

Founded in 1978, *El Periódico* is defined as a rigorous, popular, pluralistic and progressive newspaper. With 885,000 readers a day, it has the largest readership of any general information newspaper in Catalonia – a position that it has held since 1985 – and the third largest in Spain.

In distribution, it is the second largest newspaper in Catalonia, and the fifth in Spain. *El Periódico* defines itself as a newspaper that is “pluralistic, progressive, secular, nondogmatic, respectful of majority decisions and an active defender of human rights”. A history marked by constant innovation has positioned it as one of today's most advanced newspapers.

The most recent milestone was November 3, 2000, when *El Periódico* was first published in full color with a new design and a revamped range of supplements. This made it the only Spanish newspaper offering extensive use of color in its pages. *El Periódico* was the first daily Spanish newspaper to introduce color in 1979, and three years later it began to underline some headlines in red. The first front page of the newspaper with photos in color was published on September 5, 1982. Furthermore, it was also the first Spanish newspaper to establish, in 1987, a permanent “infographic” department. In another ambitious initiative in 1994, *El Periódico* became the first Spanish newspaper to be published on the Internet. Furthering its commitment to adapt to the social reality of Catalonia, on October 28, 1997, *El Periódico* was published for the first time with two banners, the traditional red and a new one in blue. *El Periódico* has been published in Catalan.

El Periódico de Catalunya



El Periódico has been published in Catalan.

Published in	Barcelona, Spain	Paper	Norwske, Papresa
Since	26. October 1978	Proportion of subscription/ kiosk sales	4617/ 107.587
Language	Castilian/Catalan	Delivery	Post 0 %/Private Carriers 100 %
Editor-in-chief	Enric Hernández	Total staff	310
Printed circulation	140.422	Journalists	200
Distributed circulation	140.422	Freelancers	35
Sales circulation	107.587	Supplements, format and frequency	Deportes (Tabloid: 281 x 398 mm) Weekly; Libros (Tabloid: 281 x 398 mm) Weekly; +Icult (Tabloid: 281 x 390 mm) Weekly; Teletodo (Magazine) Weekly; Cuaderno del Domingo (Tabloid: 281 x 398 mm) Weekly; Dominical (Magazine) Weekly
Frequency	Daily	Address	Consell de Cent 425 08009 Barcelona, Spain
Distribution rate LPA*/%	Readership: 730.000 readers	Phone	+34 93 265 53 53
∅ Total number of pages/ pages in colour	96/96	Fax	+34 93 484 65 12
Proportion of ads/text	30 %/70 %	E-mail	mbaldoma@elperiodico.com
Format	Tabloid (281 x 398 mm)	Internet	www.elperiodico.com
Page layout system	Zentauro		
Advertising system	Zentauro		
Printing press	KBA Commander		
Maximum page coverage	128		
coverage in 4C	96		

* Population over 14 who reads the product daily

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