



BEDROCK

groupdeal.nl

WANT

BEAUTIFY



Famme

De Gooi- en Eemlander

JM
OUDERS

PRIVÉ

IJmuider Courant

Leidsch Dagblad

autovisie

Haarlems Dagblad

De Telegraaf

Noordhollands Dagblad

We are **Mediahuis**.

ROOMED



DUMPERT

metro

mama
enzo.

relatieplanet.nl

one more thing

NSMBL

SPEURDERS.NL

HuizenZoeker

WorkJuice



We connect **people** and **stories** with each other.



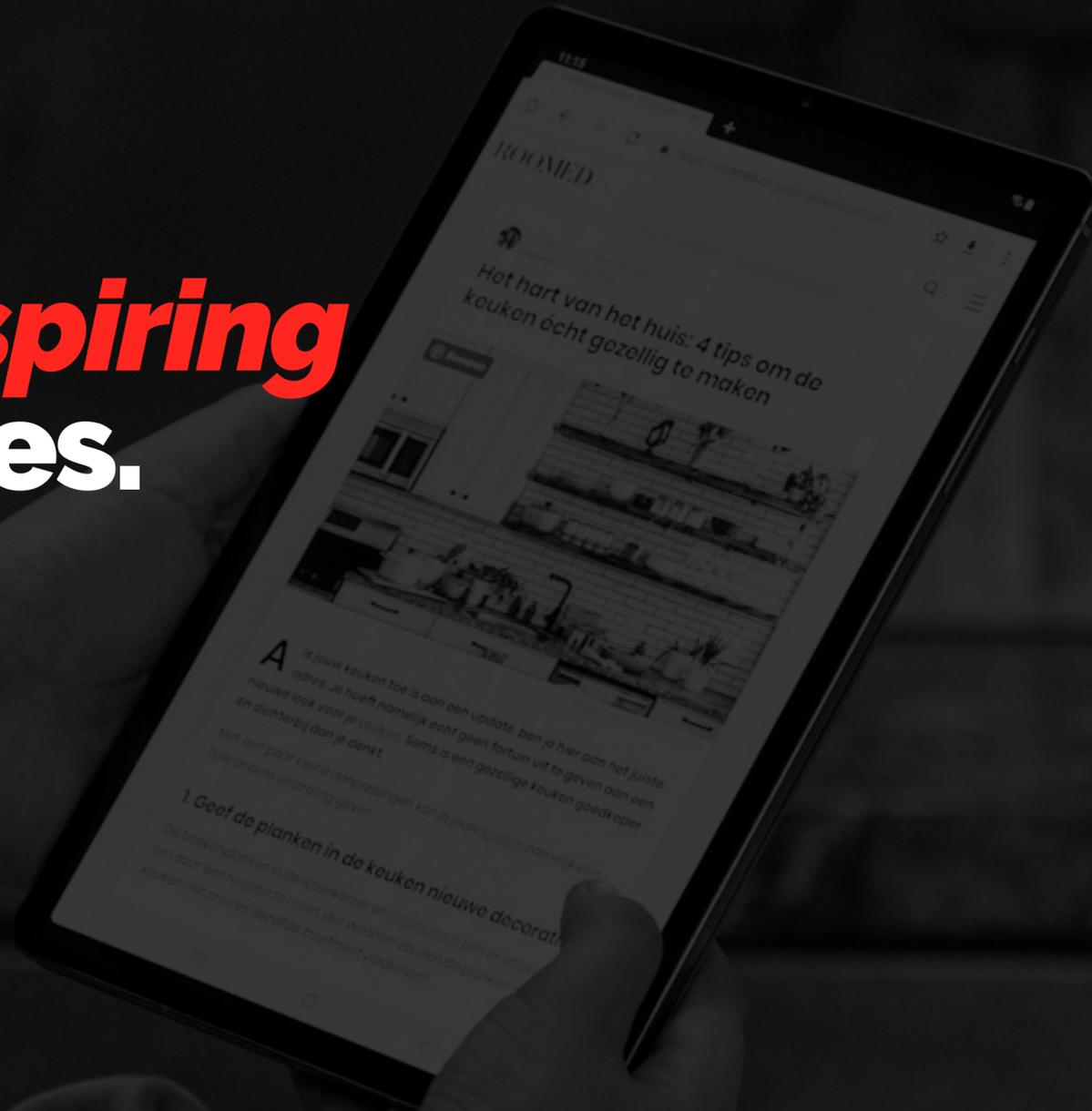
Throughout *the country*.



