




# 7. Addressed press



# Table of contents

|   |           |
|---|-----------|
| <b>1. Definition and conditions</b>  | <b>1</b>  |
| 1.1 Regular Supplements   | 1         |
| 1.2 Irregular Supplements   | 2         |
| <b>2. Dimensions, weight &amp; thickness</b>  | <b>3</b>  |
| <b>3. Visual presentation of the mail items</b>   | <b>3</b>  |
| 3.1 Required notices  | 3         |
| 3.2 Instructions on legible labelling   | 4         |
| 3.3 Format, packaging and sealing of your mail items  | 4         |
| 3.3.1 Mail items wrapped in plastic film  | 4         |
| 3.3.2 Sealed with a self-adhesive strip or label  | 5         |
| 3.3.3 Mail items without packaging (open mail items)  | 5         |
| 3.3.4 Mail items in envelopes   | 5         |
| 3.3.5 Addressing of addressed magazines or newspapers   | 5         |
| <b>4. Mail item preparation</b>   | <b>6</b>  |
| 4.1 Overview of sorting options for mail items  | 7         |
| 4.2 Unsorted mail items   | 7         |
| 4.2.1 Maximum and minimum volume per deposit  | 7         |
| 4.2.2 Packaging and labelling   | 8         |
| 4.3 Mail items sorted by sorting sector   | 9         |
| 4.3.1 Maximum and minimum volume per deposit  | 9         |
| 4.3.2 Packaging and labelling   | 10        |
| a. Blue trays placed on container/pallet (standard packaging)   | 10        |
| 4.4 Mail items sorted by sorting sector and by distribution office  | 15        |
| 4.4.1 Maximum and minimum volume per deposit  | 15        |
| 4.4.2 Packaging and labelling   | 16        |
| a. Direct trays placed on container/pallet (standard packaging)   | 16        |
| b. Direct bundles on Restmail container/pallet (alternative)  | 20        |
| 4.5 Mail items sorted by Round and sequence V3  | 24        |
| <b>5. Deposit and delivery of mail items</b>  | <b>24</b> |
| 5.1 Addressed newspapers  | 24        |
| 5.2 Magazines   | 24        |
| <b>6. Annex: checklist</b>  | <b>25</b> |



# Addressed press

## 1. Definition and conditions

Addressed press includes printed publications that are:

- newspapers: are considered newspapers, printed publications appearing at least five times a week and containing several general information articles. The area that can be devoted to commercials, advertisements and advertising texts, is not limited (see Royal Decree of 14 March 2022<sup>1</sup>).
- periodicals: are considered as periodicals, magazines, magazines and newsletters which appear, for an indefinite period, at intervals fixed in advance not exceeding three months. (see Royal Decree of 14 March 2022<sup>1</sup>).
- addressed and franked by the publisher
- deposited at a (Hyper) Masspost Center or Post Office
- distributed by bpost to the delivery address with the normal mail

Your mail items must meet the definition of the Royal Decree of 14 March 2022<sup>1</sup> and fulfil all of the conditions of the postal regulations<sup>2</sup> and the general terms and conditions<sup>3</sup> in order to be qualified as addressed press.

A request for advance approval of your mail items must be submitted to bpost.

When receiving your items, they must, in order to be defined as an addressed press, satisfy the requirements of the bpost checklist (**see appendix at the end of this section**).

Products that do not meet the requirements of this list will be subject to a tariff and conditions different from those reserved for the press addressed.



### Did you know?

All publication approval requests are sent to the bpost Customer Service (**02 201 81 81**).<sup>4</sup> Publications which meet the conditions are issued with an approval number (P number).



### 1.1 Regular Supplements

The definition of a supplement is given in the Royal Decree of 14 March 2022<sup>1</sup>. The following shall be regarded as regular supplements of a newspaper or a magazine, provided that 'Supplement to...' is printed at the top followed by the title and the date or the publication number and to be added to all copies of said publication:

1. Loose sheets that are the direct and necessary sequel to the part of the publication reserved for additional notes, without in itself constituting a separate publication.

<sup>1</sup> The Royal Decree of 14 March 2022 that governs the postal regulations can be consulted via the link <http://www.ejustice.just.fgov.be/eli/bsluit/2022/03/14/2022020524/staatsblad> (NL) or <https://www.ejustice.just.fgov.be/eli/arrete/2022/03/14/2022020524/moniteur> (FR) (only in FR or NL).

<sup>2</sup> Consult the postal regulations at <https://www.bipt.be/operators/applicable-regulations-postal-sector>.

<sup>3</sup> The General Terms and Conditions of bpost and the General Terms and Conditions for Magazines can be consulted on the bpost site <https://www.bpost.be/en/general-terms-and-conditions>.

<sup>4</sup> See **General Annexes 'How to contact bpost?'**. The approval form can also be found in the forms of these annexes.



## 7. Addressed press

2. Prospectuses, subscription forms, payment or bank transfer forms used for subscription or to raise funds for institutions with a mainly humanitarian purpose, when they relate exclusively to the publication itself. The payment or bank transfer forms constituting a call for funds in favour of institutions with a mainly humanitarian purpose can only be inserted in a publication of the institution, and not in any other newspaper or magazine.
3. Regular newspapers and magazines sent free of charge to the subscribers of the publication to which they were added.
4. Cards, calendars, and generally every printed publication that forms a complete whole. Commercial advertising, promotional or publicity texts, if they appear in it, must come from at least three different companies or organisations, not including the publisher or the printer.
5. Supplements composed exclusively of paper.


### 1.2. Irregular Supplements

#### Irregular Supplements are:

1. On the one hand, those who do not meet the conditions set out in Article 57§1 of the Royal Decree or on the conditions referred to in the definition of "regular supplements" above.
2. And, on the other hand, Supplements meeting the definition of Article 57§3, and of Regular Supplements when two ("2") Regular Supplements are already attached to a Periodical.

#### The distribution of Irregular Supplements attached to recognized Periodicals is accepted by bpost when these Supplements meet the following conditions:

1. Dimensions:
  - do not exceed the dimensions of the Periodical to which they are attached (unless bpost has granted a prior exemption).
  - dimensions of the assembly (Periodical + supplement(s) < mold size (maximum allowed = 230 mm x 350 mm x 30 mm, after bending if necessary) ;
2. The unit weight of the Irregular Supplements does not exceed 250 g and the Periodical and Supplement(s) together do not weigh more than 2 kg.
3. Their maximum number is 2 per Periodical, unless previously agreed by bpost.
4. They are, except for derogation authorized by bpost, made up exclusively of paper.
5. They are suitably packaged for distribution, they are not likely to perish prior to their distribution and are not prohibited from carriage under the Terms and Conditions bpost's Offer of Services.

Supplements must be the same for all addressees of the same edition and must be inserted in the publication. 

The whole (publication + supplements) must include at least 30% of editorial articles of general information.

No more than 2 regular supplements can be added. Any additional supplement is considered as irregular.

Irregular supplements are subject to an additional charge.



