

**How to cite this article in bibliographies / References**

X López García, A Bellón Rodríguez, R de Mateo Pérez (2014): “Free newspapers caught up in the crisis: two formats, one uncertain fate”. *Revista Latina de Comunicación Social*, 69, pp. 435 to 461. [http://www.revistalatinacs.org/069/paper/1019\\_USC/22xen.html](http://www.revistalatinacs.org/069/paper/1019_USC/22xen.html)  
DOI: [10.4185/RLCS-2014-1019en](https://doi.org/10.4185/RLCS-2014-1019en)

# Free newspapers caught up in the crisis: two formats, one uncertain fate

**Xoxe López García** [[CV](#)] [[ID](#)] [[✉](#)] Universidad de Santiago de Compostela (USC), Spain / [xose.lopez.garcia@usc.es](mailto:xose.lopez.garcia@usc.es)

**Ana Bellón Rodríguez** [[CV](#)] [[ID](#)] [[✉](#)] Consejo Superior de Investigaciones Científicas (CSIC), Spain / [ana.bellon@csic.es](mailto:ana.bellon@csic.es)

**Rosario de Mateo Pérez** [[CV](#)] [[ID](#)] Universidad Autónoma de Barcelona (UAB), Spain / [rosario.demateo@uab.cat](mailto:rosario.demateo@uab.cat)

## Abstract

**Introduction.** Free print newspapers, one of the main innovations in the communications market, are a paradigm of the crisis and the debate over the print and digital platforms. **Method.** The article explores, through content analysis, interviews and panels of experts, seven print and online free newspapers that were launched in Galicia in the last five years. **Results.** The landscape of free newspapers has changed markedly and their promoters have followed four different strategies: maintenance of print and digital formats; closure of the newspapers; integration of paid-for modalities; and survival in the digital platform. In addition, there are small local newspaper initiatives such as *Lindeiros*. **Conclusions.** It seems that the free press is still unsure about what is its preferred dissemination platform and that the proximity markets seem to be suitable spaces for this type of press. Moreover, it is unclear whether the free press will maintain a stable position in the communication market.

## Keywords

Free press; print platform; online platform; Spain.

## Contents

1. Introduction: free press and online newspapers. 2. Method. 3. Results. 3.1. *20 minutos* and *20minutos.es*. 3.2. *Metro* and *metro.es*. 3.3. *Qué!* and *que.es*. 3.4. *ADN* and *adn.es*. 3.5. *De Luns a Venres* and *galiciae.com*. 3.6. *Terras de Santiago* and *Elcorreogallego.es/terras-de-santiago*. 3.7. *Santiago Siete* and *santiagosiete.es*. 4. Discussion and conclusions. 5. List of references.

Translation by **CA Martínez Arcos**, Ph.D. (Universidad Autónoma de Tamaulipas)

## 1. Introduction: free press and online newspapers

The last decades have been crucial for the communication sector, which has been hit by the economic crisis and has undergone a radical change in its business model.

The events that have marked a turning point in this sector include the emergence of new media, for example, the free online newspapers and general-interest daily print newspapers. These media have given users and readers, respectively, free access to today's information.

They are part of the free media of the 21<sup>st</sup> century, which is full of evident contradictions: profits can be earned by giving out free stuff (Anderson, 2009). Thus, for example, some newspapers are given out for free and their only and primary income comes from the ads they publish. So, the reader pays in one way or another: by purchasing the advertised product or by spending time reading the paper (Nieto, 1984).

Free newspapers are also part of the media sector that is following two new trends and strategies in the field of communications: citizen journalism, i.e. journalistic pieces produced by citizens (Carrasco, 2007: 34), and interactivity, with which readers cease to be passive elements and become able to make choices and configure, within certain limits, their own messages (López et al., 2000: 10).

The free press began more than 3 centuries ago, with publications consumed by the American working class (Nieto, 1984). But the current model, which offers general information, emerged in Stockholm (Sweden), in 1995, with the launch of *Metro* by the International Metro group. The development of the free press continued in 1999 with the launch of *20 minutos* in Zurich (Switzerland) by the Schibsted group. These two companies represent the new business model of the free press (Bakker, 2002a).

The free press model differs from the paid-for press system (Fernández, 2003) and was promoted by major press groups that implemented this model in the most populated cities (Edo, 2004). In addition to the financial model based entirely on advertising revenue, the main features of the free press include its hand-delivery first thing in the morning in the pedestrian areas of large cities, its reduced number of pages, and its fast-reading format (Fernández, 2004). The free press constitutes a new phenomenon and a new product (Bakker, 2002b)

The free press model, which initially made the paid-for press entrepreneurs feel uneasy (Costa and Puntí, 2013), introduced new formats, contents, editorial formulas and new technologies in the journalistic profession. The reader became the reporter in these newspapers (Del Olmo and Parratt, 2011).

The free newspapers of the 21<sup>st</sup> century had a remarkable worldwide impact in a short time: there were more than 170 newspapers of this type in the world, with a total circulation of 30 million copies (Fabián, 2007: 327).

From 2000, free newspapers became a relevant publication model in Spain with the launch of *Madrid y m@s* (now known as *20 minutos*), followed by *Metro* (2001), *Qué!* (2005) and *ADN* (2006). It is estimated that together these 4 newspapers had a circulation of more than 3.6 million

copies (Campos, 2007: 41), which constituted an important transformation in the country's communication landscape (Casero, 2002).

Since its inception, the free newspapers were present in the cyberspace through online editions. These online editions, which emerged in the 1980s, were considered for many as a ghost that haunted the press world (Canga *et al.*, 2000: 19) and ended up making the promoters of print newspapers to invest resources to developed alternatives to the print model (Boczkowski, 2006).

In the 21<sup>st</sup> century, the online newspaper is a new medium that uses the cyberspace as a place for the public dissemination of journalistic information (Salaverría, 2005a: 13). This medium is characterised by continuous updating, the online channel (Armentia *et al.*, 2000: 14), multimediality, hypertext and interactivity (López *et al.*, 2000: 10).

The users willing to pay for online news are very few because information on the Internet is perceived by most as free goods. Users do not fund online news directly, but through advertising or through other unperceived ways (Marquis, 2012).

Information companies have more or less given the same weight to online newspapers. Communication companies used to upload the contents of the print press, radio and television to the internet (Diezhandino, 2007), but from 1997 they began to see the online platform as a new business model. Thus, they created products that gradually became independent from the contents of the print editions (Díaz, 2005: 32).

Currently, communication companies understand the Internet as a strategic factor for their future, which calls for the development of specific editorial procedures for online publications (Salaverría, 2005b: 12).

It is within this context that this article examines seven free newspapers, of which four have national coverage (*20 minutos*, *Metro*, *Qué!* and *AND*), two have regional coverage (*De Luns a Venres* and *Terras de Santiago*) and one has local coverage (*Santiago Siete*).

Some print and online editions of these newspapers are no longer in circulation, but there is data available on the subject (Bellón, 2008 and 2103). At the time this study was being carried out, the print newspapers that were in circulation were: *20 minutos*, *Terras de Santiago*, and *De Luns a Venres* (which closed its online edition in the middle of study, on 27 December 27, 2013). The newspapers that survived in the Internet were: *20 minutos.es*, *Que.es*, *Galiciae.com/l-v*, *ElCorreogallego.es/terras-de-santiago* and *Santiagosiete.com*.

The study, therefore, focuses on 3 print editions and 5 online editions.

## 2. Method

This study is based on a qualitative method (content analysis, in-depth interviews and panel of experts) and a strong use of quantitative indicators provided by the *EGM-Estudio General de Medios* (General Media Study) and the *OJD-Oficina de Justificación de la Difusión* (Newspaper and Magazine Circulation Audit Office) which are Spanish entities that carry out media audience research measurement.

The first stage of the research study consisted of content analysis. The use of this technique allowed us to investigate the hidden textual and formal aspects of the free media under study. The use of content analysis also aimed to deepen into the general characteristics of the print and online newspaper brands under study and to establish the differences and similarities between the online and print editions, as well as to analyse the extent to what the online edition depends on its print counterpart.

Content analysis contributes essentially to identify the treatment given by each media to current issues, to determine whether the online edition is just a copy of the print edition or whether it offer its own content and whether the printed newspaper constituted the centre of the dissemination of information. This method also allowed us to examine newspaper-user interactivity, based on the classification proposed by Bordewijk and Kaam (1986): transmission, consultation, conversation and registration.

The first phase of content analysis covered the print newspapers that were in circulation in 2012 (*20 minutos*, *Qué!*, *De Luns a Venres*, *Santiago Siete* and *Terras de Santiago*) and their corresponding online editions. The analysis was carried out in alternate days during January and February, 2012: Monday, 2 January; Tuesday, 10 January; Wednesday, 18 January; Thursday, 26 January; and Friday, 3 February.

