



Free newspaper: Edipresse is innovating and launching «Le Matin Bleu»

Date : 14 September 2005
Emetteur : Edipresse Switzerland

Edipresse will launch a free newspaper entitled

Le Matin Bleu before the end of the year. This daily paper will be targeted at a young, urban working population in the Lake Geneva region. It will complement the paying newspaper

Le Matin which is already the most-read newspaper in French-speaking Switzerland (353,000 readers).

Le Matin Bleu will be a concise, complete and useful newspaper. Its editorial staff will be based in Geneva and Lausanne. The new daily will have an initial circulation of around 100,000. It will be distributed from Monday to Friday from self-service boxes and by delivery agents in areas of heavy density and in the immediate vicinity of public transportation serving the Lake Geneva region's main centres.

By combining their strengths,

Le Matin Orange and

Le Matin Bleu aim to offer the best advertising platform in French-speaking Switzerland, which will reach some 450,000 readers at the most favourable market price.

This launch is in line with developments in the European printed press sector where a large number of free newspapers have recently appeared, notably

Metro and
20 Minutes.

Le Matin Bleu will be 100% owned by Edipresse which intends with this launch to maintain its leadership role in the French-speaking Swiss market.

Note to editorial teams:

A press conference detailing the project will be given at a later date.

For further information:

Tibère Adler

CEO of Edipresse Switzerland

Tel. +41 (0)21 349 45 18

[E-mail](#)

Theo Bouchat

Director of *Le Matin* and project manager

Tel. +41 (0)21 349 45 42

[E-mail](#)

Date et heure de publication : 2005.09.14 0:00