

10th May 2021

To: All Retailers – UK (excluding Channel Isles)

SUNDAY MIRROR/SUNDAY PEOPLE COVER PRICE INCREASES

On **Sunday 16th May 2021** the Sunday Mirror and Sunday People will increase cover price by 10p to **£1.90**.

As a result of this price move, profit paid to retailers on each copy sold will increase to 38p, a pro rata increase.

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 16th 2021:

Sunday Mirror 977 0956 807 770

Sunday People 977 0956 808 579

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

All the latest news & best sports coverage

