



# 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, Préverenges 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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