

Terms and conditions

Unaddressed mail

Valid from 1.2.2026

1. What can be distributed

Unaddressed mail are items without the recipient's name or address. Unaddressed mail is distributed to households (private individuals). We distinguish between:

- Unaddressed advertising – marketing, distributed to households not reserved against unaddressed advertising.
- Information – not marketing, distributed to all households including those reserved against unaddressed advertising.
- Free newspaper – publications with predominantly editorial content, distributed to all who have not reserved themselves against “free newspaper”.

The Consumer Authority has provided guidelines for what types of items can be considered “free newspaper” and “information”, see <https://www.forbrukertilsynet.no/english>

2. Formats and layout

For a mailing to be distributed as unaddressed mail, the following requirements must be met:

- Uniform design: All items in the same mailing/campaign must have the same weight, format, thickness, and wrapping (if used). The front page must be unperforated and have the same format as the rest of the pages.
- Content and sender: If the content is different and/or there are several senders/logos, this must be clearly marked on the cover page.
- Multiple parts: If the item consists of several parts, it must be packed in an envelope or plastic wrap that fits tightly around the content and provides even thickness.
- Marking and franking: For unaddressed advertising and “free newspaper” there is no requirement for marking each item, and stamps or franking must not be used. “Information” must be clearly marked with “information” on the cover page of the item.

Formats

We distinguish between different format categories:

- Standard format
- Standard format+
- Special format

2.1. Standard format and standard format+

Standard format

Minimum format:	14,8 cm x 21 cm
Maximum format:	24 cm x 32 cm
Maximum thickness:	2 mm for items with format 14.8 cm x 21 cm 3 mm for items with format over 14.8 cm x 21 cm
Maximum weight:	100 grams

Standard format+

Minimum format:	14.8 cm x 21 cm
Maximum format:	24 cm x 32 cm
Maximum thickness:	2 mm for items with format 14.8 cm x 21 cm 5 mm for items with format over 14.8 cm x 21 cm
Weight:	Between 101–200 grams



There is limited capacity for standard format+.

Standard format and standard format+ are produced mechanically, and dimensions and requirements are set to ensure good quality in production and distribution.

Larger formats: Items exceeding the maximum dimensions must be delivered machine-folded and sharp so that they stay within the dimensions for standard format.

Folding:

- Only sharp folds are allowed.
- Accordion folds, glued folds, or other types of soft/uneven folds are not allowed.
- The fold must be on the long side of the item.

Exceptionally, items with equal lengths within maximum and minimum format.

Stapling: Any staples must be well closed, not make the item thicker, and must be in the fold.

Anbefalt format: A4 (21 cm x 29,7 cm) er det ideelle formatet.

Formater utover dette kan få skader i forbindelse med produksjon eller ved levering i postkassen.

2.2. Recommended format

Maximum format: 34 cm x 26 cm

Maximum thickness: 2 cm

Special format is handled manually and will incur an additional charge (see price list).

What is considered special format:

All items that do not meet the requirements for standard format are considered special format.

This also applies to items that are:

- Plastic wrapped
- Weight over 200 grams
- Over 5 mm in thickness
- Printed on glossy paper
- Perforated (e.g., coupons)
- Not rectangular in shape

Note: Not all formats can be distributed as unaddressed mail, and there is limited capacity. Contact Sales Post at phone 04045 (from abroad +47 22030045) for more information and agreement on distribution.

2.3. Paper quality

The main rule is that the paper weight must be at least 60 grams per m² or more.

This ensures good handling and quality during production and distribution.

- Single sheet: If the item consists of only one sheet, the paper quality must be at least 120 grams per m² to achieve sufficient stiffness and durability.
- Other paper types: Use of alternative paper qualities must be agreed separately.
- More information: You will find a detailed description of approved paper qualities on our website: www.bring.no/en



3. Prices

Prices and additional services can be found on our website: www.bring.no/en

In the event of price changes, the new price applies to all orders where the first day of the distribution period is from and including the date the price change takes effect.

4. Orders

All orders must be made through Sales Post by phone 04045 (from abroad +47 22030045), within deadline for ordering. Unaddressed mail can only be ordered by registered companies/associations.

Upon ordering, a proposal for the distribution area is sent. It is the customer's responsibility to:

- Review and approve the distribution area
- Confirm the order via email to Sales Post

4.1. Order deadline

The standard order deadline is 15 working days before the first day of the distribution period.

The first day of the distribution period is considered the distribution date in this context.

Unaddressed advertising can be ordered up to 3 working days before delivery, with a surcharge per item.

See current prices at www.bring.no/en

“Information”, “free newspaper” and special formats must always be ordered with the standard order deadline.

The order deadline is calculated from the date the order is confirmed by email from Sales Post.

There is limited capacity for the distribution of unaddressed mail. In cases of overbooking, it may be necessary to move all or part of the order to a later distribution period. Posten Bring will notify no later than 10 working days before the first day of the distribution period about affected areas.

