



# Catalogue Mail Content Guide

The list of mailing examples below is indicative and for guidance only. Each request to post Catalogue Mail must be considered individually on its own merits to determine whether they qualify for this Service. All Mailing Items to qualify must be addressed and must comprise a largely uniform message with the primary purpose of promoting the sale or use of products or services, or to encourage contribution to or support of a cause. \*The list is not absolute or exhaustive and is to be used as a helpful guide only\*

Example	Catalogue	Explanation
A mail order company sending its new or seasonal catalogue to an existing customer base.	Yes	List of goods or services and direct sell from the page.
A mail order company sending its new or seasonal catalogue to a prospective customer base	Yes	List of goods or services and direct sell from the page.
A mail order company sending a postcard with a discount code to a customer who has already received a catalogue.	No	Not a list of goods or services.
A travel company sending its new or seasonal holiday brochure to an existing or prospective customer base.	Yes	Provided the brochure is primarily a list of holidays and options with prices clearly displayed.
A tourist office promoting a holiday destination by mailing a brochure to an existing or prospective customer base.	No	The brochure is promoting a country or a region. It is not primarily a list of good and services.
A brochure in support of a new car launch.	No	Not a list of goods or services; the prices are illustrative ranges. Does not sell directly from the page but pushes to dealerships.