



# MIDAS

AS MEDIA PARTNER  
OF EUROPEAN  
CAPITALS OF  
CULTURE

Special offer  
Valid till 31<sup>st</sup> December 2020



“Heror media pont” doo St. Maksima Gorkog 9, 21000 Novi Sad, Serbia  
Tel: +381 60 7337 555 | e-mail: natasa@herormediapont.com





MIDAS AS MEDIA PARTNER OF ECOC

# EUROPEAN ASSOCIATION OF DAILY NEWSPAPERS

<http://www.midas-press.org>

The European Association of Daily Newspapers in Minority and Regional Languages (MIDAS) was formed in the year 2001 following the proposal by editors-in-chief from more than 10 language communities throughout Europe in order to coordinate their strategies and to stimulate cooperation in the areas of information exchange, printing, and marketing.

Newspapers from Spain to Finland and Denmark to Romania have already joined MIDAS, and organization continues to grow. The existence of daily newspapers in minority and regional languages is crucial. We know from our own experience the central role such publications play in the life of minority language communities. They provide the vital daily services that national newspapers offer in majority languages, but this is not their only function. They also often protect and promote marginalized cultures which in turn help to maintain and extend the scope of their written languages. These publications make minorities visible to the majority, which often remains ignorant of them.

Over 50 million people in the European Union speak a language other than the official language of their country. The European dimension opens up opportunities for cooperation between minority daily newspapers throughout the continent and for support from EU institutions for minority languages and their print media. National states still violate minority rights and the freedom of the press. MIDAS, as a network, intervenes to avoid all kinds of violence in solving minority issues. To serve these functions properly, MIDAS provides opportunities such as study visit programmes for journalists in order to develop knowledge through exchange of information and report on minority protection and cultural diversity in Europe.

Minorities must find a peaceful way to get their voices heard. The existence of quality independent journalism is a fundamental principle of our daily work.





EUROPEAN CAPITAL  
OF CULTURE

# THE EUROPEAN CAPITAL OF CULTURE

<https://en.wikipedia.org/wiki/>

European\_Capital\_of\_Culture is a city designated by the European Union (EU) for a period of one calendar year during which it organises a series of cultural events with a strong pan-European dimension.

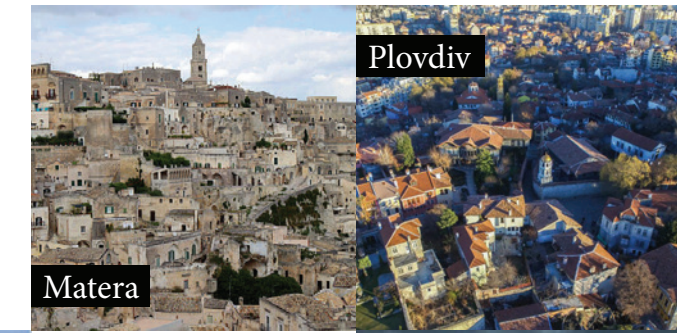
Preparing a European Capital of Culture can be an opportunity for the city to generate considerable cultural, social and economic benefits and it can help foster urban regeneration, change the city's image and raise its visibility and profile on an international scale.

In 1985, Melina Mercouri, Greece's minister of culture, and her French counterpart Jack Lang came up with the idea of designating an annual Capital of Culture to bring Europeans

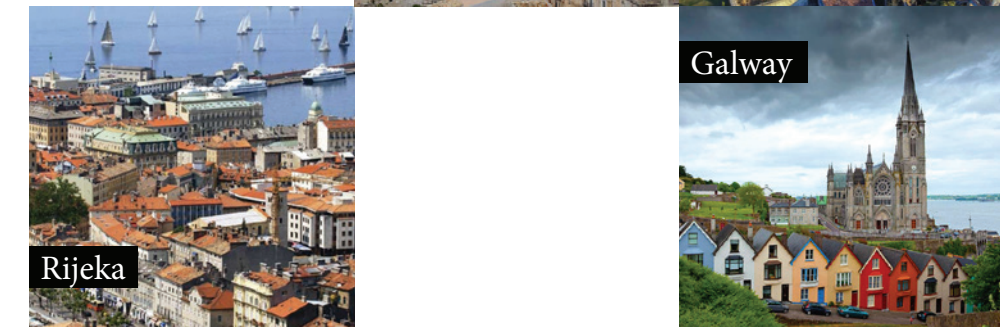
closer together by highlighting the richness and diversity of European cultures and raising awareness of their common history and values. It is strongly believed that the ECoC significantly maximises social and economic benefits, especially when the events are embedded as a part of a long-term culture-based development strategy of the city and the surrounding region[1].

