

Instructions for Magazine Mail

Organisation Mail & Product
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Contents

MAGAZINE MAIL IN GENERAL	3
Paper quality and dimensions.....	3
Foil-wrapping and folding.....	4
Franking and marking.....	4
ADDRESS FILES AND ADDRESSING	5
Addressing.....	6
PACKING OF PALLETS AND BUNDLES	7
Pallet label and Weight.....	7
Packing of pallets	8
Packing of bundles	8
Overview.....	9
Drop off	9
Drop off locations.	10
Area covered by mail terminals:.....	10
Tell us when you intend to deliver.....	10
INSERTS, SEGMENTATION AND SUPPLEMENTARY SERVICES	11
Special conditions regarding inserts.....	11
Supplementary services	11
Segmenting.....	12
FLATRATE SMP – SPECIAL CONDITIONS	13
MAGAZINES TO FAROE ISLANDS, GREENLAND AND INTERNATIONAL DESTINATIONS	13
Packaging.....	13
Marking.....	13
Drop-off.....	13
Franking.....	14
Product Support	14

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 must be made with PostNord.
- Magazine Mail must be with uniform, printed contents, such as catalogues, brochures and magazines.
- Each issue of the Magazine must contain at least four pages with text and be allocated the same publisher and ID number.
- Magazine Mail can be wrapped in plastic film.
- There must be a fixed number of annual consignments from the same sender and in a minimum number of items per consignment to the same receivers. By the same recipients it is understood that the individual recipients – with each consignment – receive a magazine. That is, if there are 10 broadcasts, each recipient gets 10 magazines. Normal entry and exit are accepted as fluctuations in number from consignment to consignment.
- The contents must be paper based. Inserts of a material other than paper may be enclosed with the magazine.
- The Magazine must not contain individual messages.
- The Magazine must have a clear indication of title on the front.
- 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 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 quality and dimensions

PostNord recommends general use of uncoated offset or matt coated paper at 100 g/m² 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/m²) must be used for the front and back pages. 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.

The dimensional requirements including packaging are:

- Maximum weight: 2 kg.
- Minimum dimension: 14 x 9 cm.
- Maximum dimension: 33 x 23 x 2,0 cm.,

Items 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.

Foil-wrapping and folding.

Foiling must close tightly around the magazine and have as little excess material as possible:

- 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 seal must not easily be torn open and must not have perforations.
- The plastic film must not generate static electricity with the result that it is difficult to separate the items from each other.

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

Franking and marking

Each magazine must be franked with a PP imprint, and it must be imprinted with "Sorteret Magasinpost" (Sorted Magazine Mail) and the assigned ID number. Printing must be done directly on the magazine or on the foil.



The imprint can be downloaded from www.postnord.dk/magasinpost.

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.

ADDRESS FILES AND ADDRESSING

Address washing is an integral part of Sorted Magazine Mail, and the addresses must be washed before each mailing.

PostNord's address wash checks the quality of the addresses and returns the addresses in the order in which the magazines must be packed and delivered. The addresses are enriched with the sorting information direction, distribution center, route and delivery location, which must appear in the addressing.

The address wash returns two files:

- The return file provides information on the quality of the individual addresses, which you can use to update your own address database.
- The print file is intended for address printing and can be sent directly to a printer/addressing agency.

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.

PostNord needs 24 hours for address wash. If you have not received a response within 24 hours, contact Product Support.

Addressing

The magazines must be provided with a clear and distinct address and sorting information. The sorting information appears in the Print file and must be included at the top of the addressing. Example:

1 7777 o 1401 460 208/041+99_L
Peter Hansen
Villavej 7
7777 Villaby

The address should be placed:

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

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

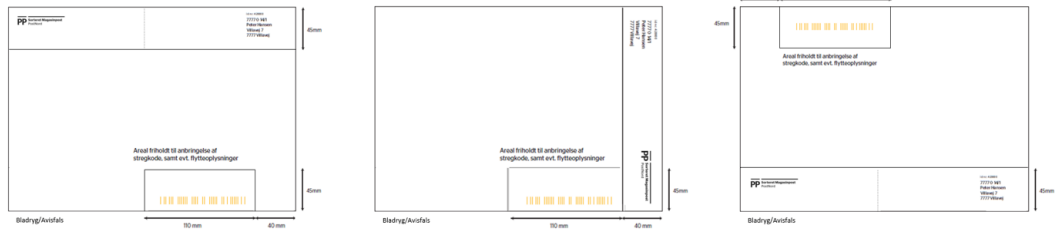
- Courier, 10-point size as a minimum
- Arial, 10-point size as a minimum
- Univers, 10-point size as a minimum
- Times New Roman, 12-point size as a minimum

The address can be placed in several places. Foiled magazines have three options and unfoiled magazines have two options. See illustrated below.

