

Majorca

Daily Bulletin



Anniversary Special you



Typically British. The Bulletin held a traditional English tea party at the Paseo Mallorca. It was a huge success.

...s newspa-
celebrat-
into the
I was a few
ng the
gown-up
a newspa-
nfact we
from a classi-
I came into
an article for
I had an arti-
ge (some still
written for the
re almost minor
yrea real celeb-
Who's News arti-
a Jane Flanders, a
ld J. Greenberg, an
don Rees, (who
could write short-
nglish), there was
d of course, there
and in charge of the
Magranet, of the

...high to a grasshop-
the Royal Navy, so I
rin as a sort of interim
to Britain to con-
the "journalist bug."
assignment was to
st assignment which was
"tournament" which was
ow, what I knew about
back of a very small
ched to Santa Ponsa (by
ors, the golfing legends,
ra Ponsa greens. Now, I
asking the golfing great
vegetables! I dutifully asked
Thanks to the kindness of
I was able to cover the tour-
I started to know some-
to great fun. The press room
think beautiful Public Rela-
paid to be nice to you and of-
ce. This was heaven.
ignment aged 17 and three quar-

er Prince Charles and Princess Di-
ests of King Juan Carlos. I
press group at Palma airport to
Unfortunately, I had no transport, no
ey. Luckily for me I hitched up
zza, who I think recruited me for
The British royal couple dually ar-
port in a motorcade. I jumped into
text to my French paparazzi friend
hem. I felt a mixture of fear and elu-
ough the traffic through Palma with
on squad vehicles trying to block off
rench driver had the car carrying
we drew level with the car carrying
d Princess Diana just in front of the
at the Prince much to the horror of the
me in no uncertain terms that

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...ing outside and I remember shouting they are coming
and immediately a BBC microphone was thrust into my
face. My first BBC radio interview. I think I said I
counted them in and I counted them out in reference to
the famous Falklands war report by Brian Hanrahan. It
sounded good, well at least I thought so.
So for the next ten days I was wine and dined by Fleet
Street as they covered the historic visit. It was local
knowledge again.
I use to return to the Bulletin editorial offices like a
school boy full of my nipping yarns. I was quickly
brought down to earth because I couldn't type and in
those days it was type writers not the word processors of
later years. Luckily Harold Greenberg or Gordon Rees
would come to my end typing up my story as I bored
anyone who would listen with my stories of the royal
couple.
As soon as the royals had gone I got one of my biggest
breaks in journalism. Denis Howard Marks (Mr. Nice as
he top selling book is called) was arrested at his home in
Palma. He was accused of being one of the world's big-
gest traffickers of hashish. Scotland Yard the U.S drug
enforcement agency (the famous DEA) were all in
Palma and I was on the story. Later I joked with Howa
how he had given me a big break and probably blunch
my journalistic career. For the first time my name ap-
peared on the front page and was I covering the story
with some of the best journalists in the world who a-
peared to take me seriously!

I loved my new job. I think I was working 12 h
days but it was brilliant. I don't think any if
old in the world could have had better train-
on squad vehicles with much fondne
look back on those years with much fondne
Also, I was doing what I thought was the future c
Bulletin, local news. In those days the paper had
ernational feel and local news was rather releg
here. I have always thought that local n

Majorca Daily Bulletin

The MAJORCA DAILY BULLETIN

Was launched in January 1963, and is still the only daily English language newspaper in Spain. This year we are celebrating our 50th anniversary.

From its early beginnings the **Majorca Daily Bulletin** has moved with the times and is now a modern, well designed colour newspaper which has been adapted to the modern requirements of readers.

Aimed at English speaking residents and tourists, the main aim of the Bulletin is to inform our readers of all events, whether they take place in the Balearics, Spain, Britain or the rest of the world. We understand that non-resident British readers would like to know all the main British headlines and for this reason the newspaper gives great emphasis to British news. But also these days English speaking residents and tourists want to know exactly what is happening in the Balearics and for this reason a sizeable part of the newspaper is dedicated to local news and comment. We also have a very vibrant What's On section which aims to inform readers of all events which are happening on the island along with local fiestas and traditions.

