

MAILMARK®

CATALOGUE GUIDE

CITIPOST MAIL

This guide aims to provide an overview of the Mailmark Catalogue service; however, the full Royal Mail Mailmark Specification (Appendix M) and Advertising Catalogue Specification (Appendix H) documents should be referred to when preparing or posting any mail campaigns on this service.

Available from the 1st of July 2024 a Mailmark variant of the Advertising Mail Catalogue Service will be introduced.

Using the Mailmark Catalogue service, customers can merge technology and business information together. Mailmark barcode technology offers reporting - showing detailed batch level reporting on predicted delivery, volume and performance as well as item level error reporting. Mailmark in general is also one of the lowest priced service options, merged with the catalogue service it aims to help customers gain greater returns from their catalogue mailings, by giving them the scope to either increase pagination or sell additional inserts with small price increments.

Product Specification

Formats

Letter and Large Letters design formats can be sent using the Mailmark Catalogue service.

Weights

The below services and weights are available on the Mailmark Catalogue service:

MAILMARK CATALOGUE SERVICE	WEIGHT BANDS
Advertising Mail 70 Catalogue Mailmark™ Economy Letter	0-100g
Advertising Mail 70 Catalogue Mailmark™ Letter	0-100g
Advertising Mail 70 Catalogue Mailmark™ Large Letter	0-100g
Advertising Mail 70 Catalogue Mailmark™ Large Letter	101-110g
Advertising Mail 70 Catalogue Mailmark™ Large Letter	111-120g
Advertising Mail 70 Catalogue Mailmark™ Large Letter	121-130g
Advertising Mail 70 Catalogue Mailmark™ Large Letter	131-140g
Advertising Mail 70 Catalogue Mailmark™ Large Letter	141-150g
Advertising Mail 70 Catalogue Mailmark™ Large Letter	151-250g
Advertising Mail 70 Catalogue Mailmark™ Large Letter	251-750g

Mailmark Catalogue Service Benefits


- This service has been designed with the retail sector in mind
- 10g price steps are being introduced to support customers to generate greater returns from their catalogue mailings. Some ideas on how this can be achieved are:
 - By increasing pagination at a smaller price increase
 - By adding additional inserts with small price increments
 - By Improving paper quality

Mailmark Catalogue Service Eligibility


A mail campaign could be eligible if:

1. The mailing primarily comprises a list of goods and/or services, together with a description, image and price;
2. The goods and/or services are sold directly from the page at the prices listed;
3. The editorial and other content of the mailing is minimal; and
4. It meets the full Mailmark specification and criteria.


Examples of eligible mailing campaigns are:



A mail order company sending its new or seasonal catalogue to prospective customer base.



A travel company sending its new or seasonal holiday brochure to an existing or prospective customer base.



A mail order company sending its new or seasonal catalogue to an existing customer base.

Example of Mailing	Eligible for Catalogue Mail?	Explanation
A mail order company sending its new or seasonal catalogue to an existing customer base.	✓	List of goods or services and direct sell from the page.
A mail order company sending its new or seasonal catalogue to a prospective customer base.	✓	List of goods or services and direct sell from the page.
A mail order company sending its new or seasonal catalogue to a prospective customer base.	✗	Not a list of goods or services.
A travel company sending its new or seasonal holiday brochure to an existing or prospective customer base.	✓	Provided the brochure is primarily a list of holidays and options with prices clearly displayed.
A tourist office promoting a holiday destination by mailing a brochure to an existing or prospective customer base.	✗	The brochure is promoting a country or a region. It is not primarily a list of goods or services.
A brochure in support of a new car launch.	✗	Not a list of goods or services; the prices are illustrative ranges. Does not sell directly from the page but pushes to dealerships.

Seeding Requirement

The Mailmark Catalogue service is an Advertising Mail product, as such it is a requirement to seed Royal Mail and Citipost Mail to protect your service discount.

Just for clarification, a seed is a sample Letter from an Advertising Mail campaign sent to Royal Mail to verify its eligibility for discounted mailing costs.

Royal Mail require two seeds for each mail campaign, a National and a Zonal seed. Whilst the mail campaign data sorting process may result in both seeds being in the same batch of mail, it is still necessary to ensure a Royal Mail seed is in both the National and Zonal data output file, or you will be at risk of losing your discounts. To monitor the service and as part of our client support provision, we also require two seeds to be sent to Citipost Mail. In the unlikely event that the Royal Mail seeds fail to reach their destination, we can then supply evidence of compliance that will protect your discounts and continue to save you money.

Some of our clients like to print the bag ID on their physical mail and this practice remains acceptable alongside the above. This also helps us to match your mailings up to each campaign.

Your unique SCID's (Supply Chain ID) should be printed on the physical mail piece as illustrated below, and should be positioned to follow the words 'Royal Mail Sample'

Action	Process
4 seeds are to be added into the data	Please add 4 seeds into your data: 2X Royal Mail seeds (one with a National UCID and one with a Zonal UCID) and 2X Citipost Mail seeds (one with a National UCID and one with a Zonal UCID)



Get in touch

If you have any questions, or if you would like to discuss pricing options for this service, please reach out to your Business Development Manager or Client Relationship Manager.

CITIPOST MAIL

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