The economics of 17th-century newspapers



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Introduction: The news market

What did a 17th-century newspaper look like?

Newscorrespondence friendships

The market value of newspapers

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The news market

Preconditions:

- ▷ Cheap rag paper
- > A generally accessible postal infrastructure



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Major European postal routes

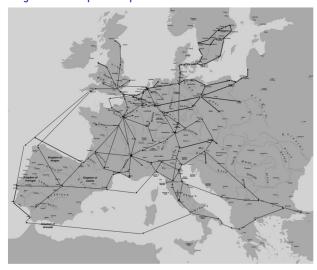


FIGURE 2.13 Sketch map of major European postal routes operating at various times during the sixteenth and seventeenth centuries. Collaboratively compiled, at the Vienna workshop of the News Networks in Early Modern Europe research project, 13/9/12, by Paul Arblaster, Nikolaus Schobesberger, Mario Infelise, André Belo, Carmen Espejo, Joad Raymond and Noah Moxham, with input from Oswald Bauer



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- Quarto or octavo
- ▶ News items with place and date of the correspondence
- Reported on political, diplomatic and military events
- Average circulation somewhere between 350 and 400 copies



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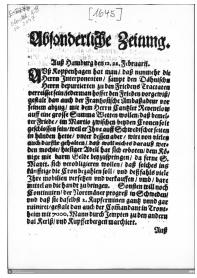


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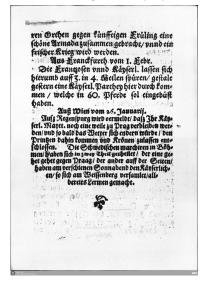


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- Princely privileged, generally accessible postal organization emerges
- ➤ The new functional elite is out to secure protection, privileges and monopolies from the ruling elite through news News-correspondence friendships
- ▷ Exchange news for some kind of remuneration
- > Friendships are an essential part of education



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The market value of newspapers

- Numbers of copies too small to create revenue
- ▶ Resources to keep extensive correspondences, scribes and personnel



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- Newspapers as educational material
- > Topics not available to you
- ➤ The emerging class of functional elites could offer being in touch with the stream of history





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Thank you for your attention!



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Primary literature

 https://brema.suub.unibremen.de/zeitungen17/periodical/titleinfo/994429

Secondary literature

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- ▶ Weber, Johannes, 'Strassburg, 1605: The Origins of the Newspaper in Europe', German History, 24.3 (2006), pp. 387–412.



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