

27 March 2015

Dear Newsagent,

Sun-Herald Cover Price Increase – South East QLD & Far North 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 \$3.00 to \$3.20 (incl. GST)**

Additionally, the retail sales fees for *The Sun-Herald* have 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 Retail Fee (GST Excl)	Current Retail Fee (GST Inc)	New Retail Fee (GST Excl)	New Retail Fee (GST Inc)
Sunday	\$0.5773	\$0.6350	\$0.5955	\$0.6550

News Retailer Fee	Current Retail Fee (GST Excl)	Current Retail Fee (GST Inc)	New Retail Fee (GST Excl)	New Retail Fee (GST Inc)
Sunday	\$0.4591	\$0.5050	\$0.4773	\$0.5250

General Retailer (Sub-agent)	Current Retail Fee (GST Excl)	Current Retail Fee (GST Inc)	New Retail Fee (GST Excl)	New Retail Fee (GST Inc)
Sunday	\$0.2886	\$0.3175	\$0.2977	\$0.3275

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	\$2.3136	\$2.5450	\$3.2000

News Retailer	Wholesale Price (GST excl)	Wholesale Price (GST incl)	Cover Price (GST incl)
Sunday	\$2.4318	\$2.6750	\$3.2000

General Retailer (Sub-agent)	Wholesale Price (GST excl)	Wholesale Price (GST incl)	Cover Price (GST incl)
Sunday	\$2.6114	\$2.8725	\$3.2000