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## The group

**Der Standard:** liberal quality national daily newspaper, circulation: 75,163, readership: 352,000  
**derstandard.at:** newspaper's website  
**diestandard.at:** women's online magazine

## News hound

### Oscar Bronner's CV

- 1943: Born Haifa, Israel
- 1948: Father Gerhard Bronner moves family back to Vienna
- 1970: Launches "Trend" and "Profil" magazines
- 1974: Sells "Trend" and "Profil", moves to New York and establishes himself as a painter
- 1987: Moves back to Vienna
- 1988: Launches "Der Standard" in partnership with Axel Springer Group
- 1995: Ends partnership with Axel Springer group, launches [derstandard.at](http://derstandard.at)
- 1998: Enters partnership with "Süddeutsche Zeitung"
- 2008: Buys back shares from "Süddeutsche Zeitung"

string in 1970, and sold them four years later. That taught him that serious media ventures demand serious financing. "I started *Trend* and *Profil* without any money and I had to sell them or they wouldn't have survived. When I launched *Der Standard* I had about €50m-worth of financing from Austrian banks."

*Der Standard* is now acclaimed for its coverage of politics, culture and international affairs. But it was started as a business daily and is still printed on pink paper. "There was no accurate business information available then on a daily basis, so the banks were interested in a newspaper that wanted to provide that." But the conservative political patrons of one bank with whom Bronner was negotiating were less keen on the new editorial voice, so that part of the launch deal fell through.

In answer, in 1988, Bronner went into partnership with Axel Springer, the giant German media conglomerate. But that relationship soured after the group posted a series of co-managers who had very different ideas about the newspaper's editorial direction. The respected German newspaper *Süddeutsche Zeitung* stepped into the breach, but last year Bronner bought out its shares and is now the owner and publisher of *Der Standard*.

Bronner recognised the potential of the internet early on, launching the first German-language newspaper website in 1995. "I was fascinated by the internet from the first moment." However, he dismisses talk that the rise of the internet means the end for print journalism. "Newspapers offer background, comment and analysis, which is better to read in print than on screen."

As for the recession, Bronner is confident that there'll always be a place in the market for serious journalism. "A quality newspaper reaches 4 or 5 per cent of the population, who want more than a sound bite. Yes, we are experiencing a downturn in advertising and it's more fun to publish a newspaper in boom time, but the credit crunch is why I am in my office and not in my studio." — (M)



ON THE SHELF  
Do you read me?!

## Room for reading

— Berlin

Unhappy with the slipshod display and lack of choice at local newsstands, art director Mark Kiessling (below, with co-owner Jessica Reitz) decided to open his own in Berlin's Mitte neighbourhood.

The compact space at do you read me?! features several chairs and lots of natural light. Instead of being crammed onto racks, every cover – from weekly staples to rare beauties – gets the space it deserves. Since opening last October, do you read me?! has become a hangout for expats and staff from nearby creative agencies. "They discover new favourites through us, and we through them," says Kiessling — LR

Auguststrasse 28, Berlin; [doyoureadme.de](http://doyoureadme.de)

### Bestsellers

- 01 *032c* (culture, Germany)
- 02 *Foto 8 Magazine* (photography, UK)
- 03 *Apartamento* (interiors, Spain/Italy)
- 04 *Code* (men's fashion, Netherlands)
- 05 *Esopus* (arts, US)

