

El Norte de Castilla

Montero Calvo, 7

Teléfonos: (983) 30 09 44 - 30 09 77 - 30 82 09 - 30 08 77

Fax: 20 53 47

47001 - VALLADOLID ESPAÑA (SPAIN)

«A DAY OF DESIGN» IN EL NORTE DE CASTILLA

- EL NORTE DE CASTILLA is a regional newspaper mainly sold in four of the nine provinces of Castilla y León, the biggest (in extension) Community of all Europe.
- Is a general information daily newspaper, destined to people of all ages and professions.
- Founded in 1854, is the senior of all spanish newspapers (daily and non-stop published since then). It has a big number of subscriptions, many of them coming from fathers to sons.
- Castilla y León main economic activity is agriculture.
- This is the region with less newspaper readers of Spain, but also with the biggest number of readers per copy.
- EL NORTE (how is familiarity called) has also a literary tradition. From its Newsroom came out a lot of important writers and journalists.

Those ideas determined the contents and the design of EL NORTE DE CASTILLA, who are:

- Clarity.
- Legibility.
- Seriousness (not boring!).
- A classic air in layout and typography.
- A generous use of fotografaphs and graphics.
- The special pages: Deportes (Sports), Economía (Money), Guía joven (Young's guide), Escuela (School), Campo (Agriculture) and Artes y Letras (Arts).