

Periodicals

- appearance and content

Publication authorisation and registration

The publication must have periodical publication authorisation from the Swedish Patent and Registration Office, prv.se. A foreign publication only needs publication authorisation if it is primarily intended for distribution in Sweden.

The publication must be included in PostNord's publication register. Apply online at postnord.se.

The publication's format

- The character, design, appearance and content of the publication must meet generally accepted standards for newspapers or magazines.
- The title of the publication (as it appears in the publication authorisation) must be clearly stated on the front cover of every copy.
- The issue number and year of publication must be stated on the front cover.

The purpose and content of the publication

The purpose of the publication may neither directly nor indirectly be to disseminate advertisements or business communications for a company. Nor may the purpose be to market, present or sell the company's products, goods or services.

Different companies within the same group are regarded in this context as a single company. Institutes, financial associations and business enterprises for organisations and foundations or similar are also counted as companies in this context.

- At least 25% of the publication's total content must consist of independent editorial material.
- Advertisements, marketing texts, similar texts/articles and business communications for the same company, organisation, institute, foundation or financial association may comprise no more than 25% of the publication's total content.
- Advertisements for different companies and their products, goods or services may comprise no more than 75% of the publication's total content.

Editorial articles, texts and images of a general or informative nature are also classified as advertisements and business communications in this context if they more or less, directly or indirectly, constitute an advertisement for a company or its products, goods or services. A single mention of the company's name (or its products, goods or services) in an otherwise neutral article is normally enough for the entire article to be regarded as an advertisement for the company. Employee newsletters intended only for internal circulation and targeted supplier publications are, however, exempted from this restriction.

In this context, an editorial article about a product is also regarded as an advertisement if the product's price and the address, e-mail address, telephone number or fax number of the supplier or place of purchase is included in or in connection with the article.

Under this restriction, certain publications (such as customer publications, advertising supplements, customer club or member newsletters for shops and chains, member newsletters for book or music clubs, product catalogues, newsletters for shareholders or stakeholders, quarterly reports and annual reports) would not normally qualify for the Periodicals service.

If a publication consists of multiple parts or sections, the advertising content of all sections combined will be included.

Publication supplements that are stapled or bound in the publication's spine are included as part of the publication's content. Loose publication supplements bearing the main publication's name or logo on the cover/front page are regarded as a part/section of the publication and are included in the publication's content.

Loose commercial advertising supplements are not included in the publication's advertising content.

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