



Media Week: 27th October 2009

Sunday papers need to be more reader-friendly

With reports of the dramatic fall in circulation of every national Sunday newspaper (*Poor month for Sundays*, 20 October, page 10), perhaps it is time for publishers to revisit the traditional format.

While the ritual of lazily leafing through the weekend news is sacrosanct to some, most busy modern consumers do not have time to hunt through stacks of supplements for content that is relevant to them.

Of course, the Sundays are valued for their high-quality content and in-depth reporting. However, if they are to hang on to their readerships, they will have to start delivering information in a way that is more accessible and engaging, learning lessons from freesheets and online news along the way.

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