The second phase of the content analysis was carried out from Monday 18 to Friday 22 November, 2013. This analysis focused on the print newspapers in circulation at that time (*20 minutos*, *De Luns a Venres* and *Terras de Santiago*) and their online editions, as well as *Santiagosiete.es* and *Que.es*.

The content analysis of the online newspapers involved several visits per day: at 09:00, 13:00, 18:00 and 22:00 hours.

An information sheet that included the following items was created for each media:

- Genres: informative, interpretative or opinion
- News type: soft or hard news (Diezhandino, 1994)
- Source: exclusive or shared (Tunis, 1999)
- Front-page news (number on print and online editions). Coincidences and differences. Treatment (columns and space)
- Headline type: expressive, demanding, informative, of forms of speech (Armentia and Camiños, 1998)
- Main front-page topics (by subject area)
- Photography (on print and online editions). Coincidences and differences. Multimedia, Hypertext and interactive elements, and levels of interactivity on the online edition.
- Front-page advertising (type of advertising and advertiser)
- Front-page contests or combined product marketing strategies (drawings, offers, etc.)
- Opportunities given to users for participation in the news-making process

In addition, the analysis of the print newspapers paid special attention to the identification of the so-called fast-reading formats, which are typical of the free press. These formats shred information and present it in a fragmented structure that is used to provide different aspects of the content or to present the events from different perspectives (Armentia, Elexgaray and Pérez, 1999).

The analysis of the online newspapers focused on the existence of sections aimed at enhancing users interactivity, the possibilities for navigation inside the website, the impact of the news stories (the most watched, most commented, most valued news stories), surveys, and the existence of digital encounters between the newspaper's guests and audience.

Finally, the analysis tried to identify the references between the print and online editions.

After the analysis, we collected the economic, broadcasting and audience data of each of the seven newspapers selected for the study, in a specific area, Galicia and Santiago de Compostela.

Afterwards, we carried out a new analysis of the characteristics of the newspapers that were in circulation in 2013, and then conducted in-depth interviews to answer some research questions and collect more information.

In order to obtain first-hand information about each newspaper, we interviewed their directors and/or editors-in-chief: Arsenio Escolar (*20 minutos*), Carlos Reus (*Que.es*), Alfonso Riveiro (*De Luns a Venres*), Juan Salgado (*Terras de Santiago*) and Carolina Carballedo (*Santiago Siete*).

To this end, we designed an open questionnaire that explored, among other things, the adaptation of the non-print dissemination channels and practices to enhance online dissemination, the weaknesses, threats, strengths of each newspaper, and the different strategies adopted in each case.

The interviews to the directors of newspapers located in Galicia were carried out in person in the corresponding editorial departments during the first half of November 2013. The interviews to the directors of the newspapers with national coverage and based in other parts of the country were carried out through an online questionnaire sent via email.

Finally, the panel of experts allowed us to discuss the main aspects under analysis and to obtain new interpretations on the evolution of the sample of newspapers.

The panel included two experts: Francisco Campos Freire and Xosé Pereira Fariña, member of the *Novos Medios* research group of the School of Communication Sciences of the University of Santiago de Compostela (USC).

The panel took place on the first half of February 2014 in Santiago de Compostela and was divided in two sessions: one written and one face-to-face.

The issues discussed were those related to the present and future of the seven newspapers under study.

In particular, we discussed: the strategy followed so far by the free and online newspapers; the dissemination platform par excellence in the mid and long terms; the possibility of new free print newspapers emerging and of the free press living another golden age.

Other topics discussed were the panorama and the evolution of free newspapers in Spain from 2008 to 2013, the trends of the last financial periods of each newspaper, the role of advertising in the economic results, the impact of the online edition of a newspaper in the economic and informative development of the newspaper brand as a whole, and general aspects about the combined strategies between the print and online newspapers.

The combination of all this methods and the use of indicators allowed us, for example, to illustrate the evolution and current state of the audience (readers and users) of print and online newspapers, as well as the circulation, and the advertising revenue of the both formats. In the case of *20 minutos*, we also present the economic results of the print and online editions in the five previous years.

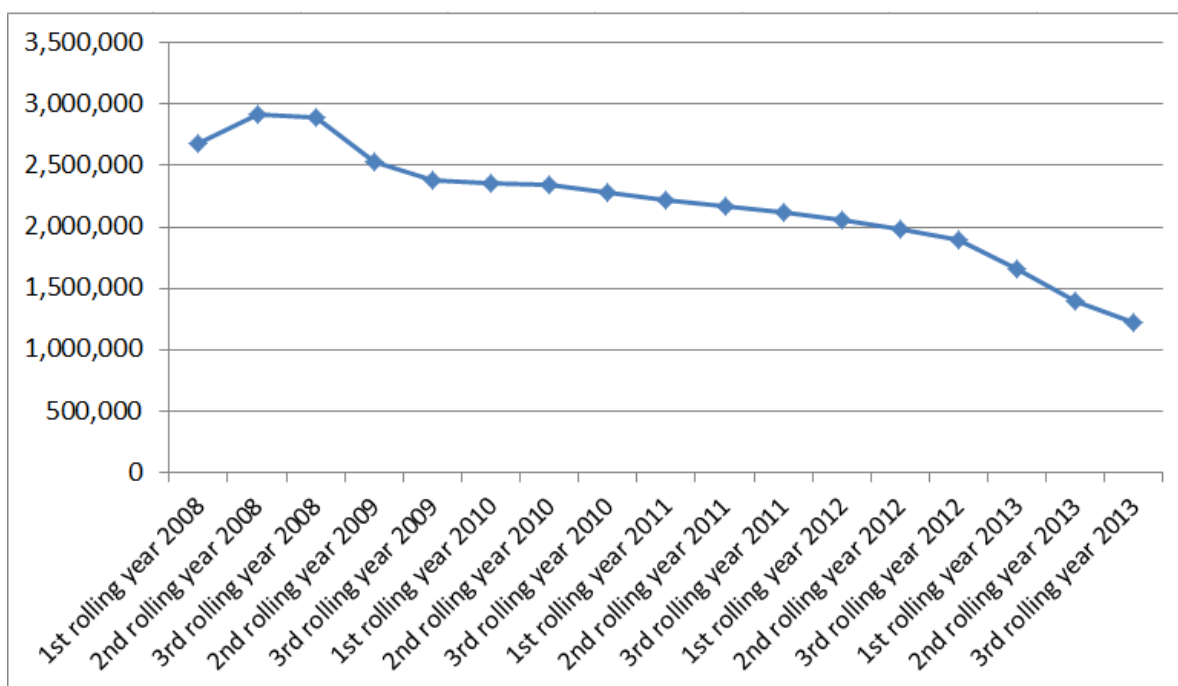
### 3. Results

#### 3.1. *20 minutos* and *20minutos.es*

*20 minutos*, “the first free newspaper”, was launched in February 2000 by *Multiprensa y Más*. This newspaper was titled *Madrid y m@s* until June 2002 when it adopted its current name after *20 Min Holding*, a subsidiary of the Schibsted group, acquired part of the company’s capital. Its main editorial department is located in Madrid, where both the print and online editions are edited.

At some point, this newspaper had 15 print editions but only eight of them remain: Madrid, Barcelona, Valencia, Zaragoza, Seville, Malaga, Granada and Córdoba. This paper was the most important print medium in Spain (EGM) from 2006, with 2,397,000 readers, to 2009, when its readership (2,527,000) was overcome by *Marca*’s (2,767,000).

**Figure 1. Readership evolution in *20 minutos***



Source: Authors’ own creation with data from the EGM



*20 minutos* is the only free general-information newspaper with national coverage distributed on weekdays. According to the EGM, from February to November 2013, *20 minutos* had 1,228,000 readers and occupied the fourth position in the ranking of print media, behind *Marca* (2,779,000), *El País* (1,812,000) and *As* (1,346,000), and ahead of *El Mundo* (1,107,000).

Since the economic crisis began in 2008, *20 minutos* has experienced a sharp decline in readership, going from more than 2,500,000 in the first wave of 2008 to just over one million in the last wave of 2013.

According to the OJD, the circulation of *20 minutos* from July 2012 to June 2013 was of 472,492 copies. In earlier periods (from July 2011 to June 2012 and from January 2012 to December 2012), its circulation was of 672.551 and 605.241 copies, respectively. The fall, therefore, has also been remarkable.

Advertisement in this free newspaper can cost from 800 to more than 40,000 euros, depending on the location.

