



## Price increase on the Mon-Fri Financial Times

Dear Retailer

The cover price of the Monday-Friday edition of the Financial Times will increase on **Monday 17<sup>th</sup> November 2008**, from £1.50 to **£1.80 per copy**. There is no change to the Weekend (Saturday) price.

We are increasing retail margin pro-rata, giving you a further increase in the margin you can earn by selling the FT at normal cover price. In percentage terms, margins stay at 22.2%. As a cash amount, the new margin is 40.0p. The amount you earn from selling each copy of the FT has now gone up by almost 70% in less than two years.

We recommend that you advise regular FT purchasers to buy subscription vouchers which they will then redeem in your shop. FT voucher subscriptions are available for a substantial saving over the cover price, and you will still earn full margin on these copies. Readers should be advised to call 0800 028 3838 to set up their voucher subscription.

All existing FT vouchers (including subscription vouchers) already issued for "free" copies will automatically be redeemed by us from the date of the increase at the new cover price, provided they are within their valid dates. So please continue to accept them as full payment for copies of the FT.

The barcodes printed on the FT will also change at the same time. The new barcodes with effect from Monday 17<sup>th</sup> November are as follows:

| Day             | Price £ | Retail discount (%) | Retail discount (p) | Barcode          |
|-----------------|---------|---------------------|---------------------|------------------|
| Mon             | 1.80    | 22.2%               | 40.0p               | 97 70307 17621 0 |
| Tues            | 1.80    | 22.2%               | 40.0p               | 97 70307 17622 7 |
| Wed             | 1.80    | 22.2%               | 40.0p               | 97 70307 17623 4 |
| Thurs           | 1.80    | 22.2%               | 40.0p               | 97 70307 17624 1 |
| Fri             | 1.80    | 22.2%               | 40.0p               | 97 70307 17625 8 |
| Sat (unchanged) | 2.30    | 22.6%               | 52.0p               | 97 70307 17646 3 |

We are always pleased to work with the best retailers to develop sales of our title. If you see an opportunity for further promotion and would like support from the FT, please call Circulation on 020 7873 4585.

Thank you for your support.

Martin Ashford  
UK Circulation Director