The Commission of the European Union manages the title and each year the Council of Ministers of the European Union formally designates European Capitals of Culture: more than 40 cities have been designated so far.

2019



2020



2021



2022



2023



2024





Nataša Heror  
CEO Heror Media Pont

Matching the facts mentioned above, Heror Media Pont as a media agency which is working in a field of minority media, is giving an exclusive offer to the ECoCs to become a partner with minority media houses all around Europe.

We all know that minority media houses are forming a specific media niche, with a special role. Those media are not providing just information, they are a strong pillars of minority societies in order to preserve language and culture of minority societies.

That's why we are defining them as a decent media outlets which is consequently avoiding manner of tabloid informing.

We strongly believe that minority media houses around Europe with own capacities should become an equal partners of ECoC's, providing a visibilities of ECoCs in mother languages of minority societies, sublining one of the core principles of idea of European Cities of Culture: "to bring Europeans closer together by highlighting the richness and diversity of European cultures and raising awareness of their common history and values."

Taking an active part in minority societies ECoCs are becoming a part of archive funds for future historians and confirming observation that minority media should be understood as a cultural heritage. By active involvement of ECoCs to be present in minority societies it proves democratisation process in all European societies. The fact is that our media pool is not only profit oriented. Economical orientation is important to give the minority media a new channel of income to be capable to develop their communication capacities. The other side of our offer should be understood as a network capacity building, because 11 media houses are coming from different levels of social and economical circumstances

and this is the great value of it. Together with ECoCs our aim is to show for nowadays and for future the sample of positive example how much the common work is important. The main goal of Heror Media Pont as a media agency from Novi Sad, Serbia is to strenght minority media giving them visibility and presence in public dialogue, to raise up their role and influence in contemporary societies.

By editorial placement of ECoCs in minority media around Europe, the cities are giving an important sign that they are respecting cultural diversity and European acquisition such as 'a right to use and to be informed on mother tongue.

Addressing to minority societies on their mother tongues, ECoC's are opening a new path of communication giving the open welcome to their cultures and visions of civilisational progress. With a strong recommendation to enter the direct dialogue with minority communities all around Europe, we are staying on Your disposal with a willing that together we are contributing development of communication.

**Nataša Heror**  
CEO  
Heror Media Pont  
natasa@herormediapont.com  
cell: +381 60 7337 555



**2** **AVIS**  
Mediehuset  
... vi gør Danmark lidt større  
City: Flensburg-Flensburg  
Country: Germany  
Language: Danish

**1** **Dolomiten**  
TAGBLATT DER SÜDTIROLER  
City: Bozen  
Country: Italy  
Language: German

**4** **berria**  
City: Andoain  
Country: Spain  
Language: Basque

**7** **Regió7**  
City: Manresa  
Country: Spain  
Language: Catalan

**8** **Der Nordschleswiger**  
City: Apenrade-Aabenraa  
Country: Denmark  
Language: German

**10** **SERBSKE NOWINY**  
City: Bautzen  
Country: Germany  
Language: Sorbian / Wendish

**11** **KURIER**  
WILEŃSKI  
City: Vilnius  
Country: Lithuania  
Language: Polish

**6** **ÚJ SZÓ**  
City: Bratislava  
Country: Slovakia  
Language: Hungarian

**9** **Szabadság**  
City: Cluj  
Country: Romania  
Language: Hungarian

**3** **MAGYAR SZÓ**  
City: Novi Sad  
Country: Serbia  
Language: Hungarian

**5** **Primorski**  
City: Trieste  
Country: Italy  
Language: Slovene





# Dolomiten

TAGBLATT DER SÜDTIROLER

The newspaper was founded in 1882 under the name Der Tiroler. Following the fascist government's prohibition of the use of the name "Tirol" in any form or variation, the newspaper was forced to change its name, and in August 1923 Der Landsmann replaced Der Tiroler.

In October 1925, Der Landsmann was closed because of its antifascist activities, together with the rest of the area's German language press. After over a year of inactivity, the newspaper was finally allowed to resume publishing, though it was subject to a whole series of conditions and constraints. The newspaper was issued three times a week under the new name Dolomiten.

The newspaper was closed by Nazi authorities in September 1943. The editorial offices and the publishing house were seized and "entrusted" to a Nazi Company that published a newspaper of its own. The ranking editors who did not manage to escape were arrested and deported to the concentration camp in Dachau.