And **directly in the region.**



**With *touching, inspiring*
and unifying stories.**



We tell those stories
to *our audience* and
your target group.



How?
Get to know *our brands.*



De Telegraaf and sub-brands



De Telegraaf

De Telegraaf touches, connects and moves readers with current events and in-depth reporting on today's news, sports, finance, and entertainment. De Telegraaf is independent and outspoken, and isn't afraid to have an opinion. De Telegraaf is controversial. The newspaper is one of the most important news brands in the Netherlands.

Target Audience

Young and old, from limited education to highly educated.

Interests

Travel, home, mobility, lifestyle, health, tech and gastronomy.



Average reach

1.1M

Reach NL

7,5%

Engagement level*

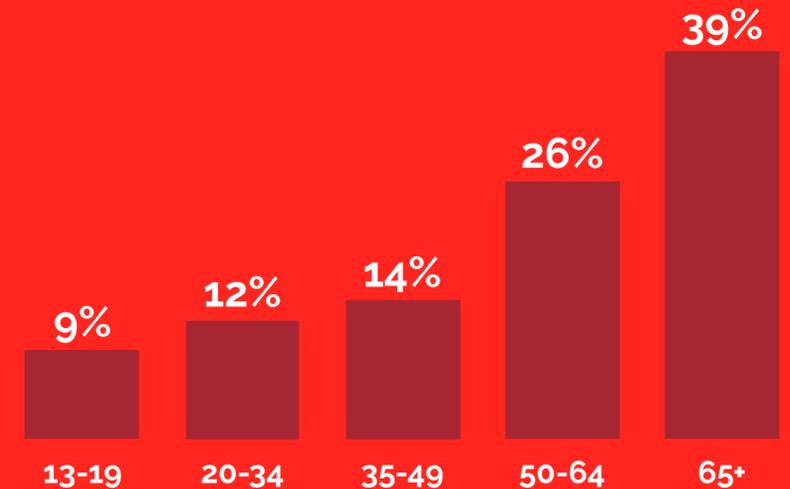
84%

Publication schedule

Monday to Saturday

Women
43%

Men
57%



*Reads around half of an issue or more.

Source: NPM 2020-II

De Telegraaf

De Telegraaf touches, connects and moves readers with current events and in-depth reporting on today's news, sports, finance, and entertainment. De Telegraaf is independent and outspoken, and isn't afraid to have an opinion. De Telegraaf is controversial. The newspaper is one of the most important news brands in the Netherlands.

Target Audience

Young and old, from limited education to highly educated.

Interests

Current events, financial, sports, in-depth reporting, politics, crime and travel.



