

FREE DAILY NEWSPAPERS

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Launches	Plans	Readership	Publishers	Research
ADN, Argus Lite, 20 Minutes, <i>tbt*</i> , Metro UK, 15min (p. 1-2)	London, Denmark, Austria, NY Sun, Cash Daily, Paris (p. 2)	Sweden, Dublin, 5min, Dose (p. 2)	Metro & Schibsted 2005, Metro UK, am730, Metro Belgium (p. 3)	INMA Chicago, local US free papers (p. 3)

ANALYSIS

The march of the non-dailies

Not only free daily newspapers are moving in, also the non-daily with the daily 'look and feel' is advancing. The Telegraaf Media Group (TMG), publisher of the biggest Dutch newspaper *De Telegraaf* and of free daily *Spits*, will relaunch *Obzor* in March in the Ukraine capital Kiev. TMG bought the paper in 2005 and will use the design of *Spits* for the relaunch. The paper will be published three times a week with a circulation of 60,000. In the Netherlands Telegraaf already publishes *Almere Vandaag* (four times a week) and *Alphen.cc* (three times a week). (*Media Facts*)



In Bucharest a weekly free paper *Metrobus* is published, while in Latvia *Ritdaina* is published two times a week – also this paper has the typical daily-look.

In the Turkish town of Eskisehir *Midas* (www.midasgazete.com) is published since December 2005 with a circulation of 15,000, it is also weekly but it has a definite 'daily' look and feel.



On March 2 the free weekly tabloid *LR-Woche* (circ. 175,000) will be published by the daily *Lausitzer Rundschau* (Germany) which also will provide much of the content, also *20Cent* is published by the *Lausitzer Rundschau*.

In Uruguay *TU* has been started weekly publication as a daily-look-alike while the paper plans to move to daily circulation this year.



In Oslo *Aftenposten* (Schibsted) publishes *Avis1* two times a week to households that don't subscribe to *Aftenposten*. This broadened the advertising market, and also prevented 'real' free dailies to enter the market.


In Cheltenham (UK) the weekly *Compact* will launch in April – different from traditional weekly format.

In Spain *El Mundo* also entered the free paper market with the free real estate weekly *SV (Su Vivienda)*, published since January 6 2006 in Madrid.

NOTE: in the last newsletter, market shares of Schibsted and Metro were given, these included all editions of the papers, although some of these are not 100% owned.

LAUNCHES

ADN 4th Spanish national

 After *20 Minutos*, *Metro* and *Qué!* *ADN* will be the 4th national Spanish free daily. *ADN* is launched in Madrid, Barcelona (in both cities also as *ADN2* in the afternoon), Valencia, Castellón, Bilbao, A Coruña, Huesca, Málaga, Palma de Mallorca, Pamplona, Sevilla, Teruel, Vigo and Zaragoza.




The print run of the paper is 1.1 million – comparable to *20 Minutos* and higher than *Metro* and *Qué!* The paper will be published by the Planeta group (Barcelona) together with local publishers Grupo La Información (*Diario de Navarra*), Grupo Promotor Salmantino (*La Gaceta Regional de Salamanca*), Grupo Joly, Grupo Serra (*Última Hora*), *Heraldo de Aragón* and *La Voz de Galicia*. In Pamplona free daily *Vivir Pamplona* is converted to an *ADN* edition.


Headquarters will be in Barcelona with a staff of 30, in Madrid 15 people will be working and in Valencia 10; the other editions will have a staff of 6 people or less.

With *El Mundo* moving to free weeklies (see left), the only major group not involved in free papers is Prisa (*El País*). It is no surprise that rumors are spreading about *El País* also exploring this market. Total free paper circulation is 4.7m, meaning more than 50% of total circulation in Spain is free (*PRNoticias*, *El Mundo*, *ADN*)


20 Minutes Geneva & Lausanne

 Tamedia published the 6th and 7th edition of their Swiss free daily in Geneva (52,000) and Lausanne (68,000) on March 8. Total circulation is now 540,000. In the same area *Le Matin Bleu* (Eidpresse) was launched in October 2005. (*Persoendlich.com*)

Metro Liverpool & Cardiff

 Metro UK (Associated Newspapers) adds editions for Liverpool (March 7) and Cardiff (March 14). Both editions have a print run of 25,000. *Metro* is also increasing circulation in London from 500,000 to 550,000 – total UK circulation will be 1.1 million. Trinity Mirror (*Liverpool Echo & Daily Post* and *South Wales Echo*) participates in both new operations. (*Brand Republic*)

*tbt** goes daily

 The *Tampa Bay Times* (*tbt**), launched by the *St. Petersburg Times* in September 2004 as a free weekly for Tampa, St. Petersburg and Clearwater (Fla), has gone daily on March 6. Circulation is 40,000 Monday to

Thursday and 60,000 on Friday. The *Tampa Tribune* is suing the *St. Petersburg Times* over the name of the paper. (Editor & Publisher)

Argus Lite



Argus Lite was launched February 20 in Brighton by Newsquest Media Group (Gannett) which also publishes *The Argus*, the lite version will have an initial circulation of 10,000. (MediaWeek)

Metro (Associated Newspapers) could also move to Brighton. *Press Gazette* revealed that *Metro* has an exclusive distribution contract with rail company Southern in South East England – *Argus Lite* has to be handed out on routes leading to railway stations.