### 2. Dimensions, weight & thickness

Addressed press mail items must rigorously comply with each of the following criteria (except where otherwise expressly authorised in advance by bpost).

#### Publication

**Dimensions** Maximum (width) 230 mm x (length) 350 mm x (thickness) 30 mm (= the "mold size")<sup>1</sup>  
**Weight** Maximum 2 kg for the publication (any supplements included)

#### Regular supplements (max. 2)

Supplements cannot, under any circumstances, exceed the weight, dimensions and number of pages of the newspaper or magazine to which they relate. Supplements must always be in the same packaging as the publication.

**Dimensions** Maximum (width) 230 mm x (length) 350 mm x (thickness) 30 mm  
**Weight** Maximum 250 gr

#### Bundle

**Thickness** Maximum 12 cm  
**Weight** Maximum 7 kg

#### Irregular supplements

See conditions at point 1.2

### 3. Visual presentation of the mail items

#### 3.1 Required notices

The following information must appear on the cover page of the mail item (or on a label glued to it) and be visible for bpost:

- publication title
- frequency (e.g.: quarterly, bimonthly, monthly, biweekly, weekly) except for newspapers (daily)
- franking mark
- date of publication and date of deposit at bpost or covered period (e.g.: April 2023 for monthly magazines - April/May/June 2023 or 2<sup>nd</sup> quarter 2023 for quarterly magazines)

The name and address of the publisher's Belgian registered office, or the latter's representative, must also appear either on the cover page or inside the publication.

For foreign mail items, the details can be stated on the packaging or on the flyleaf.

Additional notices that must appear on the **visible** side (first cover page or flyleaf or packaging) for bpost:

- any non-publication period<sup>2</sup>
- name of the deposit office<sup>3</sup>
- approval no. (P number) of the magazine

<sup>1</sup> A "folding fee" surcharge will be applied when the maximum dimensions are exceeded, provided that the Periodical and its supplement(s) can be folded to fit the mold size. Otherwise, the deposit may be refused.

<sup>2</sup> With due consideration for the maximum interval of three months between two deposits.

<sup>3</sup> Deposit office: (Hyper) Masspost Center where the magazine must be deposited.



## 3.2 Instructions on legible labelling

If the packaging or the shipment strip of your publication covers the following elements:

- title
  - frequency
  - possibly the name of the deposit office
- they must then be repeated on the visible part of the front.

### Example

|                          | Required notices   | Frequency   |   |
|--------------------------|--|---|---|
| <b>Deposit office</b>    | Antwerp X  | 1 time/week   | weekly  |
| <b>Quarterly</b>         | April/May/June 2023<br>or 2 <sup>nd</sup> quarter 2023<br>or (possibly)<br>17 April 2023 | 1 time/month<br>2 times/month<br>1 time/2 months<br>1 time/3 months | monthly<br>biweekly<br>bimonthly<br>quarterly |
| <b>Monthly</b>           | February 2023<br>or 16 February 2023   |   |   |
| <b>Other frequencies</b> | February 2023 and<br>appears every month<br>except in July and August                    | (for example,<br>10 times/year)                                     |   |

#### Did you know?

Addressed magazines and newspapers recognised as such by bpost must preferably be franked under the P.P. (postage paid) system<sup>1</sup>.



## 3.3 Format, packaging and sealing of your mail items

**Small Format:** The characteristics of the **Small Format** (shape, dimensions, weight) are also applicable to periodic shipments. For more information, see **Section 2 Addressed mail, Chapter Creation - Small Format**.

**Large Format:** for more quality in the optimized processing of your shipments, we recommend you to respect the features of **Large Format**. Otherwise, these must respect at least the characteristics of Large+ Format. For more information, see **Section 2 Addressed mail, Chapter Creation - Large Format or Creation - Large+ Format**.



### 3.3.1 Mail items wrapped in plastic film

The recommendations for the specifications of **Section 2 The Addressed mail, chapter on Creation - Large Format, point 6** apply to addressed magazines or newspapers wrapped in plastic film.

Specifications for **Large Format and Large+** items (form, dimensions, weight) pertain to the complete mail item, plastic film included.



<sup>1</sup> For more information on franking, consult **section 1 Addressing and franking, chapter on Franking**.



### 3.3.2 Sealed with a self-adhesive strip or label

- Publications may be folded and sealed with a self-adhesive label.
- The required notices as laid down in **point 3.1** may be affixed on the self-adhesive strip or label.
- The address must be at least 15 mm from the edge of the shipment (see diagram **Section 2 - Large Format 5.3.1**).

Details of the recipient's address must be shown on the same side as the franking (front of the mail item).



### 3.3.3 Mail items without packaging (open mail items)

The recipient's address details must be printed:

- on the publication or
- on a label glued to the publication
- at least 15 mm from the edge of the mail item (see illustration in section 2 Large format, point 5.3.1)

The recommendations of specifications of **Section 2 Addressed mail, chapter on Creation - Large Format, point 5.3** back cover apply to open addressed magazines or newspapers.

For uncovered mail items (not in a wrapper or under plastic film) with inserted supplements, it is strongly recommended that these are glued/secured on the publication to prevent problems during mechanized processing. If these precautions are not taken, there is a risk of degradation, loss and/or significant delay in the delivery of the product.



### 3.3.4 Mail items in envelopes

All of the obligatory notices and/or notices that must be visible to bpost (see **point 3.1**) always appear on the front of the envelope (the side where the recipient's address and the franking are located).

### 3.3.5 Addressing of addressed magazines or newspapers

The specifications of **Section 1 in Chapter 1 Addressing** apply in full for addressed magazines or newspapers.

#### Did you know?

The **Section 1 Addressing and franking methods and Section 2 Addressed letters - Large format - Creation** of this Guide are fully applicable to your Large format addressed magazines. Following these rules guarantees the best quality of distribution. A **video** and a **brochure** with these simplified rules are also available on the website [www.bpost.be/site/nl/verzenden/adressering/het-adres-en-het-periodiek](http://www.bpost.be/site/nl/verzenden/adressering/het-adres-en-het-periodiek).



## 4. Mail item preparation

---

Depending on your preferences, your production process (and possibly your contract), you have the option of having your mail items presorted before they are deposited in containers or pallets in a (Hyper) Masspost Center.

### Did you know?

Filling a container:

- Minimum 10 trays
- Maximum 24 trays and 500 kg

Filling a pallet:

- Minimum 200 kg or 80 cm high
- Maximum 700 kg or 160 cm high



Publications classified as Small Format (see **Section 2 The Addressed mail, chapter on Creation - Small Format**) are always deposited in blue trays (preferably: presorting by sorting plan Mail ID).



### Did you know?

Belgium has:

- 5 sorting centers (Antwerp X, Brussels X, Charleroi X, Ghent X and Liège X)
- 19 sorting sectors (grouped by postal code)<sup>1</sup>
- around 250 distribution offices.



<sup>1</sup> See the **General Annexes, point 4**.