**Table 1. Advertising rates in *20 minutos* (print edition)**

Location	Black & white (in euros)	Colour (in euros)
Page	30,500	37,200
Double page	45,750	55,800
Half page	19,200	23,070
Back page	-	48,400
Exclusive module	1,050	1,250
Non-exclusive module	790	920

Source: *20 minutos*

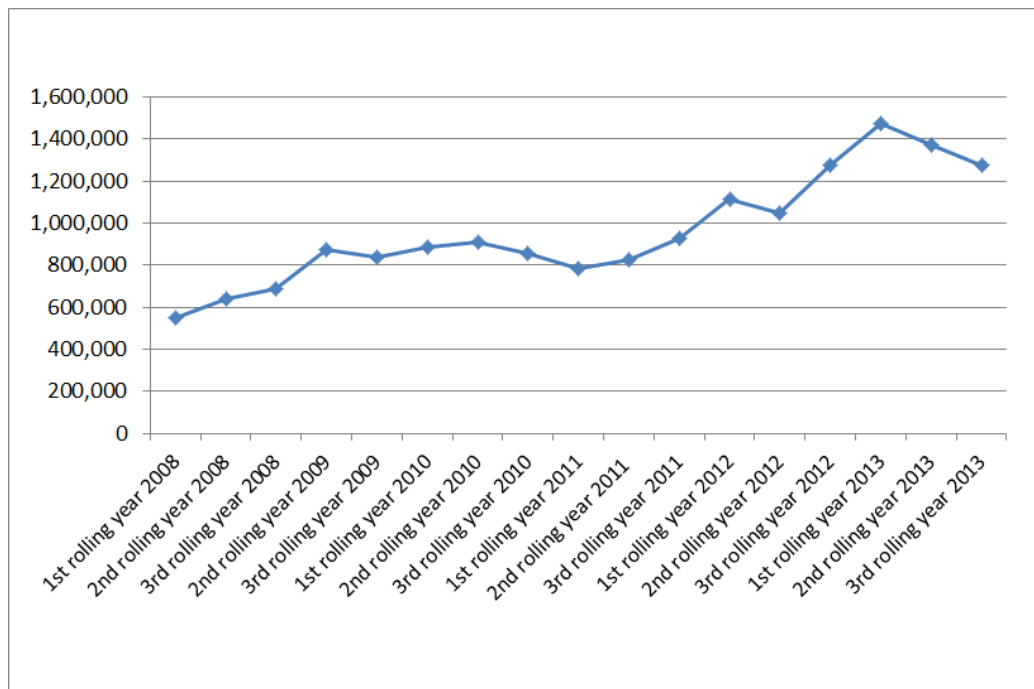
According to the newspaper's annual accounts, from 2008 to 2012 the economic results of the print edition, which includes *Calle 20* magazine, were: losses of 2.6 million euros in 2008 and 1.1 million euros in 2009; profits of 100,000 euros in 2010; and losses of 3.6 million euros in 2011 and 5.9 million euros in 2012.

The digital edition of the newspaper in Spain is called *20minutos.es*. It was launched in parallel with the print edition. In just over a decade, this online newspaper became one of the most important Spanish-language news websites.

The increase in the number of unique users of this news space has been remarkable. According to the EGM, the number of users went from just over 500,000 in 2008, to 1,274,000 in February-November 2013.

The cost of an advertisement in this free online newspaper ranges from 52 to 20 Cost Per Thousand (CPT).

**Figure 2. Evolution of unique users in 20minutos.es**



Source: Authors' own creation based on data from the EGM

According to the annual accounts of the Group, in recent years the economic results of *20 minutos* on the web followed a reverse trend to that of the print edition. The online newspaper began making losses and then started to balance its accounts. It lost 2.7 million euros in 2007; 2.4 million euros in 2008; 1.8 million euros in 2009; 0.3 million euros in 2010; and in 2011 it broke even. In 2012, it made losses again, this time of about 100,000 euros.

**Table 2. Advertising rates in 20minutos.es**

Format	CPT rates (in euros)	Fixed rate per day (in euros)
Leaderboard first position	47	15,000
Leaderboard second position	20	7,500
Big Box first position	52	25,000 (80% SOV)
Big Box second position	20	7,500
Tall Block first position	50	15,000
Tall Block second position	20	7,500

Source: *20 minutos*

For the content analysis, we selected the print edition of *20 minutos* for Madrid, because the A Coruña and Vigo editions disappeared since 2009.

This front page of this issue included the following topics: the street cleaners' strike in Madrid, unemployment, the public safety Law, the economic crisis and spending cuts.



There were no special topics, but there were different thematic supplements every day:

- *20 minutos. El lunes, todo el deporte* (“20 minutos. On Monday, all the sports”).
- *Formación y empleo. El suplemento del martes* (“raining and employment. Tuesday’s supplement”).
- *Vivienda y hogar. El suplemento del miércoles* (“Housing and home. Wednesday’s supplement”).
- *Nivel 20. Los jueves, toda la información sobre lo último en videojuegos* (“Level 20. On Thursdays, the latest information in video games”).
- *Tutiplán, ocio para el fin de semana* (“Tutiplán, entertainment for the weekend”).

With regards to the references between the print and online editions, the front page encourages readers to search for previous print issues on the online edition while the interior pages invited readers to read extended versions of the print articles and interviews on the online edition, and appealed readers to follow some topics to the minute on the online edition.

There was also content exploitation. For example, 20 minutos.es published, as columns, some blogs; *20 minutos* (print edition) informed about the state of lists of specific issues in 20 minutos.es; and *20 minutos* published some of the answers to the questions raised in 20minutos.es (in the section *20minutos.es responde*).

Interactivity in the print edition was channelled mainly through the section *Zona 20. El lugar de encuentro entre 20 minutos y sus lectores* (“Area 20. The meeting place between 20 minutos and its readers”), in which letters and photos sent in by readers were published. Other initiatives encouraging reader participation during this period were readers’ online interviews to Borja Semper Pascual, spokesman of the Popular Party in the Basque Parliament, and Ángeles González-Sinde, former Minister and writer, and the references to the medium itself: “Find it, read it and, when you are done, pass it over!” and “Download our free app!”.

The analysis also allowed us to identify a clear demonstration of the newspaper’s bet on citizen journalism: on 21 November 2013, as a complement to the news story “7,300 young households vanish in a year in the region”, the newspaper asked the following question: “Do you know someone in that situation? Let us know at 20minutos.es”.

Other calls to audience participation are made in the “Virtual museum of old photos”, which is a section included periodically on the print edition and permanently on the online edition, and in “My pet and I”, which asks readers to send images of their pets and a letter explaining what they think of their pets.

Banco Sabadell, Samsung, the Government of Spain, Acuasec, Nueces de California, Natural Gas, Viajes El Corte Inglés and Phone House were some of the brands that were advertised that week on *20 minutos*.

For its part, during the week of analysis *20minutos.es* featured the following news stories: the Prestige oil spill trial, Spain’s incursion in Gibraltar’s waters, Spain’s Organic Law for the

Improvement of the Quality of Education (LOMCE), the health state of Spanish people and the alleged illegal accounts of the Popular Party.

*20minutos.es* published featured articles on the street cleaners' strike in Madrid and the 50<sup>th</sup> anniversary of Kennedy's assassination.

With regards to the references between the two editions, the online edition encouraged readers, instead of reading the print edition, to visit other online spaces of the Group, such as *20minutos.mx*, and *20minutos.com*. However, the print edition has its own tab in *20 minutos.es*, where users can download the print edition of the newspaper (in PDF) and search for previous issues.

On the online edition, user interactivity was promoted especially through the section "Comunidad20", which publishes news stories written thanks to the clues provided by users, as well as photos, videos and letters uploaded by users. There is also the possibility of participating in *Tu blog. El blog de los lectores de 20 minutos* ("Your blog. The blog of 20 minutos readers") and of voting on active surveys.

Other tools used to encourage participation in the web are surveys (for example, that week the website asked users about their opinions on the renewal of Del Bosque, the manager of the Spanish national football team, and the Public safety Bill), polls and the interviews that users can make to the famous people who visit the offices of *20 minutos*.

The brands that were advertised that week in *20minutos.es*, include: Fotocasa.es, ING Direct, Gas Natural Fenosa, Dacia Duster, Bankia, Acierto.com and BBVA.

### 3.2. *Metro and metro.es*

*Metro*, owned by Metro International, was launched in Barcelona in March 2001, with 16 regional editions. It was in circulation in Spain until January 2009, when its closure was announced in the country.

According to data from the EGM, at the time of its closure *Metro* had 1,823,000 readers and occupied the fifth place in the ranking of printed media. According to *Publicaciones Gratuitas Ejemplares Distribuibles-PGD* (Free Publications Available for Distribution) the circulation of this newspaper was as follows: July 2006-June 2007: 828,715 copies; January 2007-December 2007: 840,259 copies; and July 2007-June 2008: 828,103 copies.

*Metro.es* was launched in 2000, i.e. a year earlier than its printed counterpart, but disappeared together with the print edition. I was audited by Adobe Omniture SiteCatalyst and, by way of example, it should be noted that in May 2008 it had 155,000 users.

