



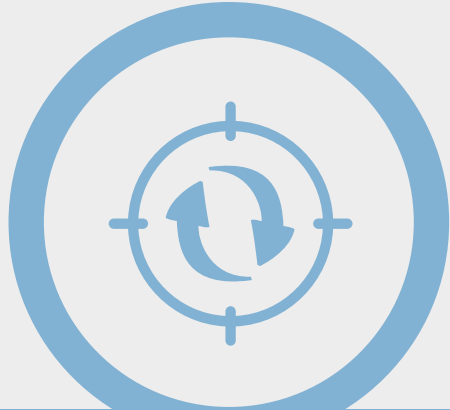
ADVERTISING MAIL TEST AND INNOVATE INCENTIVE PUBLISHING

Magazine subscription incentive offer



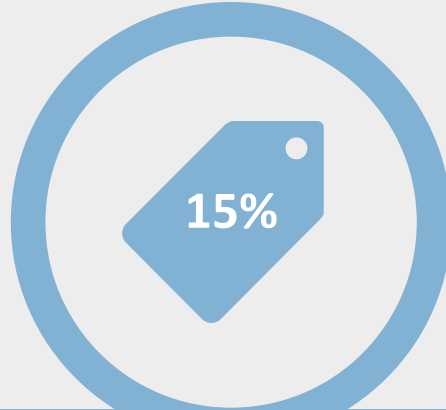
Advertising Mail

Test and Innovate Incentive for magazine subscriptions



WHO IS IT FOR?

For when you try something new with your advertising mail activity.



CREDIT

A postage credit is available on eligible Advertising Mail.



TO QUALIFY

The minimum volume is 4,000 items. The maximum test period is 6 months.



TO APPLY

For more information and to apply go to www.royalmailwholesale.com

Full terms and conditions apply

Mail gets you noticed

Test and Innovate Incentive for magazine subscriptions



98%

Of mail from a publisher is engaged with: opened, read, sorted, put aside, put on display or in the usual place.

1.27



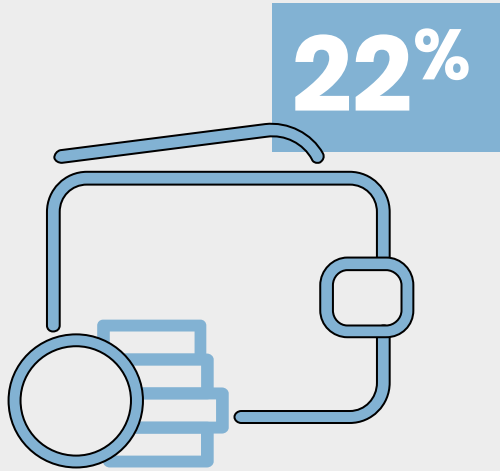
Every 100 mail packs sent by a publisher reach another 27 individuals.

5.8

Each piece of publishing mail is revisited 5.8 times by individuals.

