

Mailing your publication

Mailsort - Presstream - Pricing In Proportion - Large Letter - Letter - Packet?

Q What is Mailsort?

A. A number of factors determine whether you use either Presstream or Mailsort. Both can offer significant cost savings. An explanation of both services follows.

Q What is Mailsort?

A. Mailsort is a service that allows you to mail any type of magazine and take advantage of Royal Mail's discount scheme. Unlike the Royal Mail Presstream service there does not need to be a minimum ratio of editorial to advertising content. The frequency of these mailings can be spasmodic, you can mail once a week, once a year or once every 5 years, there is no fixed mailing schedule required. You have one Mailsort account, and you put any number of different titled magazines on that one account.

Royal Mail are able to offer a discount for Mailsort posing as much of the mail is presorted by the printer / mailing house, thus saving a huge amount of work for the Royal Mail. Each postcode in the UK has a Mailsort or as the Royal Mail calls it, a SSC code appertaining to it.

Q Which mailing campaigns qualify for Mailsort?

A. The following show with the nos. 1,2,3

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|----|------------|---|
| 1. | Mailsort 1 | Magazine / Periodicals / Letters No limit on mailing per annum. |
| 2. | Mailsort 2 | Magazine / Periodicals / Letters No limit on mailing per annum. |
| 3. | Mailsort 3 | Magazine / Periodicals / Letters No limit on mailing per annum. |
| 4. | Mailsort | Quantity of 4000 Mailsorted letters or 1000 All sorted packets. |

Q What physical criteria applies to Mailsort mailing?

A. Criteria for letters: Mailing pieces that are C5 size or less up to a maximum of (240 x 165mm) which are not more than 5mm thick and up to 100grms in weight.

Criteria for Large Letters: Mailing pieces that are approximately A4 in size or are up to a maximum of (353 x 250mm) and are no more than 25mm thick and weigh up to 750grms in weight.

Criteria for Packet: Mailing pieces that are no larger than (353 x 250mm) which are no more than 25mm thick. The maximum weight depends on the service. (A3 Packet up to 750grms) (Packet up to 2KG).

Q What is Presstream?

A. Presstream is mainly for periodicals and must have at least one-sixth of its content as editorial. There is a mailing schedule that must be adhered to, the other major differences between Mailsort and Presstream is that unlike Mailsort where you can put any number of different titled magazines on that one account, with Presstream you have a separate Presstream account per magazine title. Presstream came about primarily because Publishers were unhappy that their monthly magazines were not getting a better discount than catalogues that were less frequently mailed. Consequently for this to work Royal Mail gave a better discount on the mailing cost than on Mailsort.

Q Which mailing campaigns qualify for Presstream?

A. The following show with the nos. 1,2,3

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|----|--------------|---|
| 1. | Presstream 1 | Magazine / Periodicals to be mailed at least 4 times a year. |
| 2. | Presstream 2 | Magazine / Periodicals to be mailed at least twice a year. |
| 3. | Presstream 3 | Magazine / Periodicals need's at least 1/6th of the publication as editorial. |
| 4. | Presstream | Magazine / Periodical need's at least 1000 Presstreamed pieces. |

Q What physical criteria applies to Presstream mailing?

A. Criteria for letters: Letters no longer qualify for Presstream discounts.

Criteria for Large Letters: Mailing pieces that are approximately A4 in size or are up to a maximum of (353 x 250mm) and are no more than 25mm thick and weigh up to 750grms in weight.

Criteria for Packet: Mailing pieces that are no larger than (353 x 250mm) which are no more than 25mm thick. The maximum weight depends on the service. (A3 Packet up to 750grms) (Packet up to 2KG).

Q My Mailing meets both Mailsort and Presstream criteria, which should I choose?

A. The advantage of a Presstream account over Mailsort is the starting price from which the relevant discounts are calculated.

For example:

If you were to post a mailing piece that weighed 200grms at a Post Office it would cost 66p

If your mailing qualified for Mailsort the starting price would be 38.6p. You would then receive the relevant discount off this 38.6p (11% Direct, 6% Residues etc)

If your mailing qualified for Presstream the starting price would be 34.7p. You would then receive the relevant discount off this 34.7p (11% Direct, 6% Residues etc)

You can see from above it is far better to have a Presstream account if you qualify.

Q In what format should we send our mailing data?

A. Either:

1. As a Comma Separated Quote delimited File.
Layout as follows
"Name","Company","Address 1","Address 2","Address 3","Address 4","Postcode","Country"
or
2. As a Comma Separated File.
Layout as follows
Name,Company,Address 1,Address 2,Address 3,Address 4,Postcode,Country
or
3. As a Tab Separated File. (This is best if there are punctuations in the address fields).
Layout as follows
Name Company Address 1 Address 2 Address 3 Address 4 Postcode Country

Q Clear film or Preprinted Poly?

A. Mailing film used to enclosed the mailed item can be either **Preprinted** ie, the return address, PPI and any other artwork can be printed directly onto the mailing film by the supplier of the mailing film. The address is then ink-jetted onto the mailing film as it passes through the mailing machine.

Alternatively, **clear** film can be used. The use of clear film necessitates using a carrier, usually a piece of paper which carries the preprinted PPI onto which the address is ink jetted, before being wrapped in the clear film. Carriers can be printed on the reverse with adverts or subscription information but have the disadvantage of increasing the overall pack weight by approximately 5 grams.

Bit Jet text

Q What is a PPI?

A. A **PPI** or Printed Postage Impression replaces the need for a stamp.

There are various PPI'S available for you to create from the Royal Mail's web site.

<http://www.royalmail.com/portal/rm/jump2?catId=400043&mediaId=600028>

To use PPI you need to have a Credit Account with Royal Mail.

Below is an example of Buxton's 1st class PPI.



Q Should I include a return address on my polythene or carrier?

A. You are not required to include a **return address** on your mailing item if you do not wish to. Royal Mail destroys items without a return address, if they are undelivered.

If you do include a return address Royal Mail will return the address free of charge, they are not allowed to charge you for returning undelivered mail.

If you have any questions regarding sending your publication in the mail using Buxton's in-house mailing please don't hesitate to contact your dedicated account manager and they will be happy to advise you.