

Established after the revolutionary events of 1989, *Szabadság* took over the infrastructure of a former local Hungarian-language daily newspaper of the Communist Party, but it denied being its legal successor. Based in the city of Kolozsvár (Cluj), it became the central regional paper of the Hungarian minority in Transylvania in western Romania.

*Szabadság* is distributed in 5 counties around the city of Cluj, the main town in Transylvania: Kolozs (Cluj), Szilágy (S\_laj), Fehér (Alba), Beszterce-Naszód (Bistri\_a-N\_s\_ud) and Szeben (Sibiu) counties.

It is privately owned by the Minerva Cultural Association, an NGO led by the main employees of *Szabadság*.

It is financially independent and does not receive any government grants. Its costs are covered mainly by sales (61%) and advertising (39%). Less than 1% comes from Hungarian public foundations.

It is a general newspaper dealing with all types of news from the local to the regional, national and international. It also includes commentary, educational sections, services and entertainment.

It has a more or less tabloid form, and is black and white, occasionally coloured, published six times a week (except for Sunday) from 8 to 24 pages a day. Online since 15 March 1995, it was the very first daily newspaper on the Internet in the Hungarian language, and the first online daily of any kind in Romania.

With a circulation of 7,000 to 9,000 copies, it is the number 1 daily newspaper in Cluj, alongside 3 Romanian-language local dailies and two Romanian-language regional ones. Each copy is read by an average of 3,36 people.

## Szabadság



Dolomiten - Infografik: J. Markart

Published in	Cluj-Kolozsvár, Romania	Maximum page coverage	80%
Since	1989	coverage in 4c	70%
Language	Hungarian	Paper	45 g/sqm
Editor-in-chief	Áron Balló	Proportion of subscription/ kiosk sales	85 %/15 %
Printed circulation	7.000 - 9.000	Delivery	By post and by private carriers
Distributed circulation	5.950 (85%)	Total staff	33
Sales circulation	1.050 - 3.0505 (15%)	Journalists	17
Frequency	Daily	Freelancers	7
Distribution rate LPA*	23.800	Supplements, frequency, format	5 weekly, 4 twice a week, 7 monthly the same as the newspaper
Distribution rate WLK**/ %	17.700	Address	Napoca 16 - P.O.Box 340 400009 Cluj, Romania
Ø Total number of pages/ pages in colour	8-24 / 4-8 (occasionally)	Phone	+40 264 598985
Proportion ads/text	25-30%/70-75%	Fax	+40 264 597206
Format	252 x 376 mm	E-mail	szabadsag@dntcj.ro
Page layout system	Impression	Internet	www.szabadsag.ro
Printing press	Garamond S.A.		

\* Population over 14 who reads the product daily

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