

Established in 1978, during Spain's transition to democracy, *Regió7* was initially the project of a small team of young professionals who wanted to create a democratic Catalan-language newspaper as an alternative to the old paper published in Manresa, written in Spanish and controlled by the establishment of Franco's regime.

Initially, the project involved some 400 small shareholders. *Regió7* was published twice a week and had only 5 staff. In 1980, it began being published on Thursdays as well, and in 1983 it began 5-day publication with 4,000 copies each week. In 1990, *Regió7* relocated to an old 1600 square metre textile factory, and the preparation of the newspaper was completely computerized. In 1993 *Regió7* inaugurated its own printing facility near Manresa.

In 1996, *Regió7* went online, and a short time later it purchased a second printing machine. In 2003 it celebrated its 25th birthday, and integrated a local TV station, becoming a multimedia group.

Regió7 is being distributed throughout the central part of Catalonia, the northern part of Barcelona and the southern part of Pirineus, which have some 350,000 inhabitants; its principal influence is in Manresa. The publishing society of *Regió7* has over 600 shareholders, and since then has become the main resource for written media in its area. The company publishes several supplements regularly on themes including education, culture, the information society, rural life and agriculture. It has also published several collections of books on the subject of Catalonia.

On its 25th birthday, *Regió7* completed a digital library of its entire archive where, everything it published among those 25 years can be accessed via the internet. In 2004, *Regió7* presented a PDF edition in order to provide its subscribers a means to read the newspaper outside its physical distribution area.

Regió7 is today a member of COMIT, the association of Catalan written media, and collaborates with various projects such as weekly magazine "Presència", "El 9 esportiu de Catalunya" (the first sport newspaper in the Catalan language).

Regió7



Published in	Manresa, Catalonia, Spain	Maximum page coverage	9/64
Since	1978	coverage in 4c	64
Language	Catalan	Paper	45 g
Editor-in-chief	Gonçal Mazcuñan	Proportion of subscription/ kiosk sales	50 %/50 %
Distributed circulation	10.500	Delivery	Post 2% / Private Carriers 98%
Sales circulation	9.000	Total staff	100
Frequency	Daily from Monday to Saturday	Journalists	40
Distribution rate LPA*	35.000	Freelancers	130
Distribution rate WLK**	50.000	Supplements, format and frequency	Tabloid, weekly and monthly
Ø Total number of pages/pages in colour	64/24	Address	Sant Antoni Maria Claret 32 08240 Manresa, Spain
Proportion of ads/text	30%/70%	Phone	+34 93 8 772233
Format	Tabloid	Fax	+34 93 8 740352
Page layout system	Panorama	E-mail	regio7@regio7.com
Advertising system	Advertising Layout System	Internet	www.regio7.com
Printing press	MAN Roland-Cromoset, MAN Roland-Uniset		

* Population over 14 who reads the product daily

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