Reach p/m

6.13M

Reach NL

41,8%

Avg. time per visit

5m0s

Reach app p/m

2.12M

Newsletter

407K

Reach app NL

14.5%

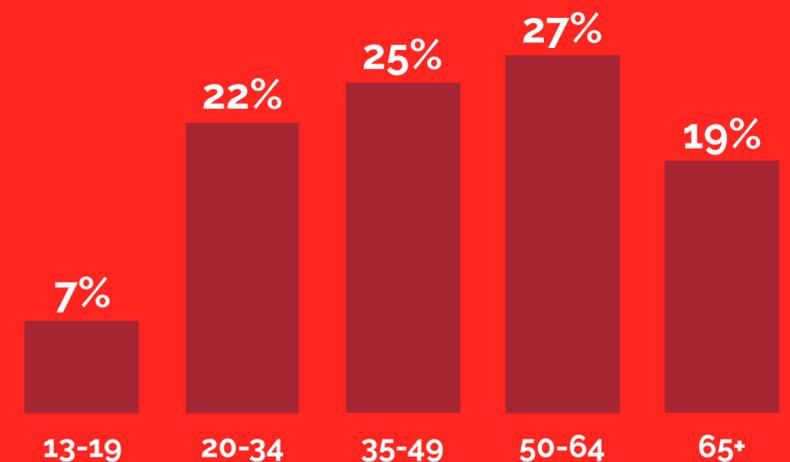
f 470K

Instagram 140K

YouTube 345K

Women 50%

Men 50%



Source: NOBO Q1 2020 monthly average



De Telegraaf's lifestyle magazine full of positive, guiding and inspiring stories. VRIJ was created for the bon vivant in search of entertainment, commentary and in-depth background reporting. VRIJ is published every Saturday as an insert in De Telegraaf and is the ultimate weekend read.

Target Audience

30+, bon vivants.

Interests

Travel, home, mobility, lifestyle, health, tech and gastronomy.



Average reach

1.44M

Reach NL

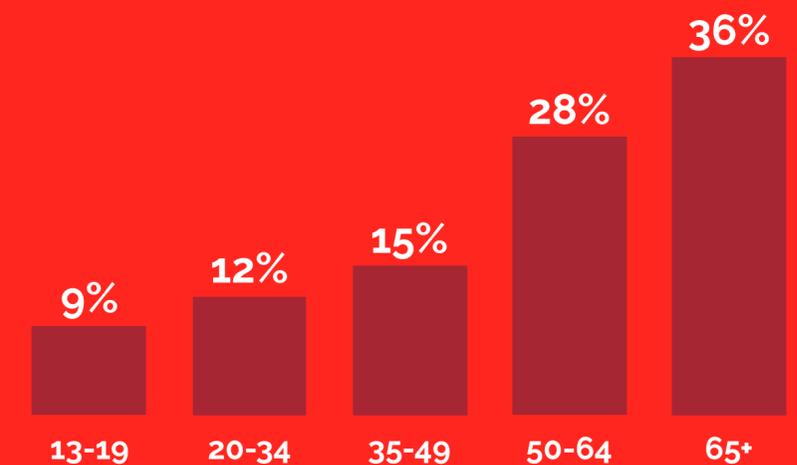
9,8%

Engagement level*

76%

Publication schedule

Every Saturday



*Reads around half of an issue or more.

Source: NPM 2020-II, De Telegraaf Saturday

De Financiële Telegraaf (DFT) is for everyone who's interested in the financial world. The DFT and telegraaf.nl/financieel keep both the small business owner and the CEO up to date every day with timely financial and economic news on the stock exchange, entrepreneurship and finance. Follow DFT and you'll never miss a beat.

Target Audience

Entrepreneurs, beginning and experienced investors, and financial experts.

Interests

Investing, financial issues, banking and entrepreneurship.

Average reach

1.1M

Engagement level*

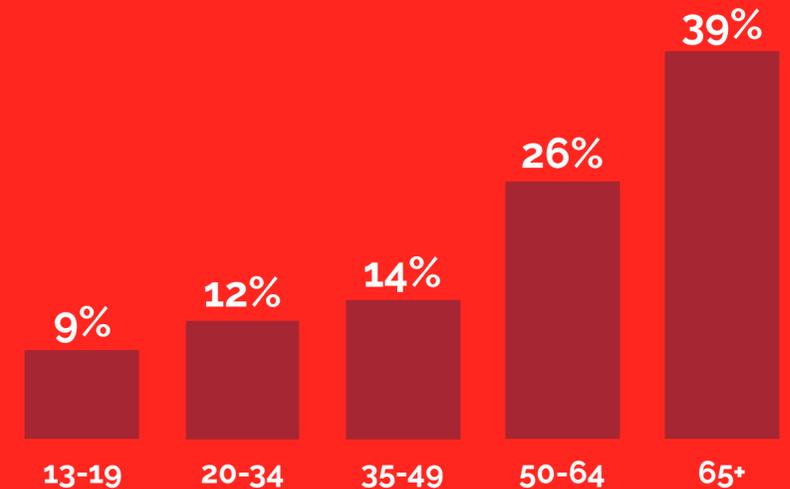
84%

Reach NL

7,5%

Publication schedule

Monday to Saturday



*Reads around half of an issue or more.



