




# 8. Press to be addressed (PostAbo)



# Table of contents

<b>1. Definition and conditions</b> 	<b>1</b>
1.1 The supplements	1
<b>2. Dimensions, weights &amp; thicknesses</b>	<b>2</b>
<b>3. Visual presentation of the mail items</b>	<b>2</b>
<b>4. Preparation of mail items</b>	<b>2</b>
4.1 PostAbo sorted by sorting sector and by distribution office (DO)	3
4.1.1 Maximum and minimum volume per deposit	3
4.1.2 Exceptional case: mechanised addressing	4
<b>5. Deposit and distribution of mail items</b>	<b>4</b>


# Press to be addressed (Postal Subscription or PostAbo)

## 1. Definition and conditions

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'PostAbo' designates the periodicals described in the Royal Decree of 24 April 2014<sup>1</sup>, which are:


- addressed by bpost on the basis of the publisher's supplied customer list<sup>2</sup> and dispatched by bpost to the delivery address along with standard mail
- deposited at the (Hyper) Masspost Center by the publisher
- unaddressed and unfranked by the publisher

The PostAbo also applies to (daily) newspapers, but their deposit forms the object of a separate distribution circuit and is not dealt with in this chapter. 

Mail items are distributed with the standard mail, in principle on D+1 for weekly publications and on D+2 for others. 'D' being the actual date of deposit of the mail items, and subject to fulfilment of all of the other conditions defined in this chapter or in the SUMO application user manual.

The SUMO application must be used for PostAbo<sup>3</sup>.

### Did you know?

To be considered a PostAbo, your publication must comply with all of the above conditions and correspond to the definition included in the postal regulations, as well as the general terms and conditions of bpost<sup>4</sup>. 

### 1.1 The supplements

See previous **section 7 'Addressed press' – 1.1 The supplements.**

<sup>1</sup> The R.D may be consulted via [http://www.ibpt.be/public/files/fr/21341/KB\\_AR\\_24-04-14.pdf](http://www.ibpt.be/public/files/fr/21341/KB_AR_24-04-14.pdf) (FR or NL only).

<sup>2</sup> Sending via the SUMO online application (Subscription Management), application shared by the publishers of newspapers and periodicals and by the bpost offices.

<sup>3</sup> The SUMO user conditions are available on request from the bpost Service Center ([service.centre@bpost.be](mailto:service.centre@bpost.be)).

<sup>4</sup> See the postal regulations and the General Terms and Conditions for Periodicals at [www.bpost.be](http://www.bpost.be).

## 2. Dimensions, weight & thickness

See previous **section 7 'Addressed press' – 2. Dimensions, weight & thickness.**

new

## 3. Visual presentation of the mail items

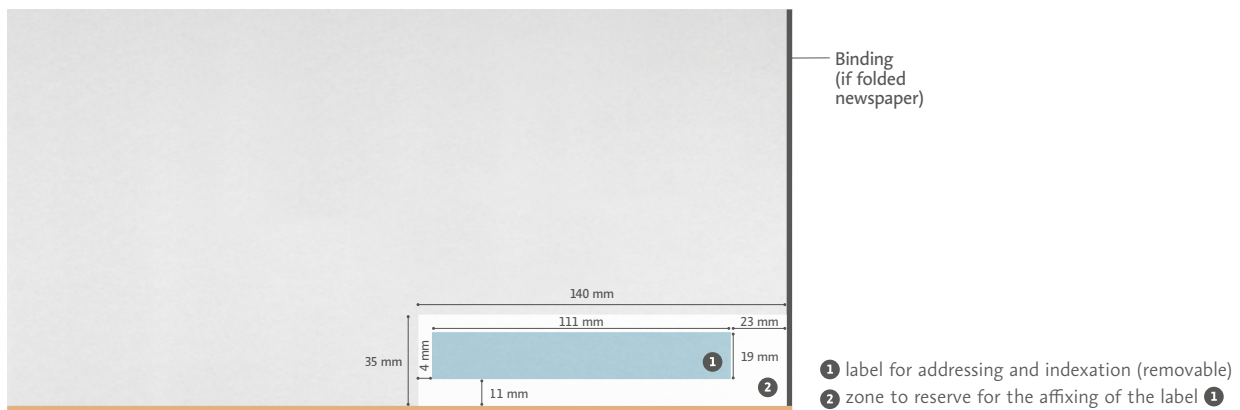
See previous **section 7 'Addressed press' – 3. Visual presentation of the mail items.**

### For items to be sent by bpost

In addition to the specifications given in **section 7**, it is necessary to reserve on your items an area intended for the affixing of the label containing the address of the recipient and the indexing code of the sorting machine. Please ensure the position of this area according to the binding of the sending AND (in case of a folded newspaper) of the folding area.

