

# **Instructions for Magazine Mail**

These instructions describe the correct procedure for delivering your magazines to PostNord.

You are always welcome to contact your sales consultant or our Product Support.

Product Support Magasinpost

Tel. Int. + 45 (0)70 21 23 19

E-mail [magasinpost.drift@postnord.com](mailto:magasinpost.drift@postnord.com)

Hours of business 09.00–16.00

## CONTENTS

MAGAZINE MAIL IN GENERAL .....	4
Paper, weight and dimensions .....	4
Foil-wrapping and folding.....	5
Franking and marking .....	5
ADRESSING AND ADRESSING DATA.....	7
HOW TO PACK AND SORT.....	9
Fewer than 8 pallets .....	9
Fewer than 20 pallets .....	10
Overview.....	11
Other requirements.....	11
Pallet label .....	11
Weight .....	11
DROP-OFF .....	12
DROP-OFF LOCATIONS (mail terminals) .....	12
TELL US WHEN YOU INTEND TO DELIVER.....	13
INSERTS, SEGMENTATION AND SUPPLEMENTARY SERVICES.....	13
Special conditions regarding inserts.....	14
Supplementary services.....	14
Segmentation .....	14
Magazines and papers to the Faroe Islands, Greenland and international destinations .....	16
Packaging.....	16
Marking.....	16
Drop-off .....	16
Franking.....	16

## MAGAZINE MAIL IN GENERAL

Catalogues, brochures, magazines or similar may be sent as Sorted Magazine Mail to recipients in Denmark, excluding the Faroe Islands and Greenland. Senders of Magazine Mail to recipients in Denmark must fulfill the following general conditions:

- A written agreement on distribution of the Magazine Mail product must be made with PostNord
- Magazine Mail must be with uniform, printed contents, such as catalogues, brochures and magazines
- Each issue of the Magazine Mail product must contain at least four pages with text and be allocated the same publisher and ID number.
- Magazine Mail must be unwrapped or wrapped in plastic film
- Distribution from the same sender is required on a regular annual frequency basis and of a minimum quantity of Magazine Mail per consignment to in principle the same recipients. By 'in principle the same recipients' is meant that – on distribution of individual consignments – an item of the Magazine Mail product for distribution will be delivered to each recipient. Accordingly, ten annual items of the Magazine Mail product for distribution will be delivered to each recipient in case of ten annual consignments dropped off for distribution. Normal inflow and outflow will be accepted as changes in quantity per consignment for distribution
- The contents must be paper-based. Inserts of a material other than paper may be enclosed with Magazine Mail
- Magazine Mail must not contain individual messages
- Magazine Mail must be with a clear indication of title on the front of the items
- Each title must be allocated a fixed five-digit ID number, which must be shown on the items
- To the extent that individual consignments do not fulfill the requirements set out in the customer agreement and relating appendices as to the chosen product variant, distribution under terms of the chosen Magazine Mail product variant cannot take place of the consignments in question in pursuance of the General Terms and Conditions for Magazine Mail. In such cases, PostNord will contact the sender to agree on how to proceed.

### Paper, weight and dimensions

PostNord recommends general use of uncoated offset or matt coated paper at 100 g/m<sup>2</sup> or above. If the paper weight of the inside pages is less than 100 g, a higher paper density expressed in grams per square metre (g/m<sup>2</sup> ) must be used for the front and back pages of items of Sorted Magazine Mail for distribution. In case of use

of an alternative paper quality, separate testing of the items will be required before the conclusion of an agreement on distribution.

- Sorted Magazine Mail may weigh up to 2 kg.
- Minimum dimension: 14 x 9 cm, the packing included.
- Maximum dimension: 33 x 23 x 2,0 cm, the packing included.
- Items of Sorted Magazine Mail exceeding 33 x 23 cm must be folded sharply when dropped off to ensure that their shortest side does not exceed 23 cm, the packing included.
- Items of Sorted Magazine Mail must be reasonably flat

### **Foil-wrapping and folding**

Any folding must be sharp and the individual bundles stacked to make a flat, continuous "back".

Any foil-wrapping must be performed with as little excess plastic as possible, with a maximum of 2 cm in length and 2 mm in width.