### 3.3. *Qué! and que.es*

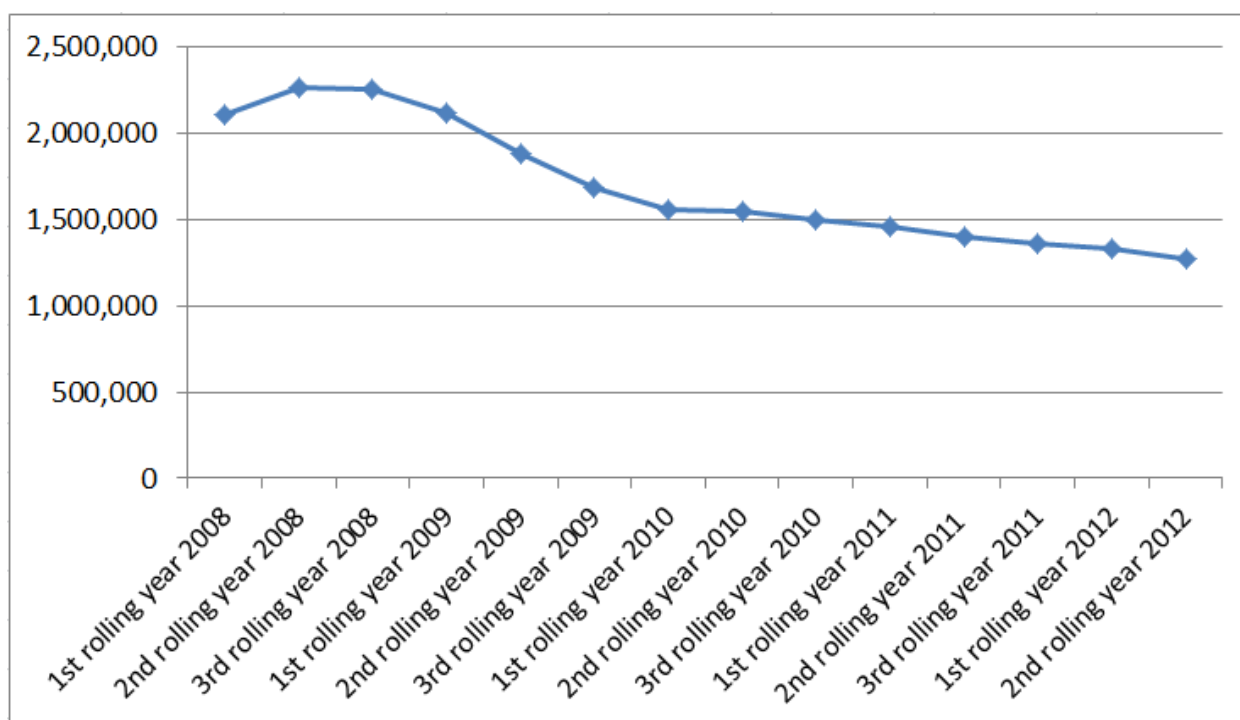
*Qué!*, "the first newspaper produced by readers", was launched in January 2005 by Recoletos, the first paid-for press business group to bet on the online newspaper model, with the participation of Godó. In 2007, Vocento bought both the print and online.

*Qué!* was closed in June 2012, but the impact of the crisis on this free newspaper and the attempts to keep it in circulation dated back some years. Since 2009, the newspapers closed some of its editions

and by the time of its closure it only had ten editions. In 2012, the newspaper was reformulated in order to conquer new readers. To this end, the newspaper launched the campaign *De Qué! Hablas, Con el nuevo Qué! nunca volverás a hablar del tiempo en el ascensor* (“What are you talking about? With the new Qué! you’ll never talk again about the weather in the elevator”) and included QR codes in its pages.

According to data from the EGM, Qué! reached more than 2 million readers, but only had 1 million at the time of its closure. In terms of its print run, according to data from the EGM, the newspapers sold 621,727 copies in July 2009-June 2010; 619,129 copies in January 2010-December 2010; and 614,997 copies in July 2010-June 2011.

**Figure 3. Readership evolution in Qué!**



Source: Authors’ own creation based on data from the EGM

*Que.es* was launched at the same time than its printed counterpart and was maintained after the disappearance of the latter. From June 2012 the newspaper was kept on business by Vocento and in July 2013 was bought by *Gestiona Radio*. At that time, the online newspaper had 3 million unique users and 50,000 registered users. It is headquartered in Madrid and, according to data from Site Census, it has 3.5 million unique users.

**Figure 4. Evolution of unique users in *que.es* (2008-2013)**



Source: Google Analytics

Advertising rates in this online edition depend on the location within the homepage and its sections.

**Table 3. Advertising rates in *que.es***

Source: *que.es*

Integrated format	Homepage (Euros)	Other sections (Euros)
Big Box	25	18
Banner	25	18
Half banner	25	18
Mega banner	25	18

During the week of analysis, *que.es* published news stories that marked the nation, such as the street cleaners’ strike in Madrid, the Prestige oil spill trial and the Bárcenas case. The featured articles included one about the programme “Who wants to marry my mother? And one about the admission of actress Lina Morgan to the intensive care unit.

User interactivity was promoted through the blogs section which allows registered users to comment on, share and recommend news stories.

Las Vegas Airlines, MiColor, Axa Seguros and Iberia were some of the brands that chose *que.es* for their advertising during this period.

### 3.4. ADN and *adn.es*

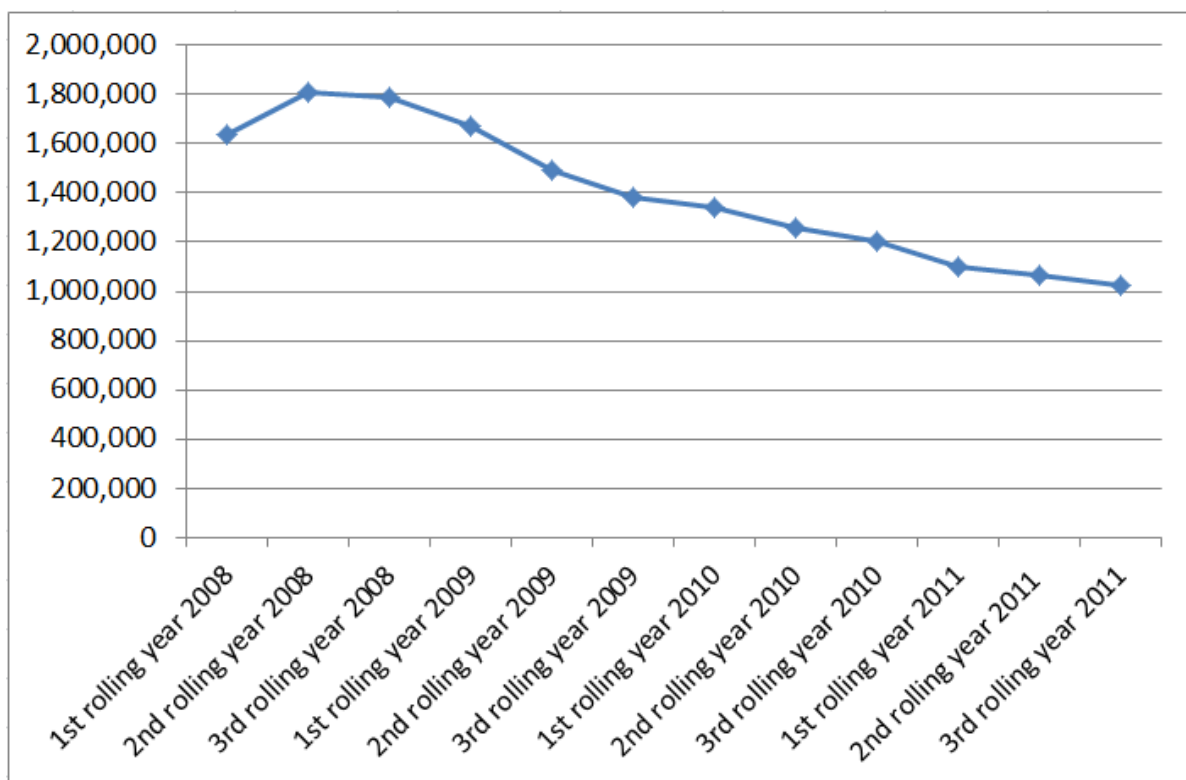
ADN, “the open newspaper of the third generation”, was launched in March 2006 by Editorial Página Cero with the participation of Planeta, Joly, Promotor Salamantino, Serra, La Information and *La Voz de Galicia*. It was closed in 2011.

*ADN* had 9 editions at some point. At the beginning of 2011, it was redesigned and renamed *ADN+* in order to reach a more qualified audience without losing its free character. In addition to expanding its number of pages to 40, the newspaper reduced the proportion of advertising in relation to the editorial content by 25 and 30%.

According to the last report by the EGM, the newspaper had 1,024,000 readers and a circulation of 627,765 copies in January 2009-December 2009; 590,725 copies in July 2009-June 2010; and 575,887 copies in January 2010-December 2010.

