

Free Daily Newspapers

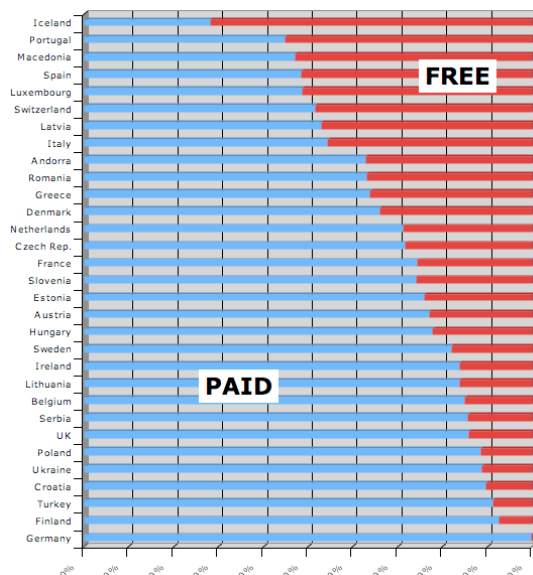
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Free dailies 25% share in Europe

With a 2% drop in free circulation in Europe (end October 2008 compared to end 2007), closures of free dailies in Sweden, Croatia, the Netherlands, Denmark, Finland, the Czech Republic and Iceland, drops in paid circulation as well, and still some launches of free dailies in 2008 (Romania, Ukraine, Italy, Turkey), the situation on the European newspaper market changed compared to a year ago.

The 2008 market shares are calculated using World Press Trends 2007 and the most recent free circulation data (October 2008). As paid circulation is going down in most markets, 'real' free markets shares are probably somewhat higher.



Six European countries were in the >50% group in 2007. Denmark now has 34% free circulation. Iceland has 72% free, Portugal 55% and Luxembourg 51%. Macedonia has 53% free (not audited but claimed by the publishers).

In Spain 51% is free. Free circulation dropped in the last months, but the last yearly data (2007/2008) shows an average circulation of the four national papers of 3.7 million. There is a problem, however, with paid circulation data. The top paid newspapers El Pais, Marca, El Mundo, ABC, La Vanguardia, AS, El Periodico, El Correo and La Razon have exactly the same circulation in 2006 and 2007. This is either a miracle or a problem with data... I suspect the latter. (It is not the only miracle: paid Greek circulation more than doubled compared to 2005; Belarus circulation has been exactly the same for five years; Moldova circulation is now four times as high as in 2002.)

In Italy, Latvia and Switzerland free circulation is around 45% while in Greece, Romania, Denmark and Andorra more than a third of the total daily circulation is free. In

Slovenia, France, Czech Republic and the Netherlands the market share of free dailies is more than 25%.

Data on European paid circulation is more-or-less complete over the last 12 years (1995-2007) for 20 countries, these represent 90% of the total circulation. In this group circulation dropped with 17% since 1995. The losses seem to increase, in the preceding years there was a drop of 1 or 2% - in 2006/2007 the drop was 3%.

The average market share of free dailies in these countries is 25%. Iceland (-46%), Czech Republic (-34%), Hungary (-33%), Denmark (-23%), the UK (-21%), the Netherlands (-20%), Germany (-19%) and Poland (-18%) lost more than average.

FDN BAROMETER

The FDN barometer measures free dailies and circulation, comparing end 2005 with October 2008.

Free Dailies 2005 / October 2008 (circ. * 1000)

	Countries		Titles		Circulation	
	2005	2008	2005	2008	2005	2008
Europe	24	32	83	129	15,404	26,897
America's	9	10	47	79	4,792	6,985
Asia/Pac/Afr	10	16	20	37	4,409	8,667
total	43	58	160	245	24,605	42,549

LAUNCHES

Adevarul de seara in seven editions

Free Romanian evening paper Adevarul de Seara by paid paper Adevarul launched 17 October in seven different editions: Bucarest, Cluj, Timisoara, Iasi, Arad, Bacau and Oradea. All local editions have their own front page while there is a local editorial staff of around 20 people in every city. The paper counts 16 pages in full color.

The first print run was 250,000 and should increase to 500,000 in a few weeks. Other markets will follow. Next year the circulation is expected to climb to 700,000 or even 1 million according to an editorial in Adevarul. With half a million copies Adevarul de seara will be the daily with the highest circulation as paid paper Libertatea distributes 250,000 copies.

