

# DER STANDARD

DER STANDARD was founded by Oscar Bronner. Its first issue was published on October 19th, 1988. The paper originally was designed as an economic daily - which explains the background of its colour. During the experimental phase from August to October 1988 our surveys told us, that the potential readership wanted a somewhat complete paper - with foreign and home sections, with cultural reports and supplements. What we did.

The basic idea of our layout was to present a liberal, open-minded paper which at the same time gives the impression as if it was part of Viennese public life since long ago. Only on the occasion of a second look, but basically more important, the readers should realize the striking differences between DER STANDARD and traditional papers:

► That Austria - still in the mood of aristocratic ritu-

als - must be educated in the direction of a republic.

► That in Vienna as a stronghold of opera and classic music one has to strengthen the importance of film-productions and electronic media

► That this theatrical country must be told that there is no progress without huge investment into sciences

► That Austria has finally the duty to break with right wing traditions and has to stress ethnic and religious tolerance.

What we produce now - six times a week - is the successful results of the original concepts. The circulation at the moment reaches from 90.000 (Monday to Wednesday) to 190.000 (on Saturdays). The readership in the average is 300.000, which means that we are among the top six papers of the country.

*Gerfried Sperl*  
Editor