



Press Release of October 5th, 2009

### **La Vanguardia goes live with Calligram Pagination from X-Media**

La Vanguardia, the highest-circulation daily newspaper based in Barcelona (Spain), has chosen Calligram Pagination for the production of its classified ads, legal ads and obituaries sections.

The system now paginates both the daily publication and the weekly classified supplement published every Sunday.

The Spanish daily newspaper is part of the “Grupo Godó”, the first communication holding of the Catalonia region, and as such this deal is a strategic move for X-Media on the Spanish market.

Placed in competition with other international solutions, Calligram Pagination has been selected for its vast experience, its proven flexibility and its unequalled speed. These qualities allow La Vanguardia to smoothly handle the major revamping of classified ad sections that has just been launched, and to cope with the challenges raised by its marketing department for this project.

The choice of Calligram Pagination is fully in line with the development strategy of the “Grupo Godó” who has recently renewed and reinforced its business organization in order to better embrace the challenges of a new expansion phase.

Calligram Pagination has gone live in production on October 1<sup>st</sup> 2009.

#### **About La Vanguardia**

Founded in 1881, La Vanguardia is a Spanish daily newspaper, the fourth most read in the country and the one with the highest daily circulation in Catalonia: 202.161 copies . Its headquarters are based in Barcelona.

La Vanguardia is subsidiary of the “Grupo Godó”, the first communication holding of the Catalonia region. “Grupo Godó” is much more than a newspaper publisher. It is a full-scale multimedia group comprising newspapers, magazines, regional TV and radio stations.

See also : [www.grupogodo.com](http://www.grupogodo.com)

#### **About X-Media**

Since 1992, X-Media is a leading solution provider for the press industry and is now strong of 350 customers across 25 countries.

With its subsidiaries companies, X-Media offers a wide range of solutions dedicated to the media industry, which cover the following activities: advertising system, display ad production, automatic pagination, self-procurement portals, circulation, subscriptions, etc.

See also: [www.x-media.fr](http://www.x-media.fr)

#### **Press Contact:**

Gilbert Martin - +33 1 46 43 90 06 – [g.martin@x-media.fr](mailto:g.martin@x-media.fr)