



7. Addressed Press (Periodicals Standard or Pro)



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Addressed Press

1. Definition and conditions

Addressed Press includes printed publications that are:

- periodicals: are considered as periodicals, magazines and newsletters which appear, for an indefinite period, at intervals fixed in advance not exceeding three months, at least four times a year
- 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

There are 2 specific products:

- The Periodicals 'Standard' (contractual or non-contractual)
- The Periodicals 'Pro' (contractual)

Special Edition or Extra Edition

Is an additional, unscheduled appearance of a Periodical with a notice of this fact visible to bpost on the Periodical or its packaging. These appearances are not covered by the scheduling arrangements set out in the General Terms and Conditions and in the Operational Guides. Their deposit must be announced at least 5 working days before the drop. By their nature, they also do not form part of the regular periodicity as stated on the Periodical.

Your mail items must meet the definition of the General Terms and Conditions of Periodicals and fulfil all of the conditions of the postal regulations¹ and the General Terms and Conditions¹ in order to be qualified as Addressed Press.

A request for advance approval² 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 General Terms of Conditions of the Periodicals. Products that do not meet the requirements of this Conditions will be subject to a tariff and conditions different from those reserved for the Addressed Press.



Did you know?

All publication approval requests are sent to the bpost Customer Service (**02 201 81 81**).² Publications which meet the conditions are issued with an approval number (P number).



¹ Consult the postal regulations at <https://www.bipt.be/operators/applicable-regulations-postal-sector>, 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>.

² See **General Annexes 'How to contact bpost?'**. The approval forms can also be found in the forms of these annexes.



Rules for inserting supplements/objects with the publication



- 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.
- Supplements are delivered in the same packaging as the Periodical and together form a single unit;
- If the Periodical is not packed and the Supplement is enclosed, bpost is not liable in case of loss of the Supplement.
- The Periodical and the Supplement(s) together do not weigh more than 2 kg and the whole does not exceed the maximum permitted dimensions (230 mm x 350 mm x 30 mm).
- They consist exclusively of paper, unless otherwise authorised by bpost;
- They are packaged in such a way that they can be handed out without problems.
- Additions containing liquid and/or edible elements must be packaged in a manner suitable for processing and must not spoil during the distribution period.
- Supplements must not present a danger to bpost's personnel or infrastructure.



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)

To be mechanised, the mail items must comply with the conditions, rules and criteria for Large Format as mentioned in **Section 2 - Addressed Mail - Creation - Large Format**.

These characteristics (with the exceptions listed below), in addition to weights and dimensions, relate to the layout, packaging and closure of mail items, as well as standards for flexibility and rigidity.

If these items cannot be mechanised and/or do not meet the conditions for **Large Format**, the deposit is considered **Large+ Format**.

The characteristics and criteria related to **Large+ Format** are described in **Section 2 - Addressed Mail - Creation - Large+ Format**.

Publication

Dimensions Minimum 90 x 140 mm
Maximum (width) 230 mm x (length) 350 mm x (thickness) 30 mm

Extra Large Possible for shipments with maximum width between 230 and 265 mm (length 350 mm and thickness 30 mm).
In this case, the item must be folded once to comply with the dimensions of mailbox deliveries.

Weight Large Format: maximum 375g (difference with the Addressed Mail Items)
Maximum 2 kg for the publication (possibly including attachments)

Bundles

Thickness Maximum 12 cm

Weight Maximum 7 kg

Did you know?

Shipments > 2 kg and/or in roll form are considered **packages**.



If you have any doubts or questions about the mechanisation criteria, our Customer Operations team will be happy to conduct preliminary tests and, if necessary, provide certification.

Please do not hesitate to contact us at customer.operations@bpost.be.



You will find the main mechanisation criteria at the **end of this section**.



3. Visual presentation of the mail items

3.1 Required notices

The following information as defined in the General Terms and Conditions 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)
- franking mark
- date of publication and date of deposit at bpost or covered period (e.g.: April 2024 for monthly magazines - April/May/June 2024 or 2nd quarter 2024 for quarterly magazines)

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 period¹
- name of the deposit office²
- approval no. (P number) of the periodical

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 a visible part of the shipment.

Example

Required notices		Frequency	
Deposit office	Antwerp X	1 time/week	weekly
Quarterly	April/May/June 2026 or 2 nd quarter 2026 or (possibly) 17 April 2026	1 time/month 2 times/month 1 time/2 months 1 time/3 months	monthly biweekly bimonthly quarterly
Monthly	February 2026 or 16 February 2026		
Other frequencies	February 2026 and appears every month except in July and August	(for example, 10 times/year)	

Did you know?

Addressed magazines recognised as such by bpost must preferably be franked under the P.P. (postage paid) system³.



¹ With due consideration for the maximum interval of three months between two deposits.

² Deposit office: (Hyper) Masspost Center where the periodical must be deposited.

³ For more information on franking, consult **section 1 Addressing and franking, chapter on Franking**.



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**.

Note: in the context of Periodicals, these shipments are announced as **Large Format**.