- The plastic film must be durable and capable of withstanding processing by machine at least twice without being damaged
- The seal must not easily be torn open and must not have perforations
- The plastic film must fit tightly around the item. Excessive plastic film must not exceed 20 mm lengthwise and 2 mm cross-wise of the item
- The plastic film must not generate static electricity with the result that it is difficult to separate the items from each other

### **Franking and marking**

Sorted Magazine Mail must be franked by PP (Postage Paid) impression.

The allocated ID number must be indicated on the item. In addition, Sorted Magazine Mail must bear the marking 'Sorteret Magasinpost' or 'Magasinpost SMP'.



The marking can be downloaded from [www.postnord.dk/magasinpost](http://www.postnord.dk/magasinpost) and must be printed on the item itself or on the plastic wrapping.

The sender's address may be printed on items of Sorted Magazine Mail. The indication 'Returneres ved varig adresseændring' (Please return to sender in case of permanent change of address) is not accepted on the items however.

# ADDRESSING AND ADDRESSING DATA

Sorted Magazine Mail must be provided with a clear and visible address. The address should be placed:

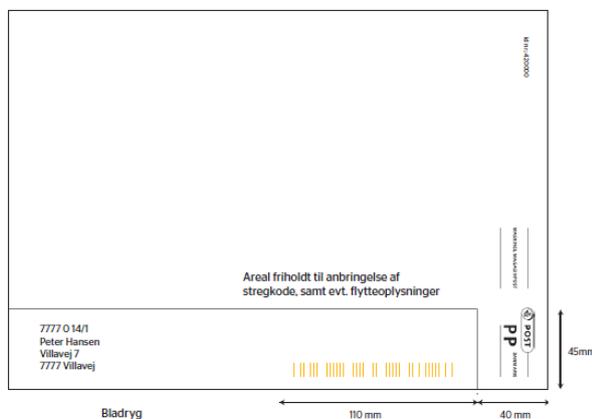
- directly on the back of the item
- on a label attached to the item
- on a blank sheet or paying-in slip (address carrier)
- on a label attached to the plastic wrapping
- directly on the plastic wrapping

PostNord recommends that the following fonts be used for printing the recipient's name and address:

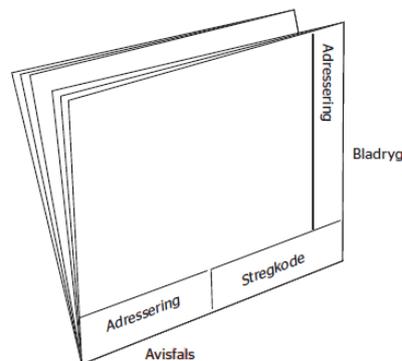
- Courier, 10-point size as a minimum
- Arial, 10-point size as a minimum
- Univers, 10-point size as a minimum
- Times New Roman, 12-point size as a minimum.

The placing options are:

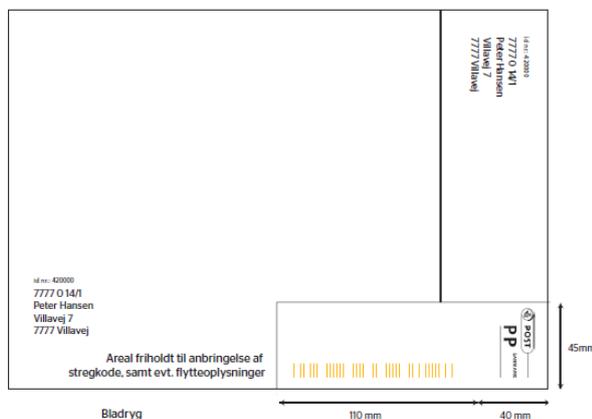
Sorteret Magasinpost



Falset tabloid



Sorteret Magasinpost



Magazine mail must always include the free PostNord address wash.

The PostNord address wash checks the addressing quality, sorts the addresses in distribution- and packaging-order and enriches the addressing file with sorting information, such as direction, distribution center and route.

The sorting information must be placed above the address. Example:

```
1 7777 O 1401 460 208/041+99_L  
Peter Hansen  
Villavejen 7  
7777 Villaby
```

It's imperative that the addressing files are submitted at the correct time in order to obtain good distribution quality. The optimum time is exactly 8 calendar days before drop-off.

