

Barcelona, Feb. 15th 1993

Dear Sirs,

we herewith enclose our edition of Feb. 10th
aswell as the details you needed to know
regarding our design:

- we intend our paper, the eldest sports pu-
blication in Spain, to be easy to read and
easy to be read through
- that's why we chose to stress the graphical
aspect by using big photos and other elements
like colour, bicolour or 'snapshots'
- we also chose the frutiger letter type
because nobody uses it here in Spain
and because it suited our wish of being
a newly 'equipped' publication
- we also chose the broad column to catch
the reader's eye