

Terms and conditions

Unaddressed mail

Valid from 1.1.2025
Version 2

1. What can be distributed

Unaddressed mail are items sent from companies to recipients without recipient's name and address.

Unaddressed mail can be distributed to the following receiver groups:

- Households (private persons)
- Businesses

We distinguish between advertising mail, free newspapers (mainly non-commercial content) and information (content not considered as marketing). The Norwegian Consumer Ombudsman has drawn up guidelines for what can be sent as advertising, free newspapers and information. See www.forbrukertilsynet/english.

2. Formats and layout

Labelling of each single copy is not required, except for the category Information, which always must be clearly marked "Informasjon" on the items cover page.

Wrapping (envelopes or plastic) are only required if each item consists of several parts. The wrapping must be tightly fit and the item cannot be bulky. All items in a mailing must be identical, i.e. have the same weight, thickness, format and wrapping, if any. If wrapped, the wrapping must be tight so that the content stays in a fixed place for all the items. If items in a single campaign have multiple content, this must be identified on the cover pages.

The items shall not be franked with stamps or any other.

There are two different format categories: Standard format and Special format.

2.1. Standard format

Standard format must have the same format, weight, thickness (not uneven or dented), appearance and wrapping (if used).

If stapled, the items must be firmly closed and not thicker at the fold. In addition, the cover- and back page must be unperforated and in the same format as the rest of the pages.

Standard format is defined differently for the two distribution periods «earlyweek» og «midweek».

Ideal format is A4 (29,7 cm x 21 cm). Larger sizes can easily be bent or damaged when bundles are strapped or when handed-out to the recipient's mailbox.

If the item exceeds standard format there must be a machine-folded sharp edge (not glued), and no accordion folds, to fit the standard format dimensions listed below.

If the machine-folded item has the fold on the shorter side the sides-size must exceed 14,8 cm but not exceed 21 cm in either direction. This type of items is only available for "mid-week" interval.

**Distribution «early week»:**

Format - approx. A4: 29,7 cm x 21 cm (width +/- 2,5 cm and length +/- 1,8 cm)

Minimum format: 27,9 cm x 18,5 cm

Maximum format: 31,5 cm x 23,5 cm

Max thickness: 0,2 cm

Max weight: 75 grams

For distribution «mid-week»:

Minimum format: 14,8 cm x 12,5 cm

Maximum format: 32 cm x 24 cm

Max thickness: 0,5 cm

Max weight: 200 grams

2.2. Special format

The items cannot exceed 34 cm x 26 cm to fit the mailbox. Note that if the thickness of the items exceeds 2 cm, we won't be able to distribute to all mailboxes, due to size.

Mailings that deviates from standard dimensions stated in section 2.1, requires special processing which entails an additional charge.

Additional charge also applies for:

- Plastic/poly-wrapped items
- Non-rectangular formats
- Weight of more than 200 grams
- Glossy paper print
- Perforated item (i.e. coupons)

Not all formats can be delivered as unaddressed mail, our distribution capacity is limited regarding special formats. Special formats will be distributed over a pre-agreed period of one week.

Please contact your sales representative or customer service on 04045 (International calls +47 22 03 00 45) for guidance.

2.3 Paper quality

The main rule is that the paper weight must be at least 60 grams per m² or more. Other paper qualities must be agreed. If the mailing item is one single sheet, the paper weight needs to be at least 120 grams per m².

Please search on our website for a detailed description of paper grades that require an agreement on bring.no.

3. Prices

Prices and additional services, please see bring.no/english/prices

If price changes, the new price applies to all orders that have a distribution period from the date the new rate takes effect.

4. How to order

All mailings are ordered online through Bring.no/en – My Post or by calling customer service at 04045 (International calls +47 22 03 00 45), within deadline for ordering. Unaddressed mail can be ordered by registered businesses.

