

Effects on Production in the Conversion

# From Broadsheet to Tabloid



Ifra Special Report 6.29

### **Imprint**

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# 1 Introduction

## 1.1 Foreword from Ifra's Research Manager

The Swedish Newspaper Association Tidningsutgivarna (TU) published the report called "Produktionspåverkningar i övergång från Broadsheet in till Tabloid" in January 2004. Moving from broadsheet to tabloid is a worldwide phenomenon and newspapers all over the world face similar challenges if they want to follow this route. The statistics are from Sweden – the findings, the checklists and the recommendations can be used anywhere. Ifra wants to thank Tidningsutgivarna for the opportunity to publish this report.

Cecilia Campbell of CC Editorials has translated the report from Swedish to the English language and has also added the international point of view. Authors of the original Swedish report were Johan Stenberg and Lisa Wiberg of MWM.

## 1.2 Background and Brief

Several Swedish newspapers have converted from broadsheet to tabloid format and several more are considering following suit. When considering this possibility it is important to understand how the conversion will affect production and production costs. TU Service AB has asked MWM to look at issues and experiences and deliver a short report.

The survey focuses on experiences from newspapers that have executed the format conversion. It covers the aspects of production changes and cost analysis for all production stages.

The aim of the brief was to produce a report which describes experiences and which includes a check list of the measures needed and what consequences a format change might have for the newspapers planning one.

The survey content is based on Tidningsutgivarna's format statistics, interviews with personnel at Swedish newspapers that have or have considered changing over from broadsheet to tabloid. It is also based on MWM's practical experiences from tabloid projects at various Swedish newspapers, among them Dagens Nyheter and Svenska Dagbladet.

The survey was done over a short period of time, which limited the number of interviews possible. There has been no reference group and only a small number of newspapers has participated. However the newspapers have had a fairly homogenous view of problem areas and success factors.

There is always a risk of misunderstandings. To avoid these, interviewees were given the opportunity to comment on the documentation of their specific interview as well as the report as a whole.

There is a disproportionate number of city newspapers in the survey, which may cause the content to be slightly slanted.

## 2 Experiences from other countries

This report is focused on experiences in Sweden, however the trend for newspapers to switch to the tabloid format is apparent in many other countries as well, notably in Norway, the UK and the French-speaking areas of Europe.

According to the Director of Ifra South West Europe, Vincent Peyrègne, the motives for switching to a small format have changed with the passing of time. Whereas some ten years ago it was above all economic reasons (lowering newsprint costs, increasing positioning flexibility for four-colour ads) that played a part, newspapers now increasingly seize the opportunity when installing new presses to reduce their product format. Consideration is given also to the format when selecting the presses, and reader surveys reveal, as everywhere in the world, that a more compact edition is desired.

In some countries newspaper formats have little to do with anything other than the size, and may simply be determined by tradition. In other countries, such as the UK and Canada, the format of a newspaper puts it in a market segment as far as readership demographics and content go.

It is therefore particularly interesting that in the UK market, two of the four national broadsheets have made the switch in the past six months. How would their readers feel about reading a tabloid, a format normally associated with a less affluent and less well educated readership? Well, apparently the readers liked the new format. On September 30 2003, *The Independent*, which has been battling falling circulation figures, became the first newspaper to change over to tabloid. It gave its readers the choice of broadsheet or tabloid; two editions were printed and put on sale in retail outlets in the London region. Target readers were commuters, who had long expressed a desire for a more convenient format. Its January circulation was up by 12 percent compared to the year before and is now 248,900 copies. Two months later *The Times* followed the *Independent*'s example by offering both formats and starting in the London region. The smaller format was a success and is now on sale in a number of regions around the country as well. Of the other broadsheets, *The Guardian* has stated that it is not going to convert its entire product – this was the first British broadsheet to launch a tabloid section, which was later imitated by other broadsheets. The fourth national broadsheet, *The Daily Telegraph*, has certainly discussed the possibilities but has made no announcement of any plans for a tabloid launch as yet.