15min to 110,000



With the *15min* launch in February in Kaunas, the second city of Lithuania, the free daily reached a circulation of 85,000. In March also a Klaipeda edition (the third city of Lithuania) with a circulation of 25,000 was launched. (*15min*)

PLANS & RUMORS

Cash Daily launch in 2006



Swiss publisher Ringier will launch *Cash Daily* in 2006 as a multi-media platform targeted at business-oriented readers. In the future an electronic newspaper with video/audio and frequent updates is planned, but because of technical problems the publisher will settle for a traditional free tabloid first. (*Persoelich.com*)

London free evening paper



The long awaited London evening free paper is coming closer after the Office of Fair Trading reached an agreement with *Metro UK* to give up their exclusive distribution rights on April 12 – *Metro* will give competitors access to distribution racks in the stations. Associated Newspapers, Express Newspapers (Richard Desmond), Guardian Newspapers and News International (Murdoch) are mentioned as bidders. (*IC Wales, ABCmoney*)

Iceland invades Denmark



Icelandic Investment group Baugur which controls Dagsbrún, owner of 365 Media (free daily *Fréttabladid*), is planning a Danish free paper that will be distributed door-to-door like *Fréttabladid* in Iceland. In December, Dagsbrún showed interest in Orkla Media, subsidiary of Norwegian Orkla which publishes *BT, Berlingske Tidende* and free daily *Urban*. (*Iceland Review*)

Heute moves west?



Austrian (Vienna) free paper *Heute* is talking with *Oberösterreichischen Nachrichten* (Linz) about launching a free paper in western Austria. Other *Heute* expansion plans involve a partnership with a foreign TV channel, extra daily sections and a higher circulation in Vienna. (*Wirtschaftblatt, Der Standard*)

Soir Direct - ParisPlus



Vincent Bolloré, owner of French commercial TV channel *Direct 8* is planning a free afternoon paper, *Soir*

Direct, with a circulation between 300,000 and 400,000 in Paris and other cities. Both paper and TV will join editorial forces. Launching budget is around €10m. (*Le Figaro*)

This is not the only plan for the French market, also *Le Monde* together with Hachette Filipacchi Médias (HFM) and *Le Figaro* (Socpresse/Dassault) are thinking about free dailies – the last one (also a evening paper) is rumored to be planned for April with a print run of 350,000 in Paris and a budget of €25m. (*Le Monde*)

The plan by *Le Monde* (*Midi Libre, L'Independent, Centre-Presse*) and HFM (*La Provence, Nice-Matin, Var-Matin*) involves a joint operation for their regional titles (including their free titles in Marseille, Toulon and Montpellier) and a new free Paris daily *ParisPlus*. (*Der Standard*)

A free Sun?



New York Sun, launched in 2002, tries to increase free circulation in 'elite neighborhoods'. According to the *New York Post* many of these copies are unwanted and go unread. The paper loses \$25m each year. *The Sun* which has a cover price of 25c, and is no longer audited by the ABC, is said to have a circulation of 45,000, although a more modest figure is very well possible.

Philip Anschutz' Clarity Media will launch the *Baltimore Examiner* on April 5 and also recently registered domains LosAngelesExaminer.com & FortWayneExaminer.com.

Czech fever rises



Rumors that Mafra is thinking about a free paper in the Czech Republic made publisher Ebika of paid weekly *Aha!* to move to daily publication with a print run of 250,000 in the already crowded Czech newspaper market. (*Czech Business Weekly*)

CIRCULATION & READERSHIP

Metro 1st Swedish paper



Metro was the best read Swedish newspaper in 2005 with 1.4 million readers. Compared to 2004 *Metro* gained 255,000 readers, a rise of 22%. These figures don't include the new launches in Sweden in January. Stockholm City attracts 600,000 readers. (*Le Monde*)

Dublin 2005 circulation



Both Dublin free papers, launched in October 2005 had in their first months official audited circulations of 63,000 (*Herald*) and 55,000 (*Metro*). (*RTE Business*)

Latvian free daily grows



Circulation of Latvian free daily *5min* has increased from 50,000 when the paper was launched in August 2005 to 109,000 in the beginning of 2006. (*5min*)


DOSE down




When launched, CanWest's free paper *DOSE* distributed 320,00 copies; in 2006 this was down to 181,000 according to INMA's recent report on *Free and 'Lite' Newspapers* by James Khattak. In Toronto 86,000 copies are picked up, in other markets the distribution is between 18,000 and 33,000 copies.

