

27 March 2015

Dear Newsagent,

Sun-Herald Cover Price Increase – NSW & ACT (excluding Far North Coast NSW)

Please be advised that effective Sunday, 5 April 2015, the cover price of *The Sun-Herald* will increase.

- **Commencing with the Sunday, 5 April 2015 issue the cover price of *The Sun-Herald* will increase from \$2.80 to \$3.00 (incl. GST)**

Additionally, the retail sales fee for *The Sun-Herald* has also been reviewed and will increase at the same time.

There is no change to the current cover price or retail sales fees for the weekday or Saturday editions of *The Sydney Morning Herald*.

Please see the attached table for the new, standard *Sun-Herald* wholesale rates, cover prices and retail sales fees. More detailed information, including new discretionary bonus and contract penalty rates, will be available on Connect shortly.

Yours Sincerely,



Tom Gerstmyer
Metro Director of Circulation & Newspaper Sales

The Sun-Herald Retail Sales Fees from Sunday, 5 April 2015

Specialist Newsagent Fee	Current Fee (GST Excl)	Current Fee (GST Inc)	New Fee (GST Excl)	New Fee (GST Inc)
Sunday	\$0.5409	\$0.5950	\$0.5727	\$0.6300

News Retailer Fee	Current Fee (GST Excl)	Current Fee (GST Inc)	New Fee (GST Excl)	New Fee (GST Inc)
Sunday	\$0.4273	\$0.4700	\$0.4545	\$0.5000

General Retailer (Sub-agent)	Current Fee (GST Excl)	Current Fee (GST Inc)	New Fee (GST Excl)	New Fee (GST Inc)
Sunday	\$0.2705	\$0.2975	\$0.2864	\$0.3150

The Sun-Herald standard wholesale and cover prices from Sunday, 5 April 2015

Specialist Newsagent	Wholesale Price (GST excl)	Wholesale Price (GST incl)	Cover Price (GST incl)
Sunday	\$2.1545	\$2.3700	\$3.0000

News Retailer	Wholesale Price (GST excl)	Wholesale Price (GST incl)	Cover Price (GST incl)
Sunday	\$2.2727	\$2.5000	\$3.0000

General Retailer (Sub-agent)	Wholesale Price (GST excl)	Wholesale Price (GST incl)	Cover Price (GST incl)
Sunday	\$2.4409	\$2.6850	\$3.0000