Adevarul Holding planned the paper for 14 months. Printing will be done on printing presses in Bucarest, Cluj, Timisoara and Iasi. The owner of the publisher, Dinu Patriciu, is the richest Romanian with a fortune estimated at approx. €2 billion. According to Razvan Corneteanu, General Director of Adevarul Holding, Patriciu invested "several million euros".



Paid Adevarul saw its circulation drop in the last years, in 2008 it reported a circulation of 25,000. Ten years ago this was around 180,000. In 2005 almost the entire staff left Adevarul to start Gandul, which was later acquired by the Media Pro group. Adevarul was acquired by Dinu Patrici. (Jurnalisonline, HotNews.ro, Adevarul)

Other free papers in Romania are Arad Expres (15,000), Timis Expres (27,000) Cluj & Hunedoara Express (joint circulation 47,000), Curentul (65,000) and Ring (50,000). The newspaper with the highest circulation in Romania is paid paper Libertatea (260,000 copies).

More publishers are developing paid/free models. Sometimes the paper is distributed for free and paid (Manchester Evening News, Österreich). In other cases a free edition uses the same brand name: 24Sata (Croatia), TT Compact (Austria), FTD Kompakt, Handelsblatt am Abend, Süddeutsche Zeitung Primetime (Germany), Herald AM (Ireland), Le Matin Bleu and Blick am Abend (Switzerland) and The Record PM (UK). *INMA is planning a seminar on these strategies in March 2009 in Lisbon.*

20 Minuten Friday

The first issue of 20 Minuten Friday, the free lifestyle magazine of free daily 20 Minuten was launched 31 October. The magazine is available in 900 boxes in the German speaking part of Switzerland. The magazine is a co-production with woman's magazine Annabelle and entertainment portal tillate.com. Initial circulation is 137,000. (Persoenlich)

OBITUARIES

Bluffton Today next month paid

Free daily Bluffton Today, launched in 2005 in Bluffton (S.C.) will move from free to paid on December 1. Publisher Tim Anderson blamed rising newsprint and ink costs and dropped ad revenues because of the economy.

Converting to a paid newspaper was not an easy decision (...) We studied every possible solution but the bottom line is nothing else made financial sense.

Bluffton Today will cost 25c at newsstands (75c on Sunday). The paper has a (free) circulation of 17,000 and is published seven days a week. Editor Kyle Poplin said:

Thanks to our readers' input, we've become a model for community journalism. Now we need our readers' help more than ever during these tough times.

Anderson added in a column in the paper:

The model was built to rely solely on advertising revenues to publish daily. Every member of the Bluffton Today team had confidence that we could make the free newspaper model work. And we did for more than three years. We continued to manage our expenses while experiencing revenue growth through the first of this year. But these are extreme times for most businesses, and newspapers are no exception.

24 Stundir merges with paid paper

The financial crisis in Iceland will lower the number of free dailies from two to one and the number of newspaper publishers from three to two. The publisher of free daily Frettabladid - Arvakur hf. - will merge with Posthusid Arvakri, the company publishing paid paper Morgunbladid. Frettabladid, launched in 2001, will become the free sister paper of Morgunbladid.

Free paper 24 Stundir (formerly Bladid, launched in 2005), owned by Posthusid Arvakri will 'merge' with Morgunbladid, meaning it will be closed down. Only paid competitor is tabloid DV, although its circulation (less than

10,000) is marginal compared to Frettabladid (104,000) and Morgunbladid (42,000). 24 Stundir printed around 75,000 copies. (IceNews)

Dagsbrun's media company 365 (owner of Freattabladid) is now only a minority shareholder (36.5%) in Árvakri.

Frettabladid is home delivered seven days a week, while the page count is sometimes more than a 100 pages. It is expected that advertising will drop, which will affect page count and the - expensive - distribution. Readers in more remote areas could be affected.

CIRCULATION

Spanish free dailies cut circulation

Compared to September 2007, circulation of the national free dailies in Spain dropped substantially last month from 3.9 million to 3.3 million. Heavy competition and the recession are the most likely reasons for the drop.

