

Roots of modern *Kurier Wileński* hail back to 1953, when Polish daily *Czerwony Sztandar* (Red Banner) was established as means of ideological shaping of the community of Polish people in Lithuanian Soviet Republic. Before Perestrojka, its circulation reached 60.000 and the paper was widely read by Poles throughout the Soviet Union. Although officially “red”, daily was regarded by it's readers as means of retaining their national identity and language.

At the time of Lithuanian regaining of independence in 1990, the newspaper was renamed to *Kurier Wileński* (Courier of Wilno) as means of taking upon the traditions of pre-WWII (first founded in 1796 as *Kurier Litewski* in Grodno, later renamed to *Kurier Wileński* in 1840 — the original daily was being closed on several occasions by tsarist, soviet and Lithuanian authorities) daily of the same name. In 1995, *Kurier Wileński* was on the verge of bankruptcy. To prevent the demise of the daily, it was taken over by private company Klion. In year 2008 “Kurier” changed it's format from Tabloid first to F4, and later finished it's transition to A4 format.

Still unable to earn enough money to sustain itself, the daily is financed mostly by UAB Klion, with substantial help from the Senate of Poland. The daily doesn't get any help from the Lithuanian government or its administrative structures.

Most of the readers are older people, with the exception of internet website, which is being read by a wider

range of readers. *Kurier Wileński* writes mostly about local events, problems of Lithuanian Poles and Lithuanian politics, less concentrating on world events.



Published in	Wilno, Lithuania	Paper	Offset 48 g
Since	1953	Proportion of subscription/kiosk sales	50 %/50 %
Language	Polish	Delivery	40 % own transport/ 60 % by post and others
Editor-in-chief	Robert Mickiewicz	Total staff	24
Printed circulation	1700 daily/2500 on Saturdays	Journalists	6
Distributed circulation	900 (+700 subscribers)	Freelancers	About 20
Sales circulation	500	Supplements, TV supplement, A4, on Saturdays. format and frequency	Occasional special supplements
Frequency	5 days a week (Tuesday-Saturday)	Address	Birbyni 4A, LT-02121-30, Wilno/Vilnius
Ø Total number of pages/ pages in colour	20 daily/24 Saturdays, no color	Phone	+370 5 260 84 44
Proportion of ads/Text	10 %/90 %	Fax	+370 5 260 84 44
Format	A4	E-mail	mail@kurierwilenski.lt
Page layout system	Adobe InDesign	Internet	www.kurierwilenski.lt
Printing press	Fuji 65		
Maximum page coverage	40		

* Population over 14 who reads the product daily

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