

The Raeto-Romanic daily paper *La Quotidiana* has a long history. Although the need for a newspaper in the language was recognized for decades, its realisation took a long time. First, with Federal and Canton funding, the Agentura da novitads rumantscha (ANR) news agency was established in order to provide the basis for a Raeto-Romanic newspaper. *La Quotidiana* (or "LQ") was brought to life in 1997 by Südostschweiz Media Group publisher Hanspeter Lebrument. The new Raeto-Romanic paper was built upon the former local newspapers *Gasetta Romontscha*, *Casa Paterna/La Punt* and *Foegl Ladin*, which were deeply rooted in their respective areas. For the Mittelbünden region, *Vousch da Surmeir* was established.

Regional reporting is conducted in the appropriate dialect (sursilvan, sutsilvan, surmiran, vallader, putér), with broader reporting in the new, unified Rumantsch Grischun language. In addition to its primary journalistic functions of information, entertainment, investigation and commentary, LQ has another significant role in language preservation and promotion. Apart from language renewal and spread, the pan-Romanic newspaper promotes the harmonisation of idioms, builds bridges between the valleys, promotes the unified language Rumantsch Grischun, and contributes substantially to the electronic mass media to reinforce Raeto-Romanic identity.

LQ is a private newspaper and receives no public funding. Like other newspapers in Switzerland, it benefits from indirect press subsidy in the form of a moderate reduction of postal fees. The Federation and Graubünden Canton do contribute to the ANR, however, which is available to all Raeto-Romanic print and electronic media.



Published in	Ilanz, Switzerland	Printing press	MAN Roland-Uniman 4/2
Since	1997	Maximum page coverage	48
Language	Raeto-Romanic	Paper	Norske 40 g
Editor-in-chief	Martin Cabalzar	Proportion of subscription/kiosk sales	70 %/30 %
Printed circulation	5500	Delivery	Post 80 %/Privat 20 %
Distributed circulation	5000	Total staff	10
Sales circulation	5500 (13.000 Fridays)	Journalists	2
Frequency	Daily Monday through Friday	Freelancers	20
Distribution rate	Surselva 60 %, Engadin 10 %, LPA*/% Surmeir 5 %, 25 % übrige Schweiz	Supplements, format and frequency	Tabloid if necessary
Ø Total number of pages/ pages in colour	16/2	Address	Via commerciala 22, 7007 Cuir
Proportion of ads/text	30 %/70 %	Phone	081 920 07 10
Format	315 x 407 mm	Fax	081 920 07 15
Page layout system	QuarkXpress CopyDesk	E-mail	Redaktion-lq@suedostschweiz.ch
Advertising system	ADFS II	Internet	www.laquotidiana.ch

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