

Advertising Mail DM Message Content Guidance List

- Please note that the list of mailing examples below is indicative and for guidance only. It is not an absolute or exhaustive list.
- 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.

| <i>Examples of items and explanation of whether they meet Admail criteria</i> | YES | NO | Why? |
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| Magazines, newsletters, updates, calendars, and greetings cards | | | |
| Customer publication i.e. an unsolicited 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 in support of a cause that is not paid for by the recipient or via subscription and is not a membership magazine/publication. | 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. This group includes TV listings, Consumer Magazines and Business Magazines. | | No | The recipient has requested it or is expecting it (the promotional material is secondary and would not happen without the fulfilment item). |
| A trade magazine/any other industry publication sent to interested parties who have consented to receiving it, with or without advertising. | | No | It has been sent by an industry body/collective. It is not representing a brand/company. It is information the recipient (be it business or consumer) has opted in to (the promotional material is secondary and would not happen without the fulfilment item). |
| A school/college/society newsletter or bulletin (publications), including alumni, with or without fundraising material and/or advertising. | | No | Purpose is providing information not promotion (the fundraising and/or promotional material is secondary). |
| 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. |

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| A communication that is being sent to prospective recipients. e.g. a newsletters or trade magazine which is sent with a covering note to unsolicited recipients. | Yes | | Sent as a promotional communication. Purely to encourage the uptake of regular receipt. |
| 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 | | | |
| Any survey that aims to capture insight for the purpose of improving the experience of a product or service. Including public service to improve the product or service referenced. | Yes | | Promoting the sale or use or improvements of productions or services. |
| An unsolicited letter being sent in isolation (i.e. no survey included) ahead of a survey being sent or made available. The letter must clearly be promoting a survey and encouraging the contribution and participation. For clarity, Census is not eligible. | Yes | | Promoting and encouraging participation in the survey. The survey itself does not have to meet admail eligibility for the prepositioning letter to be eligible. |
| Any survey that aims to capture information to use for data analysis/trends/profiling etc and not to improve the product or service referenced as the primary purpose of the survey. Including Census type surveys. | | No | Purpose is to seek information/data for data collection only and not promotion. |
| Customer Loyalty Mailings | | | |
| Loyalty scheme direct mailer providing the opportunity to take advantage of offers or redeem coupons, either in store or online. (This mailing may include details of an individual's number of loyalty points available for conversion). | Yes | | Promoting the sale use of products or services. |
| A company sending out a loyalty/membership card to a subscribed customer with or without advertising. | | No | The loyalty /membership card has been sent as fulfilment to conclude the service that the subscriber has already responded to and purchased (the promotional material is secondary). |
| 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) |

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| Local utility company explaining forthcoming changes to utility ownership. e.g. water company detailing changes to ownership and responsibility of sewage/water pipe, a council notifying customers about refuse recycling dates or policies. | | No | Purpose is to provide information e.g. clarity of boundary ownership and responsibility or items can be recycled at a different location. |
| 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 use of products or services. |
| Insurance company sending letter to existing or prospective customers with quotes for products and services. | Yes | | Promoting the sale use 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 an unsolicited letter or publication 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 an unsolicited 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) with or without advertising. | | No | Purpose is fulfilment / transaction, not promotion (the promotional material is secondary). |
| Any retailers fulfilling products ordered by a customer that also contain advertising or promotional material. | | No | Purpose is fulfilment (ad/promotion secondary and would not happen without the fulfilment). |
| Mailings intended to remind or inform | | | |
| An organisation/society sending a reminder mailing with the primary purpose to renew the subscription. Mailings informing of auto-renewal information do not qualify. | Yes | | Encourages donation to a cause. |
| Mailing customers with a uniform message informing them of a price increase. | | No | Purpose is the information on prices |

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| | | | (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. |
| Prize draw letters informing customers that they have won a prize with or without advertising. | | No | Purpose is information. It is not selling a product or service nor does the message promote a cause (the promotional material is secondary). |
| Other types of mailing | | | |
| Political party mailings which have the aim of influencing the recipient's political viewpoint or the way in which they may vote in an election. | | No | |
| A bulk mailing to request consumer consent to mail to them in future. | Yes | | |
| Advertising 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 | | |