

# Catalonia Today designed for a new readership

*The number of foreign residents moving to Barcelona grew by 34% from 2002 to 2003*

*Catalonia Today serves a readership that has so far had no voice - the growing number of foreign professionals living here, students, tourists and visiting business people.*

The daily newspaper Catalonia Today is designed for a readership which is growing in both numbers and importance within our society. This includes foreign people who come to live in Catalonia, mainly in Barcelona, and the foreign tourists who come to visit every year. It is also aimed at Catalan people who wish to keep up with their English, whether for professional, personal or academic reasons.

The latest official figures show that the number of foreigners from developed countries who are deciding to live in our country, and in particular in the city of Barcelona, is growing in a spectacular way. These are people who are typically far from retirement age, highly qualified, have high disposable incomes and who have found in Catalonia the right place to set up home.

They are attracted not only by the climate and the lower cost of living, but also by the high quality of life, the beauty of the landscape, the good transport system that Catalo-

nia has to offer as well as a state health and education system which is rapidly reaching the standards of the rest of Europe.

According to Barcelona city council, the number of foreigners from developed countries moving to Barcelona increased by 34% between January 2002 and January 2003. This trend was already noticeable back in 2000.

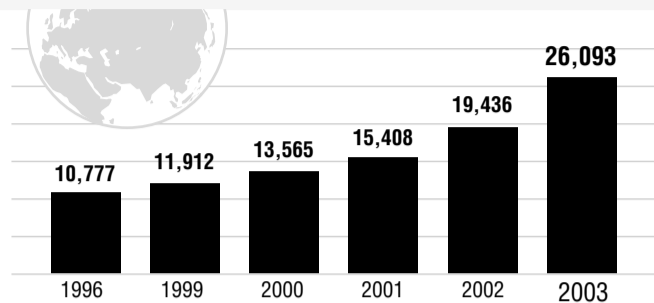
Barcelona is seen by the people who live here as the top city in the world in terms of quality of life, ahead of Paris, Geneva and Madrid, according to a study by consultants Cushman & Wakefield Healey & Baker.

As well as the resident population of foreigners, this newspaper is also aimed at a second kind of reader, namely foreign tourists. The Catalonia brand is one which tourists are coming to know more and more. Together with the Barcelona brand, it generates more and more business and attracts a growing number of visitors.

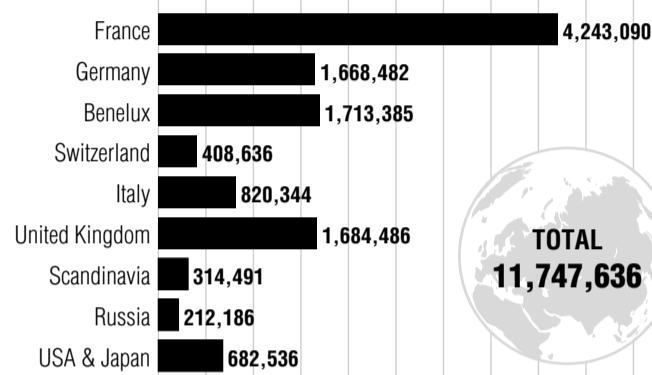
Last year, the number of tourists visiting Catalonia grew by 2.7%, with a marked increase in visitors from Britain. The latest figures show that tourists from developed countries represent around 12 million visitors per year and they are served by an industry which displays a level of quality which only years of experience can provide.

Catalonia is home to eleven universities - eight public and three private - who enjoy a good reputation for quality education. For this reason, it is no surprise that the number

## FOREIGNERS FROM DEVELOPED COUNTRIES RESIDENT IN BARCELONA



## TOURISTS' COUNTRY OF ORIGIN



## TOURIST DESTINATIONS

Regions	2001	2002	Variacion (%)
Costa Brava	4,616,000	5,374,000	16.40%
Barcelona	3,639,000	4,112,000	13%
Costa Daurada	1,774,000	2,145,000	20.90%
Costa del Maresme	983,000	991,000	0.80%
Costa del Garraf	508,000	573,000	12.8%
Pirineus-Prepirineus	415,000	411,000	-0.9%
Catalunya Central	380,000	433,000	14.0%
Terres de Lleida	172,000	164,000	-5.0%
<b>TOTAL</b>	<b>12,487,000</b>	<b>14,203,000</b>	

of foreign students coming to Catalonia, and again, mainly to Barcelona, keeps on growing. Most stay for periods of three months to a full academic year, and while most are motivated to learn the local languages, they will also welcome a source of news and information in a language they already know.

