

The *Neue Südtiroler Tageszeitung* was founded in 1996 under the name “Tagesprofil” as a sister publication of the weekly “Südtirolprofil”. A few weeks later the newspaper was renamed the “Neue Südtiroler Tageszeitung”. The newspaper is published five days a week, from Tuesday through Saturday, and consists of 16 pages (20 on Saturdays).

The motivation for founding the *Neue Südtiroler Tageszeitung* was to contribute to the variety of South Tyrol’s media and information market. The newspaper is not bound to any political party, but seeks to create a space for the free formation of political opinions. On questions of minority protection, it is dedicated to peaceful coexistence and mutual respect between language groups. In terms of content, paper concentrates on local topics, while both national and international reporting are present. A good deal of space is granted to cultural topics, drawing attention to the “other” South Tyrol which has so far failed to find media representation.

## Tageszeitung



Published in	<b>Bozen-Bolzano, Italy</b>	Paper	<b>50 g</b>
Since	<b>1996</b>	Proportion of subscription/ kiosk sales	<b>60%/40%</b>
Language	<b>German</b>	Total staff	<b>12</b>
Editor-in-chief	<b>Arnold Tribus</b>	Journalists	<b>7</b>
Printed circulation	<b>15.000</b>	Freelancers	<b>3</b>
Sales circulation	<b>7.800</b>	Supplements, format and frequency	<b>A4/glossy print/ monthly</b>
Frequency	<b>Daily from Monday to Saturday</b>	Address	<b>Silbergasse 5 39100 Bozen, Italy</b>
Ø Total number of pages/pages in colour	<b>16/16</b>	Phone	<b>+39 471 980598</b>
Proportion of ads/text	<b>94%/6%</b>	Fax	<b>+39 471 980596</b>
Format	<b>Tabloid</b>	E-mail	<b>info@tageszeitung.it</b>
Page layout system	<b>QuarkXPress</b>		

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