## 4.1 Overview of sorting options for mail items<sup>1</sup>

- No presorting.
- Sorting by sector: sorting by postal code (in ascending order) and by sorting sector.
- Sorting by distribution office (DO): sorting by sorting sector and by DO.
- Sorting by Round and sequence V3: by sorting plan and by distribution office, (in ascending order of sequences).
- MailID option: for your **Small, Large** or **Large+ Format** mailings. More info, see **section 2 chapter Mail ID technology**.

|                            | No sorting           | Sorting by sector        | Sorting by DO             | Sorting by Round and sequence V3 |
|----------------------------|----------------------|--------------------------|---------------------------|----------------------------------|
|                            | 1 or more mail items | 1,000 mail items or more | 10,000 mail items or more | 10,000 mail items or more        |
| <b>Addressed magazines</b> | ✓                    | ✓                        | ✓                         | ✓                                |

In view of the new distribution model of bpost applied from 2021, we strongly recommend the **sorting "Round and Sequence V3" as of 10,000 pieces**. With this sorting our postmen can deliver your magazine in the most optimal conditions.



When presorting your mail items, you can work with overflow. For the overflow packaging rules, consult **Section 2 The Addressed mail, chapter on Preparation of Your Mail Items - Packaging, point 4**.

## 4.2 Unsorted mail items

An unsorted deposit means that mail items have not been presorted according to one of the bpost sorting methods (as outlined in this chapter).

### 4.2.1 Maximum and minimum volume per deposit

|                      | Masspost Center                 | Hyper Masspost Center |
|----------------------|---------------------------------|-----------------------|
| Addressed magazines  | Between 1 and 20,000 mail items | Between 1 and ...     |
| Addressed newspapers | /                               | Between 1 and ...     |

Newspapers must never be deposited in a Masspost Center; they may only be deposited in a Hyper Masspost Center.



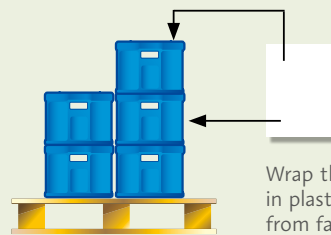
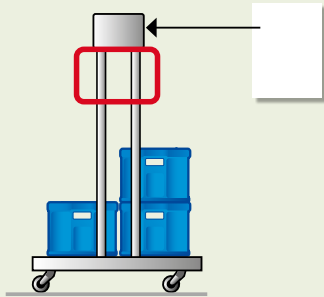
<sup>1</sup> The list of distribution offices, postal codes and sorting sectors is available at [www.bpost.be/masspost](http://www.bpost.be/masspost), tab 'Stap 4, Conditioning'.

## 4.2.2 Packaging<sup>1</sup> and labelling

All mail items should be packaged in trays. The trays are then placed in containers/on pallets. The use of cardboard boxes is exclusively reserved for foreign routers who do not have blue trays. The packaging rules are the same as those described below, with blue trays being replaced by the boxes.

For labelling, see also **Section 2 The Addressed mail, chapter on Preparation of Mail Items - Packaging, point 3.1.**

### In containers/pallets



Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

### Identifying mail items

- for trays: a label
- for containers: a sheet (format A4/A5)
- for pallets: 2 sheets (A4 or A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

#### Model label

|                      |                     |
|----------------------|---------------------|
| Name of the customer |                     |
| BX<br>Unsorted       |                     |
| Unsorted             | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- destination sorting centre
- unsorted (minimum font size: 36)
- mail item sorting option
- label must specify: 'Addressed magazines'

#### Model A4/A5

|                      |                     |
|----------------------|---------------------|
| Name of the customer |                     |
| BX<br>Unsorted       |                     |
| Unsorted             | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- destination sorting centre
- unsorted (minimum font size: 72)
- mail item sorting option
- label must specify: 'Addressed magazines'

<sup>1</sup> See also **Section 2 Addressed mail, chapter on Preparation of Your Mail Items - Packaging.**



### 4.3 Mail items sorted by sorting sector

A deposit sorted by sorting sector consists of presorting the mail items by postal code (see **point 4**) and by sorting sector.<sup>1</sup> Applicable for upwards of 1,000 mail items.

- For deposits of fewer than 1,000 items, the sender must arrange mail items by sorting sector, based on postal codes (sequential sorting of the postal codes).
- Between 1,000 and 10,000 items, addressed magazines and/or newspapers must be sorted by sorting sector, in ascending order of the postal codes in order to benefit from a reduced tariff.
- The product sorted by sorting centre must, preferably, be presented by postal codes arranged in ascending order.

#### 4.3.1 Maximum and minimum volume per deposit

|                      | Masspost Center                 | Hyper Masspost Center           |
|----------------------|---------------------------------|---------------------------------|
| Addressed magazines  | Between 1 and 10,000 mail items | Between 1 and 10,000 mail items |
| Addressed newspapers | /                               | Between 1 and 10,000 mail items |

Newspapers are never deposited in a Masspost Center, but rather in a Hyper Masspost Center.



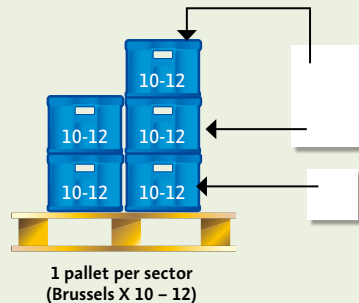
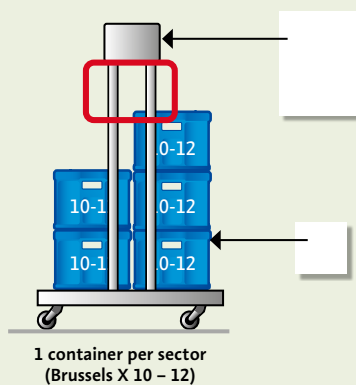
<sup>1</sup> The list of distribution offices, postcodes and sorting sectors is available at [www.bpost.be/masspost](http://www.bpost.be/masspost), tab 'Step 4, Conditioning'.

### 4.3.2 Packaging and labelling

The use of cardboard boxes is reserved exclusively for foreign customers who do not have blue trays. The packaging rules are the same as those described below, the blue trays being replaced by the boxes. For labelling, see also **Addressed mail, chapter on Preparation of Mail Items - Packaging, point 3.1.**

#### a Blue trays placed on container/pallet (standard packaging)

##### 1. By sorting sector



Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

All mail items should be packaged in trays. Each tray contains only mail items for the same sorting sector. The trays are then placed in containers/on pallets that contain exclusively mail items intended for the same sorting sector.

If you don't have enough mail items to fill

- one complete container (minimum 10 trays) per sorting sector
  - one complete pallet per sorting sector (minimum 200 kg or 80 cm high)
- you can add to it trays from other sectors intended for the same sorting centre.



