

El Punt defines itself as a Catalan independent, democratic, county newspaper of general interest. It is edited by Hermes Communications S.A., a company primarily dedicated to the edition and sale of books and newspapers.

Established in February 1979 in Girona (Catalonia), *El Punt* currently publishes seven daily editions: Girona, Barcelona, Barcelonès Nord, Maresme, Vallès, Penedès, Camp de Tarragona-Terres del'Ebre.

According to the statistics of the Oficina de Justificación de la Difusión (OJD), a national controlling body, the average circulation of *El Punt* during the year 2004 amounted to approximately 28,000 daily copies. Accordingly, *El Punt* is the leader of the local press in Catalonia and has the largest readership of any newspaper edited in Catalan; 170,000 readers daily, according to the latest estimates of the Estudio General de Medios (Controller of the news media)

In each of the seven daily editions, *El Punt* includes the daily sports newspaper *El 9 Esportiu de Catalunya*, the first and only sports newspaper in Catalan. The journal also published a weekly magazine entitled *Presencia*, which is issued on Sundays and has a circulation of 100,000 copies around Catalonia. The Group *El Punt* company also produces the weekly magazines *El Punt del País Valencià* VALENCIA, with 3,000 copies distributed in the Community of Valencia, *El Punt Perpinyà* and several editions of *El Punt de Venta*, a sales magazine with 350,000 copies which is distributed at all points where *El Punt* is sold.

Group *El Punt*, with a workforce of 480 and sales around _ 35 million, is focused on increasing profit margins moderately by expanding production and has a particular interest in the development and implantation of new technologies.

Principal goal: A national Catalan newspaper in several editions and covering all the Catalan countries, or all the territories of Catalan language.

El Punt



Published in	Girona, Catalonia, Spain	Maximum page coverage	80
Since	1979	coverage in 4c	16
Language	Catalan	Paper	45 g
Editor-in-chief	Joan Bosch	Subscription/ kiosk sales	60%/40%
Printed circulation	45.000	Delivery	Subscribers: own staff for Girona edition; Kiosk
Distributed circulation	45.000	Total staff	480
Sales circulation	28.000	Journalists	310
Frequency	Daily	Freelancers	10
Distribution rate LPA*/%	2,8%	Supplements, format and frequency	Daily: El 9 Esportiu Weekly: Punt de Venta and Presencia
Distribution rate WLK**/%	3,2%	Address	Santa Eugènia 42 17005 Girona, Spain
Ø Total number of pages/ in colour	64/8, 80/16	Phone	+34 972 186400
Proportion of ads/text	30%/70%	Fax	+34 972 186454
Format	Tabloide	E-mail	direccio@elpunt.com
Page layout system	Edicomp 4000	Internet	www.elpunt.com
Advertising system	McIntosh		
Printing press	KBA-Comet, Solna D-300		

* Population over 14 who reads the product daily

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