

iweekend

Dear Retail Colleague

We are writing to inform you that from the 14th September 2019, iweekend will increase in price by 20p from £1.00 to £1.20. Please pass this announcement on to relevant staff and ensure systems are updated with the new barcode (below) and that the subscription voucher value is amended. Retail terms will remain at 21.5%, so profit on every copy sold will increase from 21.5p to 25.8p.

Readers will notice a stronger 'weekend' feel to their newspaper with additional focus on relaxation and indulgence and at £1.20 iweekend remains great value. Over the coming weeks, iweekend will be supported by a multi-channel publicity campaign promoting our "Weekends Covered" message.

Please use this opportunity to increase your profits by displaying iweekend prominently in your stores. Also, please remind staff iweekend is a weekend proposition and therefore remains on sale throughout Sunday too.

We will be holding subscription prices at current levels until 31st October 2019 so subscribers will be getting a 33% saving rather than the usual 30%. Your customers will find further details printed in i and iweekend.

New iweekend Barcode:

EAN	Price	Start Date
9772045492065	£1.20	14/09/2019

Subscription Vouchers:

EAN	Previous Value	New Value	Expiry Date
9914316630008	£1.00	£1.20	31/12/2020

As ever, we are grateful for your continued support and recognise the role your stores have played in making i and iweekend the success story they've become.

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