### Identification of the contents

- for trays: a label
- for containers: a sheet (label format tray/A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

### Model label

| Name of the customer              | Deposit number      |
|-----------------------------------|---------------------|
| BX<br>10-12<br>PC 1000-1200       |                     |
| Sorting by sector + sorting by PC | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- destination sorting centre
- sector number + series of postal codes (minimum font size: 36)
- sorting option: sorting by Sorting sector + sorting by Postal Code
- label must specify: 'Addressed magazines'

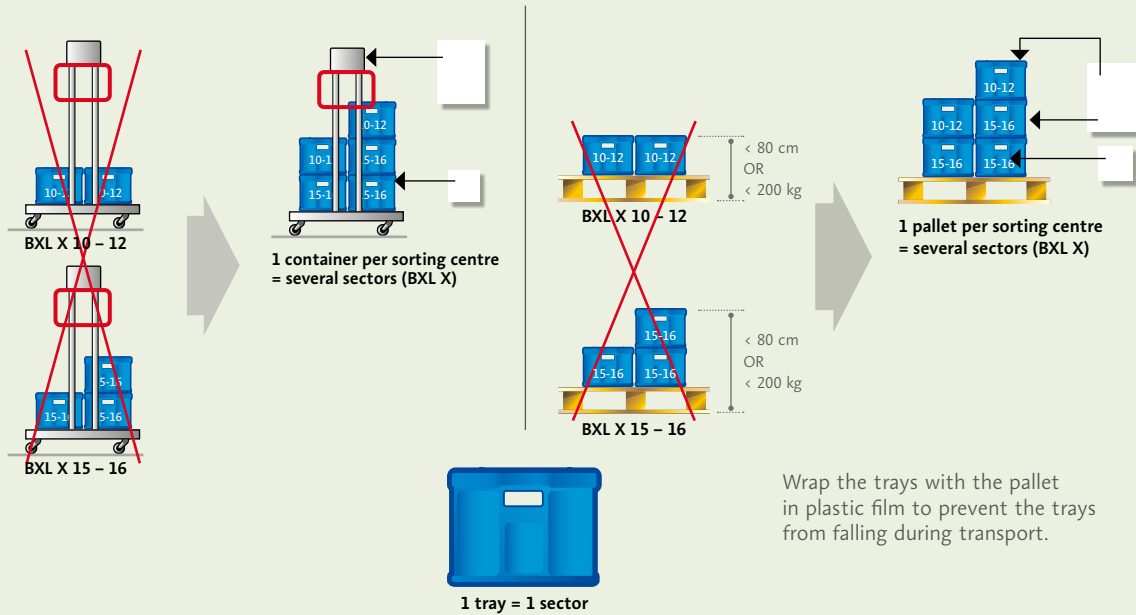
### Model A4/A5

| Name of the customer              | Deposit number      |
|-----------------------------------|---------------------|
| BX<br>10-12<br>PC 1000-1200       |                     |
| Sorting by sector + sorting by PC | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- destination sorting centre
- sector number + series of postal codes (minimum font size: 72)
- sorting option: sorting by Sorting sector + sorting by Postal Code
- label must specify: 'Addressed magazines'


## 2. By sorting centre



All mail items should be packaged in trays. Each tray contains only mail items for the same sorting sector. The trays are then placed in containers/on pallets containing only mail items destined for the same sorting centre.

If you don't have enough mail items to fill

- one complete container (minimum 10 trays) per sorting centre
  - one complete pallet per sorting centre (minimum 200 kg or 80 cm high)
- you can add to it trays from other sorting centres (**see next page**).

A tray can only contain mail items from a single sorting sector. The container or the pallet can only contain mail items of sectors intended for the same sorting centre. 

### Identification of the contents

- for trays: a label
- for containers: a sheet (label format tray/A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

#### Model label

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
| BX                   |                     |
| Sorting by centre    | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- sorting centre
- sorting option
- label must specify: 'Addressed magazines'

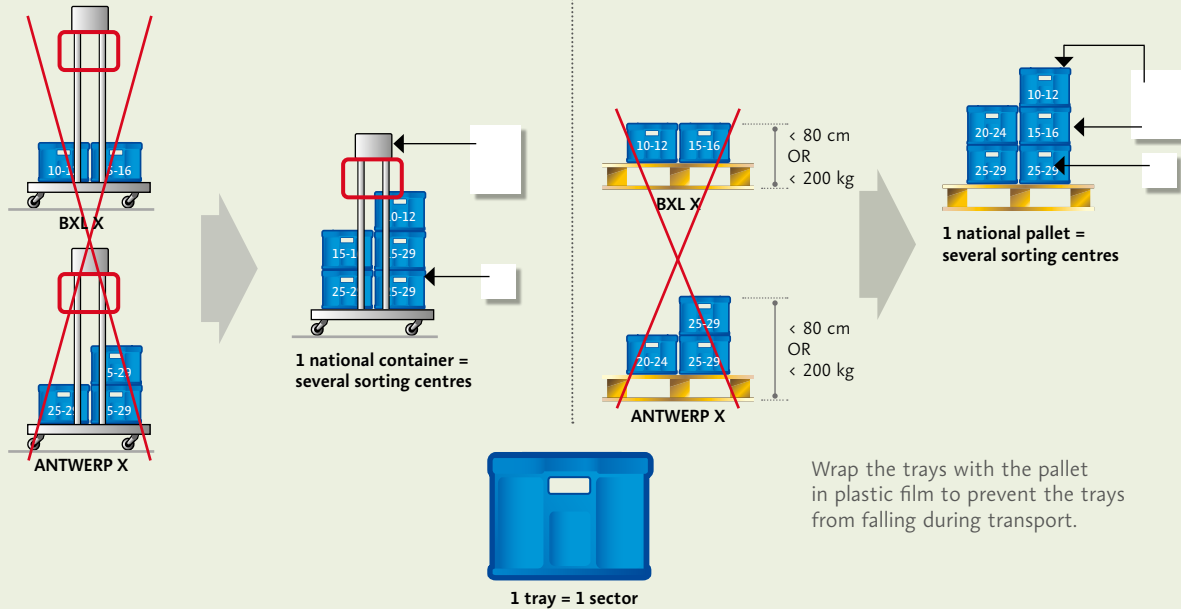
#### Model A4/A5

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
| BX                   |                     |
| Sorting by centre    | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- name of the sorting centre (minimum font size: 72)
- sorting option
- label must specify: 'Addressed magazines'

## 3. Items labelled 'national'



All mail items should be packaged in trays.

If after sorting, you still have mail items that you cannot package in complete trays (per sorting sector) due to insufficient volume, you can make overflow trays ([see next page](#)).

A tray can only contain mail items intended for a single sorting sector. The national container or the national pallet can contain mail items intended for several sorting centres.