If the addressing file is washed more than 14 days before drop-off, the data quality will decrease and you may experience problems with distribution quality, address changes and other things.

Please note that magazines where the recipient has moved within the last 6 months, automatically will be forwarded to the new address, and that the magazines will not be returned in case of permanent change of address or if it is possible to deliver the magazine.

Before the submission of an address file, the sender's company profile must have been put into the PostNord customer database via a completed input form. Details concerning provision of input, file formats, e-mail and FTP addresses, etc. can be obtained from Product Support or on [www.postnord.dk/magasinpost](http://www.postnord.dk/magasinpost).

Addresses are cleaned and sorting data added within 24 hours. If an output file has not been returned to the sender within 24 hours, PostNord's IT Service Desk should be contacted at this e-mail address: [itservicedesk@postnord.com](mailto:itservicedesk@postnord.com), or on phone +45 80 81 43 30 (Monday-Friday from 07:00 to 17:00 hours). Alternatively, Product Support may be contacted on phone +45 70 21 23 16 or by e-mail sent to: [adrebbevask@postnord.com](mailto:adrebbevask@postnord.com).

Please also refer to Guidelines for Submission of Electronic Address Files on [www.postnord.dk/magasinpost](http://www.postnord.dk/magasinpost).

## HOW TO PACK AND SORT

In SMP, address verification is always used, providing sorting information based on "direction", distribution center, route, delivery point, etc. These details are to be printed on the items, on the top line of the address; see "Instructions on submitting electronic address files".

The address-verified file indicates which of the 8 directions the address belongs to. When you deliver, the items must be grouped by direction. Note direction "N" is applied if the address cannot be allocated a direction, or if particular recipient conditions apply.

You must drop off your magazines in the sorted sequence of the address file and the magazines must be packed in the following order:

### Fewer than 8 pallets

If fewer than 8 pallets are delivered, which are at a minimum of 75% filled:

- Pallets are packed for every mail terminal separately, and there may be several directions on one pallet ("mixed pallet"). However, directions 0–3 to Terminal Taastrup must not be packed on the same pallet as directions 5–8 to Sydjyllands Postcenter.
- Bundles are divided at the distribution center, a piece of paper ("bundtoverligger") with the text "Direkte bundt" (Direct bundle) is placed on top of the magazines in the bundle, and/or the bundle is cross-tied. If there are too few magazines for a whole bundle for one particular distribution center, the magazines are bundled with the subsequent magazines in the sorting sequence. In this case, a delivery summary with the text "til udsortering" (For sorting) or "Mix bundt" (Mixed bundle) is used, and/or the bundle is single-tied. There may only be one direction in a bundle. The distribution center to which the address belongs is indicated in the address file (several post codes are included within the area covered by one distribution center).
- Magazines marked with the direction designation "N" are bundled separately; a bundle delivery summary with the text "til udsortering" (For sorting) or "Mix bundt" (Mixed bundle) is used and/or the bundle is single-tied. Bundles marked with the direction "N" are always placed on the top of the pallet.
- The pallet has the Magasinpost label affixed to it. Details entered:
  - Center (TTA for directions 0 to 3 or FAC for directions 5 to 8)
  - "Mix palle" (Mixed pallet)
  - The directions included on the pallet

## Fewer than 20 pallets

If fewer than 20 pallets are dropped off, which are at a minimum of 75% filled:

- Pallets are packed for each direction, and there may be only one direction per pallet ("Direction pallet"). An exception is made for direction "N", however, which can be loaded onto pallets containing one other direction.
- "Mix pallets" are allowed if there is not enough space on a single pallet for all the bundles to a direction. Note that, directions 0–3 to Terminal Taastrup must not be packed on the same pallet as directions 5–8 to Sydjyllands Postcenter.
- Bundles are divided at the distribution center and cross-tied, or a bundle delivery summary with the text "Direkte bundt" (Direct bundle) is used. If there are too few magazines for a bundle to a particular distribution center, the magazines are bundled together with the subsequent magazines in the sequence and the bundle is single-tied; or a delivery summary is attached with the text "Til udsortering" (For sorting) or "Mix bundt" (Mixed bundle). Distribution center affiliation is indicated in the address file.
- Magazines with direction designation "N" are bundled separately and loaded at the top of the pallets containing direction 0 and direction 5. The address file indicates which pallet the bundle is intended for, via its location in the file, in which the addresses are placed immediately before direction 0 and direction 5, respectively.
- The pallet has the Magasinpost label affixed to it. Details entered:
  - Center (TTA for directions 0 to 3 or FAC for directions 5 to 8)
  - "Retningspalle" (Direction pallet) or "Mix palle" (Mixed pallet)
  - The directions included on the pallet