*ADN* always granted great importance to its online edition, which was launched at the same time than the print edition. At first the online edition was just a copy of its printed counterpart. Since 2007, the online newspaper had its own editorial department and contents, which were offered through three main sections: *ADN.es* –the newspaper–, *ADN.TV* –videos– and *Vuestro ADN* –presented as the first social network of a medium in Spain. In February 2009 Planeta announced that it would integrate the print and online editions because it had taken a wrong business approach and now would produce a modest digital version updated from the print edition. Both editions disappeared simultaneously.

**Figure 5. Readership evolution in *ADN***



Source: Authors' own creation based on data from the EGM

To illustrate the audience growth of this online newspaper, we can point to that, according to the OJD Interactiva, in April 2008 the newspaper had 1,143,315 unique users.

**3.5. De Luns a Venres and galiciae.com.**

*De Luns a Venres*, launched by *El Progreso*, is the only free newspaper entirely written in Galician. It was distributed on weekdays in seven Galician cities, from December 2006 to February 2013, and as a weekly paper, every Friday, until December 2013, when the print edition was closed.

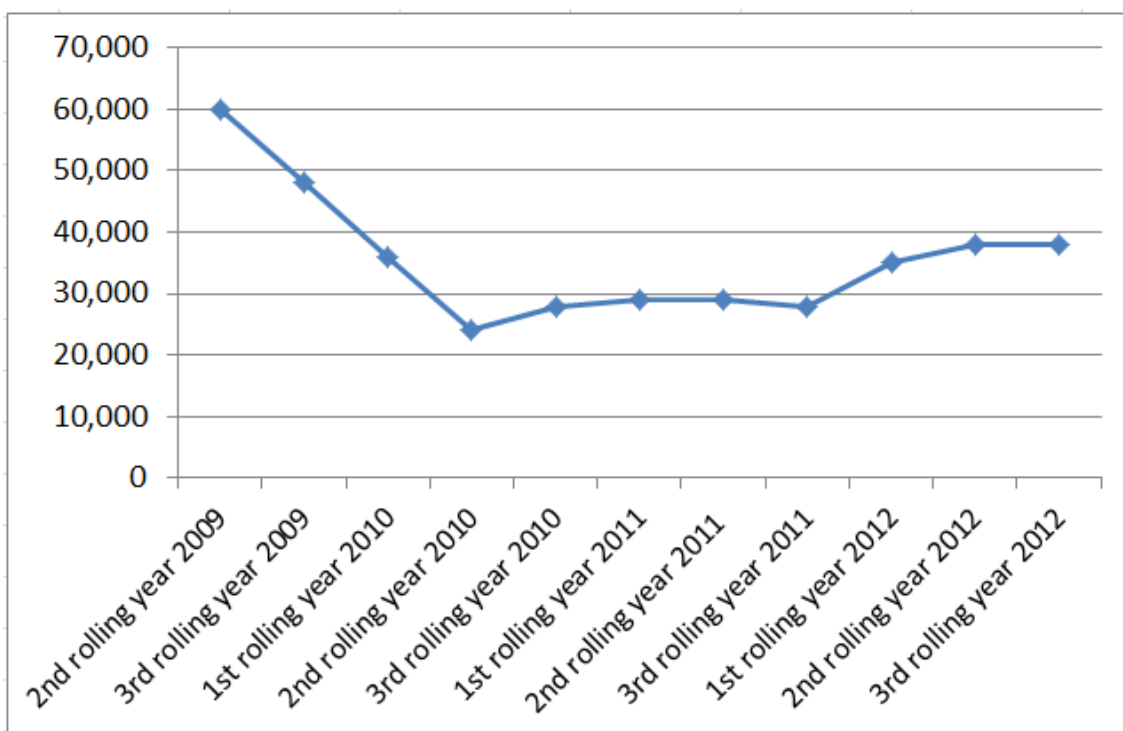
This newspaper also had 2 monthly editions in the Galician cities of Montevideo and Buenos Aires, with a circulation of around 1,100 copies. This paper maintained a strategic commercial alliance with *ADN* from 2009 to 2010, by which the free Galician newspaper could make use of the content and collaborations of the free national newspaper.

Among the initiatives designed by the print edition and aimed at readers is the *Mini-Contos* (“Mini stories”) contest, of which three editions were made.

Its editorial department was always located in Santiago de Compostela (A Coruña). When it was a daily newspaper it had a staff of 8 people but when it became a weekly newspaper, its staff was reduced to only 3 people.

According to data from the EGM, during the third rolling year of 2012 the newspaper had 38,000 readers. It is estimated that in 2009, the readership was of about 60,000. It became the third most-read newspaper in Galicia, just after *La Voz* and *Faro de Vigo*.

**Figure 6. Readership evolution in *De Luns a Venres***



Source: Authors’ own creation based on data from the EGM.

The price of an advertisement in the weekly newspaper ranged from 18 up to 3,000 euros.



**Table 4. Advertising rates in *De Luns a Venres* (print edition)**

	Black and white	Colour
Page	750	1,500
Double page	1,500	3,000
Half page	450	625
Back page	-	1,750
Module	18	25

Source: *De Luns a Venres*

For its part, the online edition of the *De Luns a Venres* was launched at the same time than the print edition. At first, the online edition had its own designer and editor, and was independent from the rest of the online newspapers of *El Progreso* group.

In 2009, *De Luns a Venres* merged with *Xeracion.com*, which later became *Galiciae.com*, which is currently the epicentre of the digital platform of *El Progreso* group. This is the internet platform for the online editions of *El Progreso* and *Diario de Pontevedra*, and the website *Galicia Gastronómica*.

In 2011, *Galiciae.com* and *De Luns a Venres.es* merged. From this year the growth of the website has been as follows: +209% in visits, +212% in page views and 203% in unique users. The average number of pages seen per visit has increased 200% while mobile traffic, which at first constituted 20% of all traffic, is now 50%.

Advertise rates in *Galiciae.com* range from 24 up to 11 CPT.

**Table 5. Advertising rates in *Galiciae.com***

Format on front page	Rate (with 25% discount)
Pop-up window + Leaderboard	24
Pop-up window + Big box	21
Top Leaderboard	18
Upper button	11
Upper strip	14
Big box	15

Source: *De Luns a Venres.es*

Since this newspaper was offered in a weekly print edition and an online edition, we visited the newspaper website from 18 to 22 November 2013 to subsequently examine the treatment given by the print edition to those topics at the end of the week.

The weekly print newspaper offered as the main news story a regional event: *Resistencia Galega: Radiografía dunha banda. O movemento armado subsiste maila estar debilitado e cos líderes en Portugal* (“An in-depth analysis of a band. The armed movement survives despite being weakened and having its leaders in Portugal”). As secondary news, the weekly print newspaper offered to short stories, one international and one national: the anniversary of the assassination of John F. Kennedy and the condition of the King of Spain after his hip operation.

The inside pages included, in addition to the double-page feature article announced on the front page, information on the Asunta case, interviews with the head of the Endocrinology department of the University Hospital Complex of Santiago (CHUS), Felipe Casanueva, and actor Antonio Mourellos, and information on the beginning of the *centolla* (king crab) fishing season. The newspaper also included a one-page special report about public health and opinion articles.

With regards to the references between platforms, the weekly print paper made a reference in the front page to the online edition, in particular readers were encouraged to participate in the online section *Cóntanos* (“Tell us”) by sending e-mails with their opinion on whatever subject they like. In weekly issue of 22 November 2013, audiences’ contributions made reference to the Parot Doctrine and the result of the Prestige oil spill trial.

Advertisement investment was remarkable in this issue. There was a wide range of advertisers from different sectors (hotels, education, etc.), from small businesses to well-known brands like Hedonai and entities such as Ifema, the Government of Galicia and the Council of A Coruña.

*Galiciae.com* highlighted, late in the day, the following news stories: the Prestige oil spill trial, the bid for Novagalicia Bank (NGB), the murder of the girl Asunta Basterra and the alleged illegal accounting in the Popular Party (PP). There were no special reports.

In relation to the references between platforms, every day the homepage highlighted that fact that users could download the latest edition of the weekly print newspaper in PDF format.

Interactivity is promoted through the “Tell us” section and two surveys: “What do you think of the result of the Prestige oil spill trial?” and “How would you rate the first half of Rajoy’s administration?”.

Also this website gives users the possibility to rank the news and comment on them. Users need to be registered for to be able to do this. The website also allows users to know which stories are the most read and commented.

On the week of the analysis, the brands and entities that were advertised in *Galiciae.com* were, among others, Hedonai, the Government of Galicia, Alianz Auto, Policlínico Lucense and Gadis.

### **3.6. *Terras de Santiago* and *Elcorreogallego.es/terras-de-santiago***

*Tierras de Santiago* was launched by El Correo Gallego group in September 2006. It was out every Tuesday in 25 municipalities of Santiago de Compostela. The objective of the newspaper was to cater the information interests of the population of Santiago de Compostela.

