

Established after the revolutionary events of 1989, *Szabadság* took over the infrastructure of a former local Hungarian-language daily newspaper of the Communist Party, but it denied being its legal successor. Based in the city of Kolozsvár (Cluj), it became the central regional paper of the Hungarian minority in Transylvania in western Romania.

*Szabadság* is distributed in 5 counties around the city of Cluj, the main town in Transylvania: Kolozs (Cluj), Szilágy (Sălaj), Fehér (Alba), Beszterce-Naszód (Bistrița-Năsăud) and Szeben (Sibiu) counties.

It is privately owned by the Minerva Cultural Association, an NGO led by the main employees of *Szabadság*. It is financially independent and does not receive any government grants. Its costs are covered mainly by sales (70%) and advertising (30%). Less than 1% comes from Hungarian public foundations. It is a general newspaper dealing with all types of news from the local to the regional, national and international. It also includes commentary, educational sections, services and entertainment.

It has a more or less tabloid form, and is black and white, occasionally coloured, published six times a week (except for Sunday). It was the very first daily newspaper on the Internet in the Hungarian language, and the first online daily of any kind in Romania. Video portal (video.szabadsag.ro) since July 2008: 623 videos, 119,000 video watches (until January 2010). *Szabadság* WebRadio project is on its way.

With a circulation of 7,000 to 9,000 copies, it is the number 1 daily newspaper in Cluj, alongside 3 Romanian-language local dailies and two Romanian-language regional ones. Each copy is read by an average of 3.36 people.



Published in	Cluj/Kolozsvár, Romania	There from in 4C	70 %
Since	1989	Paper	45 g/sqm
Language	Hungarian	Proportion subscription/kiosk selling	85 %/15 %
Editor-in-chief	Ildiko Ujvari	Delivery	By post and by private carriers
Printed circulation	7000-9000	Total staff	30
Diffused circulation	5950 (85 %)	Journalists	15
Saled circulation	1050-3050 (15 %)	Freelancers	7
Frequency	Daily	Supplements, format and frequency	all supplements with the same format as the newspaper (252 x 376 mm). 5 supplements weekly, 4 supplements twice a week, 7 supplements monthly.
Diffusion rate LPA*/%	23.800	Address	Napoca 16 - P. O. Box 340, 400009 Cluj, Romania
Diffusion rate WLK**/%	17.700	Phone	+40 264 597206
Ø Number of pages/there from in colour	8 to 16/4 to 8 (occasionally!)	Fax	+40 264 597206
Proportion ads/Text	15 %/85 %	E-mail	szabadsag@szabadsag.dntcj.ro
Format	Berliner Format (252 x 376 mm)	Internet	www.szabadsag.ro
System used for page make up	Impression, switching to Adobe InDesign CS4		
Printing press	Solna (Garamond)		
Maximum page coverage	80 %		

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