In September 20 Minutos distributed 815,600 copies - over the last 6 months of 2007 and the first 6 months of 2008, circulation was more than a million, compared to September 2007 the drop was 39%. In July the first signs of cutting circulation became visible. ADN cut circulation by 30%. Metro and Qué! both decreased distribution with 6%. (PeriodistaDigital)

READERSHIP

Free dailies 3rd to 6th in Catalonia

20 Minutos might be the best read newspaper in Spain, in Catalonia it is only the third paper. Local paid papers El Periódico and La Vanguardia lead the pack in the North-Eastern region. After these two paid papers free papers 20 Minutos, Qué!, ADN and Metro follow. (El Periódico)

Free dailies lead in Greece

Free dailies City Press, Metro and Metropolis are the best read newspapers in Greece, according to Bari research (March-September 2008).

City Press has 295,000 readers (+14% compared 2007). Metro is 2nd with 280,000 readers (+25%), Metropolis is 3rd with 183,000 (+16%).

Paid paper Ta Nea has 174,000 readers. Ethnos, Eleftherotypia and Eleftheros follow on positions 5 to 7. All paid papers lost readers compared to 2007.

MetroXpress & 24timer best-read

MetroXpress and 24timer were the 2nd and 3rd papers in Denmark in the first half of 2008. As Nyhedsavisen, which had the highest number of readers, closed down, MetroXpress and 24timer are now 1 and 2.

MetroXpress, however, lost readers over the last years, also because of heavy competition. From the second half of 2006 on, when there were 680,000 daily readers, the paper dropped to 494,000 readers in 2008.

Also 24timer, now owned by Metro International, lost readers: 494,000 now against 535,000 in 2007. Urban, now the 6th paper lost in the last year, going down from 624,000 in 2006 to 430,000 now.

Paid paper Jyllands Posten also lost a substantial number of readers, from more than 600,000 in 2006 to less than 500,000 now. Politiken, Ekstra Bladet and B.T., however, are gaining readers in the last 12 months. (TNS/Gallup).

Österreich 3rd in Austria

Free/paid daily Österreich was in 2007/2008 for the first time included in the Austrian 'Media Analyse' readership survey. With 688,000 daily readers the paper came in 3rd after paid papers Kronen Zeitung (2,962,000) and Kleine Zeitung (820,000).

Kurier (612,000 readers) and Der Standard (352,000 readers) follow on 4th and 5th position. Free national daily 'heute' and local free dailies in Tirol and Linz are not included in the survey.

As new methods were employed, comparing results over the last years is difficult, but it seems that most Austrian paid papers lost readers. Kurier, Der Standard, Tiroler Tageszeitung, Die Presse, Salzburger Nachrichten and the Neue Kärntner Tageszeitung lost more than 10% of their readers since 2005. (Publicitas)

1.6 million readers Metro Sweden

For the first time Metro Sweden broke the 1.6 million readers border according to the Sifo/Orvesto survey (May-August 2008). In 2006 Metro had 1.5 million readers. With 1.6 million readers, Metro is the best read newspaper, followed by Aftonbladet (down from 1.4 to 1.2 million readers since 2006) and Expressen (losing 150,000 readers in three years).

Of the Metro editions Stockholm is the best-read (672,000 readers), growing in 2008 after the closure of Punk SE. The Riks (national) edition has shown the most steady growth, from 186,000 in 2005 to 459,000 now. Göteborg has 279,000 readers and Skåne 273,000.

The only daily City edition in Malmö/Skåne has 109,000 readers and is still growing - 91,000 readers in 2006.

ADVERTISING

Metro goes wild

October 30 I was handed a special Metro in Amsterdam as I left Central Station. The wrap had a leopard skin print, with hardly any text. But all the same very catchy. Girls dressed as Livingstone (or Stanley) were handing out leaflets as well.

In total 6 pages of ads were devoted to holidays in South Africa, sponsored by the South African Tourism Board and holiday operator Kras. There is also a contest in which both Metro and social networking website Hyves are participating. Winners travel for free to South Africa.

JP & 24timer/Metro join ads

Paid paper Jyllands Posten will cooperate with free dailies Metro and 24timer in selling job ads in Denmark. Jyllands Posten will sell ads in the western part (Arhus) of the country.

Jyllands Posten's publisher JP/Politiken Hus owns 24.5% of Metro. Metro acquired the JP/Politiken Hus free daily 24timer when the publisher bought a share of the Danish Metro operation. (MediaWatch)



RedEye's musical box

Chicago free daily RedEye equipped its newspaper boxes Monday 13 October with sound gadgets so that each time a box was opened readers heard a short audio clip of Frankie Valli & The Four Seasons' song Sherry.