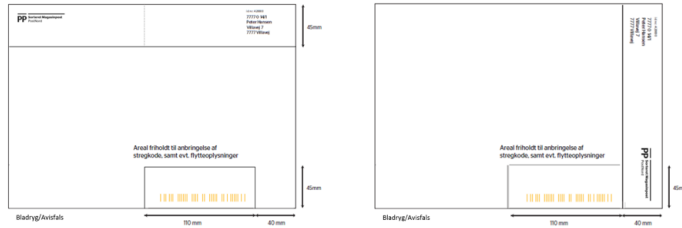
Please note that the address must not be placed in the joint of the foil, and that keeping the bar code area free is optional. In some cases, Postnord will stick a label in the area.

The placing options are:

Folierede magasiner



Ufolierede magasiner eller faldede blade



PACKING OF PALLETS AND BUNDLES

You must hand in the magazines on pallets and in bundles in the sorted order of the print file.

Each address in Denmark belongs to one of 8 "Directions", as well as a distribution center. The print file indicates which direction and which distribution center the address belongs to. PostNord uses the information to separate the magazines into delivery days and geography. There are the following directions:

0, 1, 2, 3, 5, 6, 7, 8 and N.

Note that an address can have different directions from time to time.

The address wash sorts the addresses in distribution order and returns them together under each direction and distribution center.

The magazines must be packed according to the order in the file, where pallets must as a starting point be separated when changing direction and bundles as a starting point must be separated when changing distribution centers.

Pallet label and Weight

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

Pallets must be marked with a vignette indicating direction and content.

You can order pallet labels for Magazine Mail at the email address: Blanketb.khc@postnord.com.

Packing of pallets

Pallets must be packed stably, and they must be a minimum of 75% filled

Each pallet must be marked with a vignette stating:

- Whether the pallet is for Taastrup or Fredericia
- Whether it is a 'Directional pallet' or a 'Mix pallet'
- Which Direction(s) the pallet is for

Pack the magazines in such a way that the order in the print file is preserved. The magazine with the first address of the print file must be located at the top of the first pallet.

If you have	Then
Fewer than 8 pallets	pack the pallets for each of the two terminals: <ul style="list-style-type: none"> • There can be several directions on a pallet ('Mix pallet') • Direction 0-3 is to Terminal Taastrup and • direction 5-8 is to Terminal Fredericia and these must not be mixed.
Between 8-20 pallets	pack pallets for each direction: <ul style="list-style-type: none"> • If there is not room for all bundles on a clean directional pallet, then make a 'Mix pallet'. • Direction 0-3 must not be on the same pallet as direction 5-8
More than 20 pallets	contact Product Support in order to receive further instructions and details
<3.000 magazines,	hand over the magazines in yellow letter trays sorted cf. the file from the address wash

Place bundles with direction "N" at the top of the pallets, which respectively contain direction 0 and direction 5.

The print file indicates which direction the bundle belongs to.

Packing of bundles

The bundles can either be marked with bundle delivery and/or they can be cross tied, see details below.

Split the bundles at a distribution center. If there are too few magazines for a bundle for the individual distribution center, then bundle these magazines together with the following magazines in the

order - provided it is for the same direction and the sorting order is unbroken. This bundle will be a "mix bundle".

Overview

Marking of bundles:

Bundles for one distribution center	Multiple distribution center bundles	Bundles to direction N
Bundles are divided at the distribution center and cross-tied, or a bundle delivery summary with the text "Direkte bundt"	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 "Mix bundt"	Single lacing and/or attach bundle overlays with the text: "For sorting" or "Mix bundt".

Marking of pallets:

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

Drop off

Sorted magazine mail can be dropped off on weekdays between 8:00 a.m. to 4 p.m.

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.

Drop off locations.

Drop-off locations are as follows:

Terminal Taastrup (TTA)
Bohus Boulevard 1A
2630 Taastrup

Taulov distributionscenter (TFA)
Stakkesvang 35
7000 Fredericia

Area covered by mail terminals:

Brevterminal	Direction	Distribution center
Terminal Taastrup (TTA)	0, 1, 2, 3	08XX - 49XX
Terminal Fredericia (TFA)	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 details.

The delivery schedule is entered at www.postnord.dk/magasinpost.
The submission plan contains information such as:

- Name and address of your business, including contact, telephone number and e-mail address.
- Type of product
- ID-number
- Quantity each time
- Customer number
- Item weight
- Date of drop-off

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

Also remember that distribution must be ordered and registered at PostNord no later than 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-individualized 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 based on 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 can often be found if the above cannot be complied with. Contact Product Support for solutions and further information.

Supplementary services

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

Segmentering

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	Number of magazines	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 TO FAROE ISLANDS, GREENLAND AND INTERNATIONAL DESTINATIONS

Magazines 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 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 terminal), 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.

Product Support

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