



Launch of new formula for «24 heures»

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Transformation of French-speaking Switzerland's favourite newspaper. Even closer to you now.

«Du côté de chez vous» («near to you»), is the emblematic slogan of the new 24 heures, which its 283,000 readers will discover on Saturday 26 February. An innovative layout will reaffirm its prominent newspaper role by offering four specific editions for the four main regions of the canton.

From now on, each of the main regions will have its own edition : Riviera/Chablais, Nord Vaudois/Broye, Région La Côte and Lausanne and region. Four distinct editions carrying more regional information and local news but with the same coverage of current events and news from Switzerland and the rest of the world as always.

Four newsrooms serving a single voice

Riviera/Chablais

From Montreux to Vevey, from Monthey to Lavey, from Rougemont to Champéry or Leysin, this edition of *24 heures* replaces the *Presse Riviera Chablais* and relies on the know-how of Philippe Favre and his team.

Nord vaudois/Broye

Similarly, this new edition of the newspaper replaces the *Presse Nord Vaudois* throughout the region, whether in Vallorbe, Payerne, Domdidier or Yverdon, under the guidance of Isidore Raposo as before.

Région La Côte

The inhabitants of Nyon, Morges, Mies, Prévèrenge and Montricher will discover this fresh version of *24 heures* provided by Michel Jotterand and his collaborators.

Lausanne et région

A newsroom in the heart of the city, in Place Pépinet, will cover Lausanne and its entire surrounding area under the leadership of Xavier Alonso.

Each edition includes the five weekly supplements:

Zannonces on Mondays,

24 Immobilier on Wednesdays,

24 Emplois and

24 Week-end on Thursdays, and

TVguide on Saturdays, as well as all the usual features and one-off supplements.

Pierre Buntschu

Publications Director of

24 heures,

Journal de Morges,

La Broye and

Terre&Nature

Jacques Poget

Chief editor of

24 heures

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