

## ***Dallas Morning News* to launch new publication**

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### **From Staff Reports**

*The Dallas Morning News* plans to launch home delivery Aug. 27 of *Briefing*, a free newspaper aimed at nonsubscribers who want a "quick-read" newspaper.

John McKeon, president and general manager of *The Dallas Morning News*, said the publication is aimed at time-crunched families, such as busy dual-income families with children at home and who aren't currently subscribers of *The News*.

"They're familiar with *The Dallas Morning News*, but they just don't feel they have the time to get everything out of it they need to get out of it," he said Monday. "So a shorter, more concise version of *The News* was something that the research indicated they were interested in."

About 200,000 copies of *Briefing* will be distributed Wednesdays through Saturdays to select households that don't currently subscribe to *The News*, he said.

*The Dallas Morning News* has created a number of publications and online products in recent years as it attempts to reach new readers and advertisers.

- *Al Día* was launched in 2003, targeting the area's growing Spanish-speaking population.
- *Quick* was also introduced in 2003 to serve younger readers who don't pick up traditional newspapers.
- *F!D Luxe*, tailored for affluent, style-conscious readers, began publication in 2004.

*Briefing* will have the standard broadsheet format of *The News* rather than the smaller tabloid dimensions of *Quick*.

<http://www.dallasnews.com/sharedcontent/dws/dn/latestnews/stories/061008dnbusbriefing.3993831.html> viewed 1-25-2009