



central
mailing services

**ROYAL MAIL
WHOLESALE
INCENTIVE
SUMMARY**



ROYAL MAIL INCENTIVES

A suite of incentives for new users , testers & innovators, volume growers and publishers.

New to mail

New or returning customers that have not used for at least 24 months can be supported via the [First Time User Incentive](#)

Doing something different with mail

If you want to undertake testing or do something new and innovative we can support you via the [Test Incentives](#)

Growing your volume

Existing customers that plan to grow volume over a 12 month period can be supported via the [Growth Incentive](#) and receive support if they maintain volume.

Additionally, customers can be supported via our [Season incentives](#) that promote growth over a defined period.

Are you a publisher?

If you are a Publisher posting more than 250k items we can support you to maintain your volume via the [Publishing Incentive](#)

GROWTH & COMMITMENT SCHEMES

A suite of advertising mail incentives if your mail volumes are growing

 ADVERTISING GROWTH INCENTIVE	 ADVERTISING VOLUME COMMITMENT	 ADVERTISING VOLUME COMMITMENT Y2
WHO IS IT FOR? For when you mail more volume than the same period last year.	WHO IS IT FOR? Keep getting credits if you retain or grow volume after completing year 1.	WHO IS IT FOR? Continue credit into year 2, should you choose to retain mail volumes.
CREDIT A postage credit of up to 20% available, depending on incremental volume on eligible advertising mail.	CREDIT Up to 8% for matched volume. 15% for <3m incremental growth. 20% for >3m incremental growth.	CREDIT Up to 8% for matched volume. 15% for <3m incremental growth. 20% for >3m incremental growth.
TO QUALIFY Minimum incremental volume is 150k Letter or 75k Large Letter items.	TO QUALIFY Matching at least 95% or exceeding the incremental volume of items posted during the 12 months of your 1 st year Incentive.	TO QUALIFY Matching at least 95% or exceeding the incremental volume posted in your Advertising Volume Commitment Incentive.
TIMESCALE 12 month period.	TIMESCALE 12 month period	TIMESCALE 12 month period.

PUBLISHING MAIL COMMITMENT

An incentive for retaining publishing mail volume

PUBLISHING MAIL VOLUME COMMITMENT	
WHO IS IT FOR?	For retaining publishing mail volumes.
CREDIT	2% postage credit is available on eligible subscription mail.
TO QUALIFY	Mail at least 95% of the volume mailed the year before and mail at least 250k items.
TIMESCALE	12 month period.
THE DETAIL	

SEASONAL INCENTIVE FOR GROWTH

An incentive for posting incremental advertising mail volume

E/Tailer-Retailer INCENTIVE

- WHO IS IT FOR?** The Retail Sector to add volume to your mailing plan between June-December 2023.
- CREDIT** **Up to 25%** postage credit is available on eligible advertising mail.
- TO QUALIFY** Mail at least 80% of the volume mailed between June and December 2022. Minimum incremental volume 100k items.
- TIMESCALE** 7 month period 

TEST & INNOVATE AND FIRST TIME USER

ADVERTISING MAIL TEST & INNOVATE SCHEME		BUSINESS MAIL TEST & INNOVATE SCHEME		ADVERTISING MAIL FIRST TIME USER SCHEME	
WHO IS IT FOR?	For brands innovating mailing plans or testing new activity.	WHO IS IT FOR?	For brands innovating mailing plans or testing new activity.	WHO IS IT FOR?	Brands new to mail or not used the channel for 24 months or more.
CREDIT	10% per item for a standard test. 15% per item for an exceptional test. 7% per items for Partially Addressed Letters	CREDIT	10% per item for a standard test. 30% per item for an exceptional test. 10% per item for roll out.	CREDIT	You can earn up to 20% postage credits on advertising mail and 7% on Partially Addressed Letters.
TO QUALIFY	Test from 4k to 200k. 10k for Partially Addressed. Maximum is 1m items.*	TO QUALIFY	Test from 4k to 200k Maximum is 10m items.*	TO QUALIFY	Post a minimum of 4k Advertising Mail and 10k for Partially Addressed. Maximum is 1m items.
TIMESCALE	One off campaign or series of tests over 6 months.	TIMESCALE	One off campaign or series of tests over 6 months. 12 month extension available.	TIMESCALE	12 month period.
THE DETAIL		THE DETAIL		THE DETAIL	

* We normally accept tests of between 4k and 100k but at our discretion we will accept test of up to 1m for advertising mail and up to 10m for business mail.

Full terms and conditions apply

PROGRAMMATIC MAIL INCENTIVE

An incentive for sending programmatic advertising mail

PROGRAMMATIC MAIL INCENTIVE

WHO IS IT FOR?	For consolidators and advertisers posting Programmatic Advertising Mail below the 4,000 daily minimum by brand.
CREDIT	Achieve the equivalent advertising mail rate for qualifying Programmatic Advertising Mail items.
TO QUALIFY	Minimum of 50k per annum by consolidator. Post up to 1m items over 12 months.
TIMESCALE	12 month period.
THE DETAIL	