In mid March 1945, the military government of the Allies granted the licence to publish a newspaper to the legal representatives of the Athesia company. On 19th May 1945 the

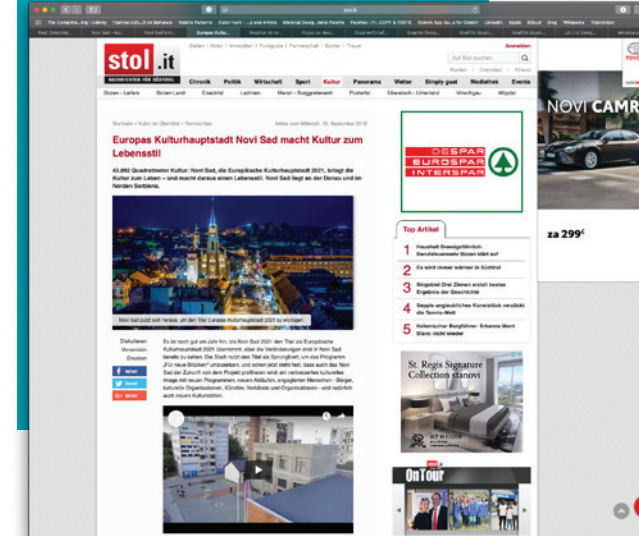
Dolomiten resumed publishing, and has since continued without interruption. The Dolomiten is an independent newspaper of Catholic orientation, tirelessly committed to defending the ethnic, cultural, economic and social rights of South Tyrol's German and Ladin speaking populations.

## PRINT EDITION



Published in	Bozen, South Tyrol, Italy
Since	1888
Language	German
Editor-In-Chief	Dr. Toni Ebner
Printed circulation	Monday – Thursday: 43.998 Friday: 67.030 Saturday: 50.427
Distributed Circulation	Monday – Thursday: 43.998 Friday: 67.030 Saturday: 50.427
Sales circulation	Not specified
Frequency	Daily
Total number of pages/pages in colour	44
Format	Berlin (289,5 x 429 mm)
Supplements, format & frequency	Weekly, Tabloid 191,5 x 285 mm

## ONLINE EDITION



Number of daily users  
130.000

<https://www.stol.it/Dolomiten>

Address  
Athesia Druck GmbH

Phone  
+39 0471 925 576

E-mail  
[Christoph.niederkofler@athesia.it](mailto:Christoph.niederkofler@athesia.it)

Fax  
+39 0471 925 718



The Danish newspaper *Flensburg Avis* is characterised by a political opinion as the voice of the Danish minority in Germany. It has strong links with the Scandinavian press tradition.

Established in 1869 by a private family, today it is a private limited company. Most of its staff members, as well as Danish minority organisations and many readers, are shareholders. It is supported by the State of Denmark (45%), while other financial sources include sales (20%), advertising (20%) and other commercial activities (15%).

The newspaper has 3 editorial departments (at Sydslesvig, Flensburg and Sønderjylland) covering agency news about Denmark, Germany and international matters; debate, sport, culture and specials. It includes a lifestyle supplement every Saturday and supplements on travelling, education, cars, building and furniture, etc.



Published in	Flensburg, Germany
Since	1869
Language	Danish and German
Editor-In-Chief	Jørgen Møllekær
Printed circulation	6.500
Distributed Circulation	6.200
Sales circulation	6.100
Frequency	6 days per week
Total number of pages/pages in colour	24-48
Format	Berliner Format
Supplements, format & frequency	



Number of daily users  
Aprox. 12.000

[www.fla.de](http://www.fla.de)

Address  
Wittenberger Weg 19

Phone  
+49 461 50 450

E-mail  
[info@fla.de](mailto:info@fla.de)



# MAGYAR SZÓ

Daily Hungarian newspaper in Vojvodina, Serbia - Magyar Szó

The first issue of Magyar Szó came out on 24 December 1944 in Novi Sad, the capitol of Vojvodina, a region of Yugoslavia. Its name then was Free Vojvodina, it was only on one page, and it was the translation of the Serbian paper. From September 1945 it is issued under the name Magyar Szó, and since then, it was the only Hungarian daily paper of Yugoslavia, and now of Serbia. Since then, the Hungarian nature of the paper evolved gradually: although it has to support the politics of the country, beside the translated texts from Serbian, original Hungarian texts could also be read, which in the end became a majority. It becomes a paper of the minority, as it writes about things which are interesting to the Hungarian minority.

The breakup of Yugoslavia, the drastic decrease of Hungarians living in Vojvodina – on one hand because of the low birth rate, on the other hand because of the wars and the still ongoing migration abroad – led to the fact that today there are only half as many people buying the paper than before: at the end of the Second World War, half a million Hungarians lived in Yugoslavia, mostly in Vojvodina, and presently,

there are about 250 thousand Hungarians living in Serbia.