Source: JICMAIL, Addressed Mail, Publishing, Q2 2017-Q2 2023, n=1,543

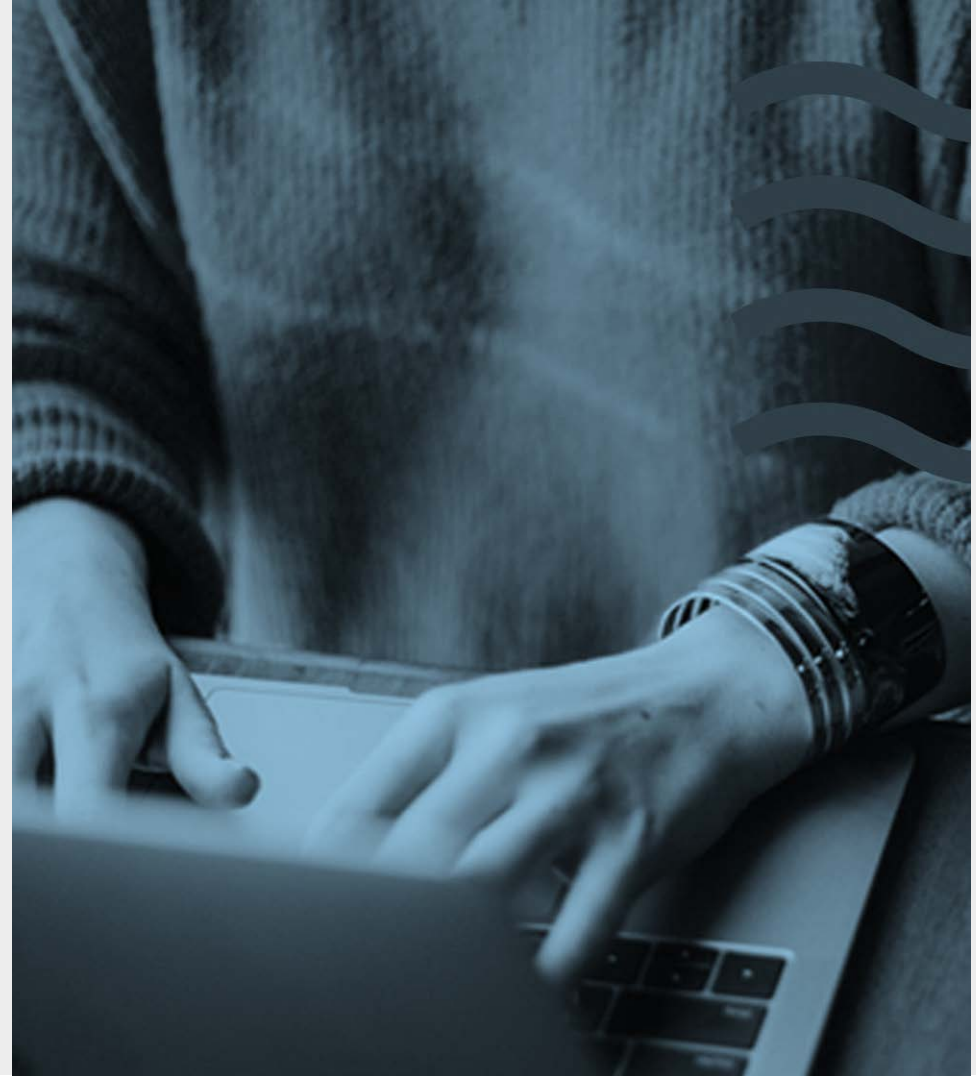
Mail from publishers – Drive commercial engagement



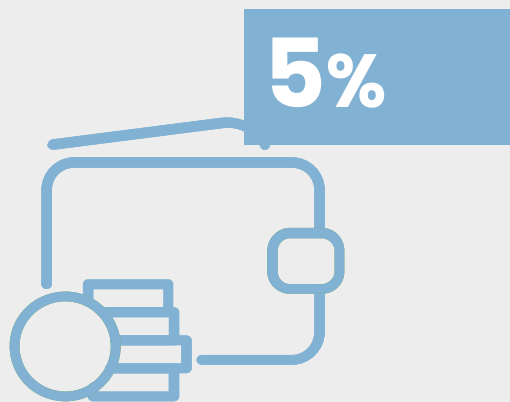
Take a commercial action

Discuss, look up account details, visit sender's web site, go online, make a payment, use a tablet or smart phone, call the sender, visit sender's shop/office, plan a large purchase

Source: JICMAIL, Addressed Mail, Publishing, Q2 2017-Q2 2023, n=1,543



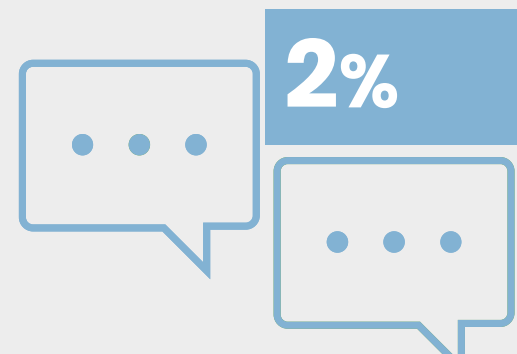
Publishing mail drives significant commercial engagements



