.
- r) You must make Publishing Mail postings of each periodical regularly and in line with a regular pattern of posting.
- s) If we agree, you can enclose an extra periodical in the same wrapper with another periodical for the purposes of promoting that periodical only.
- t) If we agree, you can make postings of a periodical covered by this agreement more often than we have agreed previously if:
  - u) 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 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 organization. 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
	A3 parcels	minimum 1,000
	Parcels	minimum 1,000
High Sort	Large Letter	minimum 1,000
	A3 parcels	minimum 1,000
	Parcels	minimum 1,000
Profile High Sort	Large Letter	minimum 3,000
	A3 parcels	minimum 3,000
	Parcels	minimum 3,000

## Delivery speed choices

- Premium (available only with High Sort option): handover to us can take place between 10pm and 1am, for delivery (the same day, if after 12 midnight), Monday to Saturday.
- 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 two working days after the day of posting

# Format and weight

Product Option	Format	Weight
Low Sort	large letter (machine readable up to 345mm x 245mm x 10mm)	Max 750g
High Sort	large letter (non-machine readable up to 353mm x 250mm x 25mm) A3 parcels (up to 297mm x 420mm x 25mm)	Max 750g
High Sort	Parcels must exceed one of the following dimensions – 297mm x 420mm, be up to 460mm x 610mm, and be thicker than 25mm Tubular or cylindrical packages can have a maximum length of 900mm, and in addition, when the item's length is added to twice the diameter it must not exceed 1,040mm	Max 2,000g

## Machine-Readable 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. There are fewer design and presentation constraints with the Mailmark barcode than there are with OCR. 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, which can be found at [www.royalmailtechnical.com](http://www.royalmailtechnical.com)

**Low Sort with OCR** - this requires certain clear zones and there are some design and presentation constraints for your large letters. It does not offer reporting.

- You will find full details of minimum sizes and the OCR specification in the 'Machine-readable letters and large letters' section of the User Guide for Marketing, Publishing and General Correspondence Products
- Low Sort is not available for our Publishing Mail Profile High Sort option, or for parcel or A3 parcels
- When using the High Sort option the periodical must be presented as one set of Direct items and one set of Residue items.

# Profile Pricing

Our Profile High Sort option offers customers an additional Profile Price discount based on a set of defined criteria:

- You will require a minimum of 3,000 Direct items, for delivery to the various postcode areas listed below
- Profile Price discounts are detailed in an additional contract, and are reviewed regularly
- When applying for our Profile High Sort option you will need to supply us with your most recent line listing, which must be an electronic line listing (in .xls or.csv Microsoft Excel format). The file must include the Standard Selection Code (SSC) and the number of items destined for that SSC. Please contact your account manager for more information
- The Profile Price discount will depend partly on the proportion of items within your posting destined for the qualifying areas and partly on the number of items per delivery address
- An additional Profile Price discount will be payable to you provided that:
  - all large letters, A3 parcels or parcels do not weigh more than the maximum weight limit applicable to inland postal large letters, A3 parcels or parcels.
  - periodical postings are made at least twice per calendar year
  - the profile of the destination of the large letters, A3 parcels or parcels contained in each posting conform with the profile described in the address statistics provided by you to us

Please note: our Profile High Sort option Profile Price discounts are not available in conjunction with either Low Sort options or VRDs. Therefore, when using the Marketing, Publishing and General Correspondence Products calculator on [www.royalmailtechnical.com](http://www.royalmailtechnical.com) the Profile Price discount should not be included after the total. Please consult your Royal Mail account manager for more information. It is the responsibility of you or your nominated agent to apply for a Profile Price contract. Profile Price discounts are applied after the sortation discount price.