### Identification of the contents

- for trays: a label
- for containers: a sheet (label format tray/A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

#### Model label

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
| National             |                     |
| National sorting     | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- label must specify 'National' (minimum font size: 36)
- sorting option
- label must specify: 'Addressed magazines'

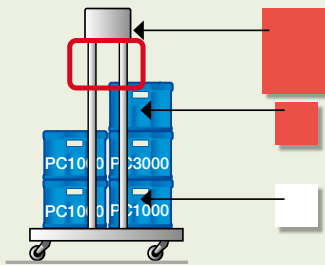
#### Model A4/A5

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
| National             |                     |
| National sorting     | Addressed magazines |

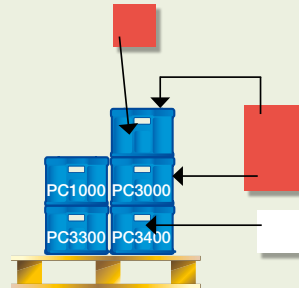
#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- label must specify 'National' (minimum font size: 72)
- sorting option
- label must specify: 'Addressed magazines'

## 4. In containers with overflow trays/on pallets with overflow trays

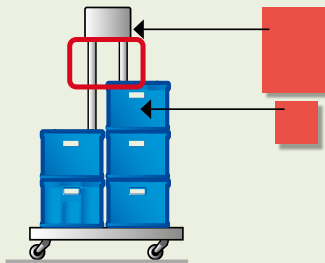


E.g.: 1 container per sorting centre = several series of postal codes + overflow tray(s)



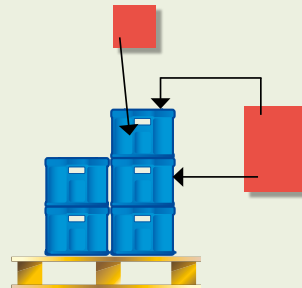
E.g.: 1 pallet per sorting centre = several series of postal codes + overflow tray(s)

or



1 overflow container

or



1 overflow pallet

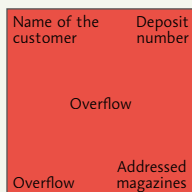


1 tray = 1 series of postal codes  
OR  
1 tray = overflow

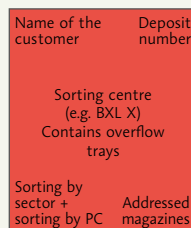
Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

For the identification of containers, pallets and overflow trays, please refer to **Section 2 Addressed mail, chapter on Preparation of Your Mail Items - Packaging, point 4.**

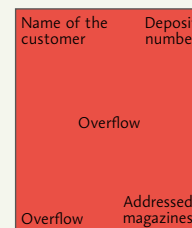
### Model label tray



### Model A4/A5 container/pallet containing overflow



### Model A4/A5 overflow container/pallet







## 7. Addressed press

### 4.4 Mail items sorted by sorting sector and by distribution office

For more than 10,000 mail items, the newspapers or addressed magazines must be sorted by distribution office (DO). Sorting by distribution office corresponds to sorting the mail items by sorting sector and by distribution office<sup>1</sup>.

A distribution office is a physical place from which postal delivery workers leave to make their rounds. Each distribution office covers one or more postal codes.



#### 4.4.1 Maximum and minimum volume per deposit

|                      | Masspost Center | Hyper Masspost Center |
|----------------------|-----------------|-----------------------|
| Addressed magazines  | 10,000 > 20,000 | 10,000 > ...          |
| Addressed newspapers | /               | 10,000 > ...          |

Newspapers must never be deposited in a Masspost Center; they may only be deposited in a Hyper Masspost Center.



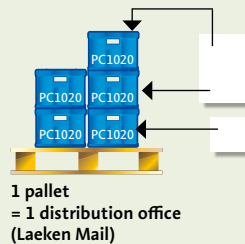
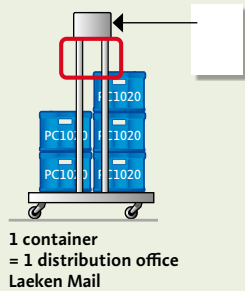
<sup>1</sup> The list of distribution offices, postcodes and sorting sectors is available at [www.bpost.be/masspost](http://www.bpost.be/masspost), tab 'Step 4, Conditioning and pre-sorting'.

## 4.4.2 Packaging<sup>1</sup> and labelling

The use of cardboard boxes is exclusively reserved for foreign customers who do not have blue trays. The packaging rules are the same as those described below, the blue trays being replaced by the boxes. For labelling, see also **Section 2 Addressed mail, chapter on Preparation of Mail Items - Packaging, point 3.1.**

### a Direct trays placed on container/pallet (standard packaging)

#### 1. By distribution office



**1 direct tray = 1 distribution office**

Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

All mail items should be packaged in direct trays (trays containing only mail items intended for a single DO). The trays are then placed in containers/on pallets that contain exclusively mail items intended for the same distribution office (DO).

If you have insufficient mail items for filling

- one full container (minimum 10 trays) per distribution office
  - one full pallet (minimum 200 kg or 80 cm high) per distribution office
- you may add containers from other distribution offices of the same sorting sector (**see next page**).

#### Identification of the contents

- for trays: a label
- for containers: a sheet (label format tray/A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

#### Model label

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
|                      | 1020                |
| Sorting by DO        | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- postal code of the distribution office (minimum font size: 36)
- sorting option
- label must specify: 'Addressed magazines'

#### Model A4/A5

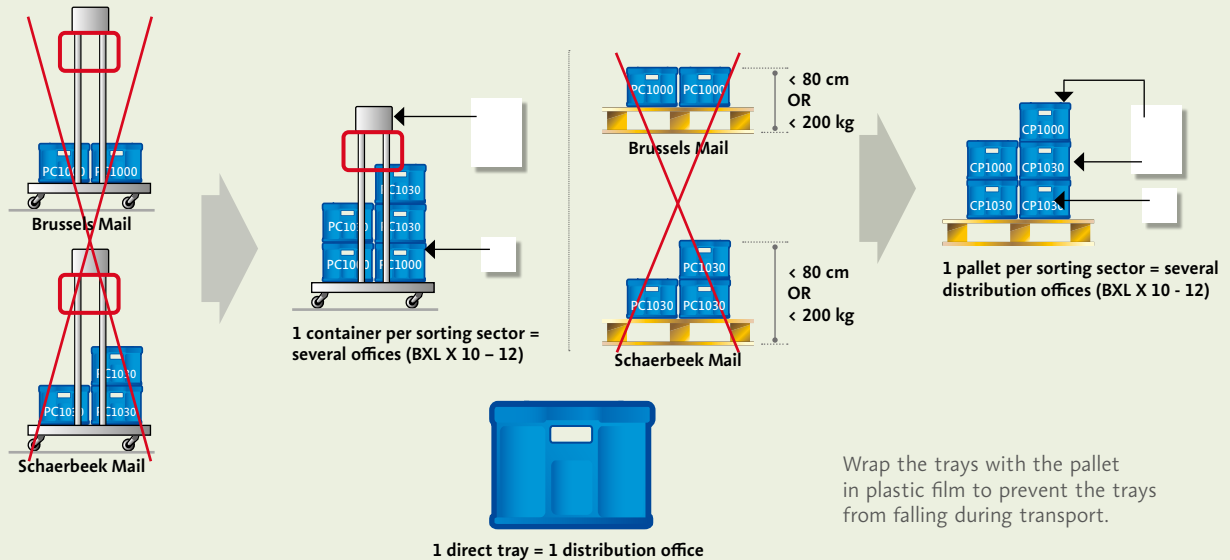
|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
|                      | BX 1020             |
| Sorting by DO        | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- destination sorting centre
- postal code of the distribution office (minimum font size: 72)
- sorting option
- label must specify: 'Addressed magazines'

<sup>1</sup> See also **Section 2 Addressed mail, Chapter on Preparation of Your Mail Items - Packaging.**

## 2. By sorting sector



All mail items should be packaged in direct trays (trays containing only mail items intended for a single DO). The trays are then placed in containers/on pallets containing only mail items intended for the same sorting sector

If you don't have enough mail items to fill

- one complete container (minimum 10 trays) per sorting sector
  - one complete pallet (minimum 200 kg or 80 cm high) per sorting sector
- you can add to it trays from other distribution offices of the same sorting centre (see next page).