## Overview

	Bundle containing <i>several</i> distribution centers	Bundle containing <i>one</i> distribution center
"Mixed pallet" containing <i>several</i> directions	Single-tying and/or bundle delivery summary: "Til udsortering"  Pallet label: "Mix palle"	Cross-tying and/or bundle delivery summary: "Direkte bundt"  Pallet label: "Mix palle"
"Direction pallet" containing <i>one</i> direction	Single-tying and/or bundle delivery summary: "Til udsortering"  Pallet label: "Retningspalle"	Cross-tying and/or bundle delivery summary: "Direkte bundt"  Pallet label: "Retningspalle"

## Other requirements

In the case of more than 20 pallets, contact PostNord via the contact details in these Instructions in order to receive further instructions on details for packing.

If the consignment is less than 3,000 items and it is not possible to fill 1 pallet to more than 75%, the magazines can be delivered in yellow mail holders in post code sequence, sorted using the file from the address verification. Other consignments are delivered on pallets as per description.

## Pallet label

You can order pallet labels for Magazine Mail at the email address: [Blanketb.khc@postnord.com](mailto:Blanketb.khc@postnord.com)

## Weight

A pallet with magazines must not weigh more than 1,000 kilos and must be stably packed. Bundles must not exceed 6 kilos.

## DROP-OFF

Sorted Magasinpost is to be dropped off no later than 16.00. Business hours for drop-off start from 08.00. The magazine will be distributed in the following 5 working days

**A completed B69 consignment note must accompany the consignment of Magazine Mail at drop-off.**

You can find both the B69 consignment note and a guide to B69 at [www.postnord.dk/magasinpost](http://www.postnord.dk/magasinpost).

In connection with holidays, there may be other submission times for both address files and magazines. See the calendar for Sorted magazine mail with delivery periods and submission days at [www.postnord.dk/magasinpost](http://www.postnord.dk/magasinpost) or ask your sales consultant.

### DROP-OFF LOCATIONS (mail terminals)

Drop-off locations are as follows:

Terminal Taastrup (TTA)  
 Bohus Boulevard 1A  
 DK-2630 Taastrup, Denmark

Syddjyllands Postcenter (FAC)  
 Snarelosevej 65  
 DK-7007 Fredericia, Denmark

### Area covered by mail terminals:

Mail terminal	Direction	Distribution center
Terminal Taastrup (TTA) Bohus Boulevard 1A DK-2630 Taastrup, Denmark	0, 1, 2, 3,	08XX - 49XX
Syddjyllands Postcenter (FAC) Snarelosevej 65 DK-7007 Fredericia, Denmark	5, 6, 7, 8,	5XXX - 9XXX

## TELL US WHEN YOU INTEND TO DELIVER

When you sign an agreement with PostNord, you must provide a drop-off overview with details, for example, of:

- Name and address of your business, including contact, telephone number and e-mail address
- Type of product
- ID number
- Designation of item
- Quantity each time
- Customer number
- Item weight
- Segmentation
- Date of drop-off
- Drop-off location
- Any additional services

In the case of Sorted Magasinpost, state the email address(es) to be used for drop-off to and receiving from address verification.

If during the period of the agreement you wish to make changes to your drop-off overview, you must remember to tell us no later than 10 working days before drop-off, by e-mail to: [varslinger@postnord.com](mailto:varslinger@postnord.com)

Also remember that distribution must be ordered and registered at Post Danmark no later than Monday 10 working days before the drop-off day in the case of new agreements.

## INSERTS, SEGMENTATION AND SUPPLEMENTARY SERVICES

Apart from the requirement for paper-based and non-individualised contents, there are generally no limitations as to the contents of inserts in items of a Magazine Mail product for distribution. Items of Magazine Mail product for distribution may contain inserts of paper from the sender or from others, provided that the individual items are not of different weight as a result. If inserts are of different weight or not intended for all recipients, the consignment of the Magazine Mail product for distribution must conform to the rules for segmentation.

