

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 1993 *Regió7* inaugurated its own printing facility near Manresa. 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.

The group, including the newspaper, the local tv station and the printing plant, was purchased in 2006 by Editorial Prensa Ibérica (EPI), a company based in Barcelona that's the owner of 17 local and regional newspapers throughout Spain. The new publisher has preserved the editorial independence of *Regió7* and his personality. The cooperation with the other papers of the company has provided new economic opportunities that have made *Regió7* a stronger media. On its 30th birthday, keeps a dominant position in all the central area of Catalonia as the largest circulation newspaper.

The on line edition, *Regió7.cat*, created in 1999, has been launched with new contents in 2009 and is increasing its audience faster than any of his competitors.



Published in	Manresa, Catalonia, Spain	Maximum page coverage	96
Since	1978	coverage in 4C	64
Language	Catalan	Paper	45 g
Editor-in-chief	Marc Marcè	Proportion of subscription/kiosk sales	50%/50%
Distributed circulation	9151	Delivery	Post 2%/Private Carriers 98%
Sales circulation	7672	Total staff	79
Frequency	Daily, from Monday through Sunday	Journalists	31
Distribution rate LPA*/%	35.000	Freelancers	75
Distribution rate WLK**/%	50.000	Supplements,	Tabloid, weekly, monthly
Ø Total number of pages/pages in colour	56/24	format and frequency	
Proportion of ads/Text	30%/70%	Address	Manresa (Catalonia, Spain)
Format	Tabloid	Phone	0034 93 877 2233
Page layout system	Panorama	Fax	0034 93 874 0352
Advertising system	Advertising Layout System	E-mail	regio7@regio7.cat
Printing press	Wifag, MAN Roland-Uniset	Internet	www.regio7.cat

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