PUBLISHERS & TITLES

Trinity Metro makes money


 British publisher Trinity Mirror, which participates in three of the UK *Metro* editions (Birmingham, Manchester, Scotland), reported a 46% increase on operational profits for these editions to £1.9m. (*IC Liverpool*)

Metro 4th quarter & 2005


 Metro International ended 2005 with a loss of \$6.97m, almost 2 million less than in 2004 – including profits from the sale of a minority share in *Metro Boston* of \$15.9m. The turnover grew with 19% to \$360m. In 10 of the 17 countries operating profits are reported. Spain is still weak (because of mismanagement) and will see a new management, also in the US positions have been shifted. France has in 2005 broke even for the first time and will increase circulation to 700,000. Denmark, the Netherlands and Hong Kong performed very good.

Metro in Toronto, Ottawa and Vancouver contains a *Metro Weekend* section with a focus on entertainment every Friday from January 27 on.


20 Minutes up in Spain & France

 20 Minutes' revenue increased by 13% in Spain and 24% in France during Q4 2005. An online classified-ad website in Austria, wilhaben.at (50% joint venture with Styria Medien) was launched in January 2006.


am730 expects profit in 2006

 Hong Kong free daily *am730*, launched in July 2005, expects to record a monthly profit in Q2 2006. In December advertising revenues already covered 80% of the monthly costs according to publisher Shih Wing-ching who already invested HK\$50m in the paper. (*AsiaMedia*)

nomorenaked

 Concerned Viennese citizens protest against nude pictures in Vienna's free daily *Heute* because it is also picked up by children. *Heute*, however, differs from the classic page 3 format because the paper also pictures naked men. Almost 1500 people have signed the online petition on www.wenigernackert.at - comments and names can be viewed at the website.

LyonPlus sale


 Regional publisher L'Est Republicain, together with Crédit Mutuel bank will buy the Socpresse Lyon-papers, including *LyonPlus*. L'Est Républiqueain also publishes *Les Dernières Nouvelles d'Alsace*. (*A.N.I.M.A. newsletter*)

Solving waste by more ads

 The two Irish free dailies *Metro* and *Herald AM* will publish ads worth €120,000 for a new anti-litter campaign in Dublin. Much of Dublin's litter consists of copies of both freesheets. The city expects a yearly contribution and is also going to court to settle the case. (*RTE*)


Metro International decided not to print any Mohammed cartoon in their editions (www.dagensmedier.no)

Metro UK redesigns website



 *Metro* UK (Associated Newspapers) website www.metro.co.uk underwent a redesign in February. More news updates, famous people, weird news, pictures, games, blogs (your *Metro*), travel and dating. (*Guardian*)

The London Monty Python's musical was promoted by a Spamelot wrap around the *Evening Standard Lite*.

Metrotime.be

 The Belgium free daily *Metro*, published in two language editions in Brussels, has launched a new website metrotime.be with more news, contests, dating, travel, games etc. The old website with the pdf-version www.freemetro.be is also still available.

00 minuten

 Swiss free daily *20 Minuten* does not only has a impressive readership (it is the best read paper in Switzerland) but also a critical readership. Some readers started their own blog - pendlerblog.blogspot.com – on which they highlight mistakes in the paper. 

Readers of *Spits* contribute to weblog.fok.nl/blog/10122 devoted to strange frontpages in this Dutch free daily.

SITE UPDATE

Pittsburgh & Douglas

The lite papers report by the International Newspaper Marketing Association (INMA) revealed that also Pittsburgh has a free paper, *Trib p.m.* (by the *Pittsburgh Tribune-Review*), launched in 2003 as a paid paper and moved to free circulation early 2005. In March 2005 a free local community daily in Douglas (GA) was launched: the *Douglas Daily News*.



Compacts

A separate page devoted to (non free) inexpensive compacts has been added, mostly because of the popularity of this format in Germany. Also some examples from other countries are included.

RESEARCH

Events

At the International Newspaper Marketing Association's convention in Chicago on April 6, I will give a presentation on free papers, lites and compacts.

Publications

The *New Hampshire Business Review* carried an piece by John Walters on local free US dailies (March 3 – www.nhbr.com).

Questions & Suggestions:
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