Tourism remains the lifeblood of the Balearic Islands and for this reason the **Majorca Daily Bulletin** aims to give holidaymakers all the necessary information so that their holiday is extra special. You will find features about notable British residents along with articles about Majorcan lifestyle and food.

During its long career over 50 years the **Majorca Daily Bulletin** has produced many supplements and extras for the top tourism fairs across the world including the World Travel Market and ITB fair in Berlin. On one occasion we produced a special supplement for Britains Olympic heroes who had all trained on Majorca.

The Majorca Daily Bulletin has an average print run of 6,000 copies a day; 2,000 of which are destined for subscribers and the remainder go to kiosks and sales points across the island. Also, it is available at all the major hotel chains, travel agents, estate agents and cultural centres. We are also on the web; at www.majorcadaybulletin.es

Salente was the Bulletin's first editor. Here in the early yesterday of the newspaper and its founder **Pere A. Serra**. It wasn't easy to start a newspaper in Franco era Spain and in some ways a labour of love.



Pere A. Serra left with Minister Manuel Fraga who gave the green light to the Bulletin.

Pedro is the only person I personally know who has combined being a brilliant journalist with making a newspaper turn a healthy profit.

...ness) that Mallorca is a veritable magnet over the world. That many of those visitors and others would speak a second language. He was the only person in those days who could do with English for the hundreds of visitors who were on holiday. He was the only person in those days who could do with English for the hundreds of visitors who were on holiday. He was the only person in those days who could do with English for the hundreds of visitors who were on holiday.



Founder Pere A. Serra had a dream of founding a newspaper in English.

weekly sports magazine portu. It was bright and sometimes highly critical football games, the picture behind the scenes, in few feathers. It was also one of the first magazines in Spain that showed how they were built to impress a sportsman. At that time, Pedro was somewhat of a novelty in Mallorca to publish mainly novels that had won prizes awarded the day of San Geronimo of Palma. One of the first books by Pedro was recently published in Mallorca. So Pedro was not just a writer, he was a publisher, and he was a businessman.

Continuar

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MAJORCA DAILY BULLETIN

Fundado en 1962, desde entonces sigue siendo el único diario en lengua inglesa editado en España.

Desde sus comienzos, el diario **Majorca Daily Bulletin** se ha ido transformando en un diario moderno adaptado a las exigencias del público actual.

Dirigido a la población de habla inglesa residente en las Islas Baleares y a los turistas que nos visitan, su objetivo fundamental ha sido y es informar a los lectores de los acontecimientos "locales, nacionales e internacionales" con rigor y exactitud. Entendemos que el residente británico y el visitante ocasional quieren tener un vínculo informativo con su país de origen y, por ello, los temas británicos tienen una especial relevancia. Pero creemos que, además, desean conocer lo que ocurre en su lugar de acogida; así, son importantes las secciones dedicadas a los acontecimientos locales y autonómicos, dedicándoles una cuidada atención (fiestas, cultura y tradición). A todo ello hay que añadir las ediciones especiales que se han hecho con motivo de algún suceso excepcional, como la visita a la isla del presidente Bill Clinton, las vacaciones de la familia Real Británica, la selección olímpica británica entrenando en la isla, entre muchos otros.

Por otro lado, y como parte integrante de una comunidad donde el turismo es el principal motor económico, sabemos que es nuestra responsabilidad aportar directa o indirectamente nuestra ayuda para que las Islas Baleares continúen siendo el lugar de destino predilecto de miles de viajeros. Por ello, en las páginas del **Majorca Daily Bulletin** el lector encontrará numerosos artículos dedicados a este fin.

En esta línea de promoción de las Islas Baleares, debemos destacar los suplementos especiales que se han publicado con ocasión de las ferias internacionales de turismo: Fitur, en Madrid; la World Travel Market, en Londres; y la ITB, en Berlín.

