

**taz**  **die tageszeitung**

THE PAPER. THE CO-OP. THE PROJECT.

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ENGLISH  
VERSION

**K 70**

TAZ STAFF AT THE NEW TAZ-BUILDING IN BERLIN.  
THE BANNER READS: 'IN COMPARISON TO US, EVERYONE ELSE IS THE SAME'

PHOTO: KARSTEN THIELKER

Im Vergleich zu uns sind  
**alle** anderen gleich. taz die tageszeitung

## DEAR READER

“Do you read the taz?” – an innocent question, which might mean a lot more than the words themselves suggest. In all likelihood the questioner will also want to know whether you are in some way associated with this unique project, with which people identify so strongly. The real question – the question of questions – is actually this: “Are you the taz?”

This may sound a little trite – and yet, one of the reasons behind the ability of the taz to resonate so strongly with people is an economic one. That the project exists at all is down to the support of over 19,600 people who have joined the cooperative which publishes this newspaper. Many media companies are owned by rich families, and other journals are issued by political parties or in the hands of financial investors; in France, one newspaper group is controlled by a defence company.

And the taz – well, it belongs to the taz.

Behind it are people who are connected with the project in myriad ways. More than 50,000 people support it, for example, by maintaining a daily or weekend subscription. Or by signing up to our voluntary payment model, “taz zahl ich”, and thereby enabling million readers per month to visit taz.de without having to worry about paying for the privilege.

With the construction of the new house in 2018, we built an economic foundation to survive the digital transformation unscathed. A transformation that preoccupies us all: What will the newspaper of tomorrow look like? How do we present ourselves online? And how can we facilitate the taz reaching different channels?

The character of the taz is shaped by its journalism. The editorial staff combines sincerity with a lightness of approach. It calls a spade a spade and approaches difficult issues unflinchingly. It addresses issues which others ignore. It focuses on countries that hardly get a mention anywhere else. It takes the powerful to task where others shy away. It gives a voice to people who can't make themselves heard elsewhere. And by doing so it has become the loudest voice of the democratic counter-public in Germany.

“Are you the taz?” It takes identity to turn a newspaper into a community. Other publishers have recently been making an effort – some of them in a somewhat laboured manner – to copy the community idea. But here too the same thing applies: The taz is the newspaper of the future – and has been for 40 years. We would be delighted if you were to become part of it.

Kind regards,

Barbara Junge  
Katrin Gottschalk  
Georg Löwisch



➡ BARBARA JUNGE, KATRIN GOTTSCHALK, GEORG LÖWISCH  
Taz EDITORS IN CHIEF





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SOCIOLOGIST, REPORTER  
IN THE TAZ RESEARCH  
DEPARTMENT



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MATHEMATICAL WIZARD  
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EXPERT IN ROMANCE  
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AND PROJECT LEADER AT  
LE MONDE DIPLOMATIQUE

## FREEDOM OF THE PRESS SINCE 1979

Obstinacy is the father of success. 'Nobody gives us a chance – but we'll grab it with both hands' was the defiant message in the first taz. With no capital and no publishing knowledge, but with the courage to engage in a free enterprise, a handful of young people founded the alternative daily newspaper taz in Berlin in 1979. To this day, the paper belongs exclusively to its readers. That makes it unique in the German press landscape. With around 250 contributors, the taz still stands for committed reporting and journalistic creativity, and fundamentally opposes any concentration of the media in the hands of the few or monopolies of opinion.

## THE TAZ COOPERATIVE

In the global media market of the information society, news is a commodity. The 'fourth estate' is now up for sale, and even well-known broadsheets have ambitious financial targets to meet. It is with good reason that the taz has been a cooperative since 1992.

More than 19,600 readers continue to secure the independence of their newspaper with a total capital of 18.6 million euros, without deriving any financial benefit themselves. What they do expect in return is a valuable commodity, but one that can't be bought: an independent press.



»»» THE NEWSPAPER



»»» INVEST IN IDEALS  
Join the taz Cooperative Society

**INDEPENDENCE  
COMES AT A COST  
JOIN THE  
COOPERATIVE**



## WWW.TAZ.DE TAZ SHOP

Everything began with a small black rucksack. The taz gave one away for free to every reader who successfully referred the newspaper to a new subscriber. This practical bag was soon so popular that the taz not only gave it away as a prize, but also started selling it for cash. Today the taz shop at [www.taz.de](http://www.taz.de) offers more than six hundred selected individual items, from fair-trade coffee and taz bikes to the 'Atlas der Globalisierung'. Of course, the small black rucksack is also still available.

## LE MONDE DIPLOMATIQUE

The taz is more than just a newspaper. Once a month it also features a complete monthly journal: since 1995, the publishers of the taz have been responsible for the publication of the German-language edition of the French monthly paper 'Le Monde diplomatique'. And this special edition of the taz only costs approximately 1 euro more than usual – more than that, for subscribers to the taz, this journalistically top-class extra is completely free. Since 2003, the German editorial team of the 'diplo' has edited eight different issues of the comprehensive 'Atlas der Globalisierung'; twice a year they publish the journal 'Edition Le Monde diplomatique' with its focus on special issues or countries.



