

FREE DAILY NEWSPAPERS

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Launches: Sweden, the Netherlands, Poland & Spain



Metro went national in Sweden in October, raising their total circulation in their (former) homeland to 600.000. A new competitor however, emerged on the local level. *Östgöta Correspondenten* and *Norrköpings Tidningars* launched *Extra Ostergotland* in October in Norrköping and Linköping. The paper won the contract over distribution through public transport.



Metro Holland launched the first local edition for Rotterdam. Total circulation reached 395.000 in the Netherlands.



Metro Poland also went national. The regional editions launched in March 2004 (Cracow, Poznan, Wroclaw, Gdansk, Gdynia, Sopot), then published two times a week, will be extended to five times a week while *Metropol* will also be published in Katowice, Lublin and Lodz in November. National coverage is however not realized – *Metro* is now available in areas that cover 20% of the population



Spain: Publicaciones del Sur launches *Cadiz Informacion*. Cadiz is the 10th Spanish market in for free papers. 40% of the population lives in areas where free papers are published.

Circulation



Metro UK (Associated Newspapers) reach 1 million circulation. (Oct. 15)

Plans & Rumors



Metro International announces Lisbon launch, Media Capital (commercial broadcaster) has 35% stake in operation.



Spanish free paper *Que* (Recoletos / Pearson) delayed.



Richard Desmond (*Daily Express*, *Daily Star*) wants a London evening free paper *London-i* or convert the *Daily Star* into a free paper. Associated Newspapers (*Evening Standard*, *Metro*) plans a counter attack: a free lunchtime paper *Standard Lite*.

Site Update



Every continent page has now an introduction text.

Spanish, French, Chilean, Ecuador and Philippine papers were added.

Research

New articles by

- Bakker (2004 the Netherlands – influences of free newspapers on paid circulation, a extra 25% drop in single copy sales over the last 5 years for main competitors was calculated),
- Sporstøl (2003 Spain – analysis of Schibsted's *20 Minutos* operation, use of expert interviews and delphi analysis)
- Martinez et al. (2002 Chile – history and content analysis of Chilean free papers, interviews with editors and management).

Links to articles (pdf-format) on main page.

Questions & Suggestions:
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