

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



Dolomiten -Infografik: J. Markart



|   |                             |                                   |  |
|---|-----------------------------|-----------------------------------|--|
| Published in                            | Barcelona, Catalonia, Spain | coverage in 4c                    | 96   |
| Since                                   | 1878                        | Paper                             | Norwske, Papresa   |
| Language                                | Catalan and Spanish         | Proportion of subscription/kiosk  | 27.621 /121.000  |
| Editor-in-chief                         | Antonio Franco              | Delivery                          | Private Carriers 100%  |
| Printed circulation                     | 225.000                     | Total staff                       | 326  |
| Distributed circulation                 | 225.000                     | Journalists                       | 230  |
| Sales circulation                       | 178.300                     | Freelancers                       | 50   |
| Frequency                               | Daily                       | Supplements, format and frequency | Deportes, Lobros, Viernes, Teletodo, Cuiaderno del Domingo, Ganar Más, Dominical; Tabloid: 32,5 x 43; weekly |
| Distribution rate LPA*                  | Readership:885.000 readers  | Address                           | Consell de Cent<br>42508009 Barcelona, Spain   |
| Ø Total number of pages/pages in colour | 64/64                       | Phone                             | +34 93 265 5353  |
| Proportion of ads/text                  | 30%/70%                     | Fax                               | +34 93 484 6512  |
| Format                                  | Tabloid                     | E-mail                            | rmassage@elperiodico.com   |
| Page layout system                      | Red-1                       | Internet                          | www.elperiodico.com  |
| Advertising system                      | Red-1                       |                                   |  |
| Printing press                          | KBA Commander               |                                   |  |
| Maximum page coverage                   | 128                         |                                   |  |

\* Population over 14 who reads the product daily

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