

News Journal to cease publication

Don Swartz, owner and publisher of Swartz Media, has made the decision to cease publication of the company's three newspapers – The News Journal of Florence, the Hartsville Journal, and the Chesterfield County News & Shopper, effective Wednesday, Feb. 22.

Today's edition will be the final publication for each of the newspapers. The business offices for the publications closed Friday.

"This was an incredibly difficult decision, but one that unfortunately had to be made," said Swartz.

"A challenging business environment, including a decline in advertising revenue and the increasing cost of printing, delivery,

and postage has made it difficult to continue to support these publications."



SWARTZ

"We have done our best to produce and publish a quality product each week," said Swartz. "To all of our readers and advertisers, we are thankful for your patronage."

Swartz Media purchased The News Journal and its sister publications, the Hartsville News Jour-

nal and the Marion County News Journal in 2006 from Morris Multimedia. The Chesterfield County News and Shopper was purchased the following year.

The Marion County News Journal, which served the Marion and Mullins communities, ceased publication in August of last year due to financial difficulties.

The News Journal was founded in 1982 as the Florence County Shopper. By 1984 the paper went to a broadsheet and its name was changed to The News & Shopper to reflect the free community newspaper it had become. In 1993, The News & Shopper had become so accepted as a community newspaper that its name was changed, once again, to The News

Journal.

As of last week, The News Journal had a circulation of 11,350. At its height, The News Journal's circulation reached 25,000. The newspaper's office is currently located at 312 Railroad Ave. in Downtown Florence.

Formerly The Darco News & Buyers Guide, the Hartsville News Journal has served Hartsville and Darlington County for four decades. As of last week, the newspaper had a circulation of 13,451.

The Chesterfield County News & Shopper has served Cheraw and Chesterfield County for decades. As of last week, the newspaper had a circulation of 9,267.