Large Format: to mechanise your shipments and for more quality in their optimized processing, 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 film¹

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

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



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).



¹ The Decree of the Walloon Government of 23 April 2020 that prohibits the distribution of Addressed Mailings packaged in plastic with a destination address in Wallonia does not apply to Approved Periodicals.



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 or not open Addressed Periodicals.

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.



For Periodicals with inserted supplements not attached to the publication and announced as **Large Format**, the **Large+ Format** rate may be applied if the shipments pose mechanisation risks.

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 Periodicals

The specifications of **Section 1 in Chapter 1 Addressing** apply in full for Addressed Periodicals.

Did you know?

The **Section 1 Addressing and franking methods** and **Section 2 Addressed Mail - Large Format - Creation** of this Guide are fully applicable to your Large format Addressed Periodicals. Following these rules guarantees the best quality of distribution. A **brochure** (in FR) with these simplified rules is also available on the website www.bpost.be/en/periodical-delivery.



4. Mail item preparation

Depending on your contract and the volumes deposited, you have whether or not to sort your shipments before they are deposited in containers, Palletboxes or pallets in a (Hyper) Masspost Center.

Did you know?

You will find a description of all the conditioning options available for your Periodicals in **Section 2 - Preparing your mail items - Packaging**.



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)¹
- around 250 distribution offices.



¹ See the **General Annexes, point 3**.



4.1 Overview of sorting options for mail items¹

- No presorting.
- Sorting by center
- Sorting by Round and sequence V3: by sorting plan and by distribution office, (in ascending order of sequences) with RSV3 and Mail ID codes for your **Large Format** mail items.
- More info, see **section 2 chapter Mail ID technology**.

	Unsorted	Sorted by Sorting Centre	Sorted by Round en sequence V3
Periodicals Standard	up to 20,000 items	Mandatory from 20,000 (in Hyper Centre)	-
Periodicals Pro	From 500 items to unlimited With Mail ID	-	Possible from 5,000 items

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 Periodicals Standard	Between 1 and 20,000 mail items	Between 1 and 20,000 mail items
Addressed Periodicals Pro	From 500 to 20,000 items	From 500 items up to (unlimited) ...

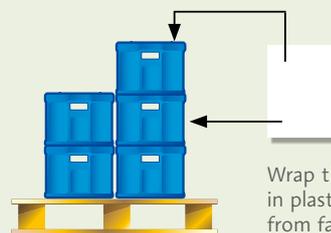
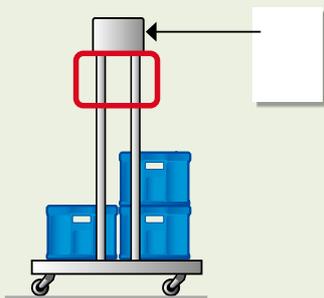
¹ The list of distribution offices, postal codes and sorting sectors is available at www.bpost.be/masspost, tab 'Step 3, Conditioning'.

4.2.2 Packaging¹ 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	
Unsorted	
Unsorted	Addressed Periodicals

Information to be included

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

Model A4/A5

Name of the customer	
Unsorted	
Unsorted	Addressed Periodicals

Information to be included

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

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

4.3 Periodicals sorted by Sorting Centre (Standard)

Drop-off conditions

- Consignments must be separated by sorting centre
- From a minimum of 20,000 items, only at Hyper Masspost Centre

4.3.1 Conditioning and labelling

a In container or pallet by Sorting centre

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

All mail items are packed in trays with items destined for the same sorting centre, sorted by in ascending order of postcodes relating to the sectors of this sorting centre¹. The trays are placed in a tray container or on a pallet belonging to the same sorting centre.

If, after sorting, you still have items that you cannot condition in full trays because there are too few of them, you can assemble overflow trays.

For rules on overflow conditioning, **see section 2 Addressed Mail, chapter 2 - Preparing your mail items - Conditioning, point 4.**

Make sure you never group trays destined for different sorting centres on the same pallet or container, otherwise they will be considered overflow

¹ The list of distribution offices, postcodes and sorting sectors is available in the **General Annexes, point 3.**



Identification of the contents

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

Model label

Customer name	Deposit number
BX	
Sorting center	

Information to be included

- customer name (minimum font size: 36)
- deposit number or unique deposit identifier
- sorting centre of destination (minimum font size: 36)
- sorting option: sorting by sorting center

A4/A5 example

Customer name	Deposit number
BX	
Sorting center	

Information to be included

- customer name (minimum font size: 36)
- deposit number or unique deposit identifier
- sorting centre of destination (minimum font size: 72)
- sorting option: sorting by sorting center

4.4 Mail items sorted by Round and sequence V3 (Periodicals Pro)

Deposit conditions

- Mail items must have the RSV3 code and a Mail ID linked to an address file (with minimum 96% recognition rate (ARR), otherwise the deposit will be considered unsorted).
- From a minimum of 5,000 items.

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

Depending on the volume and the contract, certain deposits must be announced in advance: the details can be found in the General Terms and Conditions for Periodicals and the contract. This is also the case for Special or Extra Editions: their deposit must be announced at least 5 working days before deposit.



