



Newsflash

Cover Price

10th January 2019

Increases
Guardian /
Observer

Sterling Editions

The Guardian & Observer will be increasing cover price from issue Saturday 12th January 2019.

Retail margins increased pro-rata.

Please find below the new barcodes and pricing details:

Issue Day	Issue date	New Barcode	Old Cover Price	New Cover price	Retail %Discount	Retail PPC
Saturday	12/01/2019	9770261307460 02	£2.90	£ 3.20	22.00%	£0.704
Sunday	13/01/2019	9770029771724 02	£3.00	£ 3.20	24.50%	£0.784
Monday	14/01/2019	9770261307910 03	£2.00	£ 2.20	22.00%	£0.484
Tuesday	15/01/2019	9770261307927 03	£2.00	£ 2.20	22.00%	£0.484
Wednesday	16/01/2019	9770261307934 03	£2.00	£ 2.20	22.00%	£0.484
Thursday	17/01/2019	9770261307941 03	£2.00	£ 2.20	22.00%	£0.484
Friday	18/01/2019	9770261307958 03	£2.00	£ 2.20	22.00%	£0.484

Euro Editions

The Guardian will be increasing cover price from issue Saturday 12th January 2019.

Retail margins will remain unchanged.

Please find below the new barcodes and pricing details:

Week day	Issue date	Barcode	Suggested Retail Price	Cost price	Discount
Saturday	12/01/2019	977026130746002	€ 3.80	€ 2.68	23.00%
Monday	13/01/2019	977026130791003	€ 2.70	€ 1.91	23.00%
Tuesday	14/01/2019	977026130792703	€ 2.70	€ 1.91	23.00%
Wednesday	15/01/2019	977026130793403	€ 2.70	€ 1.91	23.00%
Thursday	16/01/2019	977026130794103	€ 2.70	€ 1.91	23.00%
Friday	17/01/2019	977026130795803	€ 2.70	€ 1.91	23.00%