MIDAS
AS MEDIA PARTNER
OF EUROPEAN
CAPITALS OF CULTURE
MIDAS AS MEDIA PARTNER OF ECOC
EUROPEAN ASSOCIATION OF DAILY NEWSPAPERS
http://www.midas-press.org

The European Association of Daily Newspapers in Minority and Regional Languages (MIDAS) was formed in the year 2001 following the proposal by editors-in-chief from more than 10 language communities throughout Europe in order to coordinate their strategies and to stimulate cooperation in the areas of information exchange, printing, and marketing.

Newspapers from Spain to Finland and Denmark to Romania have already joined MIDAS, and organization continues to grow. The existence of daily newspapers in minority and regional languages is crucial. We know from our own experience the central role such publications play in the life of minority language communities. They provide the vital daily services that national newspapers offer in majority languages, but this is not their only function. They also often protect and promote marginalized cultures which in turn help to maintain and extend the scope of their written languages. These publications make minorities visible to the majority, which often remains ignorant of them.

Over 50 million people in the European Union speak a language other than the official language of their country. The European dimension opens up opportunities for cooperation between minority daily newspapers throughout the continent and for support from EU institutions for minority languages and their print media. National states still violate minority rights and the freedom of the press. MIDAS, as a network, intervenes to avoid all kinds of violence in solving minority issues. To serve these functions properly, MIDAS provides opportunities such as study visit programmes for journalists in order to develop knowledge through exchange of information and report on minority protection and cultural diversity in Europe.

Minorities must find a peaceful way to get their voices heard. The existence of quality independent journalism is a fundamental principle of our daily work.
THE EUROPEAN CAPITAL OF CULTURE

https://en.wikipedia.org/wiki/

European_Capital_of_Culture is a city designated by the European Union (EU) for a period of one calendar year during which it organises a series of cultural events with a strong pan-European dimension.

Preparing a European Capital of Culture can be an opportunity for the city to generate considerable cultural, social and economic benefits and it can help foster urban regeneration, change the city's image and raise its visibility and profile on an international scale.

In 1985, Melina Mercouri, Greece's minister of culture, and her French counterpart Jack Lang came up with the idea of designating an annual Capital of Culture to bring Europeans closer together by highlighting the richness and diversity of European cultures and raising awareness of their common history and values. It is strongly believed that the ECoC significantly maximises social and economic benefits, especially when the events are embedded as a part of a long-term culture-based development strategy of the city and the surrounding region[1].

The Commission of the European Union manages the title and each year the Council of Ministers of the European Union formally designates European Capitals of Culture: more than 40 cities have been designated so far.

2019

2020

2021
Matching the facts mentioned above, Heror Media Pont as media agency which is working in a field of minority media, is giving an exclusive offer to the ECoCs to become a partner with minority media houses all around Europe.

We all know that minority media houses are forming a specific media niche, with special role. Those media are not providing just information, they are a strong pillow of minority societies in order to preserve language and culture of minority societies.

That’s why we are defining them as a decent media circle which is consequently avoiding manner of tabloid informing.

We strongly believe that minority media houses around Europe with own capacities should become an equal partners of ECoCs, providing a visibilities of ECoCs in mother languages of minority societies, sublining one of the core principles of idea of European Cities of Culture: “to bring Europeans closer together by highlighting the richness and diversity of European cultures and raising awareness of their common history and values.”

The main goal of Heror Media Pont as a media agency from Novi Sad, Serbia is to strengthen minority media giving them visibility and presence in public dialogue, to raise up their role and influence in contemporary societies.

By advertising about ECoCs in minority media around Europe, the cities are giving an important sign that they are respecting cultural diversity and European acquisition such as ‘a right to use and to be informed on mother tongue’.

Addressing to minority societies on their mother tongues, ECoC’s are opening a new path of communication giving the open welcome to their cultures and visions of civilizational progress.

With a strong recommendation to enter the direct dialogue with minority communities all around Europe, we are staying on Your disposal with a willing that together we are contributing development of communication.

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The newspaper was founded in 1882 under the name Der Tiroler. Following the fascist government's prohibition of the use of the name "Tirol" in any form or variation, the newspaper was forced to change its name, and in August 1923 Der Landmann replaced Der Tiroler.

In October 1925, Der Landmann was closed because of its antifascist activities, together with the rest of the area's German language press. After over a year of inactivity, the newspaper was finally allowed to resume publishing, though it was subject to a whole series of conditions and constraints. The newspaper was issued three times a week under the new name Dolomiten.

