

El Diario de Navarra: the leading Spanish regional daily newspaper

El Diario de Navarra was founded in 1903. Situated between the Pyrenees and the Iberian mountain range, this is one of the smallest regions in Spain with a population of just 500,000 inhabitants. The newspaper has a dominant position in the region.

Based in Pamplona, the capital of the region, El Diario de Navarra has, from the time of its foundation, set out to act as a representative of a people who have always retained their autonomy (the region today still has its own parliament as well as its own government).

It was founded by five local families. The company shares have remained in the hands of the families, and 350 of today's shareholders belong to these same families; therefore there is a strong family tradition and the current director, Cesar Arraiza, is the grandson of one of the founders of the newspaper.

The newspaper can lay claim to having the 10th-largest circulation in Spain (not counting sports dailies).

Composed originally on Linotype machines, the newspaper introduced gradual modernisation, changing from

the letterpress to the offset printing process by way of NAPP wrap-around plates.

From the city centre to the outskirts

In 1967, new changes were introduced with the move from the old premises located in the centre of Pamplona to the new site on the outskirts of Cordovilla, and the changeover to the tabloid format with a Koenig & Bauer rotary press.

A Goss Metroliner press was selected in 1984 at the time of the complete conversion to offset (possibility to print 64 pages, including a maximum of 16 in colour). Since then, El Diario de Navarra has advanced to become today's leading regional newspaper in Spain. El Diario de Navarra recently commissioned a Goss HT 70 press equipped with two satellite colour units, two 2:5:5 folders, two, 14-cylinder satellites that allow printing up to 122 pages, including 32 in colour in collect production. The average requirements at present are 98 pages, including 16 in colour.



Left: El Diario de Navarra has its own radio broadcasting station. Right: The Goss HT 70 rotary press has been in operation for a little more than one year.

The very old and very beautiful archive and reading room has been rebuilt in the modern building.



The newspaper also uses Müller Martini Biliner inserting machines for Sunday supplements, with the Newsgrip conveyor and PrintRoll buffer systems. Naturally, a new building was required (a task entrusted to an architect specialising in this sector, and who has designed the majority of such buildings in Spain, for example for El Mundo and El País).

Everything has been up and running for a little more than one year. The newspaper is produced in a print run of 70,000 copies on weekdays and 90,000 on Sundays. It proved necessary to take out a lease on new premises in the immediate vicinity to accommodate a new paper store.

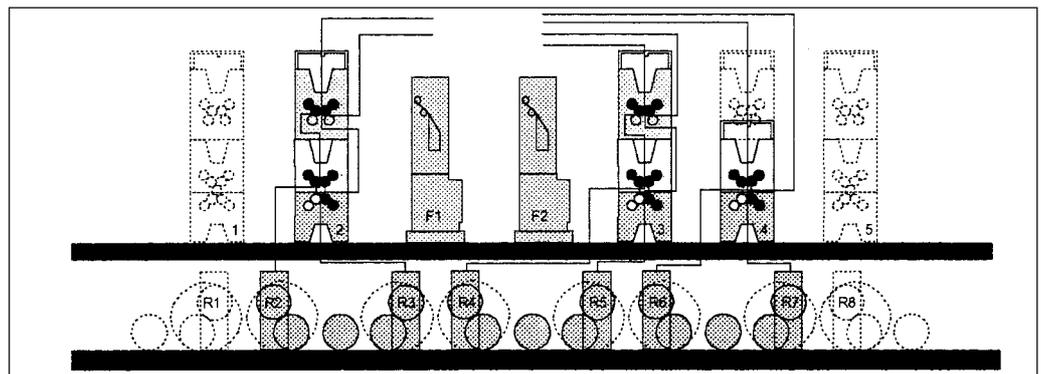
At present, the Atex system is still being used, but the Protec Edicom 4000 is being installed with a view to integrating full-page production. The new system is scheduled to become operational in the near future.

As part of its policy of diversification, the newspaper company building also houses a radio station that is

affiliated with the Cope programme (Compania Ondas Popular Española).

Cooperation between regional newspapers

In the Spanish regional press, a number of partnership arrangements exists in order to pool elements of common interest, for example the Colpisa news agency (as distinct from the EFE state agency), a joint agency in Madrid for advertising, a Sunday supplement and a TV programme supplement. This is supported by La Voz de Galicia, El Correo Español in Bilbao, El Diario Vasco in Saint-Sebastian, El Diario de Navarra in Pamplona, El Heraldo de Aragón in Saragossa, Las Provincias in Valencia, Sur in Cádiz. All of these newspapers have in common that they are not competitors. El Diario de Navarra, as a member of this group, uses the supplements concerned that are inserted into the main product. —Jean-Claude Gayet



A diagram of the rotary press and its future extension.