Elsewhere in Europe, an interesting case is *Le Matin* in Lausanne in Switzerland. The newspaper moved from broadsheet to a half-Berliner format (almost A4) on weekdays and kept the broadsheet on weekends. The conversion was intended as something of a pre-emptive strike in anticipation of a launch of a free newspaper in the region, however to date no such launch has taken place. Readership boomed on weekdays, with a 12 percent increase in one year. The cover price was not significantly changed. What readers appreciate most now is: new size (41 %), shorter and more easily understandable stories (21 %), and a better and quicker overview of the content (13 %). In 2001, 75 % of readers stated that the new format was “good”, a year later that figure was 85 %, according to former image editor Jean Luc Iseli who spoke at an Ifra seminar.

Other recent projects in Europe include *La Dépêche du Midi* in France and *Le Soir* in Brussels. Interestingly Italian *Il Giorno* has decided, after three years, to give up on the tabloid format and return to broadsheet.

Many publishers in Asia are paying close attention to what is going on in Europe and are exploring their options. There have been a few Australian newspapers that have changed over from broadsheet to tabloid. Tabloid newspapers in other Asian regions tend to be relatively new products, which were designed and launched as tabloids. In India the trend has not been to convert to tabloid but rather to reduce the width of the newspaper. Newspapers in this category include *The Times of India*, *The Hindustan Times* and *The Hindu*.

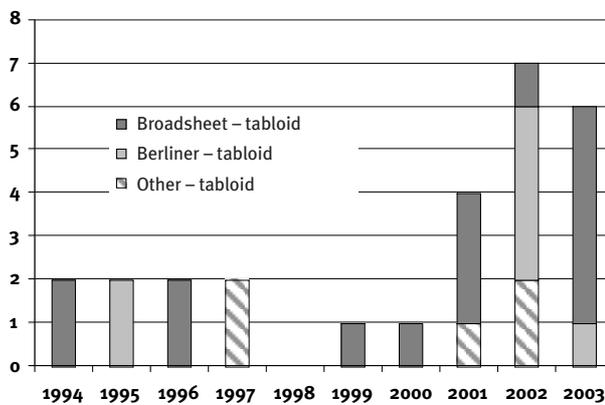
The experiences and advice included in this report is universally applicable for newspapers about to make the move from broadsheet to tabloid.

## 3 Outcomes

### 3.1 Tidningsutgivarna's Format Statistics

Since 1994, 27 morning newspapers that are members of Tidningsutgivarna have converted some or all of their sections to tabloid format. The conversions have been from broadsheet, Berliner and other formats such as trimmed Berliner. During 2003 Arbetarbladet, Dagens Nyheter, Sydsvenska Dagbladet, Nerikes Allehanda, Bohuslänningen and Gefle Dagblad completely or partly converted to a tabloid format.

Number of newspapers that have converted to mixed or tabloid format 1994–2003



The diagram above shows the spread over time for the morning newspapers which have completely or partly converted to tabloid since 1994<sup>1)</sup>. Newspapers that have changed over in several steps, such as Göteborgs-Posten that changed the format of an additional section in 2003, are only entered for the initial conversion. Also no conversions other than to the tabloid format are included in the diagram.

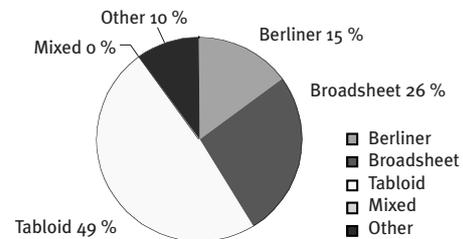
The number of newspapers in the tabloid format has increased by 30 % since 1993.

Format	Conversions of at least one section to tabloid	Number of papers Jan 1993	Number of papers Dec 2003	Weekday circulation Dec 2003
Berliner	7	21	14	238 000
Broadsheet	15	37	26	777 500
Tabloid	–	69	90	1 326 900
Mixed	0	0	4	817 500
Other	5	14	7	80 600
	<b>27</b>	<b>141</b>	<b>141</b>	<b>3 240 500</b>

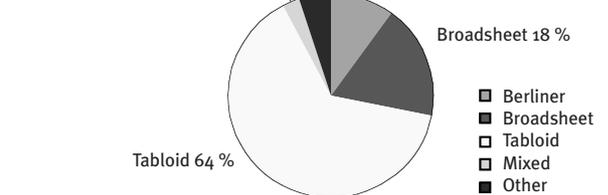
The fact that the difference between the number of newspapers in each format between 1993 and 2003 does not correspond with the number of conversions to tabloid

is due to the fact that there are newspapers which have converted to broadsheet format.