The newspaper was closed by Nazi authorities in September 1943. The editorial offices and the publishing house were seized and "entrusted" to a Nazi Company that published a newspaper of its own. The ranking editors who did not manage to escape were arrested and deported to the concentration camp in Dachau.

In mid March 1945, the military government of the Allies granted the licence to publish a newspaper to the legal representatives of the Athesia company. On 19th May 1945 the Dolomiten resumed publishing, and has since continued without interruption. The Dolomiten is an independent newspaper of Catholic orientation, tirelessly committed to defending the ethnic, cultural, economic and social rights of South Tyrol's German and Ladin speaking populations.
The Danish newspaper Flensborg Avis is characterised by a political opinion as the voice of the Danish minority in Germany. It has strong links with the Scandinavian press tradition.

Established in 1869 by a private family, today it is a private limited company. Most of its staff members, as well as Danish minority organisations and many readers, are shareholders. It is supported by the State of Denmark (45%), while other financial sources include sales (20%), advertising (20%) and other commercial activities (15%).

The newspaper has 3 editorial departments (at Sydslesvig, Flensborg and Sønderjylland) covering agency news about Denmark, Germany and international matters; debate, sport, culture and specials. It includes a lifestyle supplement every Saturday and supplements on travelling, education, cars, building and furniture, etc.
Daily Hungarian newspaper in Vojvodina, Serbia - Magyar Szó

The first issue of Magyar Szó came out on 24 December 1944 in Novi Sad, the capital of Vojvodina, a region of Yugoslavia. Its name then was Free Vojvodina, it was only on one page, and it was the translation of the Serbian paper. From September 1945 it is issued under the name Magyar Szó, and since then, it was the only Hungarian daily paper of Yugoslavia, and now of Serbia. Since then, the Hungarian nature of the paper evolved gradually: although it has to support the politics of the country, beside the translated texts from Serbian, original Hungarian texts could also be read, which in the end became a majority. It becomes a paper of the minority, as it writes about things which are interesting to the Hungarian minority.

The breakup of Yugoslavia, the drastic decrease of Hungarians living in Vojvodina – on one hand because of the low birth rate, on the other hand because of the wars and the still ongoing migration abroad – led to the fact that today there are only half as many people buying the paper than before: at the end of the Second World War, half a million Hungarians lived in Yugoslavia, mostly in Vojvodina, and presently, there are about 250 thousand Hungarians living in Serbia.

The on-line issue of the paper is constantly raising up the influence among Hungarians in Serbia and abroad.

Since Magyar Szó is the only Hungarian daily paper in Vojvodina, from day one its main focus was to please the entire Hungarian readership. That is why it constantly gave out bonus material, even today, it has a sports, agricultural, cultural, youth, kids, health and entertainment extra on each day of the week, from Monday until Saturday. Beside the extras, there are pages about national and foreign politics, sports, fine arts, children, economics, education, plus the regional pages try to include every aspect of daily life.

This means that the paper should inform the public in such a way to preserve culture, the mother tongue, education on the mother tongue and to support life in Vojvodina.
BERRIA newspaper was created in 2003, after the closing of Euskaldunon Egunkaria. It was created to cover the need for information in the Basque language. Nowadays it is the only newspaper published in Basque. The closing of Egunkaria provoked a lot of protest, and many actions were organized to start up another Basque-language newspaper. Basque society contributed 4,595,900 (24.404 shares) to get a national Basque-language newspaper (as Egunkaria was).

It is published six days a week and has a daily circulation of 21,000 issues.

It is sold throughout the Basque Country (seven provinces) and is published entirely in the Basque language. Its aims are to offer information in Basque and to help in the normalization and standardization of Basque language.
Primorski Dnevnik was established in 1945; the first issue was published on May 13th. But the newspaper is rooted deep in local history: in the 19th century, Slovenes in Trieste published a newspaper called Edinost, which was closed down by the fascist government in 1928.

During WWII a small newspaper printed by Yugoslavian partisans in the woods close to Gorizia started publishing Partizanski dnevnik, the “Partisan daily,” which has since been distributed among families free of charge by partisans. A Slovenian printworks still exists in Vojsko near Idrija, now in the territory of the Republic of Slovenia, and it has been maintained as a museum, open to public.

On 1st May 1945, the newspaper moved to Trieste, where some issues continued to be printed, up to May 7th. A week later, the first issue of Primorski Dnevnik was published; Primorski Dnevnik maintains its historical on the first page as the successor to Partizanski dnevnik. Later on, Primorski Dnevnik developed into a neutral and pluralist newspaper. Today it is owned by a cooperative of readers (about 2,000 members).