The on-line issue of the paper is constantly raising up the influence among Hungarians in Serbia and abroad.

Since Magyar Szó is the only Hungarian daily paper in Vojvodina, from day one its main focus was to please the entire Hungarian readership. That is why it constantly gave out bonus material, even today, it has a sports, agricultural, cultural, youth, kids, health and entertainment extra on each day of the week, from Monday until Saturday. Beside the extras, there are pages about national and foreign politics, sports, fine arts, children, economics, education, plus the regional pages try to include every aspect of daily life.

This means that the paper should inform the public in such a way to preserve culture, the mother tongue, education on the mother tongue and to support life in Vojvodina.

## PRINT EDITION



## ONLINE EDITION



Published in	Published in Serbia
Since	Since 1944
Language	Hungarian
Editor-In-Chief	Varju Marta
Printed circulation	9.000-20.000 (Thursday and Saturday)
Distributed Circulation	8.500-19.500 (Thursday and Saturday)
Sales circulation	7.000-18.000 (Thursday and Saturday)
Frequency	Monday-Saturday
Total number of pages/pages in colour	20/10 (Saturday edition 32+ 10/20 pages)
Format	A3
Supplements, format & frequency	Supplements, format & frequency: Entertainment A4 weekly, Agriculture A4 weekly, Crosswords A4 weekly, Health A4 weekly, For teenagers A4 weekly, Sports A3 weekly, Weekend A3 weekly

Number of daily users  
10.000

<https://www.magjarszo.rs/>

Address  
Vojvode Mišića 1, 21000 Novi Sad, Serbia

Phone  
+381 21 456 066  
+381 64 80 55 017

E-mail  
[varju@magjarszo.rs](mailto:varju@magjarszo.rs)





# berria

BERRIA newspaper was created in 2003, after the closing of Euskaldunon Egunkaria. It was created to cover the need for information in the Basque language. Nowadays it is the only newspaper published in Basque. The closing of Egunkaria provoked a lot of protest, and many actions were organized to start up another Basque-language newspaper. Basque society contributed 4,595,900“ (24.404 shares) to get a national Basque-language newspaper (as Egunkaria was).

It is published six days a week and has a daily circulation of 21,000 issues.

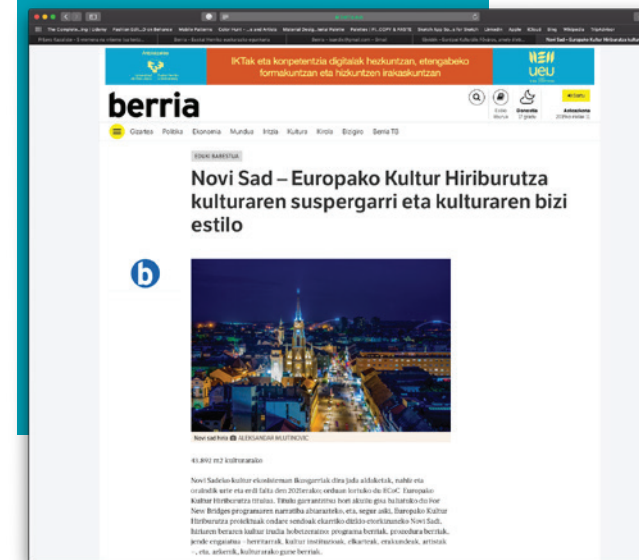
It is sold throughout the Basque Country (seven provinces) and is published entirely in the Basque language. Its aims are to offer information in Basque and to help in the normalization and standardization of Basque language.

## PRINT EDITION



Published in	Basque Country
Since	2003 and 1990
Language	Basque
Editor-In-Chief	Martxelo Otamendi
Printed circulation	15.000
Distributed Circulation	13.000
Sales circulation	13.000
Frequency	6 days a week
Total number of pages/pages in colour	40
Format	Tabloid
Supplements, format & frequency	2 a week

## ONLINE EDITION



Number of daily users  
21.000

<https://www.berria.eus/>

Address  
BERRIA, Martin Ugalde Parkea,  
Gurdarien etobidea z/g 20400  
Andoain Basque Country

Phone  
+ 34 943 30 40 30  
Fax  
+ 34 943 300 943

E-mail  
[otamendi@berria.eus](mailto:otamendi@berria.eus)



Primorski Dnevnik was established in 1945; the first issue was published on May 13th. But the newspaper is rooted deep in local history: in the 19th century, Slovenes in Trieste published a newspaper called Edinost, which was closed down by the fascist government in 1928.