The campaign is part of a promotion of the musical "Jersey Boy", celebrating the one-year anniversary of the musical's performances in Chicago. (E&P)

PUBLISHERS

Free in Russia

As I reported earlier, Metro was considering an entrance in the Moscow market. This was confirmed by a official 2008 report 'the Russian Periodical Press Market - Situation, Trends and Prospects' from the Federal Agency for the Press and Mass Communications / Periodical Press, Book Publishing and Printing Department.

The report stated that Metro International (already publishing a Metro franchise in St. Petersburg) is exploring a possible joint venture with the publishers of Komsomolskaya Pravda to publish a free paper handed out at subway entrances. Komsomolskaya Pravda recently started with handing out their Monday edition for free. If a 'Metro Pravda' would be published in Moscow, it would be the third free daily in the city.

Another Metro (formerly by AFK Sistema, now controlled by Moscow Subway / City Council) started in 1997, and moved in 2003 to semi-weekly in the Russian capital. In 2005 it expanded to four days a week, while it distributes MetroLife, a TV-magazine with a focus on lifestyle and celebrities on the fifth day. The paper has a circulation of 600,000. It is distributed in more than a hundred subway stations and through supermarkets. Metro cooperates with other local weeklies on advertising deals.

Since 1992 there is also the English language Moscow Times, distributed free to hotels and businesses, although also subscriptions are possible. This paper is now owned by the Finnish Sanoma Group.

The market of free weeklies is even more crowded. In the 'Russian Periodical Press Market' it is stated that: *the free-distribution press market in Russia was the fastest growing sector in 2007 as consumer demand for it grew and attracted more and more advertisers.*

Norwegian Schibsted publishes free weekly Moi Rayon in St. Petersburg and Moscow with a total circulation of almost one million. Also Extra M is available. It used to focus on classified advertising only, but is now a more general free paper. The paper was launched in 1992 with a circulation of 500,000. It was distributed to households, in 2002 it started distributing at subway stations as well.

Weekly Center Plus is the most important Moscow classified newspaper (In St. Petersburg there is also a free Center Plus, but by a different publisher). To make things even more confusing in terms of using the 'Metro' name, there is a weekly Metro as well in Moscow.

Also in Yekaterinburg, Murmansk, Omsk and Vladivostok free weeklies started in 2006 and 2007.

\$500,000 Q3 revenues for Briefing

Briefing, the new free, home-delivered daily by A.H. Belo Corp. (Dallas) reported a revenue of approximately \$500,000 in the third quarter of 2008. The paper was launched halfway in August so this concerns only half the period reported. Costs, however, were not disclosed.

Belo also reported a lower than expected opt-out rate for the paper, although they did not reveal their 'expectations'. The company in total reported \$17.26 million in losses, much more than the net loss of \$6.28 million in Q3 2006. (RTT News)

Madrid Manifesto

On the last day of the 1st Congress of Free Press in Madrid at the beginning of October, a 'manifesto' was drawn up to emphasize the importance of free of charge publications.

The plan is to establish a federation of free publication, the International Federation of Free Press (IFFP) that could function as a representative for free publications worldwide. José Antonio Martínez Soler, CEO of 20 Minutos (Spain) is proposed as first chairman, the board consists of 11 members so far.

The manifesto consisted of ten points:

1. Free Press constitutes one of the most relevant phenomena happened in the field of communication and journalism in the last years.
2. Free Press supports reading, and allows a broader and better access of the population to information, culture, social participation and democratic habits.
3. Free Press covers an important social role, creates social tissue, and supports cohesion in the communities of readers, to whom it is addressed.
4. Free Press creates reinforcement for the right of freedom of expression and of the other public freedoms in a democratic society.
5. Free Press, which is elaborated with criteria of highest quality, has implied an innovation in the exercise of journalism; and the professionals elaborating it, do that with criteria of maximum quality, ethics, seriousness and independence.
6. Free Press is a beneficial agent for the economy in its whole, since they create employment and wealth, and support competition, and imply a stop to prices' rise.
7. Free Press provides the advertisers innovative and more efficient ways to have their products known by the population.
8. Free Press requests to public institutions to be treated with fairness, both in provision of information and in concern with institutional advertisement.
9. Free Press creates new readers, hence contributing to the development and future of all the communication media.
10. Free Press is, in the end, a public good.