A direct tray can only contain mail items from a single distribution office. The container or the pallet can only contain mail items from distribution offices of the same sorting sector.



### Identification of the contents

- for trays: a label
- for containers: a sheet (label format tray/A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

#### Model label

|                           |                     |
|---------------------------|---------------------|
| Name of the customer      | Deposit number      |
|                           | BX<br>10-12         |
| Sorting by sorting sector | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- name of the sorting centre
- sector numbers (minimum font size: 36)
- sorting option
- label must specify: 'Addressed magazines'

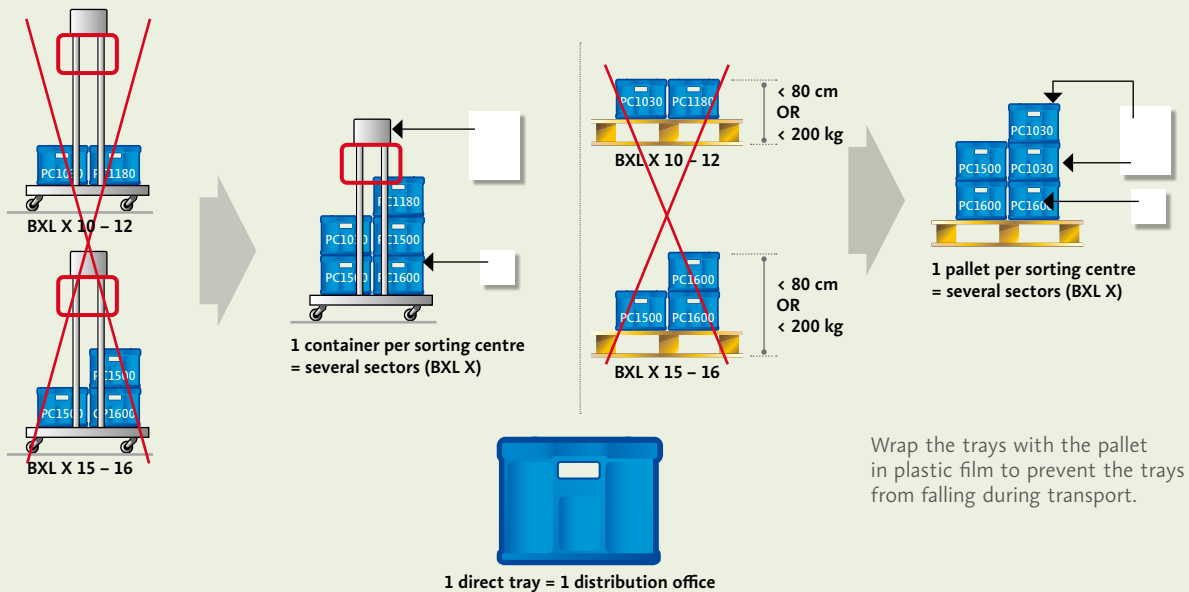
#### Model A4/A5

|                           |                     |
|---------------------------|---------------------|
| Name of the customer      | Deposit number      |
|                           | BX<br>10 - 12       |
| Sorting by sorting sector | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- name of the sorting centre + sector number (minimum font size: 72)
- sorting option
- label must specify: 'Addressed magazines'

## 3. By sorting centre



All mail items should be packaged in direct trays (trays containing only mail items intended for a single DO). The trays are then placed in containers/on pallets containing only mail items intended for the same sorting centre

If, after sorting, there are mail items left that you cannot condition in complete containers (by distribution office) because there are too few of them, you can compose overflow trays (see next point 4).

A direct tray can only contain mail items from a single distribution office. The container or the pallet can contain mail items for different distribution offices of the same sorting centre.



### Identification of the contents

- for trays: a label
- for containers: a sheet (label format tray/A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

#### Model label

| Name of the customer      | Deposit number      |
|---------------------------|---------------------|
| BX<br>10-12 and 15-16     |                     |
| Sorting by sorting centre | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- name of the sorting centre + numbers of sorting sectors (minimum font size: 36)
- sorting option
- label must specify: 'Addressed magazines'

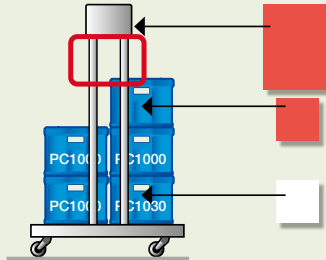
#### Model A4/A5

| Name of the customer      | Deposit number      |
|---------------------------|---------------------|
| BX<br>10-12 and 15-16     |                     |
| Sorting by sorting centre | Addressed magazines |

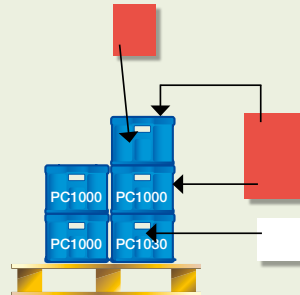
#### Information to be included

- customer's name (minimum font size: 36)
- deposit number or unique deposit identifier
- name of the sorting centre + numbers of sorting sectors (minimum font size: 72)
- sorting option
- label must specify: 'Addressed magazines'

## 4. In containers with overflow trays/on pallets with overflow trays

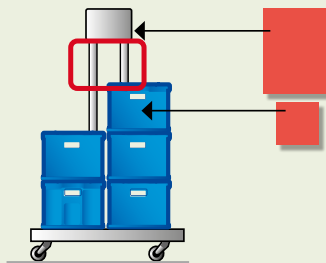


E.g.: 1 container per sorting sector  
= several distribution offices + overflow tray(s)



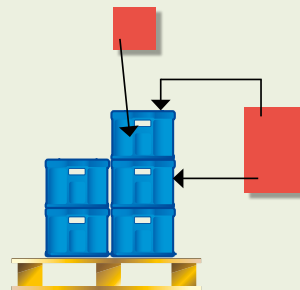
E.g.: 1 pallet by sorting sector  
= several distribution offices + overflow tray(s)

or



1 overflow container

or



1 overflow pallet



1 tray = 1 distribution office  
OR  
1 tray = overflow

Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

For the identification of the containers, pallets and overflow trays, please refer to **Section 2 Addressed mail, chapter on Preparation of your Mail Items - Packaging, point 4.**

