

The first issue of *La voce del popolo* was published in October 1944 as the voice of the anti-fascist values of Italians living in modern-day Croatia. Due to the exodus of hundreds of thousands of Italians from former Yugoslavia, as well as numerous mixed-marriages between Italians and Croats or Slovenes, the Italian newspaper faced various problems, especially regarding its limited circulation.

The number of copies issued daily (4,000) is very low, but according to census figures, a greater percentage of declared ethnic Italians read the Italian language press (namely *La voce del popolo*) than Croatian mother-tongue speakers read the Croatian press.

The newspaper's main editorial office is in Fiume (Rijeka in Croatian), while a branch office is located in Pola (Pula); there are also various regular correspondents from Istria (the region extending from Slovenia to Croatia, where the Italian minority is present) and Italy.

La voce del popolo primarily covers news of particular interest to the Italian minorities in Croatia and Slovenia. Its daily circulation is about 4,000 copies, sold in the Croatian and Slovene areas where the Italian minority is present, as well as in Northern Italy (where it is read mainly by professionals dealing with minority issues).

The paper's main problems are of an economic nature, particularly concerning modernisation of its technology. The paper is funded by grants from public sources, mainly the Croatian State (29%) and the Slovenian State (8%), as well as sales (33%), other activities (21%), advertising (7%) and grants from private sources (2%).

La Voce del Popolo



Dolomiten - Infografik: J. Markart

Published in	Fiume-Rijeka, Croatia	Total staff	52
Since	1944	Journalists	40
Language	Italian	Freelancers	12
Editor-in-chief	Errol Superina	Address	Zvonimirova 20a 51000 Rijeka, Croatia
Printed circulation	4.000	Phone	+385 51 672107
Frequency	Daily from Monday to Saturday	Fax	+385 51 672112
Ø Total number of pages/pages in colour	36/16	E-mail	lavoce@edit.hr
Proportion of ads/text	8/1	Internet	www.edit.hr/lavoce
Page layout system	Hyphen Editorial System		
Printing press	Rotopress		

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