



1st July 2015

Royal Mail Wholesale

2nd Floor
185 Farringdon Road
London
EC1A 1AA

Dear Customer,

Content guidance update for Royal Mail Advertising Mail® and Royal Mail Responsible Mail® services

Since writing to you on 2nd December 2014 we have continued to review the Content Guidance for Royal Mail Advertising and Responsible Mail services. We have updated our guidelines and can confirm the following two changes:

1. Magazines and Newsletters that are not paid for, or subscribed to, that may, or may not, have been requested by the recipient, as the case may be, are now eligible provided they meet the following criteria:

- **They form part of a customer communication programme which has the primary purpose of encouraging purchase of a product or service or promote the support of a cause.** These publications may contain some articles, information or editorial content but their primary purpose is to encourage their audience to purchase goods or services or promote the support a cause. We recognise that such publications may be sent not only on an unsolicited basis but also to recipients who have asked to have their details added to a mailing list. Publications which have been solicited in this way are now eligible.

The following types of magazines and newsletters remain ineligible:

- **Membership or subscription magazines / publications, (with or without advertising).** If the company, organisation or charity is sending a magazine because it is a benefit of membership it will not be eligible for Advertising Mail/Responsible Mail, regardless of whether it contains advertising or not. This is because the recipient will be expecting it and the mailing will therefore be the fulfilment of a request; any promotional material the magazine may contain is secondary and would not happen without the fulfilment;
- **A school/college/society newsletter or bulletin (publications), including alumni.** These publications are not eligible as their purpose is to provide information, not promotion.

2. Mailings notifying customers that they have won a prize in a draw are not eligible for Advertising Mail or Responsible Mail as they are not selling a product or service or promoting the support of a cause. They are an informative mailing.

We have refreshed our guidelines to include this clarification notice. The updated "DM Content Guidance" document is now available on our website.

Yours sincerely,

Luisa Fulci
Regulated Products Director
Consumer and Network Access