De Financiële Telegraaf (DFT) is for everyone who's interested in the financial world. The DFT and [telegraaf.nl/financieel](https://www.telegraaf.nl/financieel) keep both the small business owner and the CEO up to date every day with timely financial and economic news on the stock exchange, entrepreneurship and finance. Follow DFT and you'll never miss a beat.

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Interests

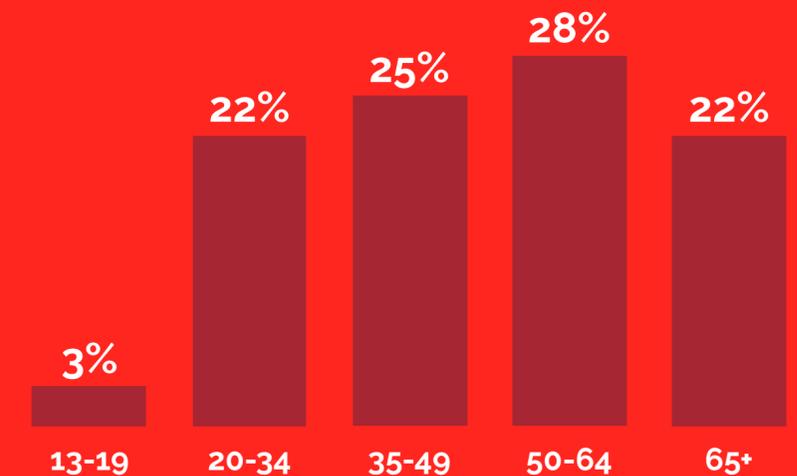
Investing, financial issues, banking and entrepreneurship.



Reach p/m
2.46M

Reach NL
16.8%

Newsletter
30K



Source: NOBO Q1 2020 Montly average

telesport

Telesport is leading the way in the race to provide sports enthusiasts with the best sports news first. Football dominates, but there's always a focus on other seasonal sports and sporting events, as well. The sports section of De Telegraaf develops and produces quality content and interactive platforms to provide consumers with relevant and up-to-date sports news.

Target Audience

Sports fans.

Interests

Football, cycling, tennis, major seasonal sporting events.



Average reach

1.1M

Reach NL

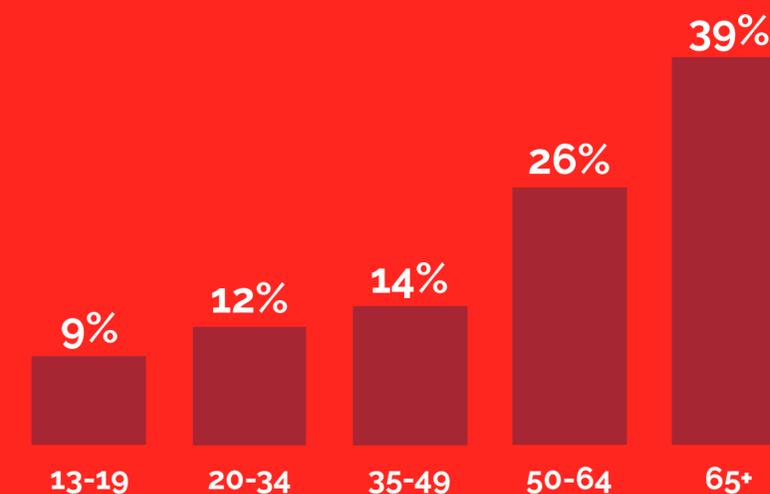
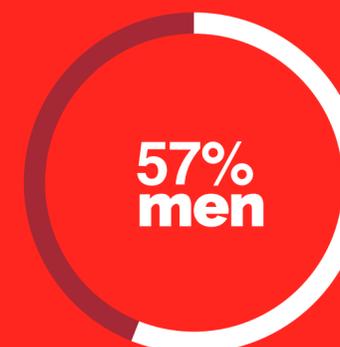
7,5%

Engagement level*

84%

Publication schedule

Monday to Saturday



*Reads around half of an issue or more.