Share of titles Jan 1993



Share of titles Dec 2003



Most of the morning newspapers which are members of Tidningsutgivarna are tabloids. There is more information about the formats in Appendix 2 Format Statistics.

### 3.2 Why have some newspapers chosen to convert to tabloid?

Newspapers state that the main reason for changing one or several sections of the newspaper to tabloid format has been that they have found readers to want a handier format than broadsheet. Other reasons include making certain editorial content more prominent, battling the competition from other newspapers and in some cases even cutting down on editorial content.

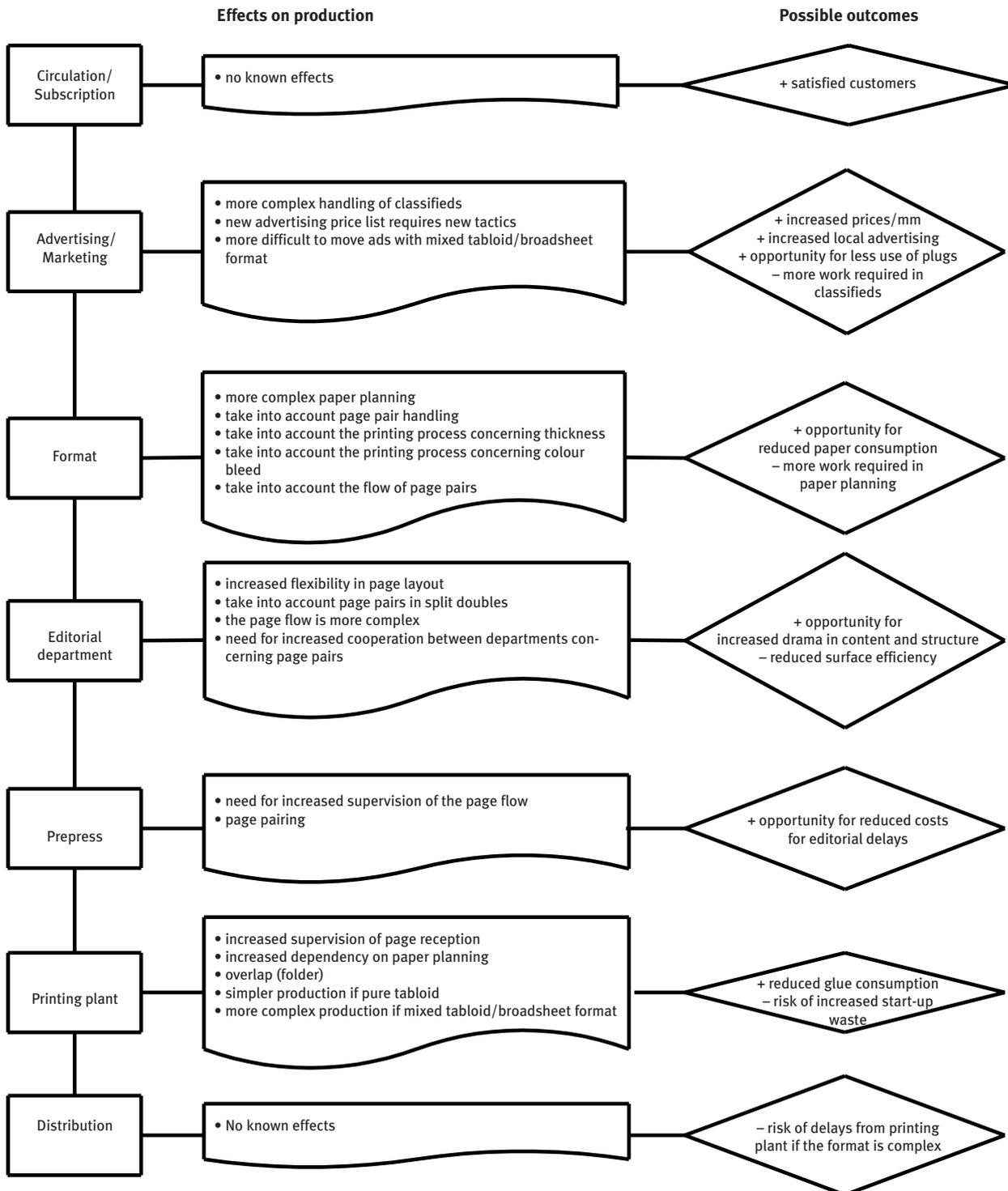
Before carrying out the conversion, newspapers have identified goals and guidelines for maintained productivity, increased advertising prices per millimetre, reduced or unchanged paper costs and a maintained production schedule.

