

If you want to know more

Founded in 1945, Salzburger Nachrichten quickly gained a nationwide reputation as an independent quality newspaper in Austria. Right at the outset the newspaper was accepted and respected by all political and economic factions. Salzburger Nachrichten has kept its integrity to this day and impressively increased its Austrian readership over the last two decades. About 100,000 daily readers live outside of the home market Salzburg. Salzburger Nachrichten reaches Austria's leading political and economical target groups and is appreciated as the "independent voice from the West" and read for getting "a second opinion". Therefore, Salzburger Nachrichten serves as an indispensable alternative to the Viennese newspaper landscape that is marked by agglomeration and corporate influence.



Salzburger Nachrichten has been reporting in the state of Salzburg and throughout Austria for over 60 years.



Production of the daily in the printing centre Salzburg



Dr. Max Dasch, editor and managing director

Market

For decades, Salzburger Nachrichten (SN) has been the authoritative news provider in the state of Salzburg and a leading national quality newspaper in Austria.

The daily has about 300,000 readers and reaches a readership of more than 400,000 on weekends, a third of which comes from outside the state of Salzburg. Every fourth decision maker in Vienna chooses SN once a week, and 70 percent in this category read SN on a daily basis in the state of Salzburg.

The SN group comprises the following members: The two successful weeklies Salzburger Fenster and Salzburger Woche, the Web portals www.salzburg.com and www.vienna.com, and several media interests, such as the one held in a Bavarian weekly newspaper corporation.

Timeline

1945
Max Dasch and Dr. Gustav Canaval found Salzburger Nachrichten as one of the first Austrian daily newspapers after World War II.

Product

SN comes with a local section that is distributed in the state of Salzburg and close-by Upper Austria.

The paper has a global network of correspondents at its disposal while cooperating with other media enterprises. A permanent representation of the publishing house in Brussels secures first-hand, up-to-date information from all EU institutions. On a weekly average, 94,000 copies are sold daily and 130,000 copies on weekends.

Ad specials like jackets, flaps, inserts and special papers can fulfil even fancy customer demands. Salzburger Nachrichten publishes about 200 features and supplements a year.

Recent developments

By appointing Manfred Perterer editor-in-chief, the owners made a clear statement for a generation change within the newspaper. A staff of senior editors is in charge of inter-editorial matters.

On the occasion of the 10th anniversary of SN's Internet presence, one more step towards electronic reporting was taken. Special online editors are filling the platform with up-to-date news almost around the clock – independently from the printed edition.

Brand core

Independent, critical and reader-oriented – those are the core values of Salzburger Nachrichten. Since its start in 1945 as the first newspaper in the U.S.-American occupation zone, then with a volume of four pages, Salzburger Nachrichten has established itself as a brand representing free and critical reporting in Austria.

The core values of the brand are especially prominent in the field of politics. Thanks to the company's self-sufficiency, it is in a position to take a close look at the powers that be and to scrutinize background structures. Thousands of exclusive SN citations in other Austrian media indicate that SN editorial centres in Salzburg and Vienna make a considerable contribution to the control of political power.

Despite Salzburger Nachrichten's self-image as Austrian daily newspaper, it reveals values of the brand Salzburg. The supra-regional significance of the state is reflected in cultural as well as in economic aspects and builds the foundation for the quality pledge and eminence of the brand Salzburger Nachrichten.

Brand image

The heavy Gothic typeface strikingly conveys a brand image that Salzburger Nachrichten has firmly incorporated for more than 60 years: the promotion of social market economy, human rights, ethics and humanism in an increasingly globalised world.

Different campaigns are devised in a two-brand strategy for the home market Salzburg and the quality reader market Austria respectively. The unique duality of the products –



The modern press centre in Salzburg

local section and main section – credibly communicates this approach.

Behind the brand

Salzburger Nachrichten is something of a rarity in the Austrian media landscape, as the group still belongs to a family who is not bound by any commercial or political ties. Majority owner Max Dasch acts as editor and managing director of the group. He safeguards the newspaper's independence and thus shields reporting from outside pressure.

This background is not only Salzburger Nachrichten's recipe for success and the basis for its economic standing, it also makes the newspaper a frequently quoted and independent source for international media and organisations.



1977
SN goes online and continuously expands its range of services at the Internet site www.salzburg.com.

2005
The free newspaper Salzburger Fenster becomes a 100% affiliate of the SN group.

2006
The management is restructured and three divisional directors are installed.

1989
SN takes over regional weeklies in Salzburg.

1977
After Max Dasch senior's demise, his place is taken by his children Maximilian Dasch and Gertrude Kaindl-Hönig.