» » **WWW.TAZ.DE**  
Online daily. Since 1994



» » **LE MONDE DIPLOMATIQUE**  
Every month. Since 1995

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**FOR  
EDITORIAL INDEPENDENCE  
AGAINST  
MONOPOLIES OVER PUBLIC OPINION**



## THE TAZ FIGURES – DATA – FACTS

- **PUBLISHER** taz, die tageszeitung. Verlagsgenossenschaft eG, Tel +49 (0) 30 25 90 2-0
- **PUBLISHING COMPANY** taz Verlags- und Vertriebs GmbH, Friedrichstr. 21, 10969 Berlin, Germany
- **Published daily since April 17<sup>th</sup> 1979**

### ➤ **DATES OF PUBLICATION**

- **CIRCULATION (IVW I 2019, Mo to Sa)** copies printed: 50,053 -- copies sold: 49,953 -- subscriptions: 40,191
- **CIRCULATION (IVW I 2019, Sa)** copies printed: 69,371 -- copies sold: 64,802 -- subscriptions: 51,718

### ➤ **COVERAGE**

- **PRINT (acc. MA 2019 Pressemedien)** 239,000 readers per edition
- **TAZ.DE MOBILE & DESKTOP (acc. IVW 2019-4)** 9.036 million page impressions/month, 4.763 million visits/month

- **REGIONAL DAILY EDITIONS** tazberlin, taznord (inc. tazhamburg, tazbremen)

- **WEEKLY SUPPLEMENTS** KONTEXT

- **MONTHLY SUPPLEMENTS** *Le Monde diplomatique* (German edition)

- **QUARTERLY EDITIONS** FUTURZWEI (Magazine for the future and politics)

**SOCIETY'S CAPITAL (as of 1.07.2019)** 18.6 million € - **TOTAL MEMBERSHIP (as of 10.01.2020)** 19,600

- **TAZ ZAHL ICH** supporters: 18,600

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- **TAZ ON THE INTERNET** [www.taz.de](http://www.taz.de) -- **TAZ ARCHIVE** [www.taz.de/archiv](http://www.taz.de/archiv)

- **TAZ SHOP** Tel +49 (0) 30 25 90 2-1 38, Mondays to Fridays 8 am to 4 pm

- **REDUCED PRICE** 33.90 €\* -- **STANDARD PRICE** 52.90 €\* -- **POLITICAL PRICE** 64.90 €\*



280 STAFF  
19,600 MEMBERS  
50,000 SUBSCRIBERS

## INFORMATIONS ABOUT THE COOPERATIVE

You too can join the taz cooperative for as little as € 500, which you can also pay in 20 instalments.

**Can I join the cooperative if I live abroad?** Yes you can! Roughly 380 of our members live abroad.

**What is the minimum amount I can pay?** One share in the cooperative costs € 500. You can pay any amount between € 500 and a maximum of € 100,000.

**How much say do I have as a member?** You have no editorial say. At the members' meetings, however, every member has one vote, regardless of the number of shares they own. You are an owner of the taz and support its journalistic independence.

**Payment:** According to the articles of incorporation of the cooperative, shares need to be fully paid up within two years. If you don't want to pay for your share(s) in one go, you can also pay in twenty monthly instalments.

**The risk:** According to the articles of incorporation, liability is limited to the total value of your shares, and you are under no obligation to make any further payments.

**Leaving the cooperative:** You can give up your entire holding or individual shares, and the cash equivalent will be paid out to you after two years.

**If you have any further questions,** our cooperative team will be happy to answer them.



FURTHER QUESTIONS





11<sup>TH</sup> OCTOBER 2005

# 3<sup>RD</sup> JANUARY 2013



16<sup>TH</sup> APRIL 2015



2<sup>ND</sup> OCTOBER 2017

11<sup>TH</sup> OCTOBER 2005

'IT'S A GIRL!'. ANGELA MERKEL ELECTED AS GERMANY'S FIRST FEMALE CHANCELLOR

3<sup>RD</sup> JANUARY 2013

'I USED TO BE A TIN'. THE TAZ – STRADDLING THE YAWNING GAP BETWEEN ASPIRATION AND REALITY. WHERE THERE USED TO BE TINS WE'RE NOW DROWNING IN A SEA OF PLASTIC BOTTLES. DON'T GIVE A DAMN? WELL, OF COURSE. IT'S A GOOD THING THE STORY STILL WORKS!

16<sup>TH</sup> APRIL 2015

THE TAZ SUMS UP THE ISSUE OF THE DAY IN A NUTSHELL ON ITS TITLE PAGE: EVERY DAY REFUGEES ARE DYING ON THEIR JOURNEY TO THE PROMISED LAND THAT IS EUROPE. WHAT REMAINS OF THEM? A FUNERAL NOTICE – AS A CRITIQUE OF THE POLITICAL RESPONSE.

2<sup>ND</sup> OCTOBER 2017

‘WHAT HOPE NOW FOR SPAIN?’, THE GOVERNMENT IN MADRID RESPONDS WITH VIOLENCE TO THE CATALAN INDEPENDENCE REFERENDUM. SEVERAL HUNDRED PEOPLE ARE LEFT WITH INJURIES - AND WE TAKE A CLOSE LOOK AT WHAT HAPPENED IN THE FIRST EDITION OF THE #NEUETAZ.

## Do you still have questions?

Let the taz answer them. You can contact us Mondays to Thursdays from 9 am to 5 pm and Fridays 9 am to 4 am.

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### THE COOPERATIVE TEAM AT THE TAZ

Left to right:

Natalie Hauser, Jana Renner, Rebecca Finke, Konny Gellenbeck,  
Konstantin Bassin, Irene Scheda, Stefanie Baumeister, Conrad Geene