

Diari de Balears belongs to Grup Serra, which also publishes the newspapers *Ultima Hora*, (Spanish), *Majorca Daily Bulletin* (English), and *Mallorca Magazin* (German weekly).

The newspaper was founded in 1939 by the Franco regime after winning the Spanish Civil war. In 1984 it was sold to Grup Serra, which in 1996 transformed it into *Diari de Balears*, changing it from a Spanish language newspaper to one in Catalan. This was a challenge both culturally and linguistically, because never in the history of the Balearics had there been a newspaper in their own language, Catalan.

The newspaper belongs to an editorial group which provides all the services which are common to the group's newspapers. Even though it is a minority newspaper aimed at a minority market, being a part of a major newspaper group and sharing information means that the newspaper can survive.

In 2003, the Autonomous Government of the Balearic Island (PP, right) discontinued economic support for the Catalan newspapers and weeklies of Mallorca.



Published in	Palma de Mallorca, Catalonia, Spain	Maximum page coverage	80
Since	1996	coverage in 4c	16
Language	Catalan	Paper	45 g
Editor-in-chief	Miquel Serra	Proportion of subscription/ kiosk sales	2.000/3000
Printed circulation	8.000	Delivery	Privat carriers
Distributed circulation	4.000	Journalists	28
Sales circulation	5.000	Supplements, format and frequency	Saturdays (culture), Sundays (Presencia, in collaboration with regional newspapers of Catalonia)
Frequency	Daily	Address	Passeig de Mallorca 9a 07011 Palma, Spain
Ø Total number of pages/in colour	48-64 / 4-8	Phone	+34 971 788322
Proportion of ads/text	25%/75%	Fax	+34 971 455740
Format	Tabloid	E-mail	redaccio@diaridebalears.com
Page layout system	Edicomp 4000	Internet	www.diaridebalears.com
Advertising system	McIntosh		
Printing press	Plamag		

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