### 3.3 Which effects did the conversion to tabloid have?

The consequences of the conversion to tabloid have been largely positive, for newspapers as well as readers.

Apart from project-related, non-recurrent costs, after the conversion most newspapers have managed with the existing organisation. However the work-load has increased, particularly within the paper planning, handling of classifieds and in the management of page delivery. If

<sup>1)</sup> The format entry is a fairly new feature in the statistics which means newspapers sometimes omit to include this in their information to TS (Tidningsstatistik, in charge of circulation auditing). It may, therefore, be that the table is not entirely updated.



page pairing takes place in the printing plant, it is also necessary to further supervise page reception.

Initially the work-load may increase in page layout, but with extended experience and if the page layout is done in spreads, there should be no long-term effects on productivity. Finding the right form will take a few years and it is necessary to actively work on this issue. Likewise, the printing plant may encounter some initial difficulties in setting up the press, but these will work themselves out with time.

### 3.3.1 The readers

The feedback from the readers is very positive apart from a few reactions to the increased and more obvious overlap which is perceived as irritating by some. The tabloid format makes for a more exciting product because of how it feels to browse it, the rhythm and the handy size. Small articles and news items are more visible and the reader does not perceive the newspaper to be as thin when there is a drop in pagination. Some newspapers have experienced increased local advertising due to the small ads becoming more visible.

### 3.3.2 Circulation and subscription

The circulation department is not affected by the conversion to tabloid.

### 3.3.3 Paper planning and advertising department

The big difference between tabloid and broadsheet is that the tabloid does not consist of separate pages but rather of page pairs. A page pair means two tabloid pages – usually in completely different places in the newspaper – which are to go on the same printing plate. This means that paper planning for a tabloid is more complex since this must be taken into account when dealing with the page flow and colour placement. If the newspaper also maintains some broadsheet sections, this will further complicate planning as it will be difficult to move adverts between sections.

A move to tabloid format does not necessarily result in an increased use of plugs or paper. On the contrary, for some newspapers the increase in paper planning has led to a reduction in both cases. On the other hand more planning and work needs to go into the handling of classified ads, in particular if there is an uneven number of columns, to prevent the use of more plugs or increased pagination.

### 3.3.4 Editorial department

The editorial department is affected in three main ways: reduced surface efficiency and taking page pairing as well as split doubles into account. The spreads increase flexibility during page layout but more control of versions of pages is necessary when text flows between pages. Page delivery must be tracked and more tightly managed. There is an increased need for cooperation between departments in order to achieve an even page flow. Furthermore, more communication between departments is necessary in order to plan properly for time-editioned pages.

The surface efficiency on the pages is reduced, due to an increased share of margins, which means the articles need to be shorter in order to fit in the same amount of news items. It may take a while for reporters to stop thinking in broadsheet pages, which in turn can lead to increased work in layout where texts will need to be cut.

### 3.3.5 Printing plant

Even if the printing plant is experienced in printing tabloids, it may not be experienced in doing so to tight deadlines. In the printing plant it is therefore particularly important that routines for quality assurance of time critical tabloid products are well established.

From a printing point of view a purely tabloid product is generally simpler to produce than a broadsheet or a mixed product, since neither gluing nor a skipsplitter is required. Tabloid production is, however, more dependent on the paper planning where the newspaper thickness and the placement of colour pages in particular affect the production.

### 3.3.6 Distribution

The conversion to tabloid does not affect the distribution.

## 3.4 Pure tabloid or mixed broadsheet- and tabloid formats?

When changing format there are two possibilities; changing the entire newspaper to tabloid or maintaining one or more sections in broadsheet, and thereby have mixed formats. Below is a list of advantages and disadvantages of using mixed formats.

