

# Free Daily Newspapers

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Launches	Plans	Readership	Titles	Update
Philippines, Canada, China, Argentina, US, Italy, Spain (p. 2-3)	3 <sup>rd</sup> & 4 <sup>th</sup> Dutch free daily, Paris delayed, London scrapped (p. 2-3)	Danish paid paper feel the heat (p. 3-4)	Metro's join forces, Moguls meet in court (p. 4)	Second free paper again in Singapore (p. 4)

## IS PDF THE ANSWER?

**PDF**'s are simple, most free dailies have pdf downloads, a one-click solution with few extra costs. In 2005 the *Financial Times* started *FTpm*, a 2-page update, available as pdf-download and distributed in printed format to offices. Big plans: first we take London than the rest of the empire, including Ireland. After a year *FTpm* closed down. But it inspired many. People can print it at the office and take it home on the train. Not many businesses, however, will encourage staff to print papers before leaving the office.

*El Pais' 24 Horas* is pdf-only and is available in different regional and topical editions, some only for registered users. The 8 to 20-page paper is permanently updated. Advertising is minimal. Layout is pretty dull.

*De Volkskrant 16.00* (the Netherlands) is an afternoon pdf-version that must be subscribed to via iTunes or RSS. Last Friday's copy was 4 pages, no advertising but with a crossword and a nice layout.

*Information's 15.15* (Denmark) counts 8 pages in a basic layout and can be downloaded from the website, e-mail delivery is also possible. It has a Sudoku and TV listings.

*Financial Times Deutschland FTD 17.00* is an afternoon pdf for subscribers only. Also frequent Lufthansa flyers and people with a special train-pass can get *FTD 17.00*. *FTD* also prints a special train edition: *Kompakt*. A similar preview edition is published by *Handelsblatt* as *News am Abend* and is available in trains and at airports.



*Toronto Star's Star P.M.* is available from 3.30 PM on and updated at 4.15 PM with financial news. It can be downloaded in a 12 or an 8-page edition, while 1-page downloads for the missing topical pages is possible. E-mail alerts are available for the clever-designed paper.

There is advertising on every page. *Ottawa Citizen's RushHour* is a 12 to 20-page printed (4 days a week) and pdf-version (5 days) paper with a nice design and advertising on most pages. Readers can be alerted by e-mail when a new issue is available.

*Guardian's G24* is permanently updated and available in five editions: Top stories, World, Media, Business and Sport. The pdf's can be downloaded, design is similar to *Information' 15.15*. RSS subscription or e-mail alerts are not possible - there is some advertising in the paper.

*Corriere della Sera's Anteprima* is not a pdf but also inspired by *FTpm*, a 4-page daily preview of *Corriere della Sera*, only available in print in Milan in the afternoon.

## FDN - BAROMETER

The FDN barometer measures free dailies, comparing the end of 2005 with December 2006. Circulation increased with 43%, the number of titles with 35%

### Free Dailies 2005 / December 2006 (circ. \* 1000)

	Countries		Titles		Circulation	
	2005	2006	2005	2006	2005	2006
Europe	23	26	79	111	15,407	24,187
America's	7	7	77	101	4,821	5,932
Asia/Pacific	8	8	15	18	4,133	4,712
<i>Total</i>	38	41	171	230	24,361	34,831

## LAUNCHES

### Second free daily in Manila

A second free daily launched in the Philippine capital Manila on October 16: *Standard Xpress (SX)*, by paid daily *Manila Standard Today*. The 12-page tabloid is distributed through racks at train stations in Manila - there are plans to extend distribution to airports, ferry terminals, bus stations, and toll road entry and exit points. The paper promises audited circulation of at least 100,000 copies. In 2001 leading Manila paper *The Philippine Daily Inquirer* started free daily *Inquirer Libre* (circulation 115,000).