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Target Audience

Sports fans.

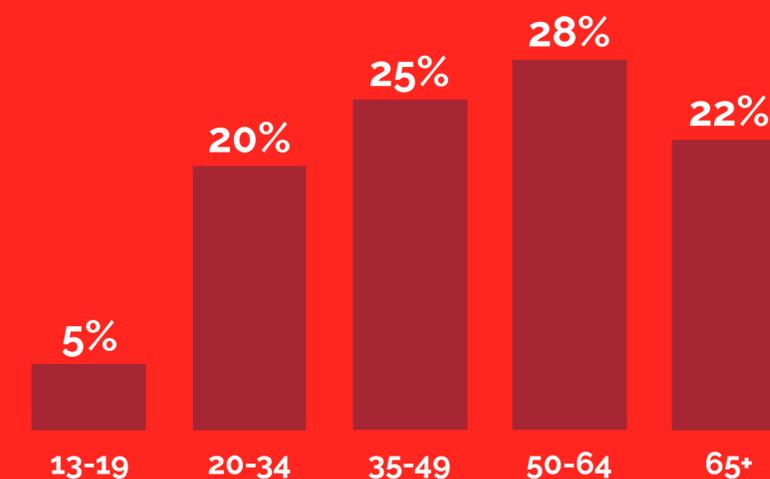
Interests

Football, cycling, tennis, major seasonal sporting events.



Reach p/m
2.48M

Reach NL
17%



Source: NOBO Q1 2020 Monthly average

Metro





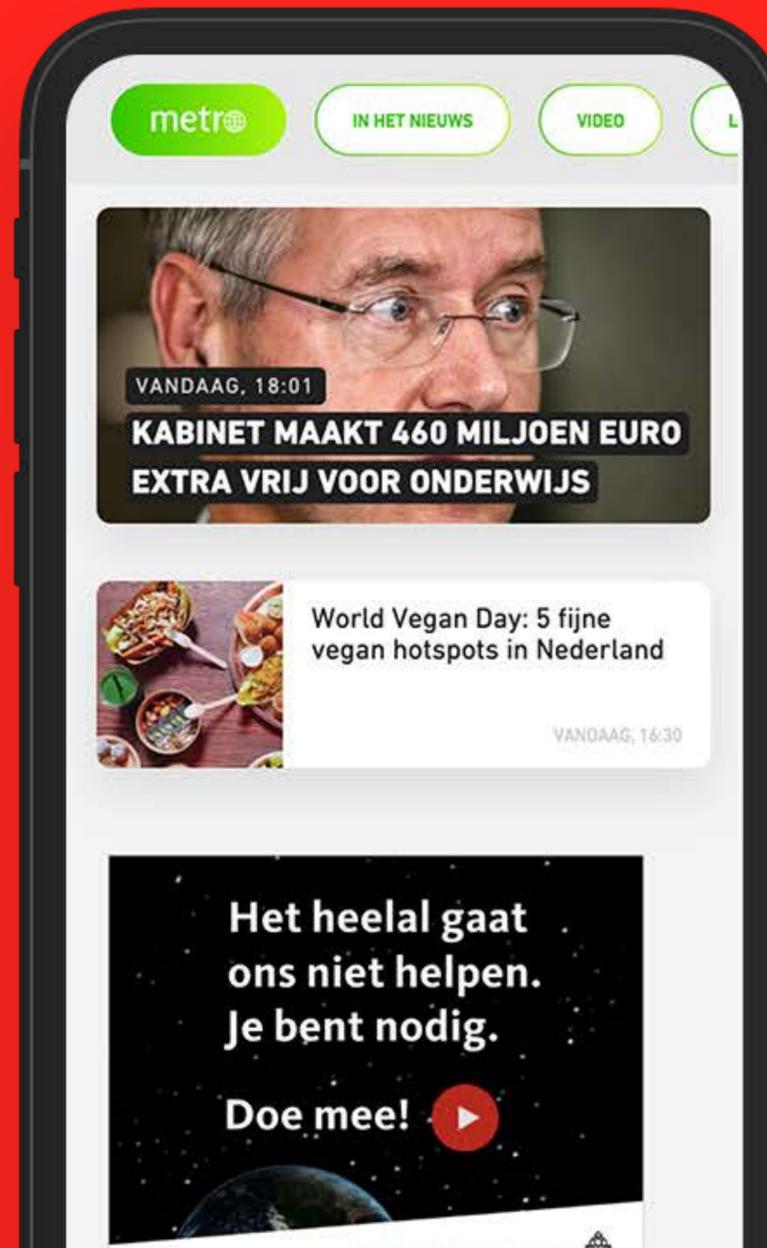
The third largest national newspaper in the Netherlands makes life on public transport more bearable, in convenient tabloid format. Metro brings you the world around you, in lifestyle, entertainment, business and money. This free daily newspaper reaches and engages more than a million people every day via distribution on public transport.