**Buy something or
make a payment**



... take online actions
visit sender's web site, go
online, use a tablet or
smartphone



... call the sender
have a discussion about
the mail with someone else
in the household

Source: JICMAIL, Addressed Mail, Publishing, Q2 2017-Q2 2023, n=1,543

JICMAIL CAMPAIGN CALCULATOR

Demonstrates the media multiplier effect of a typical campaign a publisher could enjoy with such reach and frequency

1.27
Item reach

5.8
Item frequency

7.82
Lifespan (days)

Input number of mail items

1,000,000

1,266,743
Campaign reach

7,289,063
Campaign impacts

Send 1,000,000 Advertising mail items items and your campaign reach will be well over a million i.e. you will reach another 266,743 individuals
And your impacts will be 7,289,063 higher than the 1m you bought

Source: JICMAIL, Addressed Mail, Publishing, Q2 2017-Q2 2023, n=1,543

MAIL HELPED CREATE NEW HOBBIES DURING LOCKDOWN

Background

During lockdown Immediate Media saw new customers discover new hobbies. The publisher set out to entice lapsed customers – who had time on their hands – back to re-discover old hobbies.

Solution

Immediate Media created a new model that selected customers based on their value as a subscriber and how much they had spent in their lifetime – regardless of when they had lapsed.

As most lapsed subscribers had cancelled because of price, the offer 'Half price subscriptions' was compelling and simple. Instead of selling the concept of the magazine, Immediate Media let them know how they could help them make the most of their time at home and improve their well-being.

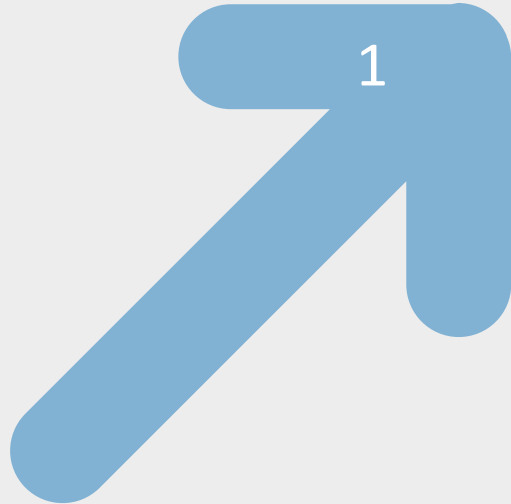
Results

With a response rate of 3.8% and a cost per acquisition of £9 this was Immediate Media's best ever mail campaign.