### Free dailies battle in San Francisco

On November 9 the *SF City Star* launched with a circulation of a few thousand. The paper is owned by Philip Anschutz, also owner of the *San Francisco Examiner*, once the Hearst flagship, then bleeder for the Fang family who turned it into a free daily, and since 2004 owned by Anschutz. The *SF Examiner* was not amused when the new local *SF Daily* by Price & Pavelich (formerly *Palo Alto Daily*) launched in May. Anschutz' group also launched a mom-and-pop paper and are targeting the same audience and advertisers as the *SF Daily*. If it works, Anschutz will probably trademark the "City Star" brand name in 70 US cities like he did with the *Examiner*. Meanwhile the *SF Daily* is fighting the corporate power of the *City Star* in their paper. (*free-daily blog*)

### Canada: Whistler / Squamish Today

In the area north of Vancouver free *Whistler Today* and *Squamish Today*, with a joint circulation of 4,000 were launched on November 23. Publisher is Glacier Ventures, the parent company of weekly *Whistler Question*. Distribution is through racks, hotels, restaurants and cafés. In several British Columbia communities Black Press already publishes 18 local free community dailies (joint circulation 83,000). In Vancouver *Metro* and *24 Hours* are competing. (*Whistler Question*)

### Canadian Dailies 2000 - 2006 (circ. \* 1000)

	2000	2002	2004	2006
Free dailies	408	346	680	1046
Paid dailies	5167	5005	4911	4726
Free dailies share	7%	6%	12%	18%

2006 paid data estimate

## Sport24: Rome and Milan

A free sports daily in Italy, *Sport24*, launched Monday December 4. Publisher Edizioni Master distributes the 24-page tabloid in editions for Rome and Milan. Joint initial circulation is 350,000. Distribution will be through public transport, sporting venues, universities and on the street. Edizioni Master is publishing magazines on sports (*Sport Life*) and food. Sports papers are popular in Italy, *Gazzetta dello Sport* is the third paper in circulation (388,000) and the first paper in readership (3,483,000); *Corriere dello Sport* is the 7th paper in circulation (237,000) and the 4th in readership (1,493,000). In Spain two free sports dailies are published while in Germany a free sports daily started in November. (A.N.I.M.A. Newsletter, Edizioni Master)

## Italian free business afternoon daily

In Rome and Milan, *24 minuti*, free afternoon paper by *Il Sole 24 Ore*, launched on November 20. The paper is a brand extension of the financial daily; it shares resources but also the '24' logo. The paper is hoped to break even in three years and to collect € 20m of advertising in 2007. In Milan 200,000 copies will be distributed while the Rome circulation will be 250,000. The paper is operated by news agency Radiocor and will cooperate with radio station *Radio 24*. To realize an up market readership it will be distributed in 4 and 5 stars hotels, through taxi's, in gyms, airport lounges, night clubs, restaurants, cinema's and theatres. Ten extra journalists are hired for the 28-page paper.

Four other major free titles are published in Italy: *Metro* (7 editions, circulation 850,000), *Leggo* (Caltagirone, 9 editions, circulation 1,050,000), *City* (RCS, 9 editions, circulation 850,000) and the *E Polis* papers by Niki Grauso (North Italy, Milan, Rome - circulation 850,000, party paid). *E Polis* editions for Napoli and Bologna are planned. Paid circulation in Italy in 2005 was 5.7 million, a 5% decline from 6 million in 2000; free circulation in November 2006 is 4.2 million (42% of total). Circulation of free papers, however, should be treated with caution because Italy is one of the few European countries without officially audited free paper circulation. Free papers have been denied membership of the audit organization. (Editorsweblog, *Primaonline*, *Il Solo 24 Ore*)

## China: Guangzhou Metro Daily

The *Guangzhou Metro Daily* launched October 1 in the South-Chinese city of Guangzhou. At first the 24-page paper will be published three days a week with a circulation of 300,000. Distribution is through the subway system (580,000 passengers a day) and in office buildings. A move to daily circulation is possible when the first months prove to be successful. In Shanghai the Tuesday-to-Friday *Metro Express* is published. (*china.org*)

## Free Gratis!

The free daily *Gratis!* is published from October 23 on in the Northern part of Spain (Asturias, Lugo) in cities like Navia, Tapia, Ribadeo and Burela. Circulation is between 10,000 and 15,000. The paper counts 16 to 24 pages. It is published by Diabe-Bedia. *Gratis!* is one of the more than 20 smaller free dailies in Spain, also two sport free papers and four national free dailies are published, two financial papers also distribute most of their circulation for free. Total Spanish free circulation is now almost 5 million, which is more than half of the total circulation.

