

# Personalisation of Print Post

Personalisation allows limited customisation of Print Post publications using *addressee details* on the cover, or within a publication, along with a static marketing message.

## Benefits of personalisation

Personalisation of the cover of the publication can attract attention and increase interest. It opens up possibilities for advertisers and publishers, allowing them to address customers directly to specific pages in the publication, or special offers.

Personalisation offers growth opportunities for:

- subscription publications
- catalogues
- customer relationship management.

## Where is personalisation permitted?

Publications can be personalised using the addressee details, valedictions, salutations, etc provided the personalisation is integral to the publication (ie an element of the original printing/printed within the actual publication, and not a stand-alone item).

The following *addressee details* are permitted throughout the publication:

- ✓ **title** of the addressee – Mr, Mrs, Ms, Dr, etc
- ✓ **name** of the addressee – first and/or last
- ✓ **position** of the addressee – Manager, etc
- ✓ **organisation** of the addressee – eg Australia Post
- ✓ **address elements** of the address – delivery detail information
- ✓ **locality, state abbreviation or postcode.**

All other elements of the publication must be identical, other than geographic allowance. Copies of a Print Post approved publication or supplements which are to be delivered to different states or geographic regions may have different advertising content. The differentiation could go to postcode or even suburb level.



## Subscription communications

Approved publications *may* contain communications from the sender to the addressee:

- requiring or acknowledging payment for the publication being carried by Print Post
- inviting notification of any change of address details
- inviting subscription or re-subscription to the publication being carried by Print Post.

## Flysheets

A *flysheet* is a sheet of paper which is visible through the plastic when articles are plastic wrapped. This may contain delivery address details, *only for the purpose of delivery of the Print Post publication.*

Visit [thinkpublications.com.au](http://thinkpublications.com.au) and register to receive 29 ideas to make your flysheet work harder.

## Where is personalisation *not* permitted?



Personalisation of the following types of addition, or attachment to the original publication is not permitted:

- **Inserts** – An extra leaf or section, printed independently, for binding or tipping into a book or periodical, especially a leaf or section consisting of an illustration or advertisement printed on different paper.
- **Supplements** – A part, usually of special character, issued as an additional feature of a newspaper or other periodical.
- **Onserts or attachments** – In advertising, an onsert or attachment is a separate advertisement put in a magazine, newspaper, or other publication. Onserts are affixed to a page, and may be a sample of a product, a compact disk, a magnet, a small booklet or even a targeted advertisement.
- **Double covers or wraps** – A double cover is a replica of the cover, which has been affixed after the original Print Post publication was printed, and the original cover is included inside.

The content of these items must be identical and non-personalised *other than address details used for the purpose of delivery*.

These additions to the original publication must not contain any of the following elements:

- ✗ sender's address details, phone and/or other contact details at the top, bottom, left or right side of the page, including letterhead
- ✗ a date
- ✗ a salutation – a word or phrase of greeting used to begin a letter or message
- ✗ a format of the communication that looks like a letter
- ✗ a valediction – a word or phrase of farewell used to end a letter or message.

## Questions?

Where doubt exists regarding the personalisation of a particular publication, contact your Australia Post account manager, or the Print Post Coordinator in your state for advice and assistance.

- Australia Post website [auspost.com.au/printpost](http://auspost.com.au/printpost)
- New South Wales/  
Australian Capital Territory . . . . .(02) 9202 6616
- Victoria . . . . .(03) 8626 1884
- Queensland . . . . .13 11 18
- South Australia/Northern Territory . . . .(08) 8402 6375
- Western Australia . . . . .13 13 18
- Tasmania . . . . .13 13 18