### Layout Periodicals or Newspaper PostAbo

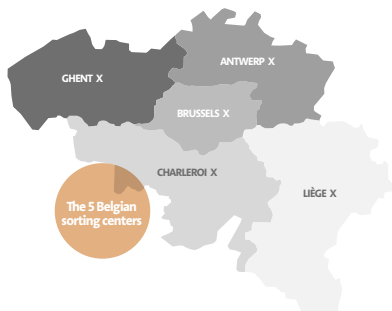
Position in which mail items are feded in the machine



**BINDING** (folding in case of newspaper)

Fastenings that might injure bpost staff or damage other mail items (staples (except those used for the binding), paperclips, metal eyes, etc.) are not permitted.

## 4. Preparation of mail items



### Did you know?

Belgium has:

- 5 sorting centers (Antwerp X, Brussels X, Charleroi X, Ghent X and Liège X)
- 18 sorting sectors (grouped by postal code)<sup>1</sup>
- around 270 distribution offices.





## 8. Press to be addressed

PostAbo's must be sorted by sector<sup>1</sup> and by distribution office<sup>2</sup> unless all your mail items are mechanically addressed<sup>3</sup>.



Each package must be provided with an A4-sized cover page (or one that covers the mailed item) which must necessarily include the following:

- title of the publication and edition
- mention 'PostAbo' or 'Postal Subscription'
- the postal code and the name of the distribution office (do not mention the address!)
- the number of copies contained in the bundle
- the total number of copies to be distributed by the distribution office involved
- the number of the bundle/tray and the total number of bundles/trays anticipated for the distribution office involved

Example of cover page

Title of the publication		PostAbo
Publication edition		
Postal code + name of the distribution office		
Number of copies in the bundle	Total number of copies	Bundle number / total number of bundles

If your publication includes several editions, they must be delivered separately.

### 4.1 PostAbo sorted by sorting sector and by distribution office (DO)

A DO corresponds to a group of postal codes<sup>4</sup>.



#### 4.1.1 Maximum and minimum volume per deposit

	Masspost Center	(Hyper) Masspost Center
PostAbo	20,000 mail items maximum	Min. 1

Please refer to **point 4.4 of the Addressed Press section** for the packaging and labelling.

<sup>1</sup> See the **General Annex 'List of sectors'**.

<sup>2</sup> See 'List of distribution offices' on [www.bpost.be/masspost](http://www.bpost.be/masspost).

<sup>3</sup> bpost will keep you informed if applicable.

<sup>4</sup> See the 'List of postal codes' on [www.bpost.be/masspost](http://www.bpost.be/masspost).



### 4.1.2 Exceptional case: mechanised addressing

- Delivery of standard bundles (‘bulk’) preferably on pallets (or possibly in containers). No use of blue trays.
- Please deliver an additional 2% quantity of the publications in order to be able to deal with any potential failure of the addressing machine.

The early deposit of your mail items is possible, with bpost’s approval.

## 5. Deposit and distribution of mail items

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Before depositing the mail items, the publisher must have completed the publication calendar in the SUMO application. The encoding in the publication calendar must be done at least 5 working days prior to the deposit of the mail items in a (Hyper) Masspost Center.

- PostAbo publications are deposited at the counter of a (Hyper) Masspost Center on the day indicated in the publication calendar in SUMO.
- The deposit is always accompanied:
  - by 2 copies of the SUMO deposit statement
  - by 2 specimens of the publication
- The publisher shall be responsible for the deposit of its publications.

### Deposit

- Before 16:00 (Masspost Center)<sup>1</sup>
- Before 17:00 (Hyper Masspost Center)

### Distribution period

- Weekly periodicals: D+1
- Periodicals other than weekly: D+2

If the depositor or publisher fails to comply with deposit deadlines and/or the conditions contained in this chapter or in the SUMO manual, it will not be possible to guarantee these periods for distribution to the addressees.

<sup>1</sup> Some Masspost Centers are subject to specific time constraints. Therefore, make sure to always consult this page at <http://www.bpost2.be/locations/business/fr/both.php> for the latest updates.