### Model label tray

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
| Overflow             |                     |
| Overflow             | Addressed magazines |

### Model A4/A5 container/pallet containing overflow

|   |                     |
|---|---------------------|
| Name of the customer                                      | Deposit number      |
| Sorting centre<br>(e.g. BXL X)<br>Contains overflow trays |                     |
| Sorting by sorting centre                                 | Addressed magazines |

### Model A4/A5 overflow container/pallet

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
| Overflow             |                     |
| Overflow             | Addressed magazines |

## b Direct bundles on Restmail container/pallet (alternative)

### Did you know?

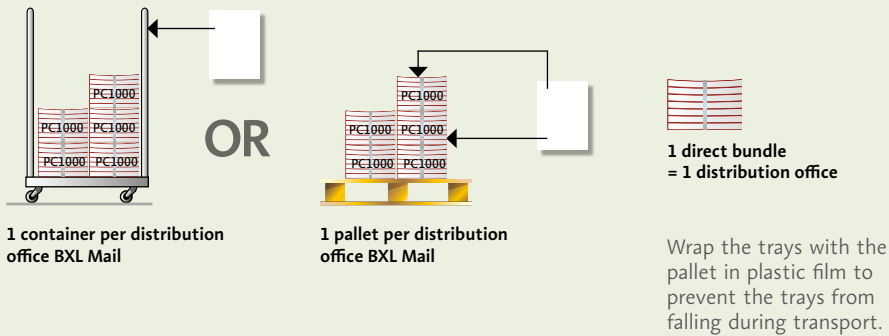
Filling of a Restmail container = minimum 200 kg or one-half of the container  
 A bundle = several packages of mail items  
 = minimum 3 cm high and maximum 7 kg



Find the information on preparing bundles (bundling) in **Section 2 Addressed mail, Preparation of Your Mail Items - Packaging, point 1.2.1.**



### 1. By distribution office



All mail items are packaged in direct bundles. Each bundle contains only mail items for a single distribution office. The bundles are then placed in Restmail containers/on pallets containing exclusively mail items for a single distribution office.

If you have insufficient mail items for filling

- one full Restmail container (minimum 200 kg or half the container) per distribution office
- one full pallet (minimum 200 kg or 80 cm high) per distribution office

then you may add bundles from other distribution offices of the same sorting sector (see next page '2. By sorting sector').

### Identification of the mail item

- for Restmail containers: one sheet (A4/A5)
- for pallets: 2 sheets (format A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

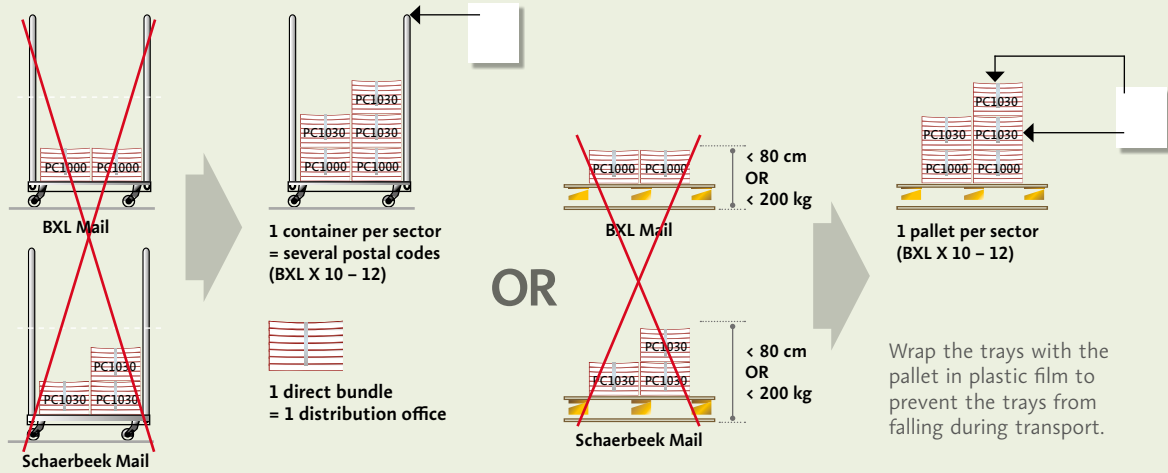
### Model A4/A5

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
|                      | BX 1000             |
| Sorting by DO        | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number
- destination sorting centre
- postal code of the DO (minimum font size: 72)
- sorting option
- label must specify: 'Addressed magazines'

## 2. By sorting sector



All of the mail items are packaged in direct bundles (bundles containing only mail items intended for a single DO). The bundles are then placed in containers/on pallets containing only mail items intended for the same sorting sector

If you don't have enough mail items to fill

- one complete Restmail container (minimum 200 kg or one-half of the container) per sorting sector
  - one complete pallet (minimum 200 kg or 80 cm high) per sorting sector
- you can add to it bundles from other distribution offices of the same sorting centre (see next page point 3).

A direct bundle can only contain mail items of a single distribution office. The Restmail container or the pallet can only contain mail items from distribution offices of the same sorting sector.



### Identification of the mail item

- for Restmail containers: one sheet (A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

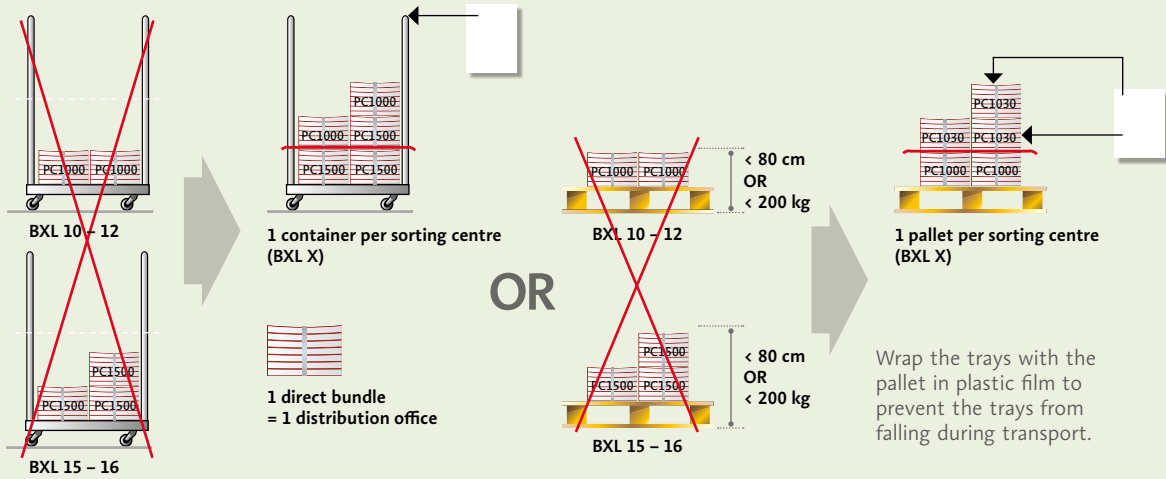
### Model A4/A5

|                           |                     |
|---------------------------|---------------------|
| Name of the customer      | Deposit number      |
| BX<br>10 - 12             |                     |
| Sorting by sorting sector | Addressed magazines |

#### Information to be included

- customer's name (minimum font size: 36)
- deposit number
- destination sorting centre
- sector no. (minimum font size: 72)
- sorting option
- label must specify: 'Addressed magazines'

## 3. By sorting centre



All of the mail items are packaged in direct bundles (bundles containing only mail items intended for a single DO). The bundles are then placed in containers/on pallets containing only mail items intended for the same sorting centre

After sorting, if you still have mail items that you cannot package in direct bundles (per distribution office) due to insufficient volume, you can make overflow trays. (see next page point 4).