Target Audience

Public transport passengers, students and young adults.

Interests

News, lifestyle, entertainment, business and money, travel, festivals, free time, relationships.



Reach p/m

1.07M

Reach NL

7.3%

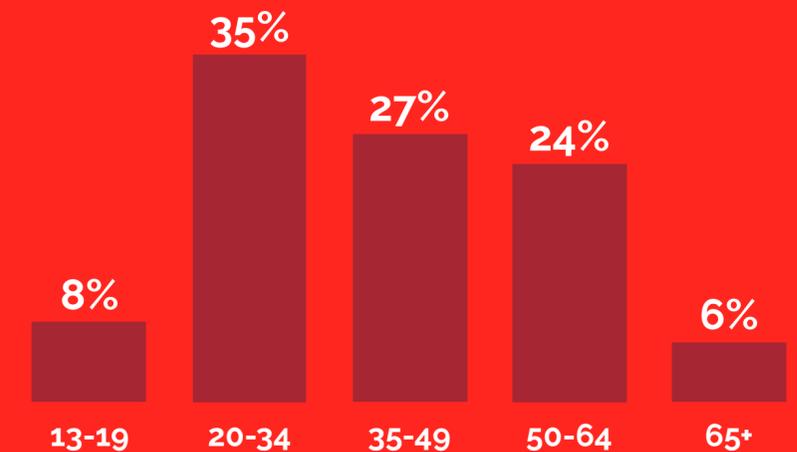
Avg. time per visit

1m17s

f 410K

ig 40K

yt 4.5K



Source: NOBO Q1 2020 Monthly average

Mediahuis Regional



Noordhollands Dagblad

Noordhollands Dagblad is the premier top-tier newspaper for Noord-Holland. It keeps readers from Noord-Holland up to date every day with news from across the region and focuses on a wide range of themes, including sports, health and culture. On Saturday, Noordhollands Dagblad features a more extensive weekend supplement. Noordhollands Dagblad publishes both a print and digital edition.

Target Audience

Residents of Noord-Holland.

Interests

Regional news, sports, health, culture.