Specific types of mailings must always be ordered through our customer service:

- Items for distribution in “early week”
- Items weighing more than 200 grams or if the item has a special format

- When the campaign falls into the category “Informasjon” or free newspapers
- If payment is to be made by internet bank

NOTE: If the ordering is done through customer service the customer receives a proposal on a delivery area. It is the customer’s responsibility to approve the selection and the order must be confirmed by email to customer service.

4.1 Order deadline

Standard order deadline is 15 workdays before distribution period.

We also offer a shorter order deadline. Items in standard format (see point 2.1) can be ordered 3 workdays before the handing-in date at an additional cost per item. This only apply for households and businesses. Orders in the category “Information” or free newspapers must be ordered using standard ordering deadline only. See price list, bring.no/english/prices. July won’t be available for ordering using our webshop – please contact your sales representative or sales support on 04045 (International calls +47 22 03 00 45) for guidance if needed.

The order deadline is calculated from the date the order is confirmed in MyPost or in email from customer service. If you want help to do the order it must be time to set the order in advance of the deadline to confirm the order.

There is limited capacity for unaddressed distribution. In cases of overbooking, it may be appropriate to move the order or parts of the order to a later distribution period. Customer service will notify you no later than 10 workdays prior to the distribution period of affected areas. If the distribution period must be moved after this time, the postage for the part of the shipment not delivered as agreed will be refunded, see point 11.

4.2 Changes and cancellations

In case of change and cancellation a surcharge must be paid (see the table). The surcharge is only payable for the part of the campaign that has changed relative to the order. Changes in volume, format, weight, or handing-in date or place later then ordering deadline results in cancellation of all warranties regarding the distribution date.

Type of change	Notified when?	Terms and conditions	Additional charges *)
Volume	After order deadline and before agreed handing-in date	If the total volume is reduced with less than 50 % (If total volume is reduced with more than 50 % it is considered as a cancellation, see beneath)	NOK 0,25 per item Max. NOK 10,000 per change
	After order deadline	An increase in volume must be made in a separate order (acceptable up to 3 days before handing-in)	Additional charge for short notice, see price list
	After handing-in	It is possible to remove distribution routes if the production process allows it	NOK 0,50 per item Max NOK 25,000 per change
Weight	After order deadline and before agreed handing-in date	A reduction in weight of more than 10 % or decrease in weight on 10 grams or more	NOK 0,25 per item Max NOK 10,000 per change
	After handing-in	A reduction in weight of more than 10 % or decrease in weight on 10 grams or more	NOK 0,50 per item Max NOK 50,000 per change
Format	After order deadline and before agreed handing-in date	Change of format category (A4, A5, custom)	NOK 0,25 per item Max NOK 10,000 per change
	After handing-in	Change of format category (A4, A5, custom)	NOK 0,25 per item Max NOK 10,000 per change
Distribution date	After order deadline and before agreed handing-in date	Provided free capacity on current period	NOK 0,25 per item Max NOK 10,000 per change
	After handing-in	Provided free capacity on current period Must be agreed with customer service (only possible if the production process allows it)	NOK 0,50 per item Max NOK 25,000 per change

Handing-in date or handing-in place	After order deadline and before agreed handing-in date	A need to hand-in earlier than agreed contact customer service minimum 2 days before agreed handing-in date.	NOK 0,25 per item Max NOK 10,000 per change
		Needed to hand-in later than agreed contact customer service. See point 6.2.	
Handing-in too late	Handed-in 1-3 workdays later than agreed (not alerted)	Distribution period will be changed to next available distribution-interval.	NOK 0,25 per item Max NOK 15,000 per change
Cancellation	After order deadline and before agreed handing-in date	If the total volume is reduced with less than 50 % or cancellation of the total order	NOK 0,35 per item Max NOK 20,000 per change
	After handed-in and before production start	The order is considered canceled if the items are not handed-in (not handed-in within 3 workdays after agreed handing-in date) If distribution still is required, the order must be re-ordered	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. Packaging and labelling

5.1 Pallet label and consignment note

Unaddressed mail must be packed and handed-in on EUR-pallets, in bundles or boxes marked with a pallet label. A consignment note must always be handed in together with the mail.