Advantages of mixed broadsheet/tabloid formats compared to pure tabloid

- + Reduces the thickness of the product
- + Possibility of gluing in one fly sheet (two pages)
- + Possibility of producing supplements online
- + Prerequisite in order to publish some ads
- + Simpler page flow for the broadsheet section(s) (no page pairing)

Disadvantages of mixed broadsheet/tabloid formats compared to pure tabloid

- Ads in various sizes are needed (broadsheet and tabloid versions)
- More work involved in paper planning
- More work involved in changing the paper planning
- Requires reporters and layout personnel to take both broadsheet and tabloid into account
- More complex printing
- Reader may perceive it as confused
- Newspaper identity?
- More page templates and plugs to maintain
- Difficult to get help from suppliers in the printing plant since production with gluing and stapling is rare outside Scandinavia
- Need for a skipsplitter/skipgluer in the press

### 3.5 Project execution

The most important factor in order for the tabloid project to be successful is for all departments in the newspaper as well as printing and distribution to be represented in the project group. Furthermore it is vital that there is a coordinating project manager who has overall responsibility. The consequences of the project will reverberate and affect departments throughout the entire organisation and it is of utmost importance that communications are maintained. In order to achieve optimal results, it is also vital to establish the project early on and to involve everyone at the newspaper.

A format conversion has consequences for numerous people and processes and it is very important that there is good communication between the newspaper departments and that the printing plant is involved in the project. All newspapers participating in the survey said that the project being firmly established and that the communication between departments was working well were crucial factors, not least in order to increase motivation about working with the new newspaper.

#### 3.5.1 What needs to be done?

One of the major tasks is going through work routines and how the content is placed in the newspaper sections with regard to page pairing. Layout, templates, plugs and the format library have to be reworked for tabloid. New layout guidelines and advertising price lists have to be produced and some systems may need to be upgraded or modified. Staff need to be trained and allowed to rehearse in order to make the entire workflow, from advertising and paper planning to mailroom and distribution, as smooth as possible in the new operation.

In the checklist in appendix 1 there is additional information about what needs to be done.

#### 3.5.2 Project costs

On top of the practical work, which generates costs in man-hours, some investments may be necessary. In the printing plant a skipsplitter or a skipgluer may have to be purchased to handle the smaller format. Also, money is needed for marketing and proofs/test printing/test inserting.

#### 3.5.3 Execution success factors

Much of the necessary work is fairly intuitive, mechanical and straightforward as long as it is commenced well in advance of the start date of the actual switch and as long as all process steps have been taken into account. However, there are some factors that affect the success of the project more than others. These factors are

- > Coordinating project management
- > Involvement of the entire organisation as early and as much as possible
- > A lot of information to the advertisers and at an early stage

- > Careful paper planning with the sections split according to the page pair flow and a structure that facilitates the handling of classified ads.
- > Marketing of the new newspaper
- > Extensive rehearsals in the printing plant for complicated products
- > At least one test print in a live situation
- > Test survey to improve design and form

### 3.6 A golden opportunity for change

One of the most valuable lessons the newspapers have learned is that the process of change which comes with the format conversion has been, or could have been, a perfect opportunity for the newspaper to deal with other issues in need of change. The tabloid acts as a useful and concrete goal which considerably facilitates changes. These types of changes are

- > Phasing out old technology
- > Switch to a module based system for adverts
- > A new strategy for pricing of advertising
- > A new design for the newspaper
- > Creating better cooperation between newspaper departments

## 4 References

### Interviews in person:

- > Daniel Lindén, Dagens Nyheter
- > Lars Bjurling, Svenska Dagbladet
- > Anna Thurfjell, Form Manager and Project Manager for Communication at Svenska Dagbladet
- > Rickard Frank, Svenska Dagbladet
- > Johan Stenberg, founder MWM

### Telephone interviews:

- > Per Carleson, Quality Manager, DNEX
- > Ingemar Nordlund, Göteborgs-Posten
- > Jan Andersson, Gefle Dagblad
- > Göran Johansson, MD Hallandsposten AB
- > Yvonne Westman, MD Premo
- > Ulf Johansson, Smålandsposten
- > Mikael Pankko, Manager IT Development – Advertising & Digital Media at Sydsvenska Dagbladet
- > Anders Svensson, project manager Sydsvenska Dagbladet
- > Eero Nieminen, Quality Coordinator, Tidningstryckarna AB

### Facts

The statistics were gathered with the assistance of Karin Hallberg at Tidningsutgivarna.

