

Diari Segre was established in 1982. *Diari Segre* is characterised by proximity information from the Lleida region. For first time in Spain, in 1997, *Diari Segre* started printing two editions: one in Spanish and another in Catalan, every day. Its daily circulation is of about 12,000 copies (in each language, 24,000 in total). The proportion between editorial and advertisement pages is 70% / 30%.

Currently, Segre media group is present in 4 media: newspaper, radio, television and the internet. In 1994 a radio station, Segre Radio, was incorporated to the Segre holding group. Since 2000, the media group has had a digital edition available on the internet and by email in pdf format. In 2001 the Segre group completed its media channels by starting a local television channel, Lleida TV.

The newspaper's editorial staff has 5 editorial departments throughout the Lleida province at Lleida, Mollerussa, Tàrraga, La Seu d'Urgell, and in Pont de Suert. These main branch offices and other minor offices cover news for the four media

that the Segre group includes. This network provides information about the region and other international matters; debate, sport, culture and specials. It includes several supplements each week on different days (lifestyle and weekend activities on Thursday, supplement economics and business on Saturday, children's sport activities on Friday, etc.). In other activities, there is produced a weekly magazine for some specific sub region more focused on local news. Actually there is one weekly magazine for each village that has more than 5,000 citizens within the Lleida province and surrounding areas.

Segre



Dolomiten -Infografik: J. Markart



Published in	Lleida, Catalonia, Spain
Since	1997 / 1982
Language	Catalan and Spanish
Editor-in-chief	Juan Cal Sánchez
Printed circulation	12.000 + 12.000
Distributed circulation	18.248
Sales circulation	16.246
Frequency	Daily
Distribution rate LPA* / %	20,73%
Distribution rate WLK** / %	20,73%
Ø Total number of pages/pages in colour	64/16
Proportion of ads/text	30%/70%
Format	Tabloid
Page layout system	Millenium (Protec)
Advertising system	XPRES (Ibertema)

Printing press	HARRIS, UNISSET
Maximum page coverage	128
Paper	45 g newsprint
Proportion of subscription/ kiosk sales	40%/60%
Delivery	Post 5% / Private Carriers 95%
Total staff	300
Journalists	90
Freelancers	3
Supplements, frequency	10 weekly magazines
Address	C/ Del Riu 6 25007 Lleida, Spain
Phone	+34 973 248000
Fax	+34 973 224688
E-mail	mterre@diarisegre.com
Internet	www.diarisegre.com

* Population over 14 who reads the product daily

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