

*Diari Segre* was established in 1982. *Diari Segre* is characterised by proximity information from the Lleida region. For first time in Spain, in 1997, *Diari Segre* started printing two editions: one in Spanish and another in Catalan, every day. Its daily circulation is of about 12,000 copies (in each language, 24,000 in total). The proportion between editorial and advertisement pages is 70% / 30%.

Currently, *Segre* media group is present in 4 media: newspaper, radio, television and the internet. In 1994 a radio station, *Segre* Radio, was incorporated to the *Segre* holding group. Since 2000, the media group has had a digital edition available on the internet and by email in e-paper. In 2001 the *Segre* group completed its media channels by starting a local television channel, *Lleida TV*.

The newspaper's editorial staff has 6 editorial departments throughout the Lleida province at Lleida, Balaguer, Mollerussa, Tàrrrega, La Seu d'Urgell, and in Pont de Suert. These main branch offices and other minor offices cover news for the four media that the *Segre* group includes. This network provides information about the region and other international matters; debate, sport, culture and specials. It includes several supplements each week on different days (for example children's sport activities on Saturday, etc.). In other activities, there is produced a weekly magazine for some specific sub region more focused on local news. Actually there is one weekly magazine for each village that has more than 5,000 citizens within the Lleida province and surrounding areas.



|   |                                      |  |                                     |
|---|--------------------------------------|--|-------------------------------------|
| Published in                            | Lleida, Spain                        | Printing press                         | Harris/Uniset                       |
| Since                                   | 1997/1982                            | Maximum page coverage                  | 128                                 |
| Language                                | Catalan and Spanish                  | coverage in 4C                         | Yes                                 |
| Editor-in-chief                         | Juan Cal Sánchez                     | Paper                                  | press                               |
| Printed circulation                     | 15.556                               | Proportion of subscription/kiosk sales | 55%/45%                             |
| Distributed circulation                 | 15.556                               | Delivery                               | Post 5%/Private Carriers 95%        |
| Sales circulation                       | 11.832                               | Total staff                            | 150                                 |
| Frequency                               | Daily                                | Journalists                            | 60                                  |
| Distribution rate LPA*/%                | 26,00%                               | Freelancers                            | 6                                   |
| Distribution rate WLK**/%               | 22,73%                               | Supplements, format and frequency      | 10 weekly magazines                 |
| Ø Total number of pages/pages in colour | 64/64                                | Address                                | C/Del Riu n° 6, 25007 Lleida, Spain |
| Proportion of ads/Text                  | 30%/70%                              | Phone                                  | +34 973 24 80 00                    |
| Format                                  | Tabloid                              | Fax                                    | +34 973 22 46 88                    |
| Page layout system                      | Millenium (Protec)                   | E-mail                                 | mterre@diarisegre.com               |
| Advertising system                      | XPress (Ibertema)/Ad online (Protec) | Internet                               | www.segre.com                       |

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