



Media release

The commuter newspaper *20 minutes* launches in the French-speaking market

8 March 2006. The commuter newspaper *20 minutes* has been launched with a comprehensive first edition. Today's inaugural issue of *20 Minuten / 20 minutes* marks the first publication of a bilingual daily paper with regional editions from Basel, Bern, Geneva, Lausanne, Lucerne, St. Gallen and Zurich.

As with the regional editions of *20 Minuten* in German-speaking Switzerland, the French edition of *20 minutes* incorporates two pages of local news each day alongside the complete national and foreign news section. The emphasis is on regional stories from Lausanne and Geneva. Added to this are the locally created event calendar *what's up*, a cinema and sports section as well as the local weather news. On average, an edition of *20 minutes* will have 32 to 36 pages.

The daily print run of around 120,000 copies will be distributed mainly around the Lake Geneva region in just under 130 boxes at SBB stations and over 250 boxes at public transport sites as well as via other distribution channels.

20minutes.ch is being launched simultaneously with the print issue. In this way *20 minutes* is also betting on the tried and tested cross-media editorial and commercial possibilities available in the French-speaking part of Switzerland

A team of around 40 employees from the French-speaking region headed by Managing Director Joseph Crisci and Editor-in-Chief Philippe Favre are working for *20 minutes*.

For further information, please contact:

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PS: The front page of the first edition of *20 minutes* can be called up in PDF format at www.tamedia.ch.