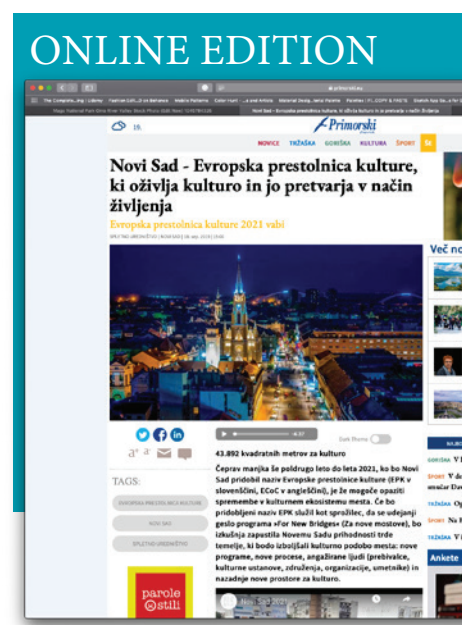
During WWII a small newspaper printed by Yugoslavian partisans in the woods close to Gorizia started publishing Partizanski dnevnik, the “Partisan daily,” which has since been distributed among families free of charge by partisans. A Slovenian printworks still exists in Vojsko near Idrija, now in the territory of the Republic of Slovenia, and it has been maintained as a museum, open to public.

On 1<sup>st</sup> May 1945, the newspaper moved to Trieste, where some issues continued to be printed, up to May 7th. A week later, the first issue of Primorski Dnevnik was published; Primorski Dnevnik maintains its historical on the first page as the successor to Partizanski dnevnik. Later on, Primorski Dnevnik developed into a neutral and pluralist newspaper. Today it is owned by a cooperative of readers (about 2.000 members). Primorski Dnevnik is the daily newspaper of the Slovene community in Italy. It is published and printed

in Trieste, and covers the whole area settled by the Slovenian minority in the Italian region of Friuli Venezia Giulia: the province of Trieste, a large part of the province of Gorizia and the border area of the province of Udine.

Primorski Dnevnik is a daily newspaper, published six days a week (Monday excluded). It dedicates a large part of its news content to issues related to the Slovene minority in Italy, but contains general news as well: home and international politics, sports, culture, weather forecast and other news, like most newspapers in the world.

On Sundays, nice colour pages are dedicated to the youngest population, the school pupils, produced by the schools themselves. On Tuesdays, a 12-page special is dedicated to sport. Every day each class at Slovene schools in Italy gets a free copy of the newspaper, in order to involve children and youngsters to read it on daily basis.



Published in	Trieste/Trst
Since	1945
Language	Slovene
Editor-In-Chief	Aleksander Koren
Printed circulation	6.500 – 7.000
Distributed Circulation	5.500 – 6.000
Sales circulation	4.500 – 5.000
Frequency	6 days weekly
Total number of pages/pages in colour	24/8
Format	Tabloid
Supplements, format & frequency	Sports edition

Number of daily users  
3.000

[www.primorski.eu](http://www.primorski.eu)

Address  
Via Montecchi 6, Trieste

Phone  
00390407786300

E-mail  
[redakcija@primorski.eu](mailto:redakcija@primorski.eu)

Fax  
00390407786339

# ÚJ SZÓ

The Hungarian-language daily paper *Új Szó* was established in 1948, and until 1989 it was the voice of the Communist Party. That year there were personnel and structural changes, and since 1990, *Új Szó* has been considered an independent voice of the Hungarian minority in Slovakia.

*Új Szó* has different rubrics and special weekly supplements concerned with various subjects (sports, music, car-motor, IT, healthiness, school, economics, entertainment, intellectual corner, and others). The editorial department is very important, dealing with regional news and reporting on events in the South of Slovakia.

*Új Szó* is especially well-distributed in the regions of Nitra, Trnava, Kos̄ice and Banská Bystrica.

## PRINT EDITION



Published in	Slovakia
Since	1948
Language	Hungarian
Editor-In-Chief	Ján Lajos
Printed circulation	18.000 – 28.000 (Friday)
Distributed Circulation	17.820 – 27.800
Sales circulation	14.000 – 20.000
Frequency	6x/week
Total number of pages/pages in colour	20-24 + supplements
Format	A3
Supplements, format & frequency	Health, Traveling, Agro, Gardens, Hobby, Women, Senior, Books, Middle schools, Universities, Festivals, TV program, Political and regional supplements A3-A4 2-3x/week

## ONLINE EDITION



Number of daily users  
15.000

<https://uj szo.com/>

Phone  
+421232153313

E-mail  
[internet@uj szo.com](mailto:internet@uj szo.com)

# Regió7

Established in 1978, during Spain's transition to democracy, Regió7 was initially the project of a small team of young professionals who wanted to create a democratic Catalan-language newspaper as an alternative to the old paper published in Manresa, written in Spanish and controlled by the establishment of Franco's regime.