## 5 Appendices

Number	Appendix
1	Check List for Conversion to Tabloid
2	Swedish Format Statistics

Check list for conversion to tabloid	Circulation	Format	Advertising/ Marketing	Editorial	Prepress	Printing	Mailroom	Distribu- tion
Representatives of all newspaper departments as well as printing plant and distribution have been involved in the project group								
The entire organisation has been continually involved during the process of change								
Issues of page pairing are familiar to everyone involved								
Issues of overlap are familiar to everyone involved								
Layout is adjusted to the tabloid format								
A reader survey concerning the tabloid structure and form (with a prototype) has been carried out								
New page templates are in place								
New electronic make-up sheets are in place								
Settings for overlap are included in the make-up sheets								
Layout guidelines are in place								
New component templates have been made								
There are good tools for page make-up								
The page catalogue system has been up-dated								
A format catalogue for tabloid is in place								
The format templates have been entered in the dummy system								
Rules for the handling of advertising packages, form etc have been entered in the dummy system								
All concerned have been trained in implementing the rules etc of the dummy system								
The division into sections/departments of the newspaper is adjusted to allow a good page pair flow								
Classified ads can be handled for tabloid and possibly uneven numbers of columns								
There are plugs for the tabloid format								
There are methods for moving ads between sections								
Editorial is aware of the page pairing issue with text flows in split doubles								
Layout personnel have been trained in tabloid page make-up								
Reporters have been trained in tabloid reportage								
Advertising pricing has been adjusted to tabloid sizes								
The advertising price list has been entered in the ad system								
Sales personnel have been trained in ad sales for the new format								
The new newspaper has been marketed								
Advertisers have been informed about the new format								
Statistics can be handled correctly for the tabloid format								
Key figures can be compared for tabloid and previous formats								
The file naming standard can handle page pairs								
A page pairing system is in place								
A visualisation system is in place								
Rules for the prioritising of page delivery have been set up taking into account printing capacity and an even page pair flow								
Departments are aware that coordination is required in planning which pages are to get new releases,								
Quality control for correct page pairing is in place								
Flow control for page pairs is in place								
Alarm routines for late page pairs are in place								
There is sufficient printing equipment for pure tabloid/mixed format								
Plate marking for page pairs is in place								
Impositioning plans for tabloid formats are in place								
Printing personnel know how to punch plates for tabloid								
Press configuration data has been entered								
Plate placement control routines are in place in the printing plant								
Routines for inserting in tabloids are in place in the mailroom								
Templates have been tested								
A complete tabloid product has been test run live from advertising/ editorial up to plate making at least once prior to the first test print and well in advance of the actual conversion date.								
At least one test print, including inserting, has been carried out in a live situation								
Tests have been run in the mailroom to check for possible effects on the inkjet addressing								