Average reach

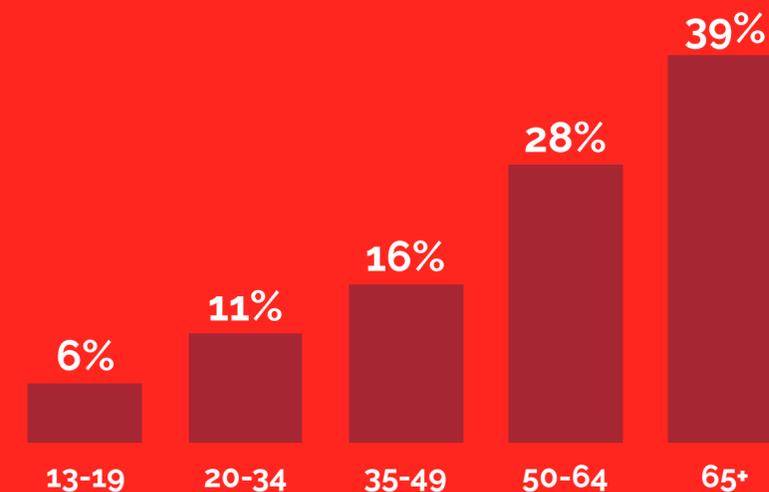
322K

Engagement level*

91%

Publication schedule

Monday to Saturday



*Reads around half of an issue or more.

Source: NRM 2019

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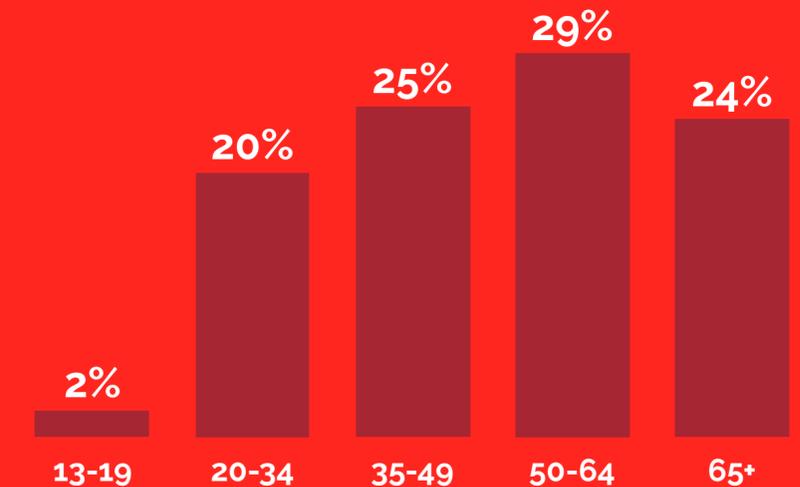


Reach p/m

96!K

Avg. time per visit

2m11s



Source: NOBO Q1 2020 Monthly average

Leidsch Dagblad

Covers the Leiden, the Rhine and Veenstreek region and the tulip-growing area, right in the center of the world, with Leiden as the primary focus. This is a true newspaper, with both print and digital editions. Leidsch Dagblad brings readers the latest regional news, national news and world news first. Sport, lifestyle and culture are also covered on a daily basis.

Target Audience

40+, readers interested in major and local news and engaged regional residents.

Interests

Regional news, sports, health and culture.



Average reach

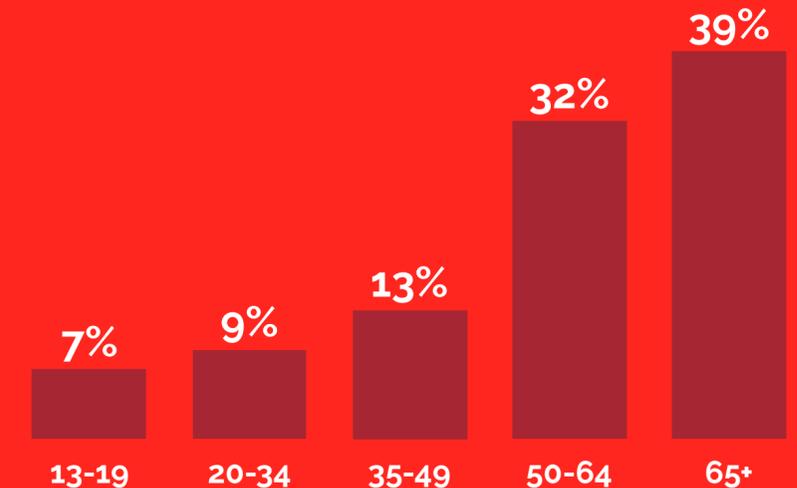
68K

Engagement level*

92%

Publication schedule

Monday to Saturday



*Reads around half of an issue or more.