If the distribution period must be moved after this time, postage for the part of the mailing not delivered as agreed will be refunded, see section 11.

4.2. Change or cancellation

In case of change and cancellation a surcharge must be paid (see table). The surcharge is only payable for the part of the campaign that has changed relative to the order. If the quantity, format, weight, handing in date or location, is changed after the order deadline, all guarantees regarding the distribution period lapse.

Type of change	When Notified	Conditions	Surcharge *)
Quantity	After order deadline and before agreed handing in date	Reduction of less than 50% of the total quantity is considered a change. Reduction of more than 50% is considered a cancellation, see below	NOK 0.25 per item, max NOK 10,000 per change
	After order deadline	Increase in quantity must be made in a separate order (up to 3 days before handing in)	Surcharge for short order deadline, see price list
	After handing in	Only possible to remove routes from the order, provided the production process has not progressed too far	NOK 0.50 per item, max NOK 25,000 per change
Weight	After order deadline and before agreed handing in date	Reduction in weight by more than 10% or decrease of 10 grams or more	NOK 0.25 per item, max NOK 10,000 per change
	After handing in	Reduction in weight by more than 10% or decrease of 10 grams or more	NOK 0.50 per item, max NOK 50,000 per change

Type of change	When Notified	Conditions	Surcharge *)
Format	After order deadline and before agreed handing in date	Change of format (A4, A5, custom)	NOK 0.25 per item, max NOK 10,000 per change
	After handing in	Change of format (A4, A5, custom)	NOK 0.25 per item, max NOK 15,000 per change
Distribution date	After order deadline and before agreed handing in date	Provided there is available capacity	NOK 0.25 per item, max NOK 10,000 per change
	After handing in	Provided there is available capacity, and the production process has not progressed too far. Agreed with Sales Post	NOK 0.50 per item, max NOK 25,000 per change
Handing in date and/or place	After order deadline and before agreed handing in date	A need to hand-in before the agreed date, contact Sales Post at least two working days before the agreed handing in date	NOK 0.25 per item, max NOK 10,000 per change
		Handing in on a later date than agreed must be agreed with Sales Post	
Handing in too late	Handing in 1-3 working days later than agreed (not notified)	Distribution is moved to the nearest possible distribution period	NOK 0.25 per item, max NOK 10,000 per change
Cancellation	After order deadline and before agreed handing in date	Reduction of more than 50% of the total quantity, or cancellation of the entire order	NOK 0.35 per item, max NOK 20,000 per change
	After handing in and before production start	The order is considered cancelled if the items are missing (not delivered within 3 working days after the agreed handing in date). If the customer still wants distribution, the order must be placed again	NOK 0.50 per item, max NOK 50,000 per order

*) Storage cost or destruction cost:

- If any changes involve needs for storage, an additional cost will apply
- Destruction of material can be ordered at the same time as the cancellation / changes or for other reasons
- Solution and price regarding storage or destruction must be considered in each case and agreed with the customer

5. Packing and Labeling

5.1. Pallet labels and consignment note

Unaddressed mail must be packed and delivered on EUR pallets, in bundles or boxes, and marked with pallet labels. In addition, a consignment note must always accompany the handing in.

Pallet labels and consignment notes are printed via our website for packaging materials. After ordering, you will either receive an email with a link and password, or you can log in with your user at www.mybring.com/ – Pakningsmateriell Uadressert. Here you will also find information about the number of items to be packed..

5.2. Packing on EUR pallet

For a description of how the items should be packed on a pallet and labelled, see www.bring.no/en.

5.3. Packing in bundles

When there are too few items for pallet packing to be suitable, or if the items do not cover a whole layer on the pallet, they must be packed in bundles.

- Each bundle must be securely strapped and marked with a pallet label.
- Alternatively, the items can be packed in cardboard boxes if bundling is not possible or appropriate.
- Maximum weight per bundle or box is 6 kg.

For handing in items to post office og Post in Shop, items must be bundled.

5.4. Deviations and consequences

Deviations from the packing conditions or format may prevent the items from being handled at the place of delivery. If the deviation is detected after handing in to Posten Bring, it may cause major additional work, and items may be delayed. Additional cost will be invoiced the customer.

6. Handing in

All mailings/campaigns must be handed in at the same place and date as specified in the order.

The following must accompany the delivery:

- Consignment note
- 15 copies of the item for control weighing

6.1. Handing in place

Mailings over 10,000 items:

Must be delivered to the postal terminal specified in the order. Some post offices may also accept such mailings – contact Sales Post by phone 04045 (from abroad +47 22 03 00 45).

Mailings under 10,000 items:

Must be handed in to the delivery place specified in the order.

6.2. Handing in deadline

Handing in must take place at least 4–9 working days before the first distribution day, depending on the handing in location and whether it is unaddressed advertising or “information”, “free newspaper” or special format.