Effect

No effect

Appendix 1 Check List

Newspaper	Format	2003-12	Weekday Circulation		Most recent conversion
			2003-12	2003-12	
	Berliner	14		238 000	
	Broadsheet	26		777 500	
	Tabloid	90		1 326 900	
	Mixed	4		817 500	
	Other	7		80 600	
		<b>141</b>		<b>3 240 500</b>	
	<b>Format</b>			<b>Weekday Circulation</b>	<b>Most recent conversion</b>
Alingsås Tidning	Berliner	1		13 200	
Eskilstuna-Kuriren m Strengnäs Tidning	Berliner	1		32 900	
Estniska Dagbladet	Berliner	1		2 100	
Hallands Nyheter	Berliner	1		31 100	
Kalmar Läns Tidning m Nybro Tidning	Berliner	1		2 500	
Katrineholms-Kuriren	Berliner	1		13 100	
Norra Västerbotten	Berliner	1		29 800	
Norrbottnens-Kuriren	Berliner	1		28 100	
Södermanlands Nyheter	Berliner	1		24 800	
Tidningen Härjedalen	Berliner	1		7 600	
Vimmerby Tidning	Berliner	1		11 900	
Växjöbladet/Kronobergaren	Berliner	1		2 800	
Ölandsbladet	Berliner	1		8 500	
Östersunds-Posten	Berliner	1		29 600	
	<b>Berliner</b>	<b>14</b>		<b>238 000</b>	
Borås Tidning	Broadsheet	1		50 100	
Falköpings Tidning	Broadsheet	1		9 600	
Hallandsposten	Broadsheet	1		32 700	
Helsingborgs Dagblad/Nordv Skånes Tidn/Landskrona-	Broadsheet	1		87 300	
Jönköpings-Posten	Broadsheet	1		41 800	
Kristianstadsbladet	Broadsheet	1		31 400	
Lysekilsposten	Broadsheet	1		3 400	
Nordhalland	Broadsheet	1		400	
Norra Halland	Broadsheet	1		11 100	
Norrköpings Tidningar	Broadsheet	1		49 400	
Nya Lidköpings-Tidningen	Broadsheet	1		26 600	
Nya Wermlands-Tidningen	Broadsheet	1		58 700	
Skaraborgs Läns Tidning	Broadsheet	1		9 200	
Skånska Dagbladet	Broadsheet	1		43 600	
Skövde Nyheter	Broadsheet	1		3 300	
Smålands-Tidningen	Broadsheet	1		18 000	1993
Stenungsunds-Posten	Broadsheet	1		2 100	
Sundsvalls Tidning	Broadsheet	1		37 400	
Tranås Tidning	Broadsheet	1		6 400	
Uppsala Nya Tidning	Broadsheet	1		62 800	
Vestmanlands Läns Tidning	Broadsheet	1		48 200	
Vetlanda-Posten	Broadsheet	1		9 300	
Värnamo Nyheter	Broadsheet	1		23 200	
Västerbottens-Kuriren	Broadsheet	1		42 500	1994
Västgöta-Bladet	Broadsheet	1		3 400	1996
Östgöta Correspondenten	Broadsheet	1		65 600	
	<b>Broadsheet</b>	<b>26</b>		<b>777 500</b>	
Dagens Nyheter	Mixed	1		364 200	2003
Göteborgs-Posten	Mixed	1		249 100	2003
Nerikes Allehanda	Mixed	1		65 400	2003
Sydsvenska Dagbladet	Mixed	1		138 800	2003
	<b>Mixed</b>	<b>4</b>		<b>817 500</b>	
8 SIDOR	Tabloid	1			
Arbetsbladet	Tabloid	1		27 400	2003
Arboga Tidning	Tabloid	1		4 000	
Arvika Nyheter	Tabloid	1		12 700	
Avesta Tidning	Tabloid	1		8 000	
Barometern m Oskarshamns-Tidningen	Tabloid	1		44 500	2001
Bergslagsposten	Other	1		10 200	2002
Blekinge Läns Tidning/Sölvesborgs-Tidn/Karlsh	Tabloid	1		36 800	1994
Blekinge-Posten	Tabloid	1		4 200	
Bohuslänningen	Tabloid	1		32 400	2003
Borlänge Tidning m Södra Dalarnes Tidn	Tabloid	1		15 900	
Bäragsbladet	Tabloid	1		9 500	
Bäragsbladet m Arboga Tidning	Tabloid	1		13 500	
Dagbladet Nya Samhället	Tabloid	1		12 100	
Dagens Industri	Tabloid	1		116 000	
Dalabygden	Tabloid	1		4 800	
Dala-Demokraten	Tabloid	1		22 200	1997
Dalslänningen	Tabloid	1		7 400	
Elfsborgs Läns Allehanda	Tabloid	1		13 700	
Enköpings-Posten	Tabloid	1		10 400	
Fagersta-Posten	Tabloid	1		8 200	
Falu-Kuriren	Tabloid	1		29 000	1997
Filipstads Tidning	Tabloid	1		4 000	
Folkbladet	Tabloid	1		8 700	2001