Metro shops for paper in Russia

Christian Rynning-Tonnesen, CEO of paper producer Norske Skog said in an interview with Blomberg News that paper prices in Europe will increase by more than 15 percent next year.

Metro International CEO Per Mikael Jensen said in a reaction that Metro would go to Russia to buy newsprint, where there are large paper producers while demand is not as high. (MediaWatch)

According to an article in Paper & Forest Products prices for newsprint could be even 20% higher for UK publishers. In the last months European newsprint price dropped compared to US prices.

Blunt Metro editor-in-chief

Metro International invited British rock star James Blunt to be editor-in-chief for the international free newspaper on 17 November. Blunt will be working from the Rome office and contribute on a feature about humanitarian organization Médecins Sans Frontières. But doing good can be combined with doing business.

Inviting guest-editors is not new for newspapers, but with the Blunt-deal Metro seems to cross another line because the deal is part of a marketing deal with Blunt's record company Warner Music. (EditorsWeblog)

Metro Q3 results

Main message from Metro: sales down in Q3 and first nine months of 2008. Total net sales in Q3 decreased by 14 percent to €57.0m (2007: €66.2m). Sales declined by 8 percent excluding closed and divested operations. The loss from operations was €13.4m (2007: €13.5m).

In the first nine months operational sales decreased by 9 percent to €212m (2007: €234m). The loss from operations was €18.4m (2007: €18.7m).

Ringier 100% owner in Serbia

Swiss publisher Ringier AG owns since October 7 all shares of their Serbian publishing group after minority shareholder VCP Media Partners B.V. sold their shares. Since 2003 Ringier is active in Serbia, it publishes paid tabloid Blic (a version of their Swiss Blick newspaper) and free daily 24Sata. Ringier Serbia also publishes magazines and websites and has stakes in a advertising firm and a printing plant. (Persoenlich)

TITLES

Job cuts at Metro UK

Daily Mail & General Trust (Associated Newspapers) will cut jobs at their morning free daily Metro. According to MediaGuardian "the staff working in the newspaper's regional offices compiling the Metro Life listings and reviews section could be affected", meaning it will affect online operations in the first place.

Steve Auckland, the Metro managing director, said the impact of the economic downturn was likely to hit the freesheet's advertising revenues into next year:

Like most media organizations we have been busy streamlining the business to deal with a tougher market.

Metro Scotland will see five staff members of a total of 22 go in the near future. The Scotland staff is producing 50% of the content, and 70% of the sports content.

On AllmediaScotland Metro Steve Auckland was criticized for calling the lay-offs a result of 'streamlining' and made also possible by a 'new editorial system':

It's widely known the new editorial system Steve Auckland mentions has in fact slowed production in the Glasgow office and the loss of staff will only reduce the quality of the paper.

Family' column *Blick am Abend*

Swiss free daily Blick am Abend started a bi-weekly legal column. Readers can send in questions about legal family issues. The first one was about *ending* a family. A reader asked whether she should already start looking for a lawyer because she and her husbands have frequent fights. "Get a lawyer now" was the obvious answer.

Fact checking in the Netherlands

Students of the School of Journalism in Tilburg started a website about 'fact checking'. It is in fact about Dutch newspapers, magazines and TV news *not* checking facts.

On the website errors, mistakes, unwarranted claims, lying with statistics, fooling around with quotes, wrong headings and misinterpreting research are documented. <fhifactcheck.wordpress.com>

Free dailies have the dubious honor to be mentioned quite often. The site is on air since September and was also three weeks inactive. Spits was featured five times, Metro four times and De Pers three times.

Examiners earn money

Bloggers working for the websites of the Examiner in San Francisco, Chicago, Baltimore, Denver and Seattle have started to earn 'real money'. The bloggers, called 'examiners', are paid \$2.50 per 1000 pageviews. The 800 'examiners' so far make an average of \$25 a month although the biggest paycheck was \$1700.

The Examiner is a free paper in SF, Washington and Baltimore, it has 60 local websites in other markets. After the five beta-markets, other cities (New York) will follow. The number of 'examiners' is expected to grow to 1000. The websites attract 1.3 million visitors a month in the U.S., according to comScore. (Techcrunch)

New .ch launched

Swiss free daily '.ch' relaunched Wednesday 22 October with a new design and lay-out. The masthead now shows the logo against a bright red background, with orange and yellow as supporting colors.