## La Razon goes local

Buenos Aires free daily *La Razon* (Grupo Clarin) launched a local edition in Neuquen in West-Argentina on October 17. Initial circulation is 5,000 so total *Razon* circulation will grow to 125,000. Plans are to launch three

more local editions in April and to publish beach-cities in the South of the country during the Argentine summer (January/February). *La Razon* is published six days a week since September. The paper was founded in 1905 as a paid paper and was converted to a free daily in 1999.

An Ipsos Media survey in France revealed that 53% of the people interviewed believed that news will be free in the future via free dailies and internet. (AINMA newsletter)

## PLANS

## Metro Ireland plans new editions

Cork, Galway and Limerick will get their own *Metro* edition. In October 2005 the paper started in Dublin, Associated Newspapers (owner of *Metro* UK) has a majority share, both *Metro* International and the Irish Times have minority shares. In Dublin *Metro* distributes 61,000 copies, competing free daily *Herald AM* (Independent News & Media) 63,000 copies. (WARC)

## 3rd Dutch free daily in January

Third Dutch national free daily *De Pers* (The Press) will launch in January. Distribution will be through public transport, universities, office buildings, petrol stations and shopping centers. Door-to-door distribution will be the second phase. There are, however, no fixed contracts with these distribution points yet. Competitor *Metro* has a deal with railway operator NS until 2009. Initial circulation is 200,000 - 800,000 is the goal for end 2007. Both Dutch free dailies *Metro* and *Spits* distribute almost 500,000 each while *De Telegraaf*, the leading paid newspaper in the Netherlands distributes 700,000 copies.

There will be 36 full time journalists working for the paper (comparable to *Metro* and *Spits*) apart from the same amount of free lancers. Every journalist is required to write one third of a page each day and is expected to deliver a scoop every three months. The average age is 33, almost 50% is female. Press agency Novum is providing national and international news for the paper that also has contracts with foreign publications like *The Economist* and *The Independent*. *De Pers* will only offer a minimal online presence although letters to the editor will be online only. The paper will not print editorials.

Financer Marcel Boekhoorn is one of the wealthiest people in the Netherlands; he made money by selling his shares in telecom operator Telfort to the former national Dutch telecom network KPN. Until January of 2006 he was sponsoring professional soccer team NEC Nijmegen. In 2000 he bought Ouwehands Dierenpark (Zoo) were he still keeps his office. (*De Volkskrant*, *Adformatie*, *De Nieuwe Reporter*, *De Pers*)

## No third London afternoon freebie

After 18 months of waiting for the result of the bid for the afternoon subway slot, no publisher is offering enough for the contract, now both *London Lite* and *thelondonpaper* are already handed out in front of the main tube stations.

In 2001 News Ltd (Rupert Murdoch) wanted a London paper with a morning and an evening edition. The contracts of Associated Newspaper with both subway and Railtrack prevented such a launch at that time. A complaint was made at the Office of Fair Trading about *Metro's* monopoly in 2003. The complaint was welcomed by London mayor Ken Livingstone, also because he

wanted to break Associated's monopoly - there is not much love lost between the two. In 2004 also Richard Desmond (*Daily Express*) wanted a piece of the action in London. Associated reacted by launching *Standard Lite* in December 2004. In April 2005, after two years, the OFT decided the afternoon market was to be opened up.