- Addressed Press is deposited at (Hyper) Masspost Center¹ counters:
 - either during the relevant period
 - or at the latest on the publication date indicated
- Deposits must always include:
 - a deposit² statement
 - one specimen of the publication

Deposit and distribution period

Delivery period ³	Maximum time and place for delivery
Distribution D+1	Deposits in D+0 <ul style="list-style-type: none"> • Hyper Masspost Center: until 5pm (if sorted: until 7pm)⁴ • Masspost Center: until 4pm (max 20,000 items)⁵
Distribution D+3	Deposits in D+0 <ul style="list-style-type: none"> • Hyper Masspost Center: until 5pm (if sorted: until 7pm)⁴ • Masspost Center: until 4pm (max 20,000 items)⁵ • Post office (<1000 items): deposit at D+0, depending on the opening hours of each office

Deposits received after these times are deemed to have been issued the following day.



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.

Mixed Weights deposits

Notwithstanding the rule that Periodicals must have the same weight in each issue, the customer is permitted to announce and deliver a deposit with different weights ('Mixed Weights'). This deposit then consists of several bundles (maximum 2 kg per bundle) of in all respects identical Periodicals. These Periodicals will in each case be deposited as Large+ Format and Standard and will be delivered with a distribution term 'D+3'.



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

² See **General Annexes of the Masspost Guide, Authorization Forms**.

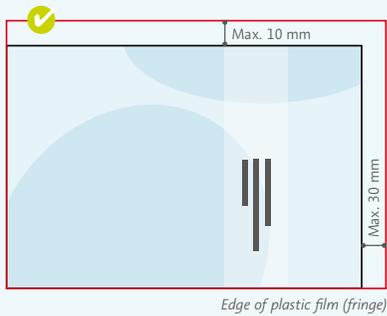
³ Distribution D+2 possible, only for weekly Periodicals Pro. See contract conditions.

⁴ Except Mouscron, 5pm.

⁵ Some Masspost Centers are subject to specific time constraints. Therefore, make sure to always consult this page at

www.bpost.be/masspost for the latest updates.

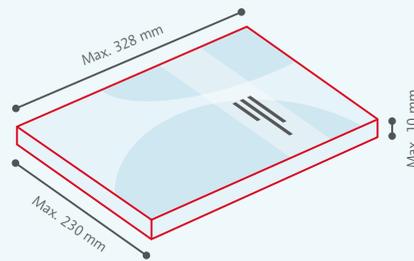
Plastic film



The **distance** between the **edge of the item and the edge of the film** (fringe) does not exceed 30 mm (length) and 10 mm (width).

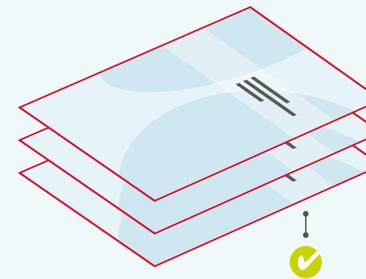
The **quality of the plastic** must meet the standards described in the Masspost Guide.

Dimensions



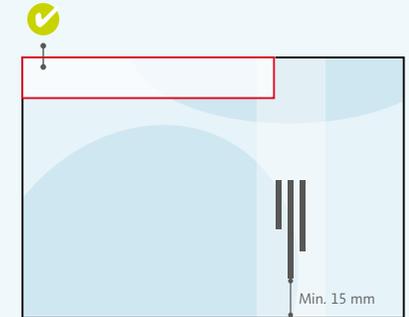
The shipment does not exceed the **maximum dimensions**.

Don't stick together



Items **cannot stick** together (glue, static electricity ...).

Indexation zone and layout



There can be **no address** (dest./exp.) in the indexation zone.

The **address frame** cannot be placed too close to the edge of the item (min. 15 mm).

A periodical is primarily considered to be **Large Format** if...

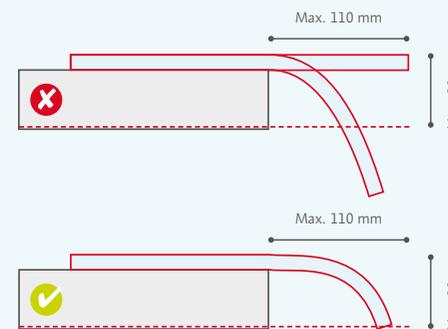
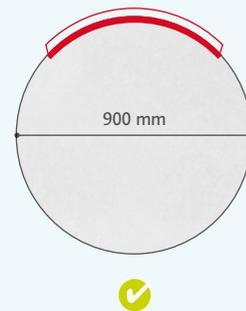
All the features of Large Format can be found in [Section 2 - Addressed Mail - Creation - Large Format](#)

Weight



Maximum weight of the shipment ≤ **375 gr**.

Flexibility and rigidity



The shipment cannot be too **flexible** or too **rigid**.

Inserts



The **thickness of the inserts** should not differ too much from that of the item.

The inserts **cannot move** inside the mail item.