



Spanish Newspaper -

MARKET POSITION:

El Periódico de Catalunya was launched in Barcelona in 1978 and is the leading daily newspaper in Catalonia. It has the third highest readership in Spain after El País and El Mundo. This is remarkably strong for a regional paper in a country where only one in ten people read a newspaper. As from 28th October 2002 the print run was increased to 400,000 as 40% of the copies will be printed in Catalan which reflects the paper's lead and popularity in the Barcelona region.

	El Periódico de Catalunya	La Vanguardia
Circulation in Spain LAST OJD 2009	10 422	202,161
Readership in Spain (EGM 3rd cum 2009)	749 000	731000

EDITORIAL PROFILE:

El Periódico de Catalunya is a regional paper with a national perspective. Its vast readership underlines the success with which it combines high quality regional and national reporting. In addition to breaking news the regular daily features include politics, economics, social issues, culture, people and sport.

TECHNICAL SPECIFICATIONS:

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