But the bidding process took too long for Murdoch (*thelondonpaper*) whereupon Associated reacted (*London Lite*). Several publishers (including Desmond, Murdoch, *The Guardian*, Metro International and Associated) are thought to have issued a bid. But handing out papers in front of stations is more efficient than having racks in stations. In November *thelondonpaper* distributed 425,000



copies against 395,000 for *London Lite*. This might be a warning for all contracts in Europe that are about to expire, prices will rise but there are certainly limits.

Question remains why everybody wanted to go into the afternoon market - *The Evening Standard* is losing readers and money for several years. The morning

market is probably more profitable with *Metro* (550,000 copies) and *City AM* (94,000) competing with paid titles. Handing out free papers in front of tube stations might work in the morning too. But fear of cannibalization probably is keeping publishers like News Ltd, Express, and the Guardian back. (*Reuters*)

## Paris launch postponed again

The launch of the third Paris free daily by the Bolloré group (70%) and *Le Monde* (30%) is postponed to 2007. The name *News Plus* had to be dropped because it is owned by another company. The paper will be published in the micro (half-Berliner) format and will have a circulation of 250,000. *Le Monde* and weekly *Courrier International* will offer editorial content. Christian Struder (chief editor of Bolloré's evening free daily *Direct Soir*) and Pascal Galinier (editor of media section of *Le Monde*) are in charge of the title after Francois Bonnet stepped down after a dispute over editorial policies. The paper will offer joint advertising with *Direct Soir* and with *Plus* papers in Marseille, Lyon, Lille, Montpellier and Bordeaux. (*le Figaro*, *TarifMedia*, *20 Minutes*)

## Dutch Metro Finance planned

The chance of launching a free business paper in 2007 in the Netherlands is 50%. *Metro Finance* will have a circulation of 100,000 and compete with business paper *het Financieele Dagblad* (circulation 55.000). *Metro* talked with *het Financieele Dagblad* but this paper is thinking about their own free (afternoon) edition. Distribution could also involve home delivery, first for free but after a certain period for €99 a year. There are already free business dailies in Germany (*Business News*, *Handelsblatt News am Abend*, *FTD Kompakt*), London (*City AM*), Switzerland (*Cash Daily*) and Italy (*24 Minuti*). In Spain (*Cinco Dias*) and Denmark existing business papers moved towards free distribution while Schibsted planned a free business weekly in France (*Rien N'est Gratuit*) - although it put the plans for Spain (*20 Negocias*) on ice. (*Adformatie*)

## SA Sunday plans free daily

The first African free daily could be launched in South Africa by the *Sunday Times* according to blogger Anton Harber. A spokesman for the paper said that it was "one of the hundred millions things they were considering" which would make the *Sunday Times* the most innovative newspaper in the world. The plan involves distributing the

paper on weekdays to subscribers of the Sunday paper. (Anton Harber, *Mail & Guardian*)

## Bolloré plans free Sunday paper

Vincent Bolloré, owner of free afternoon paper *Direct Soir* and partner of *Le Monde* for a new free Paris daily is planning a free Sunday paper. Jacques Séguéla, vice-president of advertising agency Havas is heading the project. Apart from Havas and *Direct Soir* Bolloré also has stakes in commercial TV, wireless internet, TV and AV production, cinema and radio. More than 80% of the activities are still in transport and logistics. (*A.N.I.M.A. newsletter*, *Les Echos*, *Liberation*)

## CIRCULATION & READERSHIP

### Hong Kong free dailies up

*Headline Daily* is the Hong Kong paper with the highest circulation in 2006, the free paper went from 528,000 (2005) to 603,000. Paid paper *Oriental Daily* (not audited by ABC) had a circulation of 520,000 in 2005. Third in Hong Kong is *Metro* with 333,000 copies (325,000 in 2005). Paid paper *Apple Daily* lost considerable in 2006, it has now a circulation of 293,000 (343,000 in 2005). Free paper *AM730* also gained circulation and distributes 280,000 copies against 260,000 in 2005. (ABC Hong Kong)