Primorski Dnevnik is the daily newspaper of the Slovene community in Italy. It is published and printed in Trieste, and covers the whole area settled by the Slovenian minority in the Italian region of Friuli Venezia Giulia: the province of Trieste, a large part of the province of Gorizia and the border area of the province of Udine.

Primorski Dnevnik is a daily newspaper, published six days a week (Monday excluded). It dedicates a large part of its news content to issues related to the Slovene minority in Italy, but contains general news as well: home and international politics, sports, culture, weather forecast and other news, like most newspapers in the world.

On Sundays, nice colour pages are dedicated to the youngest population, the school pupils, produced by the schools themselves. On Tuesdays, a 12-page special is dedicated to sport. Every day each class at Slovene schools in Italy gets a free copy of the newspaper, in order to involve children and youngsters to read it on daily basis.
The Hungarian-language daily paper Új Szó was established in 1948, and until 1989 it was the voice of the Communist Party. That year there were personnel and structural changes, and since 1990, Új Szó has been considered an independent voice of the Hungarian minority in Slovakia.

Új Szó has different rubrics and special weekly supplements concerned with various subjects (sports, music, car-motor, IT, healthiness, school, economics, entertainment, intellectual corner, and others). The editorial department is very important, dealing with regional news and reporting on events in the South of Slovakia.

Új Szó is especially well-distributed in the regions of Nitra, Trnava, Kosice and Banská Bystrica.
Established in Vic in 1978, EL 9 NOU is owned by the company Premsa d’Osona SA. At the moment, EL 9 NOU publishes four days each week in a different geographic area. Two editions are published in the areas of Osona and el Ripollès and the other two editions are published in the Vallès Oriental area.

The newspaper is mainly funded by sales (45%) and ads (50%), and has a 5% public financing. Its weekly circulation is from 24,273 copies, in four days a week, with an average of 6,068 copies per edition. 30% of the copies are sold Kiosks, while subscriptions account for 70%.

The paper ranges from 48 to 96 pages. There is a total staff of 64, with 35 journalists.

The company also has a local television station called EL 9 TV. It started broadcasting in 2004 covers the area of Osona. There is a total staff of 12, with 7 journalists.
Established in 1978, during Spain’s transition to democracy, Regió7 was initially the project of a small team of young professionals who wanted to create a democratic Catalan-language newspaper as an alternative to the old paper published in Manresa, written in Spanish and controlled by the establishment of Franco’s regime.

Initially, the project involved some 400 small shareholders. Regió7 was published twice a week and had only 5 staff. In 1980, it began being published on Thursdays as well, and in 1983 it began 5-day publication with 4,000 copies each week. In 1990, Regió7 relocated to an old 1600 square metre textile factory, and the preparation of the newspaper was completely computerized. In 1993 Regió7 inaugurated its own printing facility near Manresa. In 1996, Regió7 went online, and a short time later it purchased a second printing machine. In 2003 it celebrated its 25th birthday, and integrated a local TV station, becoming a multimedia group.

Regió7 is being distributed throughout the central part of Catalonia, the northern part of Barcelona and the southern part of Pirineus, which have some 350,000 inhabitants; its principal influence is in Manresa. The publishing society of Regió7 has over 600 shareholders, and since then has become the main resource for written media in its area. The company publishes several supplements regularly on themes including education, culture, the information society, rural life and agriculture. It has also published several collections of books on the subject of Catalonia.

On its 25th birthday, Regió7 completed a digital library of its entire archive where, everything it published among those 25 years can be accessed via the internet. In 2004, Regió7 presented a PDF edition in order to provide its subscribers a means to read the newspaper outside its physical distribution area.

The group, including the newspaper, the local TV station and the printing plant, was purchased in 2006 by Editorial Prensa Ibérica (EPI), a company based in Barcelona that’s the owner of 17 local and regional newspapers throughout Spain. The new publisher has preserved the editorial independence of Regió7 and his personality. The cooperation with the other papers of the company has provided new economic opportunities that have made Regió7 a stronger media. On it’s 30th birthday, keeps a dominant position in all the central area of Catalonia as the largest circulation newspaper.

The online edition, Regió7.cat, created in 1999, has been launched with new contents in 2009 and is increasing its audience faster than any of his competitors.

Regio 7 is published seven days a week since 2001.

