

Local Newspapers Association

About us

Who we are?

The Local Newspapers Association (LNA) exists since 1998. It encompasses 45 publishers of 78 Polish independent local newspapers and 66 internet pages.

Fifteen titles which belong to our members have been present on the press market for more than 25 years. The oldest ones have assisted the democratic changes of our country during the 90th by responding to the need to provide information from gminas, powiats and countrysides, expressed by the local communities. There, according to the readership research, each copy of our newspapers is read by 4 people weekly. This has accustomed community to useful independent local information which presents the problems of local inhabitants, their success and valuable initiatives. This constitutes the power of local newspapers.

For more than a decade our newspapers are accessible online. Unique content present in paper copies is also the strength of our internet sites.

Activities

The aim of our association is to support its members locally in the development of publishing activities, despite the very strong competition with the Western concerns and the municipal press.

One of the forms of the LNS activities is a project Advertising Agreement Local Weekly (LW), which has been created by the association and is now realized in cooperation with the Local Newspapers Advertising Office LLC. At present around 130 titles are members to this agreement. LW is based on our common market and readership research.

The other forms of our activities are regular assemblies of the publishers assisted by the experts, which serves in view to exchange best practices and enlarge knowledge within the branch, as well as sets of trainings for the workers of our editorial houses: journalists, sellers, graphic designers.

The newest LNA project aims at strengthening the ability of the local internet pages to compete on the market and to create a common advertising offer for them (natywni.pl).

Nationwide Journalists Contest

Since 2008 Local Newspapers Association is the organizer of Nationwide Journalists Contest – LNA Local Press. Since 2015 the Local Press Awards Ceremony takes place in the Royal Palace in Warsaw.

Each of its editions is several hundred works submitted to the assessment in 9 thematic categories as well as the selection of the newspaper of the year. Our partners in these activities are Warsaw Uprising Museum and Polish-American Freedom Foundation, they provide special prizes.

International Projects

For many years LNA members share their experience with the publishers of similar newspapers in the countries of Eastern Europe (Belarus, Ukraine, Moldova), Central Asia (Tadjikistan), Tunisia, and even of Birma.

It happens in the framework of international projects, led by the LNA, which serve as a means to support independent print and electronic media in those countries. Since 2013 we have hosted over 100 interns in our editorial offices.

Local Newspapers Association cooperates with many countries, foreign organizations and institutions.