



## Launching a newspaper

Trinity Mirror, the publisher of the *Daily* and *Sunday Mirror*, launched another daily title, *the New Day*, on 29<sup>th</sup> February 2016. It is the first national, standalone title to be launched for 30 years.

Two million copies of the *New Day* were distributed free on Monday 29<sup>th</sup> February. It then increased its cost to 25p for two weeks before rising to 50p.

Trinity Mirror launched an original print run of 200,000 copies.

Chief executive Simon Fox said the new title ***“fills a gap in the market for a daily newspaper designed to co-exist in a digital age”***. The *New Day* did not have an official website but did have a strong Twitter presence and tablet app.

The *New Day* was being edited by Alison Phillips, the *Mirror*’s weekend editor.

For more info: <http://www.bbc.co.uk/news/business-35628729>

## How does The New Day establish brand identity?

Slogan: Life’s short, let’s live it well

How is it similar or different to other front pages you have studied?

Annotate and make comments