The audience of the printed edition is 35,000 daily according to EGM, and the online edition has an audience of 22,000 unique users daily according to OJD (2018).
Der Nordschleswiger is the only German language newspaper in Denmark/Scandinavia. It plays an important role in the minority group's intracommunication, and acts as its voice, contributing actively towards shaping positive German-Danish relations.

Established in 1946 as a weekly, it became a daily paper in 1951. Der Nordschleswiger was the first German newspaper published in Western Europe after 1945.

The newspaper has a daily circulation of 1,500 copies (distributed mainly by post). It is strongly funded by the German State (60%) and the Danish State (17%), while other financial income comes from sales/advertising (23%).

The newspaper has its publishing house and main editorial office at Apenrade/Aabenraa, with branch offices at Hadersleben/Haderslev, Sonderburg/Sonderborg, Tondern/Tønder and Tingelf/Tinglev. Since 2004 Der Nordschleswiger has broadcast three newscasts daily.

The newspaper is also producing a online-newspaper since 2007 under www.nordschleswiger.dk and has its own App
Established after the revolutionary events of 1989, Szabadság took over the infrastructure of a former local Hungarian-language daily newspaper of the Communist Party, but it denied being its legal successor. Based in the city of Kolozsvár (Cluj), it became the central regional paper of the Hungarian minority in Transylvania in western Romania.

Szabadság is distributed in 5 counties around the city of Cluj, the main town in Transylvania: Kolozs (Cluj), Szląszy (Sași), Fehér (Alba), Beszterce-Naszód (Bistrița-Năsăud) and Szeben (Sibiu) counties.

It is privately owned by the Minerva Cultural Association, an NGO led by the main employees of Szabadság. It is financially independent and does not receive any government grants. Its costs are covered mainly by sales (70%) and advertising (30%). Less than 1% comes from Hungarian public foundations. It is a general newspaper dealing with all types of news from the local to the regional, national and international. It also includes commentary, educational sections, services and entertainment.

It has a more or less tabloid form, and is black and white, occasionally coloured, published six times a week (except for Sunday). It was the very first daily newspaper on the Internet in the Hungarian language, and the first online daily of any kind in Romania. Video portal (video.szabadsag.ro) since July 2008: 623 videos, 119,000 video watches (until January 2010). Szabadság WebRadio project is on its way.

With a circulation of 7,000 to 9,000 copies, it is the number 1 daily newspaper in Cluj, alongside 3 Romanian-language local dailies and two Hungarian-language regional ones. Each copy is read by an average of 3.36 people.
Above mentioned media houses decided to make a network which is going to help to European Capitals of Culture to raise up visibility of their offer to minority societies around Europe. Cultural and touristic offer of each ECoC needs to be promoted on the most efficient ways.

Our common offer is unique and providing communication with very specific audience with daily impact of over 165,000 print circulation and daily reach over 223,000 daily visitors of on-line editions within a group production.

Our aim is to refresh communicational strategies of ECoC and to give new values which are fulfilling importance and influence of such great idea which ECoC are constantly sharing already for 30 years.

Choosing us as partners, we are all getting chance to put our various knowledges and capacities together and to provide new quality in European public dialogue.

Let’s do it!
3 x 1/1 color in a year in each specified print edition from media group

- 1 gratis on-line article with photos and video (if needed)
- with sharing on Social media on each specified on-line edition from media group
- gratis translation of articles

delivery of clipping publication at the end of the year

Price of Package 1
105,520.32 eur + VAT
**Offer**

**Package 2**

- **4 x 1/1 color page** in a year in each specified print edition from media group
- 2 gratis on-line articles with photos and video (if needed)
- with sharing on Social media [Facebook](#) [Twitter](#) [Instagram](#) on each specified on-line edition from media group
- gratis translation of articles
- delivery of clipping publication at the end of the year

**Price of Package 2**
140,693,76 eur + VAT
**OFFER**

**Package 3**

3 x 1/2 color page in a year in each specified print edition from media group

- 1 gratis on-line articles with photos and video (if needed)
- with sharing on Social media [facebook] [twitter] [instagram] on each specified on-line edition from media group
- gratis translation of articles

Delivery of clipping publication at the end of the year

Price of Package 3
67.392,00 eur + VAT
4 x 1/2 color page in a year in each specified print edition from media group

- 2 gratis on-line articles with photos and video (if needed)
- with sharing on Social media on each specified on-line edition from media group
- gratis translation of articles
- delivery of clipping publication at the end of the year

Price of Package 3
89,856,00 eur + VAT
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