A direct bundle can only contain mail items of a single distribution office. The Restmail container or the pallet can only contain mail items of distribution offices of the same sorting centre.



### Identification of the mail item

- for the bundles: separated per sector by a divider (cardboard or paper) having the size of the surface of the Restmail container or of the pallet with the following criteria:
  - code for the sorting indication: sector (E.g.: 10 – 12) and distribution office (postal code, E.g.: 1000)
  - sorting of the product: sorting by distribution office
- for Restmail containers: one sheet (A4/A5)
- for pallets: 2 sheets (A4/A5): one sheet on one of the shorter sides of the pallet and one sheet on top of the pallet

### Model A4/A5

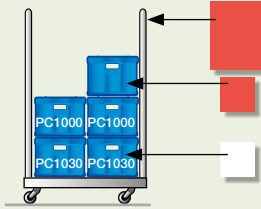
|                           |                     |
|---------------------------|---------------------|
| Name of the customer      | Deposit number      |
| BX                        |                     |
| Sorting by sorting centre | Addressed magazines |

### Information to be included

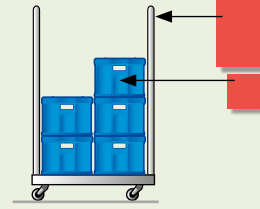
- customer's name (minimum font size: 36)
- deposit number
- destination sorting centre (minimum font size: 72)
- sorting option
- label must specify: 'Addressed magazines'



## 4. In Restmail containers / on pallets with overflow trays

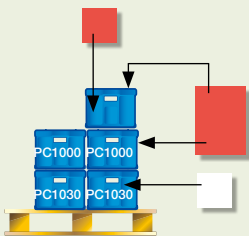


E.g.: 1 container per sorting centre = several distribution offices + overflow tray(s)



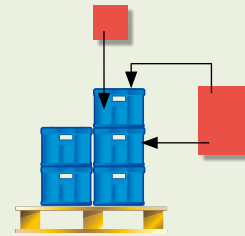
1 overflow tray

or



E.g.: 1 pallet per sorting centre = several distribution offices + overflow tray(s)

or



1 overflow pallet



1 tray = 1 distribution office  
OR  
1 tray = overflow

Wrap the trays with the pallet in plastic film to prevent the trays from falling during transport.

For the identification of the containers, pallets and Overflow trays, please refer to **section 2 Addressed mail, Preparation of your mail items - Packaging, point 4.**

### Model label tray

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
| Overflow             |                     |
| Overflow             | Addressed magazines |

### Model A4/A5 container/pallet containing overflow

|                                  |                     |
|----------------------------------|---------------------|
| Name of the customer             | Deposit number      |
| BXL X<br>Contains overflow trays |                     |
| Sorting by sorting centre        | Addressed magazines |

### Model A4/A5 overflow container/pallet

|                      |                     |
|----------------------|---------------------|
| Name of the customer | Deposit number      |
| Overflow             |                     |
| Overflow             | Addressed magazines |



### 4.5 Mail items sorted by Round and sequence V3

For more information on this type of sorting, consult **Section 2 Addressed mail, chapter on Preparation of Your Mail Items - Sorting Options, point 5.**

## 5. Deposit and delivery of mail items

---

- Addressed press is deposited at (Hyper) Masspost Center<sup>1</sup> counters:
  - either during the relevant period
  - or at the latest on the publication date indicated
- Deposits must always include:
  - a deposit<sup>2</sup> statement in duplicate (one for the customer and one for the (Hyper) Masspost Center)
  - two specimens of the publication
- The publisher is responsible for the deposit of its publications.

### 5.1 Addressed newspapers

The conditions for the deposit and distribution of newspapers are subject to the conditions of the contract (concession) concluded between the publisher and bpost.



For more information, call the Customer Service at **02 201 81 81.**

### 5.2 Magazines

#### Deposit

- Before 4 pm (Masspost Center)<sup>3</sup>
- Before 5 pm (Hyper Masspost Center)

#### Delivery period

- Weekly magazines: D+1
- Magazines other than weekly: D+2

If the depositor or the publisher does not comply with the deposit deadlines and/or the packaging rules, it will not be possible to guarantee these delivery periods to the addressees.

<sup>1</sup> With due consideration for the maximum interval of three months between two deposits for magazines.

<sup>2</sup> See **General Annexes of the Masspost Guide, Authorization Forms.**

<sup>3</sup> Some Masspost Centers are subject to specific time constraints. Therefore, make sure to always consult this page at [www.bpost2.be/locations/business/fr/both.php](http://www.bpost2.be/locations/business/fr/both.php) for the latest updates.



## 6. Annex: checklist

|   | Belgian Periodical | E.U Periodical |
|---|--------------------|----------------|
| <b>Dimensions &amp; Weight</b>  |                    |                |
| Maximum Dimension 230mmX350mmX30mm  | ✓                  | ✓              |
| Pliable if maximum dimensions reached   | ✓                  | ✓              |
| Weight < 2 Kg   | ✓                  | ✓              |
| <b>Contents</b>   |                    |                |
| Minimum 30% editorial articles mandatory  | ✓                  | ✓              |
| Authorized ads  | (1)                | (1)            |
| <b>Required information on the 1st cover page or on the packaging or on the cover sheet</b>   |                    |                |
| Titel   | ✓                  | ✓              |
| Periodicity   | ✓                  | (2)            |
| Covered period or date of issue   | ✓                  | (2)            |
| Deposit office  | ✓                  | ✓              |
| Approval number (blocking if absent)  | ✓                  | ✓              |
| <b>Required Mention (not mandatory on the cover)</b>  |                    |                |
| Responsible Publisher (physical name and address of the registered office in Belgium)   | ✓                  |                |
| <b>Supplements</b>  |                    |                |
| Number of regular supplements (maximum two)   |                    |                |
| Number of irregular supplements   |                    |                |
| Number of irregular supplements (gadgets, inserted objects)   |                    |                |
| <small>(1) No ads or minimum 3 different advertisers (publisher or printer excluded) (This prohibition does not apply to publications by NPOs and the like)</small> |                    |                |
| <small>(2) For publications issued from the U.E, this mention may appear on the internal pages</small>  |                    |                |