Also all inside pages have changed. The first part is devoted to current affairs and news (Aktuell), followed by service and local news. In terms of content, the paper is now more focused on entertainment and light news.

The last pages contain sports with the last page being something like a second (sports) front page.

Distribution of the five editions of .ch is now targeted at public transport. Household distribution is stopped. On the (also redesigned) website readers can vote for the new design. 67% voted for 'Super', 20% for 'Okay' while the rest (14%) was not too happy with the new look.

CASHdaily becomes CASH

Swiss free business daily CASHdaily relaunched as just CASH. Also the design of the paper by Ringier (paid paper Blick, free daily Blick am Abend) changed.

The paper started two year ago as a free daily spin-off of paid business weekly CASH. The weekly was closed down in the summer of 2007. CASHdaily started with a circulation of 75,000 and now distributes 98,000 copies a day. Readership is 85,000 according to the latest survey.

Metro Belgium Job Magazine

Belgian free daily Metro (Concentra) published a Job Magazine Friday 17 October with a circulation of 150,000. The magazine is distributed through the boxes of the morning newspaper from 15:00 on and to businesses and university campuses.

Berliner Morgenpost weekend

Readers of free weekly Berliner Morgenpost Wochenende (Springer) that was launched in September in Berlin were greeted with 'Liebe Berlinerinnen, Liebe Berliner' and were told that they would receive the new free weekly every weekend in their mailbox, containing "the most interesting stories of this week".

The paper contains stories that were published in the preceding week in the paid Berliner Morgenpost: "those of you who already read the Morgenpost will find many familiar stories". The paper also has a TV program for the weekend and a entertainment listing. Two to three pages of the paper are devoted to advertising, although one of the copies I got also had an advertising insert. Circulation is around 1 million weekly.

In Berlin the free weekly competes with Berliner Abendblatt (Berliner Verlag GmbH, 1.2 million copies). Springer also is publishing the free Berliner Woche (1.46 million copies) in the German capital.

New design for SF Star

Free San Francisco daily The City Star - small local sister paper of the SF Examiner - recently introduced a new design. According to Clyde Davis' free-daily.com the design looks rather similar to its competitor SF Daily Post. Both papers started in 2006, the Daily Post in May, the Star six months later.

The Zurnal24 case

Simona Zavratnik and Tomaz Bergoc from Zurnal24 in Slovenia were presenting on the last day of the Madrid free press conference in the beginning of October. Zurnal started as a free weekly, but being only 3rd in the market in 2003. Owner Styria Medien (Austria) decided in 2007 to launch a daily: Zurnal24 from Monday to Friday.

The paper started with 110,000 copies handed out on the streets on weekdays and 290,000 in the weekends. The daily is distributed in 30 cities at 6:00 AM, by 8:00 AM 99.8 percent of the papers are taken. The weekend Zurnal is delivered in 5 editions by mail, and also arrives early in the morning. The paper has a readership of 201,000, which makes it the second in the market. 60% of the readers are under 40.

Zurnal24 will introduce electronic box registration so the optimum number of papers can be calculated for each separate newspaper box.

East Valley Tribune 4 days

Arizona daily East Valley Tribune will move from 5 to 4 days in January: Wednesday, Friday, Saturday and Sunday, meaning Thursday will be skipped. A downturn in advertising is said to be responsible for the move. The first section of the paid paper is available free in racks in the city centers. Paid circulation is 104,000 - free circulation is about 15,000.

The paper moved to the paid/free model in 2007. The Tribune will cut 142 jobs — about 40 percent of its overall staff. It will withdraw from Scottsdale and Tempe, and concentrate on Mesa, Gilbert and other parts of the East Valley. (free-daily blog)

PEOPLE

New director and editor De Pers

Ben Rogmans, who was publisher and editor-in-chief at Dutch free daily De Pers, will leave the seat of editor to Jan-Jaap Heij. Jan-Jaap Heij was editor of the Saturday edition of De Pers, which was closed in July. De Pers also stopped household distribution of the paper.

