

EL MUNDO

DEL MUNDO VERDADERO

UNIDAD EDITORIAL, S. A.
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Madrid, February 22nd, 1993

From: EL MUNDO
Carmelo Caderot
Design Director
Sánchez Pacheco, 61
28002 Madrid/Spain

To: Howard Finberg/AME
The Arizona Republic
120 E. Van Buren
Phoenix, AZ 85004

Dear Mr. Finberg,

Fast and comfortable reading was the main imperative for EL MUNDO's founding editors, and this was the main guidelines in designing the newspaper, as they have been ever since we began publication in 1989.

The principle of double speed was a main tool in reaching the goal of clarity and efficiency. This principle means that there are two different design treatments for spot news and for longer feature stories. Spot news are broken down into smaller, related articles, and a large use is made of summaries, boxes, subheads and icons; infographics and illustrations play a large role. Longer features are treated in a more sedate fashion. Opinion columns, which are not restricted to the three opinion and editorial pages but may be found throughout the newspaper, are given special treatment and are clearly distinguished by their design and typography.

The front page of the Feb. 10 issue plays heavily, as is usual in our newspaper due to its small format, on a main story and a main photograph which is given very generous space; in this case the story and the photo, on Spain's recession, go together, but this is not always so, as a large "photo story" may also be used under the main news item. There is also a second subject in the right-hand column, always boxed and summarised in several subheads. Another main feature of this and every EL MUNDO front page is a particularly large and detailed news summary (lower right), with two types of headlines.

Hereby we send you some weekly special supplements. If you need any other information or material, do not hesitate to get in contact with us, we will be very pleased.

Yours sincerely,

Carmelo Caderot