

Last chance to apply for Christmas Incentive savings!

We know you're busy getting ready for the festive season so here's a gentle reminder that the closing date for the Christmas Incentive is looming.

Royal Mail has been accepting postings for the Black Friday and Christmas Incentives since 4 November 2019, and both are proving very popular with customers. Using the incentives, you can effectively communicate with your target audience by sending incremental Advertising Mail, Responsible Mail and Partially Addressed Mail volume for as little as 12 pence per item on access.

Apply before it's too late

Please note that Royal Mail stopped accepting applications for the Black Friday incentive on 15th November 2019. However, you can still be considered for participation in the Christmas incentive if you submit your application before 13th December 2019.

It's not just about dates

Royal Mail has capped this incentive at 15 million items and has already reached 75% of that total. If you would like to take advantage of this fantastic incentive, we urge you to submit your application without delay, before the 15 million cap is reached.

A reminder about eligibility requirements

- For Mailmark Advertising/Responsible Mail & Partially Addressed Letters and Large Letters up to 250g
- No Postcards (single piece mailers are allowed)
- Items must be presented in trays
- Minimum 50,000 incremental items to qualify for each incentive and maximum 1 million items
- As with all incentives, discounts will be paid as retrospective postage credits that will be valid for 12 months.

If you would like more information on the Christmas Incentive or would like to apply, please get in touch with us as soon as possible. We are always happy to help!