In March 2012, as a result of collaboration agreement signed between the Government of Galicia and Editorial Compostela, the paper became *Terras de Santiago* and increased Galician-language content in its pages.

On 9 September, 2012, *Terras de Santiago* became part of the daily offer of *El Correo Gallego*, which was delivered together with *El mundo*. *Terras de Santiago*, thus, went from being a daily to weekly newspaper, and from being a free newspaper to be part of a paid-for newspaper, which

despite its new addition did not change its sale price. In addition, *Terras de Santiago* expanded its geographical coverage to Costa da Morte, Terra de Soneira, Noia, Muros and Barbanza.

As indicated in the editorial of 9 September 2009, this new phase of the newspaper aimed “to grow and go beyond the geographical barriers of Compostela and its surroundings, which seems much more ambitious”.

When the newspaper was distributed individually, its circulation was around 30,000 copies and was not subject to the control of the EGM (Sixto and Bellón, 2009). In 2014, its circulation was the same as that of *El Correo Gallego* in Galicia: 24,000 copies.

**Table 6. Advertising rates in *Terras* print edition**

Location	Tuesday to Saturday (euros)	Sunday, Monday and bank holidays (euros)
Page	2,800	3,500
Big box	2,200	2,750
Half page	1,475	1,850
Module	65	80

Source: *El Correo Gallego*

In the beginning, *Terras* had an editorial staff of 8 persons, who were also in charge of developing the content of the weekly paper and the “Compostela Area” section of *El Correo Gallego*. Currently, the newspaper’s newsroom is located in its main headquarters, in Santiago de Compostela, and its delegations in Costa da Morte, Noia and Barbanza.

The advertising rates for *Terras* are the same as those of *El Correo Gallego* and vary depending on the day of publication. Advertising in this newspaper can cost from 60 to more than 3,000 euros.

The newspaper launched its online edition in parallel to the print edition but the digital space has always been a space where the contents of the print newspaper are dumped. The online edition initially had its own website, [www.tierrasdesantiago.com](http://www.tierrasdesantiago.com), which had about 15,000 unique visitors (Nielsen Online). From 2012, this online newspaper became part of the offer of online newspapers of *El Correo Gallego*: <http://www.elcorreogallego.es/terras-de-santiago>.

According to data provided by *El Correo Gallego*, during March, April, May, June, July and August 2012 and 2013, the average number of monthly readers and pageviews were as follows:

**Table 7. Readers and users of *Terras de Santiago***

Year	Average number of monthly readers	Average number of monthly pageviews
2012	57,513	176,051
2013	42,437	151,427

Source: *El Correo Gallego*

The advertising rates for the online edition are the same as those for *elcorreogallego.es*. *Terras de Santiago* does not have its own editorial staff for its online edition. The transference of conten from the print to the online edition is carried out by the IT team of *El Correo Gallego*.

During the week of analysis *Terras de Santiago* presented the following stories as front-page news: the network of homes for the elderly in the municipalities of Terras, the beginning of the *centolla* (king crab) fishing season (2 days), the building of a new road to decongest Portosín, and the restoration of A Pontraga station.

**Table 8. Advertising rates in *Terras* online edition**

	Rate
Gigabanner	18 front page CPT
Megabanner	20 front page CPT
Upper front-page strip	3,900 month
Small box	3,120 month
Small news box	2,000 month

Source: *El Correo Gallego*

The advertising content on inner pages was not very wide. The advertisers included small companies from various sectors, such as the hotel and construction industries.

There were no references on the print edition to the online counterpart and, although the information was always very close and useful to citizens, no strategies were implemented to promote user interactivity.

The online edition presented the following main news stories: Guerra asks the County Council to look at the widening and improvement of dangerous road section in Teo; the *centolla* (king crab) fishing season (two times); the building of a new road to decongest Portosín; and the restoration of A Pontagra station.

There were no feature articles or any reference to the print edition.

The contents of the print edition were, on many occasions, published on the digital platform and vice versa. There is, therefore, exploitation of content.

Users can register in the newspaper website to comments on the news and rank them.

The brands and entities advertised during this period include, among others, *acierto.com*, *segurosalud.es*, and the National Institute of Employment (INEM).

### 3.7. *Santiago Siete* and *santiagosiete.es*

*Santiago Siete*, the weekly free newspaper from Compostela, was launched, together with its online edition, in January 2008 by Mediasiete Publicaciones S.A. The print edition went out of circulation in July 2013.

The paper was hand-delivered on Fridays on strategic points of the streets of Santiago de Compostela (A Coruña). Its circulation was of about 20,000 copies. This paper was not assessed by the EGM and the data available come from a study conducted in 2008 by the consultant Roadmap Europe, which revealed that the newspapers had a weekly average of 60,000 readers.

An advertisement on *Santiago Siete* costs from 200 to 3,600 euros.

**Table 9. Advertising rates in *Santiago Siete***

Location	Price (Euros)
Page	1,800
Double page	3,600
Half-page	900
Back-page	600
Front-page module	200
Title page	7,200
Bottom strip	600

Source: *Santiago Siete*

*Santiagosiete.es* continued on business after the closure of its print counterpart, although Mediasiete indicates that at the moment the newspaper is in stand-by. Updating in the online newspaper is very low, as the group is waiting for the entry of new business partners to decide the future of this newspaper.

According to Google Analytics, in 2012 *Santiagosiete.es* had more than 60,000 visitors, of which 43,707 were unique visitors and 30% were recurring.

The content analysis of this online edition indicates that the homepage presented the following news stories: “The Cathedral [of Santiago de Compostela] is expected to raise enough funds to restore its facade in less than 2 years” (on 18 and 19 November, 2013) and “Santiago registers more than 1,000 criminal offences so far this year (20, 21 and 22 November 2013). Updating, therefore, was minimal.

Interactivity is promoted through surveys (for example, on the terraces closed in the historic district of Compostela) and the ability given to users to register to comment on the news.

*Santiagosiete.es* had no advertisers and according to the editorial group this is due to the fact that “they do not have an advertising strategy for the website”.

#### 4. Discussion and conclusions

The debate is on the table: What is the preferred platform to receive the information? The print or the digital platform? Is the future of free newspapers on the print or online platforms?

The current situation and the forecast for the press sector are not very positive. The 2013 White Book of the Spanish Newspaper Publishers Association (AEDE) reveals that the print press suffered operating losses of 95 million euros and a 17% fall in advertising investment. The White Book also points out that the benefits for the Spanish newspapers can be delayed until 2015.



At the same time, large media groups are betting on different strategies to earn profits on print and digital platforms. Thus, for example, the *Financial Times* announced in October 2013 its intention to become the first print newspaper that is based on a digital edition. In recent months in Spain, *El Mundo* began to show a clear commitment to digital journalism.

The experts interviewed for this research, Xosé Pereira Fariña and Francisco Campos Freire, from the University of Santiago de Compostela, agree that it is very difficult to predict the future of the free press because “futurology is not a science”.

They considered that the strategy that is being followed by the free print and digital newspapers is based on the structure of costs and revenue: the production costs of a print newspaper are higher than those of its online counterpart.

These experts, however, remark that the business model of the free print and/or digital press goes beyond that equation and lies on the ontology of such variables as markets, customers, distribution channels, the key activities for the operation of a model.

According to the experts, the future of the free press, in print or digital platforms, will be influenced by advertising. They predict that if the free press recovers there can be one advertising model for the print platform and another for the digital environment, because their customers, markets and value propositions are very different.

Regarding the directors of the free newspaper, they are, in general, uncertain due to the evolution of the crisis faced by the media. However, newspaper directors are open towards the strategies that can allow them to reinvent themselves and survive in the current climate. Most agree that “something is changing in the media landscape, because we are living a technological revolution that forces us to continually analyse what is happening and to adapt to these changes”.

It is an indisputable fact that the Internet and the economic crisis have had a remarkable impact in the media in general and in the press in particular. Internet has led the press to transform and evolve in a context characterised by the digital revolution. The crisis has been the cause of the collapse in advertising investment, which has mostly affected free newspapers due to their unique financial model: entirely supported by advertising.

In 2014, in the context of an intense economic crisis, the future of the media in general, the press, and the free newspapers in particular, is full of uncertainties. Despite all this and the fact that, as Salaverría points out, “the part of the communications market that survives the deep economic crisis in Europe is unknown,” this article has ventured to draw the paths that a very concrete sector, the free press, will follow due to its evolution and its bet and strategies on the print and digital platforms.

To do so, we selected seven newspapers that are representative of this model of publication in our closest geographical environment: Galicia and Santiago de Compostela (A Coruña).

In the last decade, the streets of Galicia’s major cities received the “big” free national newspapers (*20 minutos*, *Metro*, *Qué!* and *ADN*), which offered some pages devoted to information of proximity. Galicia’s paid-for press groups, like *El Progreso* and *El Correo Gallego*, also launched free regional newspapers, like *De Luns a Venres* and *Terras de Santiago*, respectively. However, in the last five years, these newspapers gradually went out of circulation.