### Heute no Aujourd'hui

Swiss afternoon paper *Heute*, published by Ringier (*Blick*) will not launch a French edition in western Switzerland like *20 Minuten*. *Heute* is meant to extend the reach of *Blick*-advertising and this paper is only published in German so a French launch is not needed. (*Persoenlich*)

### TheSun 2<sup>nd</sup> in Malaysia

New circulation data for Malaysia revealed that free paper *theSun* is the second best circulated English language paper after paid daily *The Star*. In the first six months of 2006 201,000 copies of *theSun* were distributed, in 2005 the circulation was 151,000. *TheSun* was founded in 1993 as a paid newspaper and converted to free distribution in 2002. The *Star* has a paid circulation of 310,000. Apart from that four Chinese and Bahasa dailies distribute more than 200,000 copies. Total Malaysian circulation is 2.5 million. (ABC Malaysia)

### Swiss competition increases

*Le Matin Bleu*, free daily by Edipresse (*Le Matin*) in French speaking Switzerland increased circulation to 166,000. The paper is distributed through 750 boxes and in 1100 café's and restaurants in two editions: Geneva and Vaud (Lausanne). The last edition is also available in French speaking communities in other cantons (Neuchatel, Jura, Freiburg, Wallis and Bern). Competitor *20 Minutes* announced a third edition for these areas in January, increasing circulation to 240,000. Total Swiss free circulation will increase to more than 1.3 million - in 2005 paid Swiss circulation was 2.4 million. *Le Matin Bleu* has 247,000 readers, 45% is below 35 years. The paper offers joint advertising with *Le Matin*. The website of *Le Matin Bleu* BleuBlog has 7,500 active bloggers.

*20 Minutes*, the French language version of *20 Minuten*, reached an average daily readership of 223,000 in the first six months after the launch in March of this year. Average circulation was 109,000, growing to 150,000 now for both editions (Lausanne, Geneva) together. The German edition, with five editions and a joint circulation of 430,000, is already the best-read newspaper in Switzerland. (*Persoenlich.com*)

## Danish dailies feel freebie flood

Newspapers in Denmark are beginning to feel the heat from the new free dailies launched in August (*Dato*, *24Timer*) and October (*Nyhedsavisen*). In September readership was 440,000 lower than in the same month in 2005, in October readership was 380,000 less. *Berlingske Tidende* lost 14% of its readers compared to 2005, *Ekstra Bladet* 12%, *Politiken* 10%, *BT* 9% and *Jyllands-Posten* 8%. Also free dailies *MetroXpress* (-15%) and *Urban* (-5%) lost. For *Berlingske* the loss is problematic because the paper moved to tabloid in the beginning of September. Also Sunday circulation is going down, although this trend is visible almost throughout the year. The drop in October, after *Nyhedsavisen*'s launch, however, seems to be somewhat bigger than average. A separate research was done on the three new titles in November. *24Timer* had 395,000 readers, *Dato* 150,000 and *Nyhedsavisen* 161,000. These data indicate that *24Timer* is already the 7th paper in Denmark and moving in on tabloids *BT* (401,000) and *EB* (400,000). (TNS-Gallup)

Det Berlingske Officin (Orkla Media ASA), publisher of Danish paid papers *Berlingske Tidende*, *B.T.* and *Arhus Stiftstidende*, and of free dailies *Urban* and *Dato* will cut 350 jobs (13% of workforce) over the next two years. The publisher was bought this July by investor Mecom (David Montgomery), a company that also acquired papers in Germany and the Netherlands. (*MSN Money*)

## PUBLISHERS & TITLES

### Blog ends 20 Minuten crusade

From February 2005 on Penderblog.ch (Commuter Blog) followed Swiss free daily *20 Minuten* by commenting on mistakes, and on the sometimes weird use of photos. This month the blog decided it was time to go, *20 Minuten* has grown to the best read paper in Switzerland thanks to their 'quality control' so they were no longer needed. They celebrate it with a "best of" issue. (*Persoelich*)

### AdLink does Metro Europe online

AdLink Internet Media is developing pan-European online advertising solutions for the websites of *Metro* in Sweden, Italy, Spain and the Netherlands. AdLink is active in 12 European markets with online advertising. (*Adformatie*)

Stuart Layne, a former Boston Celtics executive who launched a sports marketing firm four years ago, is the new publisher of *Metro Boston*.