Newspaper	Format	Weekday Circulation		Most recent conversion
		2003-12	2003-12	
Folket	Tabloid	1	8 400	
Fryksdals-Bygden	Tabloid	1	3 600	
Gefle Dagblad	Tabloid	1	28 600	2003
Gotlands Allehanda	Tabloid	1	10 800	
Gotlands Tidningar	Tabloid	1	12 800	
Gästriklands Tidning	Tabloid	1	2 700	
Haparandabladet	Tabloid	1	4 000	
Helsingen	Tabloid	1	2 300	
Hemmets Vän	Tabloid	1	15 000	
Hjo Tidning	Tabloid	1	2 100	
Hälsinge-Kuriren	Tabloid	1	8 700	
Karlskoga Kuriren	Tabloid	1	5 500	
Karlskoga Tidning	Tabloid	1	8 300	
Karlstads-Tidningen	Tabloid	1	3 600	
Kristdemokraten	Tabloid	1	7 900	
Kungsbacka Tidning	Tabloid	1	2 300	
Kungälv-Posten	Tabloid	1	9 800	
Laholms Tidning	Tabloid	1	4 100	
Lidingö Tidning	Tabloid	1	8 300	
Ljusdals-Posten	Tabloid	1	7 700	
Ljusnan	Tabloid	1	15 500	
Läns-Posten	Tabloid	1	5 400	
Länstidningen Södertälje	Tabloid	1	17 200	
Länstidningen Östergötland	Tabloid	1	2 600	
Mariestads-Tidningen	Tabloid	1	13 300	
Mora Tidning	Tabloid	1	12 200	
Motala Tidning	Tabloid	1	10 900	2002
Mölnåls-Posten	Tabloid	1	5 700	
Norra Skåne	Tabloid	1	21 700	1994
Norrländska Socialdemokraten	Tabloid	1	40 200	1995
Norrtejlje Tidning	Tabloid	1	14 600	
Nya Dagen	Tabloid	1	17 700	
Nya Kristinehamns-Posten	Tabloid	1	7 800	
Nya Ludvika Tidning	Other	1	9 300	2002
Nya ÖrebroKuriren	Tabloid	1	2 900	
Nynäshamns-Posten	Tabloid	1	7 100	
Näringsliv	Tabloid	1	4 900	
Piteå-Tidningen	Tabloid	1	17 700	2002
Provinstidningen Dalsland	Tabloid	1	4 800	2002
Ruotsin Suomalainen	Tabloid	1	4 900	
Sala Allehanda	Tabloid	1	9 700	
Sjuhäradsbygdens Tidning	Tabloid	1	2 100	
Skaraborgs Allehanda	Tabloid	1	24 100	
Skaraborgsbygden	Tabloid	1	10 800	
Smålandsbygdens Tidning	Tabloid	1	3 200	
Smålandsposten	Tabloid	1	40 600	2001
Smälänningen	Tabloid	1	13 200	
Strömstads Tidning	Tabloid	1	5 300	1996
Svenska Dagbladet	Tabloid	1	183 600	2000
Sydöstran	Tabloid	1	17 800	
Säffle-Tidningen	Tabloid	1	6 100	
Sörmlandsbygden	Tabloid	1	3 000	
Tidningen Ångermanland	Tabloid	1	25 900	
Tranås-Posten	Tabloid	1	2 300	
Trelleborgs Allehanda	Tabloid	1	11 100	1996
Trollhättans Tidning m Lilla Edet-Posten	Tabloid	1	17 700	
Ulricehamns Tidning	Tabloid	1	9 200	
Upplands Nyheter	Tabloid	1	2 900	
Vadstena Tidning	Tabloid	1	1 600	2002
Värmlands Folkblad	Tabloid	1	24 800	1995
Västerbottens Folkblad	Tabloid	1	16 400	2002
Västerbottningen	Tabloid	1	4 100	
Västerbygden	Tabloid	1	1 900	
Västerviks-Tidningen	Tabloid	1	13 200	
Västmanlands Nyheter	Tabloid	1	2 400	
Ystads Allehanda	Tabloid	1	25 400	1999
	<b>Tabloid</b>	<b>90</b>	<b>1 326 900</b>	
Hudiksvalls Tidning	Other	1	15 900	
Länstidningen Östersund	Other	1	21 800	2001
Nord-Sverige	Other	1	2 800	
Nyheterna	Other	1	6 000	
Tempus	Other	1	2 100	
Örnsköldsviks Allehanda	Other	1	20 300	
Östra Småland	Other	1	11 700	1991
	<b>Other</b>	<b>7</b>	<b>80 600</b>	



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