Therefore, in a relatively short period of time, the free press sector was launched, implemented, expanded and restructured. Firstly, it was the print newspapers: with only few pages, full of fast-reading formats, and with proximity and community-service information. Then, it was the online products: which ranged from online newspapers that were mere copies of their counterparts and gave users the option to download the pdf of the print edition to the regional editions which promoted user interactivity tools.

This article aimed to approach these issues from an academic perspective and through an exploratory-descriptive study. Based on the results of the content analysis, the analysis of the balance statements, the audience levels and circulation figures, which were conveniently complemented with the results of the in-depth interviews and the panels of experts, we have obtained plenty of information to interpret the evolution of the newspapers analysed in a specific area, Galicia and Santiago de Compostela, and to establish the reasons for their evolution and final results.

First, the landscape of free newspapers has changed markedly since 2008, when the crisis broke out, to the present day. There has been a restructuring and reinvention of the newspapers launched in the “golden years of the free press”, which began in 1995 and lasted approximately until 2005.

In 2008, there were 4 large free general-information newspapers with national coverage and Monday-to-Friday distribution (*20 minutos*, *Metro*, *Qué!* And *AND*); one weekdays free regional newspaper in Galicia (*De Luns a Venres*); and local weekly newspapers (*Terras de Santiago* and *Santiago Siete*). All of these print newspaper had, in turn, an online edition.

At the end of 2013, the map was quite different. Of the newspapers listed above only *20 minutos* and *Terras de Santiago* continued in their print editions, although *20 minutos* is making more losses than profits and *Terras de Santiago* has gone from being a weekly newspaper to a daily supplement in paid-for newspaper. However, it seems that press groups that control these newspapers, Schibsted and *El Correo Gallego*, are committed, despite the difficulties, to support the print platform as the preferred dissemination model.

Some newspaper brand have disappeared in both their print and online editions, *Metro* and *ADN*, while the groups that own *Qué!*, *Santiago Siete* and *De Luns a Venres* have decided to maintain online the online edition.

What has been and what is the presence and outcome of each newspaper in the print and digital platforms? All the newspapers began in the print platform and launched their online edition in parallel, but the evolution and strategy during the last five years has been different in each case. Let's examine some data that indicate so.

*20 minutos* has seen its number of readers reduced by more than half (just over 1 million readers in 2014, and a circulation below the 500,000 copies). The decrease in the print run and readers of the print edition is, therefore, remarkable. The online edition of *20 minutos*, on the other hand, seems to follow the opposite trend: the number of users has doubled in this period.

In this context, the print edition of *20 minutos* clearly promotes readers' interactivity in *20minutos.es*. The pages include numerous references to the online edition, where readers can find further and updated information on the issues presented in the print edition, ask questions to famous

people and the experts who visit the editorial department. They are autonomous products despite belonging to the same media group and responding to the philosophy of the social environment.

*Metro* lasted 8 years in Spain, both in its print and digital editions. The Metro International group put *Metro* out of the Spanish free press market when the newspaper was the fifth most read print newspaper in the country, with more than 1.5 million readers and a circulation of 800,000 copies. These figures, which are superior to those currently maintained by *20 minutos*, seemed unsustainable in 2009, when the impact of the economic crisis was already affecting advertising investment.

*Qué!* abandoned the print platform after 7 years in circulation, with 1 million readers and a circulation of around 600,000 copies. This newspaper continued on the digital platform after its website was acquired by a new communication group, *Gestiona Radio*.

*ADN* was the shortest lasting newspaper: with only 5 years in circulation. However, it reached similar figures to *Qué!* In both cases, the print newspapers tried to “reinvent” themselves, without success, before announcing their closure.

A similar reinvention was experienced by *De Luns a Venres* in Galicia: after 7 years in circulation, it became a weekly newspaper that survived for 10 months. Its number of readers was reduced to almost half: from 60,000 to 38,000. It is advisable to pay attention to the online strategy of *De Luns a Venres*, which involved it becoming part of the online newspaper offer of its owner, *El Progreso* group.

*Terras de Santiago* was also reinvented during this period. It became part of the information offer of a paid-for newspaper, but kept its founding mission: to give visibility to the daily life of the 25 municipalities of the area of Compostela. As for the online edition, it became part of the online offer of its founder, *El Correo Gallego*, and its purpose was merely to be a space where to dump the contents of the print edition. However, it is important to pay attention to this newspaper as it is consider a key platform by Terras’ editorial team.

*Santiago Siete* seems to be on stand-by, as the print edition of this newspaper went out of circulation (with 20,000 copies) this summer after 5 years in circulation and having reached 60,000 readers. After the demise of the print edition, the online newspaper is hardly updated because its owner is waiting for the entrance of new partners, which will define the online strategy.

Therefore, neither the past and present data on the free press can be used to predict the future of the industry. On the one hand, based on the readership and circulation figures that the print editions of *Metro*, *Qué!* and *ADN* had just before they were closed, the print edition of *20 minutos* should be already out of circulation. On the other hand, the media groups that own these newspapers do not dare to firmly predict the future trends, but their strategies indicate that they are prioritizing the digital platform.

In addition to the circulation and readership data, the content analysis and the corresponding information sheet has allowed us to examine these newspapers in depth.

The newspapers included in the sample have constituted a genuine social and communicative phenomenon. This is explained, in part, by the characteristics that have been found in their pages:

useful information for readers, examples of soft news and exclusive sources and the use of the so-called fast-reading formats. They are 21<sup>st</sup> century products for 21<sup>st</sup> century readers.

They cover the events occurring in their respective fields, and do so, in many cases, trying to meet a social function of first-order to reach all kinds of publics. Local and proximity information occupies a prominent role in these newspapers.

As previously described, these newspapers are highly visual products, with an attractive and colourful design for the reader.

Informational genres prevail in these types of newspapers. News stories are written, due to the characteristics of this publication model and its reduced number of pages, with a direct and brief language. The main news story of the day in all of these newspapers tends to be local and include an informative headline. Shared sources and hard news also prevail in these newspapers, although examples of soft news and exclusive sources were also identified.

**Table 10. Examples of the main items object of study**

Item	Example	Newspaper and date
Information genre in front page news	Rajoy says that if he makes more adjustments, they will be minor	<i>20 minutos</i> , front page, 22 November 2013
Interpretive genre	In person. Felipe Casanueva, head of the Endocrinology department of the University Hospital Complex of Santiago (CHUS)	<i>De Luns a Venres</i> , Interview, page 8, 22-28 November 2013.
Opinion genre. References between platforms	Blogs of <i>20minutos.es</i> . Rosy Runrún <i>El rey de la noche</i> ("King of the night")	<i>20 minutos</i> , page 20, 20 November 2013
Soft news and exclusive source	"Sweets to eat with our eyes". Creative confectionery is booming in Spain	<i>20 minutos</i> , page 18, 20 November 2013
Hard news and exclusive source	"RG: an analysis of a band"	<i>De Luns a Venres</i> , front page, 22 November 2013
Informative headline	Building of a new road to decongest Portosín	<i>Terras de Santiago</i> , front page, 21 November 2013
Conversational interactivity	Do you approve of the new terraces that are being closed by some hotels in the historic city centre?	<i>SantiagoSiete.es</i> , homepage, 21 November 2013

Their pages also include the interpretive and opinion genres in the form of interviews and in-depth reports, and opinion articles, respectively.

As for advertising, all types of advertisers have been found in these newspapers because they are very different products. Thus, the variety of advertisers ranges from large firms to small businesses while the size of advertisements ranges from one-page long to small boxes.

In addition to the print platform, these newspapers are also present on the Internet with online editions, which promote user interactivity, depending on their technological resources and their commitment to this platform.

The analysis reveals that four main different strategies are followed by the seven free newspapers under study: maintenance of the print and online editions (*20 minutos*); maintenance; abandonment of the market (*Metro* and *AND*); integration into paid-for newspapers (*Terras*); and survival in the digital platform (*Qué!*, *De Luns a Venres* and *Santiago Siete*).

There is, therefore, a universal and common strategy in the sample of newspapers, although most of them are choosing to survive in the digital platform. It is precisely there where the free newspapers have channelled their commitment with interactivity. Thus, all of the five online newspapers included in the sample exceed the most basic levels of interactivity, transmission and consultation, exploiting in greater or lesser degree the conversational and register levels. *20minutos.es* stands out in this aspect because it has a tab dedicated to user participation.

And in the midst of all this, small local initiatives are emerging and we must pay attention to them. This is the case of the free monthly newspaper *Lindeiros*, launched in May 2013 by journalist Manel Pardo. Its circulation is around 5,000 copies and it is distributed in the regions of Santiago de Compostela. This newspaper also has an online edition, *lindeiros.com*, which presents the same contents offered by the print edition.

