

## Access Magazine Subscription Mail Service: FAQs

What are the 2019 prices for the Magazine Subscription Mail Service?

---

Prices will be published in October 2018 and will be subject to vat at 20%.

When will the 2020 prices for the Magazine Subscription Mail Service be announced?

---

Prices will be published in October 2018 and will be subject to vat at 20%.

What is the delivery aim for the Magazine Subscription Mail Service?

---

The Magazine Subscription Mail Service is a six working day delivery product (Monday to Saturday), and our aim is to deliver on the first working day after handover and acceptance by Royal Mail.

Which mail formats can be posted using the Magazine Subscription Mail Service?

---

The service is for Large Letters only. Customer must also use Mailmark Access 70 to post under the service.

Why doesn't the specification include parcels?

---

Generally, magazines are Large Letters. Customer can post a parcel format magazine under the Wholesale Parcels Contract.

Is there any up-front qualification for the service?

---

Yes - before posting a magazine using this service you are required to submit the Magazine Subscription Mail Service application form (<https://www.royalmailwholesale/download-the-latest-user-guides/>) on behalf of your customer. When you return the completed application to us you must include a sample copy of the magazine so that we can assess whether it meets the following requirements: -

- The magazine must contain 30% editorial content. This does not include advertising material or data or any information relating to a product or service such as pricing information or product descriptions, which relate to either the publisher of the magazine, the owner of the magazine or a third party. The front and back covers are not included in calculating editorial content;
- The front cover of each magazine must bear its title and date, month or season of magazine; and
- It must be posted at least twice a year.

We will notify you when you can commence posting using the service upon completion of our checks and we are satisfied that the magazine meets the above requirements. Our checks may take up to 10 working days to complete.

Do I need to apply for qualification if I have already used the retail Publishing Mail service?

---

Yes, as the entry requirements (minimum of 30% editorial) differ from the Publishing Mail specification.

What are the system requirements?

---

You must declare Magazine Subscription Mail Service on your docket using the correct service codes.

## Is there a new tray and bag label for the service?

---

Yes, the labels will need to show the service name (Mag Subs). See the User Guide for details.

## Will we be able to mix magazine titles in the same container?

---

No - each container you use to hand over mail under this service must only contain mail of the same magazine title.

## Can I include multiple titles in one mailing pack?

---

Each mailing pack must only contain one title. However, subject to Royal Mail approval, you may include multiple titles in one mailing pack only if those titles are part of a single magazine brand and published by a single publisher.

If you are including multiple titles in one mailing pack under one brand, you should include the magazine brand name in the 'Campaign' field of the eManifest.

## Why is the service available for Mailmark items only?

---

Publishers told us that quality of service is fundamental. By using barcodes, publishers can see the performance of their mailing items and work with suppliers to identify opportunities to improve performance, whilst using our lowest priced service.

We are committed to working with customers to ensure they use the Mailmark service to their full benefit. If you have publishers who are new to Mailmark, we have a test on poly-wrapped large letters running until 30 June 2019. Mailmark is the cheapest service we offer. Although customers may incur item level non-compliance charges when using the Mailmark service, customers will never pay more than they would pay on an equivalent manual service. We encourage customers to participate early in the test to make best use of the new service.

## I am an existing Access customer – will I need to change my Access Letters Contract?

---

Before you start posting using the new service existing, as an Access contract holder, you will need to agree to add Schedule 24: Magazine Subscription Mail Service to your Access Letters Contract.

## Why is the entry level 2k items when other access services have a minimum of 4k?

---

Publishers asked for a lower entry threshold to cater for their smaller titles, and, unlike other mail streams it is not practical to consolidate different titles as this would mean delaying delivery of some titles beyond the date it is available on the news stand.

## Why have you increased the tray fill requirement to 10?

---

To reduce the number of containers (trays or bags) in circulation, the new services requires a minimum of 10 items in a container. This should save customers time and resource in handling containers throughout the supply chain and should be achievable as customers shall be sorting to Access 70.

## Why have you introduced an entry level of 1k items for the 1<sup>st</sup> year for new launches?

---

Publishers asked for reduced entry threshold to support new launches in the early life of a publication where the take up of subscriptions can be slow and they need the time to grow them.

## Why are you offering price certainty on the service?

---

Publishers told us that they typically sell subscriptions for 12 month terms and any unforeseen changes to the cost of postage have a significant impact on the profitability of that subscription. To help publishers have greater confidence in subscriptions we will provide 12 months' notice of any price change affecting this new service.

## Who did Royal Mail Wholesale consult in developing the Magazine Subscription specification?

---

We consulted a cross-section of our customers, publishers and mail producers to establish a specification that offers a practical and cost-beneficial way for customers to mail their subscription magazines.

## Is there a plan to launch a Responsible Mail version of the service?

---

The industry is innovating to respond to the concerns around the use of plastic. We are working with the PPA Sustainability Action Group to help shape an appropriate response, and will build any developments into product specifications as they evolve.

If the answer to your question is not here then please email [dsacc@royalmail.com](mailto:dsacc@royalmail.com)