

# London Newspapers

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**METRO** Ruud faces an FA ban  
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## Tycoon's £1 billion windfall

**DEATH OF 'SUNSHINE GIRL'**

**Row over jury trials shake-up**

**INSIDE TODAY**  
Graham Coxon with some wise words for the bigmouths of music  
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**WIN: A LUXURY 5-STAR TRIP TO MALTA FOR YOU AND A FRIEND**  
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# Project London – London Newspapers

class 12c

13.04.2011

During our class-trip to London, my partner Marcel and I worked on the theme newspapers. It was an interesting week and besides the programme we were obliged to do, we had a lot of fun.

During our free time we talked a lot to a lot of different people. In class we had already structured our theme, so we could work in London more precisely and concentratedly on our different parts. In London itself we collected a lot of newspapers, which were mainly free, but we also bought some.

The only limitation we had was that we couldn't research **all** the newspapers and magazines. The selection of magazines and newspapers in London is so varied that it would be nearly impossible to read and analyse all of them. Our main emphasis is on the free newspapers, like The Evening Standard or Metro, but later I will talk about that theme concretely.

Marcel and I divided our topic into different aspects. I will talk about the following:

- Focus on newspapers: The Evening Standard and Metro
- Finances – how is it possible that a newspaper is free?
- Which is the most popular newspaper? ( with surveys and own experiences)
- Who reads which newspaper? And why?
- Cost effectiveness - Is there a difference between paid and free newspapers?

Sources:

Texts:

[http://en.wikipedia.org/wiki/Metro\\_\(British\\_newspaper\)](http://en.wikipedia.org/wiki/Metro_(British_newspaper))

[http://de.wikipedia.org/wiki/Evening\\_Standard](http://de.wikipedia.org/wiki/Evening_Standard)

Information I collect in London

The Metro

The Evening Standard

The Sun

The Financial Times

Pictures:

[http://upload.wikimedia.org/wikipedia/commons/e/eb/Headlines\\_london\\_bombing\\_7\\_july\\_2005\\_Waterloo\\_station.JPG](http://upload.wikimedia.org/wikipedia/commons/e/eb/Headlines_london_bombing_7_july_2005_Waterloo_station.JPG)

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## Focus on Newspapers: The Evening Standard and Metro

*The Evening Standard* has been free since October 2009 to support and control the market of free newspapers. It just circulates in the City of London and is published three times a day; 11:00am, 4:00pm and 6pm. It went to print an hour earlier. The content of these three editions is often varied with the front page lead and following few pages, including the Londoner's Diary. Features and reviews stay the same. The page changes are indicated by stars in the bottom left hand corner of each page: two stars for the second edition, three stars for the third.

*Metro* was launched in 1999 and is available from Monday to Friday. The newspaper was designed to be read in 20 minutes. The features section contains a mix of articles on travel, homes, style, health as well as extensive arts coverage and entertainment listings. As you can see, *Metro* is concentrated more on lifestyle and less on real news, or economy. In contrast to *The Evening Standard*, *Metro* was founded as a free newspaper. Unlike the first newspaper I was talking about, *Metro* isn't just published in the City of London. You can read it in Yorkshire, the North West, Newcastle and the North East, the East Midlands, Bristol, Birmingham, Liverpool, Cardiff and Scotland, too. After 5 years it is the fourth largest newspaper in the UK.

## Finances – how is it possible that a newspaper is free?

*Metro* is part of "Daily Mail and General Trust", which is a big company which also publishes *Daily Mail (daily)*, *The Mail on Sunday (weekly)*, *Ireland on Sunday (weekly)* and *Mail Today, published in India (daily)*.

If you look inside the free newspaper, you can see a lot of advertising. On every page there is some advertising. This sort of article in a newspaper which is read by more than 2 million is expensive for the companies. In this way, free newspapers like *Metro* or *The Evening Standard*, are able to be self-financed.

## Which is the most popular newspaper? (With surveys and own experiences)

As we travelled around London we made the experience that free newspapers are very popular in London. *Metro* and *Evening Standard* were found all around the tube and in the parks. Surveys have shown that most of the Londoners read *Metro* and *Evening Standard* as well as *The Sun* and *Daily Mail*.

*The Sun* is one of the newspapers with the highest circulation in the world and has got a circulation of about 2 986 000 editions a day. *The Daily Mail* got a circulation of ca. 2 311 000 copies a day.



Typical in the morning – people are reading *The Metro* in the tube

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## Who reads which newspaper? And why?

In London City, where you can find the Stock Exchange, the Financial Times is widely read. It is printed on a light salmon-coloured paper to show the difference to the Financial News. Around St. Pauls Cathedral you find the newspaper in a lot of bags. It has established correspondents in cities around the world, reflecting early moves in the world economy towards globalization.

The Metro is one of the most popular newspapers in London, too. 62% of readers are ABC1 (upper/middle class social grade), 78% are aged 15–44 and 64% are in work. In its first five years, it achieved a readership of over 1 million daily readers.

The Sun is comparable to our BILD-Zeitung. It is a daily newspaper. In the 1970s it found its new target group in the skilled working class (C2) and served them with populist and sensationalist articles. The influence of the newspaper in elections is regarded as controversial. The content of the newspaper is right-winged, staunchly anti-European conservative, although it supported Tony Blair and New Labour in the elections 1997, 2001 and 2005. The Sun is known for an openly anti-European and especially anti-German attitude.

## Cost effectiveness – Is there a difference between paid and free newspapers?

The Metro is designed to be read in 20 minutes. The Sun or The Times isn't limited like that. Free newspapers are concentrated on lifestyle and although The Sun is also concentrated on this fact, it has much more content in it. In free newspapers there aren't facts about economy or finances. The Financial Times concentrates in economy and the Times is comparable to "Die Welt", published in Berlin, which is mostly political. As you can see, free newspapers give a broad overhead picture about what happens in the world, but if you want to read more about the details, you have to buy a newspaper.

Free Newspapers and paid newspapers in Britain are very popular and powerful. They are read in the bus or in the tube and talked about it a lot. I was surprised that there are free newspapers, when I went to London the first time. After my trip to London in March 2011 I learned, that beside the free newspaper, the paid newspapers have a lot of influence on the people there and that the free newspapers aren't as powerful as I thought but more just about lifestyle. A woman, I asked in London, what she thought about free newspapers, said: "They give you a good summary in the morning, but you have to buy a newspaper to see all the details." I think that is a good advice.