The landscape, as it has been shown, is certainly complex. The analysis of the evolution of the free press sector in Spain in recent years, the examination of some of its main features and the analysis of the Galician newspaper reflect this complex situation.

In short, free newspapers employ two formats and face an uncertain future which, in any case, appears to aim towards the local and near environments.

\* This article is linked to a research project financed by the Ministry of Economy and Competitiveness (MINECO) and directed by Xosé López García (USC), and a doctoral thesis focused on the analysis of the *20 Minutos* newspaper, carried out by Ana Bellón Rodríguez at the University of Santiago de Compostela, also under the direction of Xosé López García. Most of the data presented here comes from the analysis phase of the journalistic context and its metamorphosis, which was carried out within the framework of the research project titled *Innovación y desarrollo de los cibermedios en España. Arquitectura de la interactividad periodística en dispositivos múltiples: formatos de información, conversación y servicios* (“Innovation and development of cyber-media in Spain. Architecture of journalistic interactivity in multiple devices: formats of information, conversation and services”) (reference: [CSO2012-38467-C03-03](#)).

**Dates:**

**Start of research: 2009**

**Completion of research: 2013**

**5. List of references**

A Bellón Rodríguez (2013): *20 minutos: tres productos y un modelo de redacción*. Doctoral thesis. University of Santiago de Compostela.

A Bellón Rodríguez (2008): *O fenómeno da prensa gratuita: orixes, antecedentes e principais exemplos en Galicia e España*. Supervised research work. University of Santiago de Compostela.

A Bellón Rodríguez (2012): *De Luns a Venres. Orixe, características, evolución e situación actual*. Póster. I Encontro da Mocidade Investigadora EDI-USC.

A Casero Ripollés (2002): “Diarios gratuitos: la calidad informativa en tela de juicio”. *Revista Latina de Comunicación Social*, 50. (01-02-2014)

<http://www.ull.es/publicaciones/latina/2002/latina50mayo/5011casero.htm>

A Nieto (1984): *La prensa gratuita*. Navarra: EUNSA.

B Van Kaam & J Bordewijk (1986): “Towards a new classification of tele information services”. *Intermedia*, 34 (1), pp. 16-21.

C Anderson (2009): *Gratis. El futuro tiene un precio radical*. Madrid: Editorial Tendencias.

C Edo Bolós (2004): “La prensa gratuita se abre paso entre los medios de información general”. *Saladeprensa.org*, 3. <http://www.saladeprensa.org/art539.htm> (01-02/2014).

F Campos (2007): “Prensa e grupos de comunicación: hai vida máis adiante do papel”. En *A Comunicación en Galicia 2007* (pp. 9-61). Santiago de Compostela: Consello da Cultura Galega.

F Fernández Beltrán (2004): “La prensa gratuita se reivindica”. *Revista Latinoamericana de Comunicación Chasqui*, nº 86, pp. 46-51.

J Canga; C Coca, E Martínez, MJ Cantalapedra & I Martínez (1999): “¿Quién teme el periódico digital?” *Revista Latina de Comunicación Social*, 17.

<http://www.ull.es/publicaciones/latina/a1999hmy/89pvasco.htm>. (17/11/2013).

J del-Olmo-Barbero & S Parratt-Fernández (2011): “Tipografía y color, un análisis de la prensa gratuita vs. la prensa de pago en España”. *Revista Latina de Comunicación Social*, 66, pp. 376- 398.

[http://www.revistalatinacs.org/11/art/938\\_Complutense/17\\_DelolmoEN.html](http://www.revistalatinacs.org/11/art/938_Complutense/17_DelolmoEN.html) (17/11/2013)

J Díaz Noci (2005): “Historias de los cibermedios en España”. In R Salaverría (Coord.), *Cibermedios. El impacto de los medios de comunicación en España* (pp.21-38). Sevilla: Comunicación Social Ediciones y Publicaciones.

J Marqués Pascual (2012): *La caída de difusión en los diarios de pago. Principales causas y su relevancia en el caso español*. Doctoral thesis. Universitat Ramon Llull.



J Sixto García & A Bellón Rodríguez (2009): “A prensa gratuita en Galicia a través de tres iniciativas autóctonas: De Luns a Venres, Santiago Siete y Tierras de Santiago”. *Revista F@ro-Estudios*, 5(9), <http://web.upla.cl/revistafaro/n09/art10.htm> (01-02-2014).

Jl Armentia Vizueté; JM Caminos Marcet; J Elexgaray Arias; F Marín Murillo & I Merchán Mota (2000): *El diario digital*. Barcelona: Editorial Bosch S.A.

Jl Armentia Vizueté; J Elexgaray Arias; JC Pérez Fuentes (1999): *Diseño y periodismo electrónico*. Bilbao: Servicio Editorial de la Universidad del País Vasco.

Jl Armentia Vizueté & JM Caminos Marcet (1998): *La información. Redacción y estructuras*. Bilbao: Servicio Editorial de la Universidad del País Vasco.

JL Bordewijk & B Van Kaam (1986): “Towards a new classification of tele information services”. *Intermedia*, 14,1, pp. 16-21.

L Costa Fernández & M Puntí Brun (2013): “Prensa gratuita, un model de comunicació local”. *Comunicació: Revista de Recerca i d’Anàlisi [Societat Catalana de Comunicació]*, vol. 30, pp. 79-99.

M Tüñez López (1999): *Producir noticias: cómo se fabrica la realidad periodística*. Santiago de Compostela: Tórculo Ediciones.

P Bakker (2002b): “Reinventing Newspapers: Readers and Markets of Free Dailies”. In R Picard (Ed.) *Media Firms –Structures, Operations, and Performance*. New Jersey: Kindle Edition.

P Bakker, (2002a). “Free daily newspapers-business models and strategies”. *The International Newspapers of Media Management*, 4(3), 180-187.

P Diezhandino Nieto (Coord.) (2007): *Periodismo en la Era de Internet. Claves para entender la situación actual de la información periodística en España*. Madrid: Colección Fundación Telefónica, Ariel.

P Diezhandino Nieto (1994): *El quehacer informativo: el arte de escribir un texto periodístico. Algunas nociones válidas para periodistas*. Bilbao: Servicio Editorial de la Universidad del País Vasco.

PJ Boczkowski (2006): *Digitalizar las noticias. Innovación en los diarios online*. Buenos Aires: Manantial.

R Carrasco Polaino (2007): “La sociedad informante: ¿una nueva forma de periodismo?” En M Cebrián Herreros & J Flores Vivar. (Eds), *Blogs y Periodismo en la Red* (pp. 341-345). Madrid: Editorial Fragua.

R Salaverría (2005a): “Introducción. Diez años de cibermedios”. In R Salaverría, (coord.) *Cibermedios. El impacto de Internet en los medios de comunicación en España* (pp.9-17). Sevilla: Comunicación Social Ediciones y Publicaciones.

R Salaverría (2005b): *Redacción periodística en Internet*. Navarra: EUNSA.



T Fernández (2003): “Diarios gratuitos. Nuevos diarios que salen del túnel y buscan un lugar en el sol”. In *Innovaciones en Periódicos. Informe Mundial 2003* (pp. 54-63).

V Fabián Latorre (2007): “La moda de los diarios gratuitos. In *Medios de Comunicación*”. *Tendencias 2007: el escenario iberoamericano* (pp. 327-332). Madrid: Colección Fundación Telefónica-Ariel.

X López García; M Gago Mariño & X Pereira Fariña (2000): *O novo xornalismo electrónico*. Santiago de Compostela: Edicións Lea.

### Related articles

B García Orosa, X López García, S Gallur Santorum (2013): “Análisis de la adaptación a la red en los editoriales online de cinco países europeos”, in *Revista Latina de Comunicación Social*, 68. La Laguna (Tenerife): Universidad de La Laguna, pp. 485-501, retrieved on 1 March 2013.

[http://www.revistalatinacs.org/068/print/986\\_USC/20\\_Orosa.html](http://www.revistalatinacs.org/068/print/986_USC/20_Orosa.html)

X López García & S Alonso Rodríguez (2013): “Los periódicos gallegos en las redes sociales virtuales: presencia y posicionamiento en el nuevo escenario comunicativo”, in *Estudios sobre el Mensaje Periodístico*, 19(2), pp. 1001-1016.

---

### How to cite this article in bibliographies / References

X López García, A Bellón Rodríguez, R De Mateo Pérez (2014): “Free newspapers caught up in the crisis: two formats, one uncertain fate”. *Revista Latina de Comunicación Social*, 69, pp. 435 to 461.

[http://www.revistalatinacs.org/069/paper/1019\\_USC/22xen.html](http://www.revistalatinacs.org/069/paper/1019_USC/22xen.html)

DOI: [10.4185/RLCS-2014-1019en](https://doi.org/10.4185/RLCS-2014-1019en)

Article received on 31 May 2014. Accepted on 3 July. Published on 11 July 2014.