

El Punt defines itself as a Catalan independent, democratic, county newspaper of general interest. It is edited by Hermes Comunicacions S.A., a company primarily dedicated to the edition and sale of books and newspapers.

Established in February 1979 in Girona (Catalonia), *El Punt* currently publishes seven daily editions: Girona, Barcelona, Barcelonès Nord, Maresme, Vallès, Penedès, Camp de Tarragona-Terres del'Ebre.

According to the statistics of the Oficina de Justificación de la Difusión (OJD), a national controlling body, the average circulation of *El Punt* during the year 2009 amounted to approximately 24,000 daily copies. Accordingly, *El Punt* is the leader of the local press in Catalonia and has the largest readership of any newspaper edited in Catalan; 180,000 readers daily, according to the latest estimates of the Estudio General de Medios (Controller of the news media)

In each of the seven daily editions, *El Punt* includes the daily sports newspaper *El 9 Esportiu de Catalunya*, the first and only sports newspaper in Catalan. The journal also published a weekly magazine entitled *Presencia*, which is issued on Sundays and has a circulation of 100,000 copies around Catalonia.

Group *El Punt*, with a workforce of 340 and sales around € 21 million, is focused on increasing profit margins moderately by expanding production and has a particular interest in the development and implantation of new technologies.

Principal goal: A national Catalan newspaper in several editions and covering all the Catalan countries, or all the territories of Catalan language.



Published in	Girona, Spain	Maximum page coverage	80
Since	1979	coverage in 4C	16
Language	Catalan	Paper	45 g/m²
Editor-in-chief	Editor: Joan Bosch	Proportion of subscription/kiosk sales	60 %/40 %
	Vice-president: Joan Vall i Clara	Delivery	Subscribers: Own staff Girona edition. Kiosk
	General Director: Emili Gispert Negrell	Total staff	340
Printed circulation	35.000	Journalists	210
Distributed circulation	35.000	Freelancers	10
Sales circulation	24.000	Supplements, format and frequency	El 9 Esportiu (Sports, Daily) Presencia (Magazine, Weekly) Punt de Venda (Sales Magazine, Weekly)
Frequency	Daily	Address	Santa Eugènia 42 Girona (Girona, Spain)
Distribution rate LPA*/%	2,8 %	Phone	00 34 972 18 64 00
Distribution rate WLK**/%	3,2 %	Fax	00 34 972 18 64 54
∅ Total number of pages/ pages in colour	64/8 in colour 80/16 in colour	E-mail	direccio@elpunt.cat
Proportion of ads/text	30 %/70 %	Internet	www.elpunt.cat
Format	Tabloid		
Page layout system	Dialog Funkinform		
Advertising system	MacIntosh		
Printing press	KBA - Comet, Solna D-300		

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