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# USPS to Launch 10% Catalog Mail Discount Starting in October 2025

The USPS is about to launch its largest-ever postal promotion for catalog mailers, and it's something that every catalog business needs to consider for two reasons:

- 1. The USPS “Catalog Insights” promotion will offer a 10% discount on current postage rates for catalogs mailed between October 2025 - June 2026.** Taking advantage of this promotion gives catalogers a great opportunity to make the most of the fourth quarter seasonal mailing, and by circulating deeper into buyer files. This promotion may be combined with other promotions resulting in a net year-over-year decrease in postage costs.
- 2. USPS is using this program as a test to see how postage pricing affects catalog mail volume.** If the test supports the contention that catalog mail volume can increase when catalog postage rates decrease or remain as is, catalogs could become a new class of mail, separated from standard flats with differential pricing resulting in lower increases. ([Click here](#) for a simple illustrative rate chart.)

## Every catalog mailer should participate!

As an industry, we've got everything to gain by taking part in this promotion. The postal rate authority is granted to the USPS based on its need to cover costs with revenue. If this test promotion fails, all catalog mailers will bear the burden of future rate increases whether they participated or not.

[Visit the USPS site for details](#)



## The stakes can't get any higher

We're operating in a very tough environment. Now is the time to work together to plan growth for both catalog mailers and USPS. If you haven't already decided to take advantage of this unprecedented opportunity, please take a closer look. [Check out the USPS webinar to get an overview of the program](#) and see how the discount promotion will work.

If you have questions about the program, don't hesitate to contact the [American Commerce Marketing Association \(ACMA\)](#), even if you are not a member. The ACMA is offering its support to everyone in our industry to learn how the discount promotion works and will help them.

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