Last but not least, the number of Catalans who have learnt English either at school, at private language

schools or through time spent abroad, keeps on growing. There is also an increasing number of professional people who use English regularly in their working lives either as part of their job in a multinational based in Catalonia or as they liaise with companies abroad. These people are keen to keep up their knowledge of English through regular contact and Catalonia Today is a perfect means to do so.

## Channel 4's Jon Snow among members of editorial board



Catalonia Today is overseen by an editorial board that will act as an independent consultant to, and observer of, the editorial line while staying committed to the main aims of this new journalistic venture. The board will be chaired by professor Miquel Berga, dean of humanities at the Universitat Pompeu Fabra and president of the Associació de Professors i Professores d'Anglès de Catalunya. A second member is Alan Yates, author of the well-known manual *Teach Yourself Catalan*, now emeritus professor of Sheffield University; Jon Snow, broadcaster of the highly respected Channel Four News at 7; Martin Frayer, current director of the British Council of Barcelona; Jaume Guillaumet, dean of journalism Studies at the Universitat Pompeu Fabra and author of several books on the history of Catalan newspapers; Josep Bosch, veteran journalist with EFE News Agency and currently Spanish press officer at the World Trade Organisation in Geneva; Monica Terribas, presenter of Canal 33 nightly news for Catalan television; and Ivan van Kalmthout, assistant artistic director of the Gran Teatre del Liceu.



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## "Teach Yourself Catalan" and other weekly contributions

The contents of this daily will combine news of general interest with features, interviews and services, but there will also be permanent sections with articles by a wide range of authors. One of the weekly contributions will be from the book "Teach Yourself Catalan" by Anna Poch and Alan Yates, providing our readers content from this fundamental work for learning the Catalan language.

Similarly, literature will be contributed by authors, such as Josep-Lluís González, head of Spanish at Eton College in England. In addition, there will be regular contributions by the food writer Colman Andrews and a fortnightly column on Catalan wine.

The daily will also provide an in-

formation services for the use of its readers, including a what's on section, previews for subtitled films, useful telephone numbers and, of course, the weather. The weather map will appear on the back page and will not only provide the daily forecast for Catalonia but will cover the entire Mediterranean area within the Catalan lands.

We also hope to become a forum for our readers and, as well as letters we welcome suggestions from readers wishing to contribute to the paper. Please email your suggestions and do not send unsolicited articles.

Readers interested in sending letters may do so, via email to letters@cataloniatoday.info.



## DISTRIBUTION

### 30,000 copies a day

30,000 copies of Catalonia Today will be distributed free from Tuesday to Saturday. It will be delivered to over 300 outlets in Catalonia. It will also be available in fifty newsagents in Barcelona, as well as bookshops, libraries, cultural centres, airports, tourism offices, hotels and newspaper bins. For more information, contact: [distribution@cataloniatoday.info](mailto:distribution@cataloniatoday.info)

## SUBSCRIPTIONS

### Delivered to your home

Although Catalonia Today is a free newspaper, readers can subscribe and have the newspaper delivered to their homes. For more information, contact: [subscriptions@cataloniatoday.info](mailto:subscriptions@cataloniatoday.info), fax: 932276621 tel: 932276620.

## INTERNET

### Online from 15 June

The newspaper will be online from 15 June, allowing readers to read the paper, manage subscriptions, take out classified adverts or send letters to the editor.

## PROMOTIONS

### The launch campaign

For one month from 15 June, a double-decker bus will roam around Barcelona, the province of Girona and the Costa Daurada, distributing copies of Catalonia Today.

## LIMITED EDITION DVD

### Film on Sant Jordi's Day.

At the launch day presentation, a special limited edition DVD on Sant Jordi's day will be given out. Made by former BBC journalist Brandon Jones, it takes a look at this special day when Catalans traditionally give each other a gift of a book or a rose.

## EL PUNT

### The agreement with El Punt

Catalonia Today has reached an agreement with El Punt allowing it to use the contents of the Catalan daily and benefit from its knowledge of the newspaper business. The El Punt group has 25 years experience as the leader of the Catalan local press and a solid track record in the world of paid for and free newspapers.