

Advertising Mail DM Message Content Guidance List

The list of mailing examples below is indicative and for guidance only. Each request to post Advertising Mail must be considered individually on its own merits to determine whether it can be considered to qualify as Advertising Mail. All Mailing Items to qualify must comprise a largely uniform message with the primary purpose of promoting the sale or use of products or services, or to encourage contribution to or support of a cause. If you cannot find what you are looking for from this list or require further advice please get in touch with your Royal Mail contact.

The list is not absolute or exhaustive and is to be used as a helpful guide only

Examples of items and explanation of whether they meet Admail criteria	Yes	No	Why
Magazines, newsletters, updates, calendars and greetings cards			
Customer publication i.e. a magazine or newsletter or an unsolicited greetings card or branded calendar forming part of a company's / charity's customer communication programme to encourage purchase or support of a cause that is not paid for by the recipient or via subscription and is not a membership magazine/publication. NOTE: Greetings cards and calendars in red or green envelopes are not eligible due to low readability by our machines.	Yes		Promoting a cause or the sale or use of products or services. There is no obligation on the company or charity to send the publication, greetings or calendar.
Membership or subscription magazines / publications, with or without advertising		No	The recipient has requested it or is expecting it (the promotional material is secondary and would not happen without the fulfilment)
A school/college/society newsletter or bulletin (publications), including alumni		No	Purpose is providing information not promotion
Updates sent using direct mail that form part of an overarching campaign by a charity to encourage donations through sponsorship. Other items of post such as certificates or gifts do not qualify as advertising mail unless the primary purpose of the mailing is a direct mail update.	Yes		Purpose is to promote cause and increase donations.

Catalogues and Brochures			
A mail order company sending its new or seasonal catalogue to an existing or prospective customer base.	Yes		Promoting the sale use of products or services.
A travel company/tourist board sending its new or seasonal brochure unsolicited to an existing customer base or prospective customer base.	Yes		Promoting the sale use of products or services.
Surveys and Questionnaires			
Customer satisfaction questionnaire which specifically captures information relating to a customer's experience of the product, service or cause with the aim of using such information to be more targeted when sending further information on such products or services.	Yes		Promoting the sale or use of products or services.
Marketing Lifestyle / Consumer Survey / Product / Service questionnaire which is specifically seeking to gather information on a range of products/services/habits for trend analysis/data collection purposes and is not looking to further promote products/services. E.g. electoral/census.		No	Purpose is to seek information / data for data collection not promotion
Customer Loyalty Mailings			
A company sending out a loyalty/membership card to a subscribed customer		No	The loyalty /membership card has been sent as fulfilment to conclude the service that the subscriber has already responded to and purchased
Loyalty scheme providing the opportunity to take advantage of offers or redeem coupons, either in store or on line. (this mailing may include details of an individual's number of loyalty points available for conversion)	Yes		Promoting the sale or use of products or services.
Public Utility Mailings			
Utility bill with advertising on back for other services		No	Primary purpose is the bill (the ad/promotion is secondary and would not happen without the fulfilment)

Local utility company explaining forthcoming changes to utility ownership. e.g. water company detailing changes to ownership and responsibility of sewage/water pipes		No	Purpose is to provide clarity of boundary ownership and responsibility.
Mailings from Banks, Finance and Insurance Companies			
A credit card company, store or retailer sending an offer of a new credit card	Yes		Promoting the sale or use of products or services
Insurance company sending letter to existing or prospective customers with quotes for products and services.	Yes		Promoting the sale of products or services
A company/bank sending a statement which includes a leaflet advertising insurance		No	Primary purpose is the statement. The ad/promotion is secondary and would not happen without the fulfilment.
A company sending personalised documents containing a level of detail that is unique to the individual, with or without advertising material e.g. issuance of an insurance policy		No	Message is not uniform as it is unique to the individual (promotional material is secondary)
Mailings advising of discounts, invitations, events and special offers			
An unsolicited mailing of a discount code or discount vouchers, tickets or invitations with a uniform message to customers / prospects to encourage purchase or re-purchase.	Yes		Promoting the sale or use of products or services. No obligation to send.
An organisation sends a letter to its customers/prospects to notify dates of future events promoting its products or services or cause.	Yes		Promoting product/services/cause
A company sends a sample of its products/services with or without a voucher, (unsolicited)	Yes		Promoting the sale of products or services
Fulfilling Orders and Requests			
Fulfilment of requested tickets / invitations (e.g. purchased by the customer for an event/holiday etc)		No	Purpose is fulfilment / transaction, not promotion

A wine mail order company sending wine ordered by a customer containing leaflets advertising other services from different companies		No	Purpose is fulfilment (ad/promotion secondary and would not happen without the fulfilment)
Mailings intended to remind or inform			
Mailing customers with a uniform message informing them of a price increase		No	Purpose is the information on prices (this is not an ad/promotion)
A company/charity informing their customers/members of a change to their bank details or their VAT rate		No	Purpose is providing information
Mailings of a 'public duty' nature with or without advertising. Examples include swine flu, tax or car tax reminder, VAT change reminders, Council refuse collection days, etc.		No	Purpose is the execution of a public service duty not promotion
An AGM mailing informing shareholders of the AGM meeting		No	It is a legal requirement under the Companies act for shareholders to be notified of the AGM.
A company sending a shareholder annual report		No	Purpose is providing information not promotion
A charity / society sending a reminder mailing to renew the subscription	Yes		Encourages donation to a cause
Prize draw letters informing customers that they have won a prize		No	Purpose is information. It is not selling a product or service nor does the message promote a cause
Other types of mailing			
Political party mailings which have the aim of influencing the recipient's political view point or the way in which they may vote in an election.		No	There is no elasticity for this type of political mailing and the purpose is to influence a political view point
A bulk mailing to request consumer consent to mail to them in future.	Yes		Promoting the future sale of products and services; positive responders will receive more DM from them.

Items in any format (cards, leaflets, flyers etc) across multiple brands in a single addressed envelope or wrapper (foil or poly) providing all individual inserts are from different brands or different companies.	Yes		Promoting the sale of products or services
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