El **Majorca Daily Bulletin** tiene una tirada media diaria de 6.000 ejemplares, de los cuales 2.000 corresponden a suscripciones y el resto son distribuidos en los puntos de venta. Además está disponible en las principales cadenas hoteleras de Mallorca, agencias inmobiliarias, agencias de turismo, centros culturales, etc. Ahora bien, gracias a la red de Internet el número de nuestros lectores aumenta día a día, ya que son numerosas las visitas que recibe su página web, www.majorcadailybulletin.es.



The Serra Group

When you mention the Serra Group you are talking about the leading media group in the Balearics. Press, radio, television and Internet are some of the major assets of this publishing group which is wholly owned by Majorcan shareholders.

The first stone of the Serra Group was laid by Pere A. Serra, the founder and President of the Group, when in 1950 he founded the Atlante editorial and printing company in the Calle San Felio in Palma. From then on he developed a series of projects which today form part of the Serra Group.

The company has a total of nine titles: Ultima Hora, Ultima Hora Ibiza y Formentera, Ultima Hora Menorca, dBalears, Mallorca Daily Bulletin, Mallorca Magazin, Vesti Mallorca,

Venta y Cambio and Soller. These are supported by a wide range of supplements and extras like Brisas, Ruedas y Velas, Hoy Domingo, Zona Ocio, Deporte Insular, Aula de Prensa, El Micro en el Cole, L'Espira o Presència.

Our audiovisual department consists of Nova Televisió, La Veu de Mallorca, Ultima Hora Radio, Flaix FM Mallorca and recently the new television channel Lux Mallorca.

Also, we must talk about new technologies with the group placing great faith in the Internet with digital editions of all our major titles.

Apart from this the Group also carried out a wide range of social tasks. Through Promomallorca Ediciones a whole series of educational supplements have been produced and in Club Ultima Hora we have a first rate debating club.



El Grupo Serra

Decir **Grupo Serra** es hablar de liderazgo informativo en las Islas Baleares. Prensa, radio, televisión e Internet son los soportes en los que se sustentan los medios que conforman este grupo empresarial que aúna diversos medios de comunicación y que está financiado por capital exclusivamente local.

La primera piedra del **Grupo Serra** la colocó Pere A. Serra, su presidente-editor, cuando, en 1950, fundó la editorial e imprenta Atlante, ubicada en la calle Sant Feliu de Palma. A partir de entonces, se han sucedido la creación y puesta en marcha de numerosos proyectos, la mayoría de los cuales conforman hoy en día la amplia y variada oferta informativa del Grupo Serra.

La empresa cuenta con nueve cabeceras: Última Hora, dBalears, Última Hora Ibiza y Formentera, Última Hora Menorca, Majorca Daily Bulletin, Mallorca Magazin, Vesti Mallorca, Venta y Cambio y Sóller. Asimismo, el Grupo Serra ofrece un amplio abanico de suplementos y revistas, como Brisas, Ruedas y Velas, Hoy Domingo, Zona Ocio,

Deporte Insular, Aula de Prensa, El Micro a l'escola, L'Espira o Presència.

Por lo que se refiere al sector de audiovisuales, dispone de Nova Televisió, La Veu de Mallorca, Última Hora Radio, Flaix FM Mallorca y, desde abril de 2012, el nuevo canal de TDT Lux Mallorca tv.

Por otra parte, podemos destacar su apuesta por las nuevas tecnologías, y prueba de ello son las ediciones digitales de todos sus medios de comunicación.

A todo ello, debemos añadir el compromiso social y cultural del Grupo Serra. Así, por una parte, desde Promomallorca Edicions se han publicado toda una serie de coleccionables que se han convertido en una herramienta bibliográfica indispensable. Por otro lado, el Club Última Hora ha acercado a Mallorca ilustres personajes del mundo de la cultura, el deporte, la ciencia y la política.



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