

Postatarget Magazine – Formats and Prices

Two formats are allowed for Postatarget Magazine: M format, for machinable items only, and Formato non meccanizzabile (Non Machinable Format). To access the service items must meet the following requirements:

M Format		
DIMENSIONS	Min	Max
L length (mm)	140	353
H height (mm)	90	250
S thickness (mm)	0,5	25
P weight (g)	50	2.000

Non Machinable Format		
	Min	Max
L length (mm)	140	353
H height (mm)	90	250
S thickness (mm)	0,5	50
P weight (g)	50	2.000

In the event of items not meeting the characteristics required for Postatarget Magazine, the prices for the appropriate service will be applied.

Magazine Machinable – Prices exempt of VAT

Type and weight	50.000-100.000	100.001-300.000	300.001-500.000	500.001-1.000.000	1.000.001-2.000.000
Medio 50-100 g	0,270	0,266	0,259	0,2555	0,2486
Medio 101-150 g	0,280	0,275	0,268	0,2643	0,2572
Medio 151-200 g	0,290	0,285	0,277	0,2732	0,2658
Medio 201-250 g	0,310	0,305	0,297	0,2929	0,2850
Medio 251-350 g	0,370	0,364	0,354	0,3492	0,3398
Medio 351-500 g	0,572	0,563	0,548	0,5405	0,5259
Medio 501-1.000 g	0,907	0,892	0,868	0,8561	0,8330
Medio 1.001-2.000 g	1,476	1,452	1,413	1,3936	1,3559

Magazine Non Machinable - Prices exempt of VAT

Type and weight	50.000-100.000	100.001-300.000	30.001-500.000	500.000-1.000.000	1.000.001-2.000.000
Non mach. 50-100 g	0,296	0,291	0,283	0,2791	0,2679
Non mach. 101-150 g	0,306	0,301	0,293	0,2890	0,2774
Non mach. 151-200 g	0,318	0,313	0,305	0,3008	0,2888
Non mach. 201-250 g	0,340	0,334	0,325	0,3205	0,3077
Non mach. 251-350 g	0,407	0,400	0,389	0,3837	0,3684
Non mach. 351-500 g	0,644	0,633	0,616	0,6076	0,5833
Non mach. 501-1.000 g	1,028	1,011	0,984	0,9705	0,9317
Non mach. 1.001-2.000 g	1,606	1,580	1,537	1,5159	1,4553

For less than 50 000 items a year per single publication the prices of the appropriate service will be applied.

Mailings must be prepared and pre-sorted according to Poste Italiane's technical specifications. If this is not the case, the prices for non compliant items shall be applied.

Quantity discounts

From 100 000 items a year quantity discounts are available per single customer, also in case of items with different weights.

- Postatarget Magazine offers the opportunity of an ad hoc agreement from 50 000 items a year, that also represent the minimum threshold to access the service and which may not be cumulated with other products.
- Customers that wish to send more than 2 million items can sign customized agreements.

For further details:

- Pronto Direct Marketing: 840.011.444
 - email: infodirect@posteitaliane.it
 - Poste Italiane's **Executive Sales Managers**
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