Definition of working days:

All weekdays except Saturdays, Sundays, public holidays, Christmas Eve, New Year’s Eve, and Wednesday in Easter week are considered working days.

Handing in deadline for unaddressed mail: www.bring.no/en

Special handing in locations: When delivering to Post in Shop or post office, extra working days must be calculated from handing in to distribution. There may be a difference between the post office’s opening hours and the handing in deadline. Find your handing in location at www.bring.no/kart.

For distribution in the following weeks, you must add extra working days:

Week 15 (the week after Easter) and week 22 (the week after Pentecost): +1 working day

Weeks 50, 51, 52, 53 and week 1 in 2027: +2 working days

7. Distribution

Distribution options

- Unaddressed advertising – the item is distributed to the recipient’s mailbox on the first two working days of the week.
- “Information”, “free newspaper” and items with special format are distributed over a whole week.

We do not offer distribution of “information”, “free newspaper” and items with special format in the following weeks: 14 (the week before Easter), 49, 50, 51, 52 and 53.

One item is delivered per mailbox/postbox. Unaddressed mail is not stored or forwarded in the event of a change of address, storage of mail, or temporary forwarding. There is limited capacity for the distribution of “information”, “free newspaper” and items with special format. Contact Sales Post by phone 04045 (from abroad +47 22030045) for more information and ordering.



8. Payment

Upon handing in, the items must be accompanied by a consignment note, which also forms the basis for payment/invoicing. The following payment options can be used:

Invoice

The mailing can be paid by invoice. Invoicing takes place at the time of distribution, and our general payment terms are 10 days payment deadline from the invoice date for the Nordic countries.

Payment in online banking

The mailing can be prepaid in a bank/online bank. The order must first be placed with Sales Post, who calculates the price and prepares the sales document and consignment note that must accompany the handing in.

9. Advertising Statistics

In line with other operators, Posten Bring reports monthly information about customers' distribution of unaddressed mail to Nielsen Media Research (NMR), or an equivalent organization for advertising statistics. This is done to monitor the development of the advertising market in Norway. The reporting contains information about distribution turnover per month specified at the customer level and based on gross prices (before any discounts and exclusive of VAT) and includes historical figures.

10. Quantity Information

Number of items:

How many items must be delivered depends on the distribution area. Note that the number may vary over time, and numbers given for one campaign cannot be reused for later mailings.

Possible deviations:

Deviations between delivered/invoiced quantity and actually distributed quantity may occur due to:

- Moving or temporary change of address
- Storage of mail
- Changes in reservations
- Route changes between ordering and distribution

Seasonal variations:

The deviation may be higher during holidays than at other times of the year. On average, about 1% of addresses are affected by redirection and storage throughout the year, but this can increase to about 10% in some areas during holidays. Route changes can lead to adjustments in the distribution area. In addition, circumstances such as a full mailbox or locked entrances can lead to deviations of up to 1%, which are not considered distribution deviations and are not compensated.

Significant changes:

If route changes result in a significant change in the number of recipients in the ordered distribution area, Posten Bring will compensate postage for missing distribution.

11. Compensation

If the mailing is not distributed at the agreed time, the customer has the right to a refund of postage if the error is caused by Posten Bring. This also applies if Posten Bring changes the distribution period later than 10 working days before the first day of the distribution period. Refund of postage is calculated for the part of the mailing that is not delivered in accordance with the applicable terms. If the items are not delivered within the agreed distribution period, 100% of the postage will be refunded.

12. Posten's Liability for Compensation

Posten pays compensation for the mailing if it is damaged, lost, or delayed, provided this is due to gross negligence. Posten is not liable for consequential damages. The obligation to pay compensation does not exist when damage, loss, or delay is due to:

- Errors or omissions on the part of the customer
- The nature of the item
- Inadequate or insufficient packaging
- Circumstances that Posten could not avoid or prevent the consequences of

13. Force Majeure

The parties are not liable for inadequate fulfillment of the agreement or terms if it can be proven that the failure is due to events beyond the parties' control and which the parties could not reasonably have foreseen at the time of ordering or which they also could not reasonably have avoided or fulfilled/covered (force majeure). The following circumstances shall be regarded as force majeure: War, rebellion or internal unrest, decision by public authority, natural disaster, interruption in public power supply or in general transport, significant labor conflict or fire or other circumstance of a similar nature and significant impact.

14. Customer's Responsibility

If the delivery does not comply with the criteria set out in these terms, the customer may be held liable for compensation. Items which, due to their content, packaging, or other reasons, are not suitable for forwarding, or items that may cause damage to persons/materials or other postal items, may be refused.

15. Complaint Deadline

Complaints must be submitted within 30 days after the handing in date.

Read more about complaints and appeals at www.bring.no/en/customer-service.