

Case study: i, Portugal

European Newspaper Award goes to innovative, stapled newspaper in Portugal.



The Portuguese newspaper *i* was presented the European Newspaper Award in April 2010. Through its content-driven design, *i* has reshaped the traditional way of delivering news to readers, and its stapled format was the logical choice to give them a competitive edge.

Built to fulfill the reader's demands

"This has been a content-driven redesign... Offering quality and compelling information in an attractive, compact, and easy-to-read newspaper format." Indeed, 'i' is published in a size that is smaller than a tabloid, making it easy for readers to flip through. The paper is "stitched" and Editor-in-Chief Martim Avillez Figueiredo explains that stitched newspapers makes "people feel that they are reading a publication with long lasting value, like a book."

Intensive editing of pages

But format wasn't the only innovation, and Avillez Figueiredo is proud of his newspaper's design-forward, well-edited content. "We have invested a great deal in the layout and graphics, and every page of the newspaper is discussed in detail and heavily edited. We want our readers to feel that they are reading a good and glamorous magazine."

Appreciated, both by readers and advertisers

In order to really distinguish themselves from other newspapers, *i* relies on its compact size and stapling. "Our readers love the paper's small and 'magazine look-alike' format," says Avillez Figueiredo. "All our competitors are using Berliner or Tabloid formats, and none of them are stitched. So our format and layout in combination with the stitching gives us a good competitive edge."

But readers are not the only ones impressed by the format. Avillez Figueiredo boasts, "The advertisers also like that we can print ads without margins, all the way to the top or the bottom of the page. We have had no problems in having them adjust their ads to our format. Instead, we have profitably been able to sell full-spread ads on pages 2 and 3, just like a magazine."

Stitching supports the global trend towards the compact format

Tolerans is the world leader in in-line stitching systems for the newspaper and commercial printing industry. Since 1947 the Swedish company has installed stitching systems in more than 70 countries.

Stitching supports the global trend towards the compact format. It makes newspapers and commercial print easy to navigate, extends life time and secures recycling. Stitching provides better packaging of supplements and increases value for readers and advertisers.



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