

The European Daily goes to print for the first time

16 June 2011 - Today, the *Preview Edition* of Europe's first daily newspaper – the *European Daily* – is being rolled out across Europe.

“We share the same political institutions, often carry the same money in our pockets and, increasingly, rely on English as a common language,” says co-founder Christofer Berg, “but, strangely, daily news is still largely covered from national perspectives”.

In an operation that started on Wednesday evening with distribution in Brussels, and which continues today in Berlin, London, Paris, Brussels and other key European cities, 40 000 copies are asking the question: “isn't it time for a European daily newspaper?”

“Three years ago we started on a journey to create a daily newspaper for Europe. We have published this preview to show our concept in a tangible form”, says Johan Malmsten, second member of the founding duo.

The *European Daily* brings out a unique European perspective on everything from general news and business to culture and sport. It covers those issues that affect the everyday life of Europeans, whether they live in Lisbon or Helsinki. “For us, European news are treated as ‘domestic’ and news from the rest of the world are covered as ‘abroad’”, explains Mr Berg.

Led by senior editor Derek Blyth, a network of highly established journalists from all across Europe is responsible for the editorial content in the *Preview Edition*. They all write from a European perspective, which sets the *European Daily* apart from niche newspapers like the *Financial Times* or *European Voice*, or US papers like the *International Herald Tribune*.



With the *Preview Edition* the *European Daily* showcases the potential of a ‘national’ newspaper for Europe. “We reach out to new readers”, says Mr Malmsten, “but we also need more partners and the necessary capital to make the newspaper available on a daily basis in print, on mobile devices and online.”

“The energy and entrepreneurialism so evident in the *European Daily*, is an inspiration to all those looking for new insights into our world and Europe's role in it”, said José Manuel Barroso, President of the European Commission, commenting on the project.

The target readership of the *European Daily* – mobile and open-minded Europeans – has proved attractive to advertisers: for the *Preview Edition* advertisers include Jaeger-LeCoultre, SAS, FedEx, WWF, Radisson, Hackett, Breitling, T-Mobile and BNP Paribas.

“We are excited to bring this concept to life and together with our readers, our advertising partners and our network of journalists, give Europe a daily newspaper,” adds Mr Berg.

For more information, visit <http://europeandaily.com/about>

You can download a PDF version of the *Preview Edition* here: <http://europeandaily.com/files/EuropeanDailyPreviewEdition.pdf> and find a picture of the front page here: <http://europeandaily.com/files/EuropeanDailyPreviewEdition.jpg>

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