### New look for Metro New York

*Metro New York* got a new design on December 4 with a new front page, a daily 'newsmaker' profile and more financial news and graphics from Bloomberg (even the green looks a little lighter). Also other *Metro* editions will get the new design, in France a redesign was introduced in October. The US-titles of *Metro* were still performing poorly last year, they lost \$13m in 2005, normally *Metro International* expects operating profits in three years - *Metro Philadelphia* started in 2000, *Boston* in 2001 and *New York* in May 2004. (*Daily Media News*)

### Metro Belgium joins International

Belgium free daily *Metro*, owned by Concentra (51%) and Rossel group (49%) reached an agreement with *Metro International* for international advertising sales. *Metro*

International already cooperates with *Metro U.K.* (Associated Newspapers). The partners together are now present with 84 editions in 23 countries, reaching 21.5 million readers. *Metro* is the second paper in Belgium and is published in different editions in French and Dutch. The paper has 840,000 readers; circulation is 250,000. Concentra also publishes *De Gazet van Antwerpen* (third paid paper in Belgium) and *Het Belang van Limburg* (fifth paid title); Rossel publishes French language paper *Le Soir* (the sixth paid paper in Belgium). The group together controls one third of the total circulation in Belgium.

### Yisraeli-moguls meet in court

Free daily *Yisraeli* founder Shlomo Ben-Zvi is asking the courts to keep his 50%-partner, US-billionaire Sheldon Adelson, from interfering with the paper. Adelson's company Newsco started the battle on November 9 when he filed a €2m lawsuit against Ben-Zvi and asked the court to dissolve his partnership in *Yisraeli*. Ben-Zvi is accused of transferring money from *Yisraeli* to other businesses. "The entire process is nothing but an attempt to create media spin and put improper pressure on Shlomo Ben-Zvi, which verges on extortion and threats" according to Ben-Zvi's statement to the court. Adelson, who made billions in the casino business, was also interested in *Maariv*, the 2<sup>nd</sup> paper in Israel, a deal that Ben-Zvi mediated and that would involve cooperation between *Maariv* and *Yisraeli*. (*Haaretz, Globes*)

## UPDATE

### Two free dailies again in Singapore

In June 2006 a second free daily was launched in Singapore: Chinese language *My Paper* with a circulation of 120,000. *My Paper* is published Tuesday to Saturday by government controlled Singapore Press Holdings (SPH), the leading media company with 10 newspapers, 70 magazines and TV-channels, it also publishes leading daily *Straits Times*. Readers can participate in the paper by voting for stories or by creating their own blog. *My paper* is distributed through public transport, offices, airlines, and to selected households. From 2000 to 2004 SPH published free daily *Straits*, which then was merged with competitor *Today* (circulation 250,000), published by the only other major media company in Singapore, state-owned MediaCorp. Also *Today* is partly distributed to households. Circulation of paid papers in Singapore is one million, 25% of the total circulation is free.

## RESEARCH

### Copenhagen INMA workshop

On 1 and 2 February 2007 The International Newspaper Marketing Association INMA organizes the workshop "Does Price Matter? Positioning Free and Paid Newspaper Models" in Copenhagen. The focus will be on price, service, content, and advertising. What is the cost of paid and the price of free? Participants include Robert Picard, professor of economics at the Jönköping International Business School, INMA-chairman Earl J. Wilkinson, Jan Wifstrand, former editor of leading Swedish daily *Dagens Nyheter* and myself. Information can be found on [www.inma.org](http://www.inma.org).



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