Initially, the project involved some 400 small shareholders. Regió7 was published twice a week and had only 5 staff. In 1980, it began being published on Thursdays as well, and in 1983 it began 5-day publication with 4,000 copies each week. In 1990, Regió7 relocated to an old 1600 square metre textile factory, and the preparation of the newspaper was completely computerized. In 1993 Regió7 inaugurated its own printing facility near Manresa.

In 1996, Regió7 went online, and a short time later it purchased a second printing machine. In 2003 it celebrated its 25<sup>th</sup> birthday, and integrated a local TV station, becoming a multimedia group.

Regió7 is being distributed throughout the central part of Catalonia, the northern part of Barcelona and the southern part of Pirineus, which have some 350,000 inhabitants; Its principal influence is in Manresa. The publishing society of Regió7 has over 600 shareholders, and since then has become the main resource for written media in its area. The company publishes several supplements regularly on themes including education, culture, the information society, rural life and agriculture. It has also published several collections of books on the subject of Catalonia.

On its 25<sup>th</sup> birthday, Regió7 completed a digital library of its entire archive where, everything it published among those 25 years can be accessed via the internet. In 2004, Regió7 presented a PDF edition in order to provide its subscribers a means to read the newspaper outside its physical distribution area.

The group, including the newspaper, the local tv station and the printing plant, was purchased in 2006 by Editorial Prensa Ibérica (EPI), a company based in Barcelona that's the owner of 17 local and regional newspapers throughout Spain. The new publisher has preserved the editorial independence of Regió7 and his personality. The cooperation with the other papers of the company has provided new economic opportunities that have made Regió7 a stronger media. On its 30<sup>th</sup> birthday, keeps a dominant position in all the central area of Catalonia as the largest circulation newspaper.

The on line edition, Regió7.cat, created in 1999, has been launched with new contents in 2009 and is increasing its audience faster than any of his competitors.

Regio 7 is published seven days a week since 2001.

The audience of the printed edition is 35.000 daily according to EGM, and the online edition has an audience of 22.000 unique users daily according to OJD (2018).



Published in	Catalonia
Since	1978
Language	Catalan
Editor-In-Chief	Marc Marcè Casaponsa
Printed circulation	6,396
Distributed Circulation	6,300
Sales circulation	5,289
Frequency	Daily
Total number of pages/ pages in colour	Average of 52
Format	A3 – 370 x 289 mm
Supplements, format & frequency	LA REVISTA – Weekly – A3 MOTOR – Weekly – A3

Number of daily users  
19.978

[www.regio7.cat](http://www.regio7.cat)

Address  
Sant Antoni Maria Claret, 32  
08243 Manresa  
Spain

Phone  
+34 93 877 22 33

Fax  
+34 93 874 03 52

E-mail  
[regio7@regio7.cat](mailto:regio7@regio7.cat)



# Der Nordschleswiger

DEUTSCHE TAGESZEITUNG IN DÄNEMARK

Der Nordschleswiger is the only German language newspaper in Denmark/Scandinavia. It plays an important role in the minority group's intracommunication, and acts as its voice, contributing actively towards shaping positive German-Danish relations.

Established in 1946 as a weekly, it became a daily paper in 1951. Der Nordschleswiger was the first German newspaper published in Western Europe after 1945.

The newspaper has a daily circulation of 1,500 copies (distributed mainly by post). It is strongly funded by the German State (60%) and the Danish State (17%), while other financial income comes from sales/advertising (23%).

The newspaper has its publishing house and main editorial office at Apenrade/ Aabenraa, with branch offices at Hadersleben/ Haderslev, Sonderburg/ Sønderborg, Tønder/ Tønder and Tingleff/ Tinglev. Since 2004 Der Nordschleswiger has broadcast three newscasts daily.

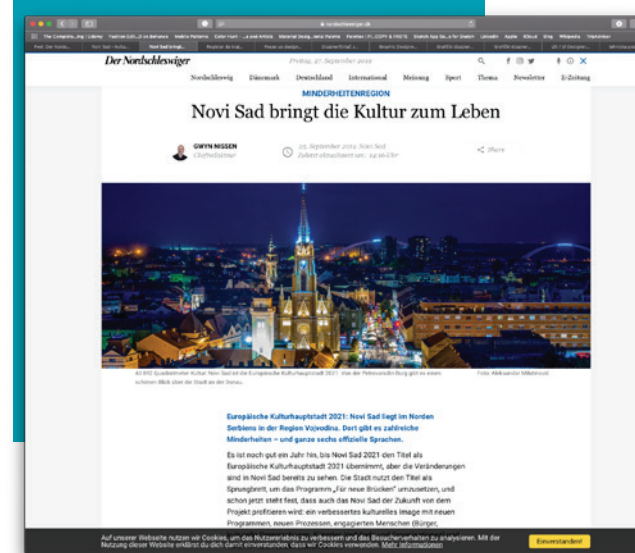
The newspaper is also producing a online-newspaper since 2007 under [www.nordschleswiger.dk](http://www.nordschleswiger.dk) and has its own App

