

Diari de Balears belongs to Grup Serra, which also publishes the newspapers *Ultima Hora*, (Spanish), *Majorca Daily Bulletin* (English), and *Mallorca Magazin* (German weekly).

The newspaper was founded in 1939 by the Franco regime after winning the Spanish Civil war. In 1984 it was sold to Grup Serra, which in 1996 transformed it into *Diari de Balears*, changing it from a Spanish language newspaper to one in Catalan. This was a challenge both culturally and linguistically, because never in the history of the Balearics had there been a newspaper in their own language, Catalan.

The newspaper belongs to an editorial group which provides all the services which are common to the group's newspapers. Even though it is a minority newspaper aimed at a minority market, being a part of a major newspaper group and sharing information means that the newspaper can survive.

In 2003, the Autonomous Government of the Balearic Island (PP, right) discontinued economic support for the Catalan newspapers and weeklies of Mallorca.

Since 2003, the Balearic Islands Government has no policy to subsidize daily publications published in Catalan.

In 2008, *Diari de Balears* changed undertook a total renovation of his design in colaboraion with Innovation Media Consulting. Currently, full color printing. After this change was awarded with the Best Designed Newspaper award of up to 20,000 copies in 2008 from Spain and Portugal for the Society for News Designs(SND); with the European Newspaper Award 2009 best-designed local newspaper of the continent by Newspaper Design Concept; and with de third award XMA Cross Media of WAN-IFRA (2009).



Published in	Palma de Mallorca, Spain	Maximum page coverage	128
Since	1996 (1939)	Coverage in 4C	64
Language	Catalan	Paper	45 g
Editor-in-chief	Miquel Serra	Proportion of subscription/ kiosk sales	approx/3000
Printed Calculation	8000	Delivery	Private Carriers
Distributed circulation	4000	Journalists	32
Sales circulation	5000	Supplements, format and frequency	Saturday (culture) Sunday (Presencia, in collaboration with regional newspapers of Catalonia)
Frequency	Daily	Address	Passeig de Mallorca, 9 ^a Palma 07011, Spain
Ø Total number of pages/ pages in colour	48-64 full colour	Phone	+34 971 78 83 22
Proportion of ads/text	25/75	Fax	+34 971 45 57 40
Format	Tabloid	E-mail	redaccio@diaridebalears.com
Page layout system	Millenium (Protec)	Internet	www.dbalears.cat
Advertising system	Millenium (Protec)		
Printing press	KBA Comet		

* Population over 14 who reads the product daily

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