

FIRST TIME USER SCHEME

97% of mail is engaged with, so what better way to reach your audience while saving money on your postage retrospectively than using the first time user incentive.

For customers who have never used direct mail or have not used direct mail in the last 24 months.

A postage credit of up to 20%

To Qualify

A minimum of 4000 items or a minimum of 10,000 items for partially Addressed Mail.

Post up to 1m items.

Time Period

12 Months.

Uses

Aimed at advertisers new to mail or who haven't used direct mail in over 24 months.

Postage Credits

Format	Products Available	Weight Range	Postage Discount
Letter	Economy Advertising Mail 70 Mailmark	0-100g	20%
Letter	Economy Catalogue Mail 70 Mailmark	0-100g	20%
Letter	Economy Partially Addressed 70 Mailmark	0-100g	7%
Large Letter	Advertising Mail 70 Mailmark	0-100g	10%
Large Letter	Catalogue Mail 70 Mailmark	0-100g	10%
Large Letter	Catalogue Mail 70 Mailmark	101-150g	10%
Large Letter	Advertising Mail 70 Mailmark	101-750g	20%
Large Letter	Catalogue Mail 70 Mailmark	151-750g	20%

Postage credit rates are subject to Royal Mail's discretion and approval. Postage credits will be awarded as discounts to the access price only and available as a retrospective credit to use against future mail campaigns.