

i Newspaper

Cover Price Reduction to €1 !

Dear Retailer

Great News - The **i** newspaper will be reducing it's cover price for a promotional period to €1 from Monday 30th November 2020.

During this period we will maintain your cash margin so your profit from each copy sold will be unaffected. This promotional offer will be supported with retail posters to highlight the reduced cover price.

The **i** newspaper publishes Monday to Saturday and has a fresh and exciting look at UK & World News, Brexit, Business, Opinion, Lifestyle, Culture and Sport.

i newspaper is owned by DMG Media, the publisher of the Irish Daily Mail and The Irish Mail on Sunday.

Barcodes will remain unchanged and new cover prices are listed below. Please update your records to reflect the new promotional price.

| Day | Barcodes | Cover Price |
|-----------|---------------|-------------|
| Monday | 9772045492911 | €1.00 |
| Tuesday | 9772045492928 | €1.00 |
| Wednesday | 9772045492935 | €1.00 |
| Thursday | 9772045492942 | €1.00 |
| Friday | 9772045492959 | €1.00 |
| Saturday | 9772045492065 | €1.00 |



Thanking you for your continued support of our newspapers in your shop.

Circulation Department
DMG Media Ireland