

To
Howard Finberg

■ ■ Aftonbladet is a seven days evening paper situated in Stockholm. We are one of two newspapers that have the whole nation as a market. Aftonbladet is the second largest newspaper in Sweden with a circulation around 380 000 copsy a day wich makes over one million readers.

Aftonbladet is sold only as single copies and we fight a hard struggle with our main competitor (Expressen) every day. The readers make their choice by comparing the front pages. Thats why we tend to use very large headlines.

Our format is the tabloid, but we differ widely from what english or americans attache to the word. Aftonbladet has not the obligation to account for **all** the news every day – we choose what we find most interesting for our readers. Our ambition is to go deeper into the events and give explanations and context.

Here is captions to the photos:

1/ The Desk at 3.30 a.m. on February the 10:th. All our designers is also working as copy editors.

2/ The night editor and the front page designer have discussions with the photo editor.

3/ The nighth editor and the disigner drops the second version of the front page.

4/ The night editor decide to chose the third – and final version – of the front page.


Göran Winbergh
ART DIRECTOR