

FREE DAILY NEWSPAPERS

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Launches: UK & France



Standard Lite by *Evening Standard* (Associated Newspapers, *Metro* UK) launched on 14 December with a circulation of 50.000 (hoping to extend to 100.000 in 2005). Circulation will be reported separately by the Audit Bureau of Circulations According to the Guardian (Dec. 20): “Bad news for the *Evening Standard*, as part of Lite's function is to drive up a slipping circulation to comfort advertisers. They are unlikely to be impressed by figures relating to solely extra giveaway copies - the streets of London are littered with discarded free sheets.”

Metro and the *Evening Standard* are obviously trying to prevent Richard Desmond (*Daily Star*) to launch his own free daily *London-i*. Meanwhile, the Office of Fair Trading still has not decided on the complaint against Associated Newspaper because of their distribution monopoly. Vendors of the *Evening Standard* are paid £ 20 a day extra to persuade them to hand out the free sheet. The new paper has 48 pages each day and is only distributed within the Circle Line area.

Standard Lite is not the first hybrid newspaper with a paid and a free edition, although *The Times* (17 December, Brian McArthur) thinks it is. In fact, the New York *Daily News* published their afternoon free version *Daily News Express* in 2000 and 2001. It was probably the least expected victim of the 9/11 attack because it ceased publication immediately.

The *Standard Lite* however is the first lunch hour free paper which is a bit of a surprise because the successful free papers are the morning papers while afternoon and evening versions have been remarkably unsuccessful, in Germany (*15.00 Uhr Aktuell*), the Netherlands (*news.nl*), Sweden (*Everyday*, *Stockholm News*) and Italy (*Stampa Sera*) these publications lasted only for a short period.



Metro launches 7th French edition in Nice with a circulation of 25.000, total French circulation 580.000 (in 10 cities) is still behind Schibsted's *20 Minutes* (675.000) but more than the combined circulation (215.000) of the *Plus*-products in Marseilles, Lille, Lyon, Bordeaux and Toulon. Total French free daily newspaper circulation is now more than 1.5 million. Total French paid circulation in 2003 was a little over 8 million.

Circulation & Readership



20 Minutes (Schibsted) is now the third paper (2 million daily readers) in France after *Le Monde* and *Le Parisien* although differences are minimal. *Metro* has 1.8 million readers in France. 56% of *20 Minutes* readers are below 35 years. In Paris *20 Minutes* is second (1.536.000) after *Le Parisien* (1.659.000) but before *Metro* (1.122.000)



MetroXpress (Metro International) is now the most read Danish newspaper (681.000 readers), *Urban* is third with 633.000 readers in November 2004. The paid regional daily *Jylland-Posten* is second with 671.000 readers. Both free papers are now more or less distributed nationally.

Plans & Rumors



Still no news about launch date for the Portuguese (Lisbon) *Metro* edition. It will probably be 2005.



Singapore: merger of *Streets* and *Today* (announced earlier this year for end 2004 because of integration of operations of both parent companies) is not yet realized. The *Streets* logo will be included in the *Today* masthead according to the plans, meaning that *Today* will be in fact the surviving paper.



Hoy – US-Spanish language paper (Tribune Company) will be converted to a free paper in Chicago and L.A. The New York edition will stay paid. Pressure on other Chicago (almost) free papers *Red Eye* and *Red Streak* will increase to go all free.



Pearson (*Financial Times*) is retreating from Spain. Their Spanish operation Recoletos (planning to launch the free paper *Qué!* in 2005 in several cities) will be sold to the management. This will probably not speed up the launch of *Qué!* – the plans were already downsized (from 15 to 9 cities) and postponed.



Norwegian publisher Schibsted (*20 Minutes*) wants to buy Finnish Alma Media, owner of newspapers, TV and radio-stations. Major shareholder (33%) of Alma Media is Swedish media company Bonnier (publisher of free paper *Stockholm City*).



Argentine (*Noticias de la Calle, Extra de Bolsillo*), Mexican (*El M*), Danish (*10 Minutter*), Malaysian (*theSun*) papers were added.

Research

The *Journal of Media Management* (JMM), vol. 6, no. 1 & 2, contains an article by Marc Edge about Singapore media – also the position of the free daily newspapers *Today* and *Streets* is covered in the article. The journals website is: www.mediajournal.org.

Site Update

FREE DAILY NEWSPAPERS					
the reinvention of the newspaper					
Audits Organizations News					
Home - Europe - America's - Asia/Pacific					
Europe	circulation audits	readership audits	Industry	Journalists	news
Austria	DAK	Media-Analyse	VOEZ	DJP	Der Standard
Belgium	CIM*	CIM*	AREZ Dagbladpers	AG3PB/AVBB	
Czech Republic	ABCCR	Median	UVDT	SNCR	
Denmark	DD*	TNS Gallup*	Presenthus	D3	
Finland	KHT	levikintarkastus	FNA	UFJ	
France	Difusion Controle*	EUROPQ SPQR	Com Quotidients	CGT	Toutsuracom Acrimed
Germany	IWV	AWA	BDZV	DFJV	
Greece		Peous	ADNPA (Athens)	POSEY ESIEA	
Hungary	MATESZ	IPSOS* (news)	MLE	MUOSZ	
Iceland	Verslunarrad*	Gallup		BI	
Italy	Adnotizie	Auditpress	FIEG	FNSI	
Netherlands	NOE* Cebuco*	NOM*	NOZ	NEVI Cebuco	VillaMedia
Poland	ZKDP*	SMG KRC	IWP	SDP	
Portugal	APCT	Mediamonitor	AID	SdJ	
Spain	ODJ	AIMC*	AEDE	FAPE	Periodistas21
Sweden	TS*	Sifo Media	TU	SIF	Dagensmedia
Switzerland	WEMF*	MACH Basic	SP	SSM	Persönlich
United Kingdom	ABC*	JICRER (regional) NRS* (national)	Newspaper Soc. (199)	NUJ	Hold the Frontpage MediaBulletin

Questions & Suggestions:
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A new audit & organizations page is added. For every country where free papers are, were or are about to be launched, links to the circulation and readership audits are given, as well as links to (newspaper) industry websites and journalism unions/organizations websites. Also some country-specific media news sites are mentioned.

A sitemap page and a newsletter archive page were also added in December. So far two newsletters have been published.



The text of the main page and the three different continent-reports on free daily newspapers is made available as a PDF-file (on the main page) so it can be downloaded and printed.