



PRICE CHANGE NOTIFICATION

Dear Retail Partner,

We are writing to notify you of cover price increases to **The Sun Monday to Sunday editions**, effective from **Monday 20th November 2023**. The Sun is the UK's largest news brand and continues to bring the best content to our readers.

We have taken the decision to **maintain retail % discounts at 21% across the week**. It is important to highlight to our retailers that cash margins per copy will therefore increase across all days as highlighted in the below table:

Price & Margin Changes

Title	Current Cover Price	New Cover Price	Current Margin per Copy	New Margin per Copy	Increased Margin per Copy
The Sun M-F	£0.90	£1.00	£0.189	£0.210	£0.021
The Sun Saturday	£1.20	£1.30	£0.252	£0.273	£0.021
The Sun on Sunday	£1.50	£1.60	£0.315	£0.336	£0.021

The Sun continues to invest in sales-driving initiatives to entertain and reward our readers and keep them coming back to stores. For example:

- **Hols from £9.50** — Hols from £9.50 will return on Sat Jan 6, 2024 and will be bigger and better with increased marketing investment and even more UK & European holiday parks included, available by code word collection in paper.
- **Sun Superdays** — we're relaunching Sun Superdays in February with 100s of thousands of more peak date tickets for Sun readers to go to the UK's favourite attractions. Backed by a significantly increased marketing investment, readers will also have access to more attractions across the entire year, in addition to the usual favourites such as Alton Towers, Thorpe Park and Chessington World of Adventures.
- **New promotions** – we're continuing to innovate and bring new promotional partners to The Sun, bringing more opportunities to more readers. In the last 2 months alone we've partnered with nationwide cinema and theatre chains to give away tens of thousands of tickets to Sun readers and we also introduced a new worldwide holiday promotion with 7 night stays from £70 per person.
- **The best columnists with the biggest opinions** — Piers Morgan, Trevor Kavanagh, Tony Parsons, Jeremy Clarkson, Jane Moore, Ally Ross, Rod Liddle, Clemmie Moodie, Troy Deeney, Karren Brady and Harry Redknapp continue to cover all the week's biggest talking points with their unrivalled insight. #
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- **The biggest exclusives** - on everything from sport to showbiz to politics and the Royal Family, The Sun really is scooptastic.

Thank you for your continued support of the news trade and we look forward to continuing to work with you.

Yours Sincerely,
The Sun and Sun on Sunday

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T: 020 7782 8000

Registered Office: News Group Newspapers Limited, 1 London Bridge Street, London SE1 9GF
Registered Number: 679215 England & Wales



FREQUENTLY ASKED QUESTIONS

1. What action do I need to take?

Please ensure your till systems are updated accordingly to reflect the new cover prices and barcodes for The Sun from **Monday 20th November 2023** (see table below).

Note, for copies of The Irish Sun that are sold in Northern Ireland, these price changes will also apply in line with the UK edition.

Your newspaper wholesaler will update your invoiced price in line with the new cost price.

Day of Edition	Previous Barcode	New Barcode	Previous Cover Price	New Cover Price
Monday	9770307268717	9770307268915	£0.90	£1.00
Tuesday	9770307268724	9770307268922	£0.90	£1.00
Wednesday	9770307268731	9770307268939	£0.90	£1.00
Thursday	9770307268748	9770307268946	£0.90	£1.00
Friday	9770307268755	9770307268953	£0.90	£1.00
Saturday	9770307268762	9770307268960	£1.20	£1.30
Sunday	9772047649276	9772047649573	£1.50	£1.60

2. Who can I contact with any queries?

Please email retailadmin@news.co.uk with any questions regarding store processing. For all questions from customers please direct them to email our customer service team at help@thesun.co.uk.

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