## PRINT EDITION



Published in	Denmark
Since	1946
Language	German
Editor-In-Chief	Gwyn Nissen
Printed circulation	1.600
Distributed Circulation	1.400
Sales circulation	-
Frequency	Daily except Sunday
Total number of pages/pages in colour	32-48 (all colour)
Format	Berliner Format
Supplements, format & frequency	Supplements Saturdays (Berliner)

## ONLINE EDITION



Number of daily users  
3.000

[www.nordschleswiger.dk](http://www.nordschleswiger.dk)

Address  
Skibbroen 4-6,  
DK-6200 Aabenraa

Phone  
0045 7462 3880

Fax

E-mail  
[redaktion@nordschleswiger.dk](mailto:redaktion@nordschleswiger.dk)



# Szabadság

FRÖFLYI KÖZELLETI NAPILAP

Established after the revolutionary events of 1989, Szabadság took over the infrastructure of a former local Hungarian-language daily newspaper of the Communist Party, but it denied being its legal successor. Based in the city of Kolozsvár (Cluj), it became the central regional paper of the Hungarian minority in Transylvania in western Romania.

Szabadság is distributed in 5 counties around the city of Cluj, the main town in Transylvania: Kolozs (Cluj), Szilágy (Sařaj), Fehér (Alba), Beszterce-Naszód (Bistriřta- Nařařud) and Szeben (Sibiu) counties.

It is privately owned by the Minerva Cultural Association, an NGO led by the main employees of Szabadság. It is financially independent and does not receive any government grants. Its costs are covered mainly by sales (70%) and advertising (30%). Less than 1% comes from Hungarian public foundations. It is a general newspaper dealing with all types of news from the local to the regional, national and international. It also includes commentary, educational sections, services and entertainment.

It has a more or less tabloid form, and is black and white, occasionally coloured, published six times a week (except for Sunday). It was the very first daily newspaper on the Internet in the Hungarian language, and the first online daily of any kind in Romania. Video portal (video.szabadsag.ro) since July 2008: 623 videos, 119,000 video watches (until January 2010). Szabadság WebRadio project is on it's way.

With a circulation of 7,000 to 9,000 copies, it is the number 1 daily newspaper in Cluj, alongside 3 Romanian-language local dailies and two Romanian-language regional ones. Each copy is read by an average of 3.36 people.



Published in	Kolozsvár / Cluj-Napoca (Romania)
Since	1989 December
Language	Hungarian
Editor-In-Chief	Ildikó Újvári
Printed circulation	5.000
Distributed Circulation	5.000
Sales circulation	4.700-5.000
Frequency	6 times per week
Total number of pages/pages in colour	76 pages per week/ occasional
Format	A3
Supplements, format & frequency	Weekly tv-program, A4

Number of daily users  
1.600-1.700 unique  
visitors/day (average)

<http://szabadsag.ro/>

Address  
Str. Napoca nr. 16.,  
400009 Cluj-Napoca, Romania

Phone  
+40 264 596 621

E-mail  
[office@szabadsag.ro](mailto:office@szabadsag.ro)

Fax  
+40 264 597 206



# SERBSKE NOWINY

www.serbske-nowiny.de

At the height of the Sorbian/Wendish national rebirth appeared in 1842 in Bautzen for the first time Tydženska Nowina (Weekly Newspaper). She became with her editor Handrij Zejler spiritual center of Sorbian/Wendish cultural and political life. With the publication of Sorbian-language newspapers, the Sorbs/Wends affirmed the goals of their national movement: preserving and maintaining the Sorbian language and culture, teaching Sorbian, developing literature, music and theater, raising awareness of one's own history and developing a Sorbian press and press freedom. The press activity was limited because with the Tydženska Nowina concession, the Bautzen City Council told the newspaper not to spread any foreign policy news, which was monitored by a local censor. With the revolution 1848/49 the bourgeois press freedom was achieved. From March 25, 1848 Tydženska Nowina was no longer under censorship.

The second half of the 19th century brought the newspaper success, but also again restrictions on press freedom.