By ordering at MyPost you will receive an email with a direct link to the web site where you will find packing material. You will you also find details on the number of items to be packed.

For orders made through customer service, you will receive an email with a link and password to get handing-in information and other documents. Log in to MyBring for packing material unaddressed mail.

5.2 Packing on EUR-pallet

Description on how items shall be packed on pallets and marked to distribution centres. Find details on our website bring.no/en. Search for Packing and labelling unaddressed mail.

5.3 Packing in bundles

When there are few items and packing on pallet is not suitable or if the items do not cover a layer on the pallet, the items must be packed in bundles. Each bundle must be strapped securely and fitted with a pallet label. Alternatively, shipments can be packed in cardboard boxes if bundles are not possible / suitable. Max weight per bundle or box is 6 kg.

For handing-in items to post offices or Post in Shop, items must be bundled.

5.4 Deviation 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 AS, it may cause major additional work, and items may be delayed. Additional costs will be invoiced the customer.

6. Handing-in

All campaigns must be handed-in at the same place and date as given in the order. Together with a consignment note there must be handed-in 15 samples of the item to check the weight.

6.1. Handing-in place

Campaigns of more than 10 000 items:

Must be handed-in at the same postal terminal as stated in the order. Some post offices can receive campaigns on more than 10 000 items. For more information contact customer service, phone number 04045 or (International calls +47 21 31 62 34).

Campaigns of less than 10 000 items:

Must be handed-in at the post office, Post in Shop or postal terminal as stated in the order.

6.2 Handing-in deadline

Handing-in deadline is minimum 4 – 8 workdays before distribution day, depending on handing-in and handing-out place. Handing-in day is day 0. All days in the week, except Saturdays, Sundays, Official holidays, Christmas, New Year and Wednesday before Maundy Thursday are working days.

Search for Delivery speed and handing-in deadlines on bring.no/en for more information.

For handing-in at Post offices or Post in Shop there is one extra working day added from the handing-in date to distribution. Please note, there is a difference between handing-in deadline and opening hours. Find your handing-in place at bring.no/kart. «Mer informasjon», and you will find the handing-in deadline.

Distribution in the week's 50, 51 and 52, in 2025 and 2026, 2 extra working days must be added from handing-in to first day of distribution-interval. Distribution in week 1 and 17 (the week after Easter) and week 24 (the week after Pentecost) add 1 working day. 2 extra working days are also applicable for week 1 in 2026.

7. Distribution

Distribution alternatives

- «Early week»: The item is distributed to the recipient's mailbox within 17 pm on the second working day of the week (normally Tuesday). "Early week" is only for distribution to households.
- «Mid-week»: The item is distributed to the recipient's mailbox within 17 pm on the fourth working day of the week (normally Thursday)
- Items with special format (see point 2.2), free newspapers and information: distribution during an agreed week

Distribution to the recipients' mailbox is done according to agreed distribution period. Distribution days are Monday through Thursday if these days are working days. In low season (July) the number of distribution days per week is reduced. The distribution days alternate every other day Monday till Thursday if all these are working days. Items may also be distributed on Fridays if that's the 4th working day of the week.

One item per mailbox/PO Box is distributed.

In weeks 27, 28, 29, 30 and 31 we will only distribute items for early week, no distribution in mid week. In weeks 52 in 2025 and 1 in 2026 there will be no distribution for Midweek.

Unaddressed mail and free newspapers are distributed to all households that have not marked their mailbox with the text "Reservation". Items marked with «Informasjon» will be distributed to all households, even if the mailbox is marked with "Reservation". Unaddressed mail in the categories free newspapers and "Information" Unaddressed mail can be ordered for distribution within a given week. Unaddressed mail to "businesses" can only be ordered for distribution in "mid-week" (within the 4th working day of the week), and will not be available in weeks 16, 49, 50, 51 or 52 in 2025 or week 1 in 2026. Unaddressed mail will not be stored or forwarded if change of address, storage of mail or temporary redirection.