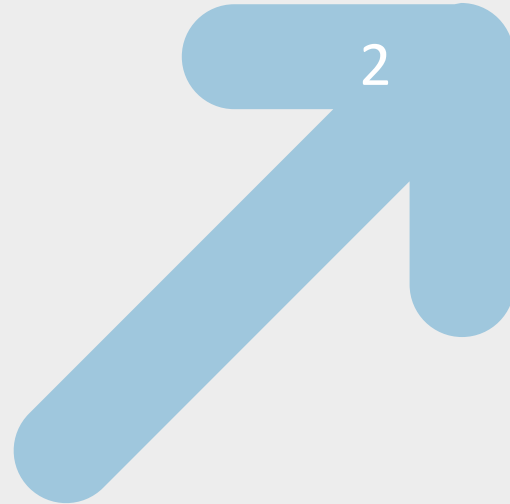


Source: DMA Awards Best Use Of Mail

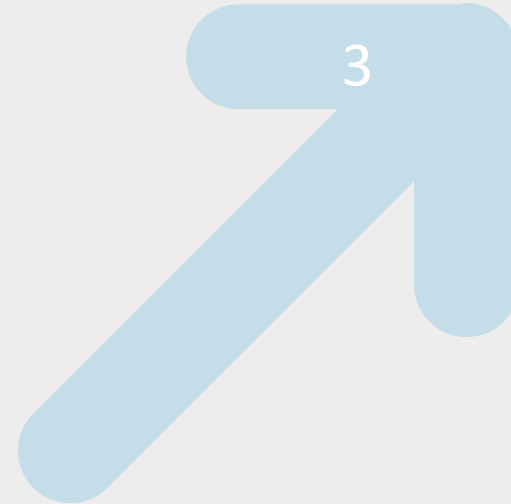
ENTRY REQUIREMENTS



Test addressed Letters or Large Letter format items sent using Advertising Mail.



Measure the performance of the test and share the results with us so we can understand whether the tests we invest in achieve their objectives.

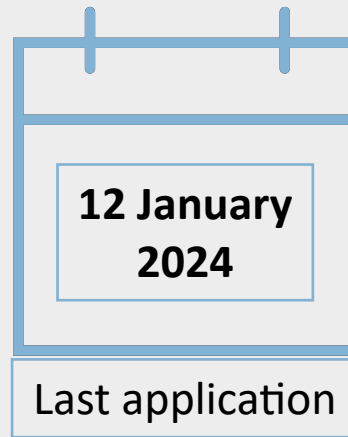
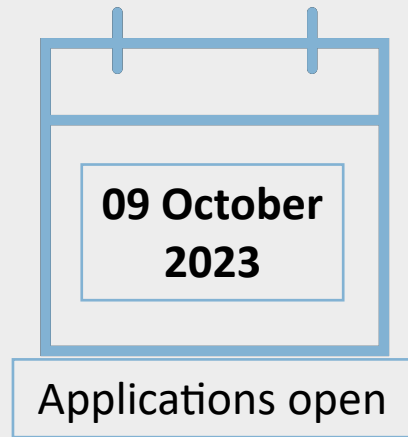


To qualify, test mailings must include a minimum of 4,000 advertising mail items and a maximum of 1m items over a 4 month period.

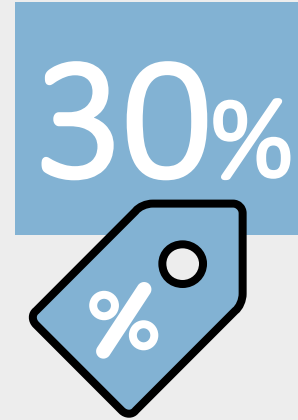


Submit your application form 10 days before the start date of your test.

OFFER DATES



Postage credits



Get postage credit
of up to 30% on
incremental
advertising mail

Give us the detail

This will help us process your application

• Tell us why you are testing

- This incentive has been introduced to promote subscriptions over the Christmas period and is covered by our testing incentive.
- In this section please tell us:
- Is there a new approach or new audience that you want to try?

• Provide details of the test

- What specific audiences are you hoping to reach?
- What are the goals of the test and do you have a control?

• Are you changing an existing pack?

- Are there any changes to an existing pack?

• How are you measuring the performance?

- How are you planning on measuring the impact of your campaign?
- What are the proposed KPIs? Target response rate, sales and return on investment.
- Are there any other measures you are looking to prove?

FREQUENTLY ASKED QUESTIONS



Can I send manual mail items and qualify for postage credits?

If there's a specific reason you want to use manual sortation please contact us to discuss the reason and we can consider inclusion of this campaign.



Can I use postcard formats?

Traditional postcards are not eligible, please see the Machinable Postcard and One Piece Mailer Guide for options to use with incentives at www.royalmailwholesale.com/incentives



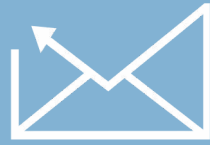
What will happen if my actual TIS volume is less than 4,000 items?

You will not receive any postage credit if your actual TIS volume is less than 4,000 mailing items.



How long will my postage credit vouchers be valid for?

Postage credit vouchers are valid for 12 months from date of issue.



central
mailing services