A supplementary charge is not paid separately for inserts, which means that postage only will be invoiced to the sender on the basis of the total weight of the consignment.

### Special conditions regarding inserts

- The magazines must not contain loose inserts unless the contents are tightly wrapped.
- Inserts must comply with the standard magazine requirements. If the insert is larger than the basic shipment itself, it can cause damage to the insert.
- Sorted Magazine Mail must not exceed 2.0 cm in thickness.
- If the shipments are not wrapped, paper inserts must be attached to the "main magazine" in a way that it cannot fall out or cause operational problems.
- In case of insertion, it is a prerequisite that the total shipment does not exceed the defined dimensions and that the shipments do not create operational problems.

Solutions to the above can often be found. Contact Product Support on 70 21 23 19 for solutions and further information.

### Supplementary services

Deviation from annual quantity:

Senders failing to meet the requirement for an annual quantity of at least 30,000 items of Magazine Mail may deviate from the minimum annual quantity by payment of a supplementary charge.

Example: for four annual consignments, each containing 1,500 items of Sorted Magazine Mail, the sender must pay a supplementary charge per item.

Extra handling:

This service may be used in some cases, when the Magazine Mail deviates from product profile.

### Segmentation

Subject to fulfillment of certain conditions, segmentation with varying content is possible. Segmentation may consist in differing number of pages in the main item and/or different inserts and may be:

- Divided according to region
- Divided according to line of business
- Targeted at recipients with a specific educational background or similar.

The individual items of a Magazine item for distribution will be regarded as uniform items if their weight is identical despite the inclusion of pages with different text. This kind of segmentation is independent of the size of each issue.

If segmentation implies that the individual items of a Magazine item for distribution are not uniform items, i.e. the items are of different weight, the following conditions must be fulfilled:

- Segmentation of items of a Magazine Mail product for distribution is possible into maximum 10 segments
- Each item of the Magazine Mail product for distribution must be allocated the same title and ID number. Different sub-titles are accepted.

For Sorted Magazine Mail, the items must be dropped off collectively in a consignment arranged as described in this document.

Example of segmentation pricing:

Title	Number of magazines	Weight in grams	Total weight in kilos
NN	20.000	150	3.000
NN	5.000	155	775
NN	8.000	165	1.320
NN	5.000	180	900
NN	7.000	190	1.330
I alt	45.000		7.325

Price calculation: 45,000 pcs. x unit price + 7,325 kg x price per kilo.

Example of 5 segmentations of a magazine with a total circulation of 45,000 pieces, with the "main magazine" weighing 150 grams as one segment. The other segments consist of the "main magazine" and other material (inserts) of different weight.

## Flatrate SMP – special conditions

PostNord invoices according to the number in the address file.

Subscriber number or other unique customer ID must be included in the file.

Verification ID and time stamp must be shown on the magazine. Verification ID and time stamp are delivered via the returned file.

If addresses are deleted from the verified file, it must be re-verified without the deleted addresses so that a new verification ID, time stamp and correct quantity are generated.

If the verified number is not the same as the number delivered, we reserve the right to have the correct file verified.

SMP Flatrate may only be delivered separate from other titles, on pallets of their own.

## **Magazines and papers to the Faroe Islands, Greenland and international destinations**

Magazines and papers to the Faroe Islands, Greenland and international destinations cannot be sent as Magazine Mail but must be sent as letters at the standard prices charged for letters.

### **Packaging**

Magazines and papers to the Faroe Islands, Greenland and international destinations cannot be sent in unwrapped condition but must be packed in envelopes, wrappers or plastic film.

### **Marking**

The individual magazine or paper must bear the marking 'A Prioritaire'.

### **Drop-off**

When dropped off at the agreed drop-off location (mail centre), magazines and papers to the Faroe Islands, Greenland and international destinations must have been separated from Magazine Mail for distribution to recipients in Denmark.

### **Franking**

The individual magazine or paper must be franked by PP (Postage Paid) impression. The impression can be downloaded from [www.postnord.dk/magsinpost](http://www.postnord.dk/magsinpost).