

Get top marks on savings in the £1 billion back-to-school mail bonanza!

School's out, and so are super savings on your back-to-school mail campaigns. But hurry - the bell goes on these offers on Friday, 30 August 2019

It's the third biggest retail opportunity of the year* (second only to Black Friday and Christmas), as parents rush to buy uniform, shoes, books, sports equipment, electronics and stationery ahead of the new term. At an average spend of £250** per child, the back-to-school market is worth just shy of £1 billion.

93% Of consumers will engage with retailer direct mail***

Deliver your back-to-school offers direct to your customer's door

This is a *perfect* offer - act now to claim 'first come, first served' savings and receive up to 5.2p per item in credits.

How does it work?

The incentive opened on 12 July 2019 for a limited number of 'back to school' incremental Advertising Mail volumes. This incentive is available only to the first customers who apply for mailings posted between 22 July and 30 August 2019 so act fast!

Postage credits of up to 5.2p per item will be awarded for incremental mailing volumes which equal or exceed 25,000 items

How do I qualify?

Your mailing must be a 'back to school' related letter or large letter (excluding postcards) up to 250g, and not exceed 1 million items. Your Citipost Mail account manager can help you through the validation process.

How do I redeem credits?

Once your campaigns have been sent, you can apply to receive your credit voucher. You have 12 months to redeem credits.

How can Citipost Mail help?

We can help you act fast to meet the validation deadline, arrange your mailings and assist with claiming credits to benefit from this offer.

Ready to take a share of this £1 billion retail opportunity?

Call Citipost Mail today 020 3260 0240

Opens	Application deadline	Valid mailing dates
12.7.2019	22.8.2019	22.7.2019 - 30.8.2019

Mailings sent through this incentive are subject to the ASBOF levy. Full terms and conditions apply.

Sources: *Mintel, **Opinium, ***Royal Mail

How it works:

Mandatory requirements



For Mailmark Advertising Mail Letters & Large Letters up to 250g.



No postcards.
(Single piece mailers are allowed)



Trays only. Letters must be submitted in trays to ensure sorting is quick & easy.



Post at least 25,000 incremental items to qualify for this incentive.



Offer available 22 July to 30 August 2019.



Discounts are paid as postage credits that will be valid for 12 months.