We don't offer unaddressed mail as Information or Free Newspaper the week before Easter (week 16 in 2025), nor weeks 49,50, 51 or 52. There's no distribution on unaddressed mail to "businesses" in week 16 in 2025. Likewise no distribution of Free Newspapers in Week 1 2026.

The category "Special formats" is not on offer in weeks 16, 49, 50, 51 and 52. Likewise no distribution of Special formats in week 1 2026.

Our distribution capacity is limited regarding free newspapers and information. Please contact your sales representative or customer service on 04045 (International calls +47 22 03 00 45) for guidance.

8. Payment

All orders must be handed-in with a consignment note. The consignment note forms the payment/invoice basis. Three optional payment alternatives:

A. Invoice

By ordering in our webshop MyPost or via customer service the shipment can be invoiced. Invoicing on the first day in distribution period and due is 14 days.

B. Payment by card

Unaddressed mail can be paid by card when ordering online at MyPost.

C. Other Payment

The shipment can be pre-paid in your internet bank. The ordering must be done to the Customer service which will calculate the price and clarify the sales document and consignment note, that must be handed-in with the shipment.

9. Advertising statistics

As other operators Posten Bring AS send a monthly report to Nielsen Media Research (NMR), or similar organization in Norway. This is done to monitor the advertising market in Norway. The report contains information about distribution revenue per month specified on customer level and based on gross price (before discounts and excl. VAT) and historic numbers.

10. Volume

The number of items to an area will vary over time. For that reason, the number of items given for a specific delivery will not be valid for your next mailing.

Deviation between number of items handed-in (invoiced) and number of items delivered to mailboxes may occur due to change of address - permanent or temporary, storage of mail, changes in distribution routes and change in the number of houses on the «Reservation» list.

On-going throughout the year, approximately 1% of the population change address - permanent or temporary or put their mail in storage. During the holiday seasons this number increases by 10 % in some areas.

Changes in distribution routes may cause deviations between the number ordered and the number distributed. A route change and unforeseen circumstances like full mailboxes, locked entrances etc. adds up to approximately 1 % deviation and will not be compensated.

However, if the route changes mean a significantly change in your scheduled area, Posten Bring AS will compensate postage for the deficient delivery.



11. Compensation

If the mailing is not delivered on time (the date confirmed at time of order) due to failures caused by Posten Bring AS, the customer is entitled to a refund of postage. Compensation is only paid on that part of the delivery that failed to be distributed on the agreed period. There will be a 100% refund of postage if the items are not distributed within the confirmed distribution period.

12. Posten Bring AS's liability for compensation

If the item weight or size is not in accordance with the actual order or if the order deadline is not met, it may result a change in delivery day.

Posten Bring AS will compensate for damaged, lost or delayed mail, if this is due to gross negligence on the part of Posten Bring AS. Posten Bring AS is not liable for consequential damages.

Posten Bring AS is not liable if the damage, loss or delay is due to:

- A fault or negligence on the part of the customer
- The nature of the item
- Insufficient packaging
- Circumstances that Posten Bring AS could neither avoid nor avert the consequences of

13. Force Majeure

The parties are not responsible for failure to fulfill the agreement or conditions if it can be proved that the failure was due to events beyond the parties' control and which the parties could not reasonably have expected at the time of the order or which they 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 of the public authority, natural disaster, disruption of public power or public transport, significant labor conflict or fire or other circumstances of similar nature and intrusive significance.

14. Customers' liability

If the delivery does not comply with the criteria stated in the terms and conditions, the customer may be liable to pay compensation.

Deliveries which due to content, packaging or other reasons, are not suitable for delivery, or could cause injury on persons, material or other mail items can be refused to receive for delivery by Posten Bring AS.

15. Complaints

Complaints must be addressed to Bring Customer Service - kundeservice@bring.com - no later than 30 days after the handing-in date.