

ADVERTISING MAIL TEST & INNOVATION PUBLISHING MAGAZINE SUBSCRIPTION TEST

JICMAIL data shows that Publishing Mail drives significant commercial engagement, to test that, this limited time offer lets you earn retrospective postage credits when you try something new when sending a new incremental Advertising Mail campaign.

A postage credit of up to 30%

To Qualify

Test addressed Letters or Large Letters formats of at least 4000 minimum Advertising Mail items (maximum 1m items) over the incentive period.

Time Period

The last posting date is the 28th of December 2024, applications will be accepted until the 13th of December 2024.

Uses

For when you try something new with your Advertising Mail activity.

Postage Credits

Format	Products Available	Weight Range	Advertising Test Incentive (TIS) %*	
			Standard rate	Higher rate
Letter	Economy Advertising Mail 70 Mailmark	0-100g	NA	30%
Large Letter	Advertising Mail 70 Mailmark	0-100g	NA	10%
Large Letter	Advertising Mail 70 Mailmark	101-750g	NA	30%

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.