



L'Unione Sarda, Sardinia's first daily newspaper, was founded in 1889 on the initiative of a Liberal political group.

In the post-War years it consolidated its ties with the territory through its coverage of local news items relating to the major judicial stories of the 50's and 60's.

In the 80's and 90's the paper introduced new electronic technologies for production and printing, and constructed a cutting-edge printing centre.

In the 2014, L'Unione Sarda is on sale with a new format, tabloid, handier and easier to read.

The structure

First part: information, foreign, national and local news with regional importance. Insights, comments, interviews and 'infographics'

Second part: economy, sports, culture, entertainment, health and the web. Different page for every day of the week focusing on: sport, business and jobs, entertainment/fashion/gossip, weekend, reading.

Part three: local news in all over Sardinia.

FIRST APPEARED: 1889

FREQUENCY: daily

AVERAGE ANNUAL CIRCULATION:
45,257 copies Ads 2017

READERSHIP:
286,000 readers (adults)
Audipress 2019.1