

PUBLISHING INCENTIVE FOR NEW TITLE LAUNCHES

Earn a retrospective postage credit of 30% off the access rate when launching a new title.

To Qualify

A minimum of 4,000 items.

Time Period

12 Months.

Uses

To support businesses when they first launch a new title you can obtain retrospective postage credits at a rate of 30% off the access price for the first 12 months and 10% for the next 12 months. Additionally, if you are interested in testing a brand new audience for your existing publication and it is an audience that you have not previously targeted by mail you can earn a 30% postage credit for incremental volume tests.

Postage Credits

Format	Products Available	Weight Range	Publishing TIS New Title Launch % Credits	
			Test Period (First 12 months)	Roll Out Period (First 12 months)
Large Letter	Business Mail 70 Mailmark	0-100g	30%	10%
Large Letter	Business Mail 70 Mailmark	101-750g	30%	10%
Large Letter	Magazine 70 Mailmark	0-100g	30%	10%
Large Letter	Magazine 70 Mailmark	101-750g	30%	10%
Large Letter	Magazine 70 Manual	0-100g	30%	10%
Large Letter	Magazine 70 Manual	101-750g	30%	10%

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.