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<sup>2</sup> 'comma delimited field (CSV)' or 'fixed field format' spreadsheet format are also accepted. PDF files cannot be accepted. However, the following formats can also usually be accepted: .txt / .doc / .rtf

# Locations for Profile Pricing

Location	Postcode Group	Location	Postcode Group
Bath	BA1-3	Leicester	LE1-3, LE6-9, LE19
Bedford	MK40-41	Liverpool	L1-3, L19, L21, L67-75
Birmingham	B1-5	London	All postcode districts in the following postcode areas: E, EC, N, NW, SE, SW, W, WC
Bournemouth	BH1-3, BH5-8, BH19	Luton	LU1
Brighton	BN1-3, BN5, BN45, BN88	Manchester	M1-4, M60, M99
Bristol	BS1-2, BS20, BS25-29, BS31-32, BS34-37, BS48, BS98-99	Newcastle Upon Tyne	NE1-2, NE4, NE82-83, NE88, NE99
Bromley	BR1-2	Nottingham	NG1, NG3, NG12
Cambridge	CB1-5	Oxford	OX1-2, OX5, OX9, OX20, OX33, OX39, OX44, OX49
Cardiff	CF10-11, CF23-24, CF91	Peterborough	PE1-9
Chelmsford	CM1-6, CM17-21, CM99, CM0	Portsmouth	PO1-3
Chester	CH1-4, CH88, CH99	Reading	RG1-2, RG4-10, RG12, RG42
Croydon	CR9, CR0	Redhill	RH1, RH9
Edinburgh	EH1-2, EH99	Romford	RM1-2, RM4-7
Enfield	EN1-3	Slough	SL1-3
Glasgow	G1-4, G9, G15, G31, G33, G40, G45, G58, G63, G65, G67, G69-70, G79	St. Albans	AL1-4
Guildford	GU1-5, GU14-17, GU51-52, GU95	Stevenage	SG1-2
Harrow	HA1, HA3-5, HA9, HA0	Swindon	SN1-7, SN9, SN25-26, SN38
Hemel Hempstead	HP1-3	Twickenham	TW 1-2
Ilford	IG1-6	Uxbridge	UB3-6, UB8-11
Ipswich	IP1-10	Watford	WD17-19, WD23-25
Kingston Upon Thames	KT1-2	York	YO1, YO7, YO10, YO14, YO18-19, YO30, YO41, YO61-62, YO90-91, YO95

**Please note:** The locations listed above do not necessarily indicate the postal town or accepting Mail Centre of the listed postcodes. They are a reference to help you find relevant postcodes quickly.

# Premium Option

## Premium option operating urban areas:

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Bath & Taunton	Glasgow	Peterborough
Birmingham	Greenford	Reading
Bristol	Harrow	Slough
Cambridge	Hemel Hempstead	Southampton
Cardiff	Leeds	Tonbridge
Chelmsford	Leicester	Twickenham/Kingston
Chester	London	UponThames/ Uxbridge
Coventry	Liverpool	Watford/StAlbans/Enfield
Croydon	Manchester	Oxford
		Edinburgh

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- Delivery can take place to one or more of the above destinations, according to your needs
- Minimum entry requirements are the same as for our Publishing Mail with High Sort option, but if you are mailing to more than one area you must ensure that a minimum volume of 250 items is sent to each area
- Handover to us can take place as late as 1am, for same day delivery, Monday to Saturday
- Customers wanting to use our Publishing Mail with Premium option must enter into an additional contract with us. For more information please contact your Royal Mail account manager

Additional information on all products and specifications are available at;  
[www.royalmailtechnical.com](http://www.royalmailtechnical.com) Helpline: **020 7371 6957**

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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. High Sort - products which are sorted to either 1529 Direct and or 85 Residue selections. This option is only for non-machine-readable variants of Publishing Mail
3. Profile High Sort - Profile Price discounts are detailed in an additional contract, and are reviewed regularly, the Profile Price discount will depend partly on the proportion of items within your posting destined for the qualifying areas and partly on the number of items per delivery address
4. 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**.
5. Publishing Mail contract number - before you can use Publishing Mail, we need to verify that the periodical qualifies as a newsletter, journal or magazine. The periodical should be sent to:

Special Pricing Team  
(Publishing Mail)  
Royal Mail Group Ltd  
Stone Hill Road  
Farnworth  
h Bolton,  
BL4 9XX

6. Machine readable letters and large letters guide can be found on [www.royalmailtechnical.com](http://www.royalmailtechnical.com)
7. Standard Selection Code (SCC) - the standard code allocated to a postcode or postcode area