

10<sup>th</sup> May 2021

To: All Retailers – Channel Isles

## **SUNDAY MIRROR/SUNDAY PEOPLE COVER PRICE INCREASES**

On **Sunday 16<sup>th</sup> May 2021** the Sunday Mirror and Sunday People will increase cover price by 20p to **£2.00**.

As a result of this price move, profit paid to retailers on each copy sold will increase to 40p.

At this challenging time for the trade, can we pass on our thanks to Retail colleagues for all the support that you give our titles, day in, day out.

**The Reach Circulation team**

Barcode information – effective from May 16<sup>th</sup> 2021:

Sunday Mirror                      977 0956 807 879

Sunday People                      977 0956 808 777

*The week number is shown as a 2 digit add on figure*

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