

Mexico's Daily Press

Over ten million newspapers are distributed daily in the country

Juan Flores Cornejo is 20 years old and has sold newspapers for 14 years.

Every day he gets up at four in the morning; at five he picks up the newspapers and magazines from the retailer and by 6.30 he is ready to sell his first copy of the day.

The 300 copies that Juan sells every day form part of some 10,292,395 copies that are distributed daily throughout the country, according to *Medios Impresos* (March, 1987) a quarterly giving information on newspapers and magazines in Mexico.

These ten million copies correspond to 350 newspapers in existence in the Republic of Mexico, of which 310 are edited in the States and 40 in the Federal District. Multiplying the number of newspapers published daily by an average of four readers, the country has a total of 41,695,070 daily readers.

The daily with the widest circulation is *Esto*, with exclusive sports information, with 400,200 copies from Tuesday to Sunday and 450,000 on Mondays, 33.6 percent more than the circulation of *La Prensa* (299,640 copies) a general information daily with the widest circulation in the country.

The oldest newspaper in Mexico is *El Universal*, founded in October, 1916. It is now a limited company and has an average circulation of 183,713 copies, plus the 58,800 of the evening paper, *El Universal Gráfico*. The two editions together represent 2.3 percent of the total circulation of Mexican newspapers.

Excélsior, founded in March, 1917, is considered to be the most informative newspaper in the country. It employs a large number of reporters and correspondents, both inside and outside of the country, and reproduces articles from the main



Photo by Antonio Ortuño

Forty daily newspapers are published in Mexico City.

newspapers in the United States, England, France, Italy and Germany. It has a circulation of 200 thousand copies, each day issues two editions of *Últimas Noticias*, edits three weekly supplements and the monthly cultural magazine, *Plural*.

Excélsior functions as a cooperative society, with the economic participation of its workers, through loans they made when the company was going bankrupt. These loans became shares which converted the workers into company shareholders.

On the other hand, *El Nacional* is a newspaper supported by the Ministry of the Interior. Its cost is 50 percent less than the other dailies and it has a circulation of 120 thousand copies. Another daily edition of this newspaper is published in the city of Monterrey, in the north, thanks to the Morelos Satellite System.

The largest chain of dailies in the country is the Mexican Editorial Organization, which after 37 years can be found in the country's main cities through 62 different newspapers, whose total circulation reaches 2,100,000 copies. *Esto* forms part of this chain, as well as *El Sol*, a general information newspaper that has a circulation of 100,000 in Mexico City.

The president of the Mexican Editorial Organization is the well-known businessman Mario Vázquez Raña, who made a name for himself when he purchased the news agency, *United Press International* (UPI), in 1986.

Other newspapers published in Mexico City, with a circulation of less than 100,000 copies, and that have considerable influence on public opinion are *Unomásuno*, *Novedades*, *La Jornada*, *El Financiero*, *El Heraldo* and *El Día*, among others. There is also a daily in English, *The News*, published in the Mexican capital.

Odila Romero H. and Patricia Cruz C.

PIPSA Becomes an Exporter

There are few countries in the world that can count on three paper-making processes. Mexico is one of these. In a short time, Mexico has managed to cease imports of this product and now exports it. These changes occurred with the creation of the Producer Importer of Paper, Ltd. (PIPSA).

This is a state-owned company founded by Lázaro Cárdenas, with the idea of creating an institution of mixed character, with majority participation by the State and minority participation by the editors of the Republic.

"One of our proudest achievements is having become paper exporters, approximately one and a half years ago. Our markets are countries such as the United States, Brazil, Thailand and some Central American countries. Our product's quality matches that of Canada or Chile", Rodolfo Robles, PIPSA head of Control and Statistics commented to *Voices*.

The company has three

production plants: one in Oaxaca produces the paper by extraction from wood pulp; another in San Luis Potosí uses a paper-recycling process; and a third, in Veracruz, produces paper from cane pulp.

PIPSA supplies the entire country with its monthly output of 27 thousand tons. After the Federal District, the states that consume most paper are the most developed, such as Jalisco and Nuevo León.

In order to be a client with PIPSA a company has to make an application in which they specify the product and the quantity required, aside from showing their legal permit. "When a client wishes to increase or decrease his purchases, he has to apply three months in advance", Robles explained.

Nevertheless, some indications have been given that the government control of PIPSA has resulted on more than one occasion on pressures being put on the press.