Former Metro editor moves to Spits

Jan Dijkgraaf, former editor of Metro Holland, will be working for competitor Spits (Telegraaf Media Group) as a TV-critic. Dijkgraaf was editor of the Dutch Metro from 2002 to March 2006. (Adformatie)

Two free dailies in Venezuela

One of our readers pointed me to a second free daily in Caracas, Venezuela. So far, I was only aware of Primera Hora, launched in 2005 by El Nacional.



The second free daily: Diario de Caracas started in 1979 as a paid tabloid paper. In 1995 it was forced to close down after a financial crisis. In 2005 Consorcio TP brought the paper back to life, this time as a free daily. El Diario de Caracas now distributes 50,000 copies daily, seven days a week.

Madeira: *Diario Cidade*

Apart from the four general and one free business daily newspapers published in Portugal, there is also one local paper. *Diario Cidade* was launched in Spring 2007 on Madeira. The island belongs to Portugal but is almost 1000 kilometers away from the European mainland.

The paper is published by 'O Liberal, Empresa de artes gráficas', also owner of paid weekly *Tribuna de Madeira*. Circulation (audited by APCT) is 22,000.

RESEARCH

Germans want free dailies

A research by the Berliner market research firm Mindline Media revealed that German readers - unlike German publishers - do want free papers.

A thousand people between 14 en 49 were questioned. 46% thought free papers would make newspapers in general more attractive while 40% wanted a smaller (tabloid) newspaper. Also more local news (36%) and more flexible subscriptions, for instance weekend-only (30%), were mentioned by the readers.

Germans are serious readers, having more comics and bigger pictures was only valued by a small minority (Horizont)

Spanish immigrants media use

The ACP (Asociacion para el Conocimiento de la Poblacion Immigrante) researched the media use of immigrants in the Madrid, Barcelona and Valencia areas in May/June. Weeklies for immigrants are read by 27%, free dailies by 25% and 'regular' paid newspapers by 15%.

Of the weeklies, free Latino is the most popular. Latino has around 430,000 weekly readers. Si Se Puede is second with 232,000 readers. Of the free dailies 20 Minutos is the best-read with 335,000 daily readers, indicating that more than 10% of its readers are immigrants. Metro is second (321,000), Qué! third (281,000) and ADN fourth (246,000).

In the Valencia area 5000 people indicated they read the free Mini Diario. Of the paid papers El Pais, Marca and El Mundo were the most popular.

Books on Austrian free papers

Books about free publications are rare, but in 2005 Thomas Driendl published a book on free dailies in Austria. The book is the 'Magisterarbeit' (Master thesis) that Driendl did for the University of Innsbruck. The market of the free weeklies and how readers value them, is the main subject of the book, although it also contains a short chapter on the first Austrian free daily U-Express.

"Der Markt für Gratiszeitungen in Österreich" is published by Grin Verlag and can be ordered from their website. The same publisher also published "Müssen Gratistageszeitungen 'schlecht' sein?" by Peter Weihs, a short study for the Vienna University, but with more information on the case of U-Express.

EVENTS

Frankfurt Int. Comm. Forum

On November 4, I will talk at the International Communications Forum in Frankfurt.

Other speakers include Prof. Dr. Frank L.W. Thevissen, Freie Universität Brüssel, Brüssel; Dave Armon, CEO PR Newswire, New York; Jürgen de Graeve, Audi AG; Malte von Trotha, Deutsche Presse-Agentur, Hamburg and Bertrand Pecquerie, Director World Editors Forum, Paris. More info on www.newsaktuell.de/ikf/index.htx.

Barcelona Free Press Conference

The World Free Press Conference will take place in Barcelona from 19 till 21 November.

The majority of the 150 participants so far come from Catalunya and Spain, editors, journalists and advertising executives from Sweden (Mikael Nestius, Stockholm City), Denmark (Morten Nielsen) and Norway will be present as well, as the conference also focuses on the Nordic countries.

During these three days, also professionals from Germany, Austria (Gert Edlinger, Österreich), Holland (including myself and Ben Rogmans, director of De Pers), Argentina, Colombia, United States, Mexico and India will participate. The conference has its own website: worldfreepressconference.com.

Scottsdale INMA

The 9th Annual INMA Summit on Audience Development, will be on January 21-23 at the Scottsdale Cottonwoods Resort in Scottsdale, Arizona. I will talk about moving from cannibalism to expanding the newspaper audience.

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