From 1920 Serbske Nowiny expanded to the daily newspaper, increased sales in the Sorbian villages and temporarily gained up to 6,000 subscribers. Already in April 1933 Serbske

Nowiny was banned for eight days and several editors were arrested. In August 1937, the Gestapo occupied the editorial offices, which meant the end of Serbske Nowiny.

In 1947, the printing and publishing house Domowina received a license to publish the Sorbian newspaper Nowa doba (New Epoch), initially as a weekly newspaper.

In the GDR era, there was no freedom of expression.

The turn to democracy in 1989/90 brought the Sorbian press liberation from ideological constraints and freedom of expression. The newspaper resumed its old name Serbske Nowiny and appeared from 1991 as an evening newspaper five times a week.

The editors Serbske Nowiny inform their readers daily about the life of the Sorbs in Lusatia and contribute with reports, reports, interviews, comments and letters to the public and personal opinion. In addition to the print edition, the newspaper offers Serbske Nowiny all interested parties online. As well as the printed edition, the digital offer wants to be a forum for approval and critical discussion of all concerns, concerns and successes of the Sorbian people today.



Published in	Germany
Since	1842
Language	Sorbian / Wendish
Editor-In-Chief	Janek Wowčer /Janek Schäfer
Printed circulation	1.800
Distributed Circulation	1.800
Sales circulation	0
Frequency	Monday – Friday (5 days a week)
Total number of pages/pages in colour	24/24 a week, with special offer 26/26 or 28/28 a week
Format	Berliner format
Supplements, format & frequency	

Address	Tuchmacherstraße 27; 02625 Bautzen	Phone	+ 49 3591 577232	E-mail	redaktion@serbske-nowiny.de
		Fax	+ 49 3591 577 280		

Number of daily users ca. 2 000

[www.serbske-nowiny.de](http://www.serbske-nowiny.de)



MAGAZYN  
**KURIER**  
 WILEŃSKI

„Kurier Wileński” is a Polish daily newspaper in Lithuania, with brand name hailing back to 1840. Known and influential in the region, it is being published five times a week, with Saturday issue printed in color and serving as a magazine with in-depth reports, interviews and pictorials, also publishes texts written especially for us by well known journalists and public figures from Poland.



Published in	Vilnius, Lithuania
Since	1840
Language	Polish
Editor-In-Chief	Robert Mickiewicz
Printed circulation	2.500
Distributed Circulation	2.100
Sales circulation	1.600
Frequency	5 times a week
Total number of pages/pages in colour	40 b/w 44 color on Saturday
Format	A4
Supplements, format & frequency	



Number of daily users  
 ca. 2 000

[www.Kurierwilenski.lt](http://www.Kurierwilenski.lt)

Address  
 Tuchmacherstraße 27; 02625 Bautzen

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 +37 0656 45645

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[net@kurierwilenski.lt](mailto:net@kurierwilenski.lt)

Fax





Above mentioned media outlets decided to make a network which is going to help to European Capitals of Culture to raise up visibility of their offer to minority societies around Europe.

Cultural and touristic offer of each ECoC needs to be promoted on the most efficient ways.

Following the “new normal” which we are all still defining after global facing of Covid-19, the offer from 2020 changed on the way that we focused more on the on-line plasement of editorials, sponsored with the banners on the front pages. Understanding that global economy is suffering, we made our offer much favorable, with a special highlighting that the importance of attendance of diversity is extremely important to keep the human and minority rights on the proper level.

Our common offer is unique and providing communication with very specific audience with daily impact of over 169.000 print circulation and daily reach over 218.000 daily visitors of on-line editions within a group production.

Our aim is to refresh communicational strategies of ECoCs and to give new values which are fullfilling importance and influence of such great idea which ECoC are constantly sharing already for 30 years.

Choosing us as partners, we are all getting chance to put our various knowledges and capacities together and to provide new quality in European public dialogue.

Let's do it!





## OFFER ► PRINT

Price list for articles in 11 media in Eur

- Print 1/4 page 9.019.- + VAT
- Print 1/2 page 16.769.- + VAT
- Print 1/1 page 26.163,10 + VAT

gratis translation of articles

delivery of clipping publication at the end of the year



## OFFER ► ON-LINE

On-line published article with photos and/or video in 11 media

- 5 days sponsored banner on front page 15.079,86 + VAT
- 8 days sponsored banner on front page 23.186,56 + VAT

gratis translation of articles

delivery of clipping publication at the end of the year



## OFFER ► IMPORTANT NOTE!

- To publish 2 articles within a year, discount is 5%
- To publish 3 articles within a year, discount is 10%
- To publish 4 articles within a year, discount is 15%

You can choose your best combination!



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