

Primorski Dnevnik was established in 1945; the first issue was published on May 13th. But the newspaper is rooted deep in local history: in the 19th century, Slovenes in Trieste published a newspaper called *Edinost*, which was closed down by the fascist government in 1928.

During WWII a small newspaper printed by Yugoslavian partisans in the woods close to Gorizia started publishing *Partizanski dnevnik*, the "Partisan daily," which has since been distributed among families free of charge by partisans. A Slovenian printworks still exists in Vojsko near Idrija, now in the territory of the Republic of Slovenia, and it has been maintained as a museum, open to public.

On 1 May 1945, the newspaper moved to Trieste, where some issues continued to be printed, up to May 7th. A week later, the first issue of *Primorski Dnevnik* was published; *Primorski Dnevnik* maintains it's historical on the first page as the successor to *Partizanski dnevnik*.

Later on, *Primorski Dnevnik* developed into a neutral and pluralist newspaper. Today it is owned by a cooperative of readers (about 3000 members).

Primorski Dnevnik is the daily newspaper of the Slovene community in Italy. It is published and printed in Trieste, and covers the whole area settled by the Slovenian minority in the Italian region of Friuli Venezia Giulia: the province of Trieste, a large part of the province of Gorizia and the border area of the province of Udine.

Primorski Dnevnik is a daily newspaper, published six days a week (Monday excluded), with an average length of 26 pages. It dedicates a large part of its news content to issues related to the Slovene minority in Italy, but contains general news as well: home and international politics, sports, culture, weather forecast and other news, like most newspapers in the world.

Primorski Dnevnik devotes special attention to young readers. On Sundays, nice colour pages are dedicated to the youngest population, the school pupils, produced by the schools themselves. On Tuesdays, a 12-page special is dedicated to schools. Every day each class at Slovene schools in Italy gets a free copy of the newspaper, in order to involve children and youngsters to read it on daily basis.

Totally independent journalists and policy for young readers have substantially contributed to growth of circulation and sales in last 5 years.

Primorski



Published in	Trst-Trieste, Italy	Proportion of subscription/ kiosk sales	50 %/50 %
Since	1945	Delivery	Post 20% / Private Carriers 80%
Language	Slovene	Total staff	33 (printworkers not owned by the company, its staff is not included)
Editor-in-chief	Bojan Brezigar	Journalists	16
Printed circulation	11.000	Freelancers	about 240
Frequency	Daily from Monday till Saturday	Supplements, format and frequency	A4, glossy print, regularly
Distribution rate LPA*/%	60% (estimate)	Address	Via Montecchi 6 34137 Trieste, Italy
Distribution rate WLK**/%	80% (estimate)	Phone	+39 0407 786300
Ø Total number of pages/pages in colour	26/4	Fax	+39 0407 72418
Proportion of ads/text	20%/80%	E-mail	redakcija@primorski.it
Format	Tabloid	Internet	www.primorski.it
Page layout system	QuarkXpress for Macintosh, Sinedita Editorial System		
Printing press	Solna		

* Population over 14 who reads the product daily
** Population over 14 who reads the product at least once a week