

The Raeto-Romanic daily paper *La Quotidiana* has a long history. Although the need for a newspaper in the language was recognized for decades, its realisation took a long time. First, with Federal and Canton funding, the Agentura da novitads rumantscha (ANR) news agency was established in order to provide the basis for a Raeto-Romanic newspaper. *La Quotidiana* (or "LQ") was brought to life in 1997 by Südostschweiz Media Group publisher Hanspeter Lebrument. The new Raeto-Romanic paper was built upon the former local newspapers *Gassetta Romontscha*, *Casa Paterna/La Punt* and *Foegl Ladin*, which were deeply rooted in their respective areas. For the Mittelbünden region, *Vousch da Surmeir* was established.

Regional reporting is conducted in the appropriate dialect (sursilvan, sutsilvan, surmiran, vallader, putér), with broader reporting in the new, unified Rumantsch Grischun language. In addition to its primary journalistic functions of information, entertainment, investigation and commentary, LQ has another significant role in language preservation and promotion.

Apart from language renewal and spread, the pan-Romanic newspaper promotes the harmonisation of idioms, builds bridges between the valleys, promotes the unified language Rumantsch Grischun, and contributes substantially to the electronic mass media to reinforce Raeto-Romanic identity.

LQ is a private newspaper and receives no public funding. Like other newspapers in Switzerland, it benefits from indirect press subsidy in the form of a moderate reduction of postal fees. The Federation and Graubünden Canton do contribute to the ANR, however, which is available to all Raeto-Romanic print and electronic media.

## La Quotidiana



Published in	<b>Ilanz-Glion, Switzerland</b>	Printing press	<b>MAN Roland-Uniman 4/2</b>
Since	<b>1997</b>	Maximum page coverage	<b>48</b>
Language	<b>Raeto-Romanic</b>	Paper	<b>Norske 40g</b>
Editor-in-chief	<b>Martin Cabalzar</b>	Proportion of subscription/ kiosk sales	<b>70 %/30 %</b>
Printed circulation	<b>6.000</b>	Delivery	<b>Post 100%</b>
Distributed circulation	<b>6.000</b>	Total staff	<b>10</b>
Sales circulation	<b>5.500 (13.000 on Fridays)</b>	Journalists	<b>8</b>
Frequency	<b>Daily Monday to Friday</b>	Freelancers	<b>20</b>
Distribution rate LPA* /%	<b>Surselva 70%, Engadin 20%, Surmeir 10%</b>	Supplements, format	<b>Tabloid if necessary</b>
Ø Total number of pages/pages in colour	<b>16/2</b>	Address	<b>Via centrala 4 7130 Ilanz, Switzerland</b>
Proportion of ads/text	<b>70%/30%</b>	Phone	<b>+41 81 920 0710</b>
Format	<b>315 x 407</b>	Fax	<b>+41 81 920 0715</b>
Page layout system	<b>QuarkXpress, CopyDesk</b>	E-mail	<b>redaktion-lq@suedostschweiz.ch</b>
Advertising system	<b>ADFS II</b>	Internet	<b>www.laquotidiana.ch</b>

\* Population over 14 who reads the product daily

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