Source: NRM 2019

Leidsch Dagblad

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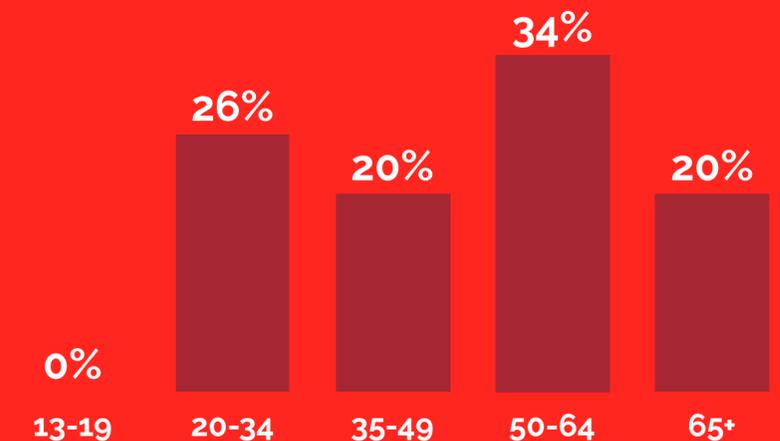


Reach p/m

265K

Avg. time per visit

1m28s



Source: NOBO Q1 2020 Monthly average

De Gooi- en Eemlander

The latest news from Hilversum, 't Gooi, Eemland, Eemnes, Bussum, Blaricum, Huizen, Naarden, Wijdemeren, Laren, Muiden and the surrounding area. De Gooi- en Eemlander has published a morning paper since 2004 and has an extra Saturday supplement with in-depth themes like sports, health, lifestyle and culture. The Thursday supplement "Uit" is all about film, theater, and local events.

Target Audience

40+, readers interested in major and local news and engaged regional residents.

Interests

Regional news, sports, health and culture.



Average reach

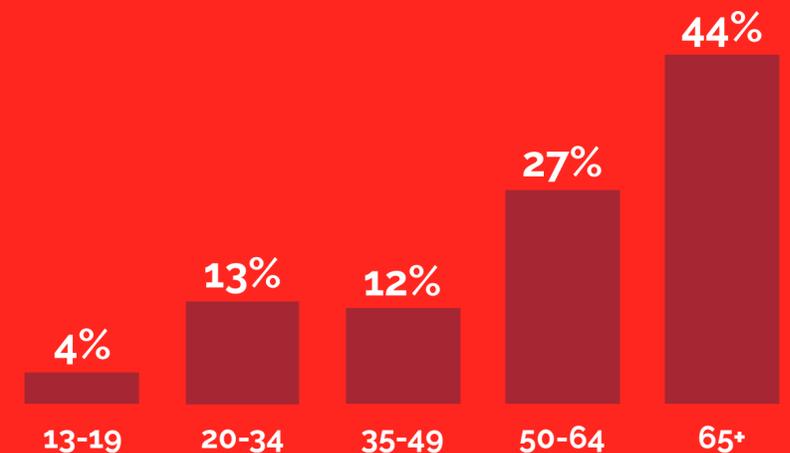
66K

Engagement level*

89%

Publication schedule

Monday to Saturday



*Reads around half of an issue or more.

Source NRM 2019

De Gooi- en Eemlander

The latest news from Hilversum, 't Gooi, Eemland, Eemnes, Bussum, Blaricum, Huizen, Naarden, Wijdmeren, Laren, Muiden and the surrounding area. De Gooi- en Eemlander has published a morning paper since 2004 and has an extra Saturday supplement with in-depth themes like sports, health, lifestyle and culture. The Thursday supplement "Uit" is all about film, theater, and local events.

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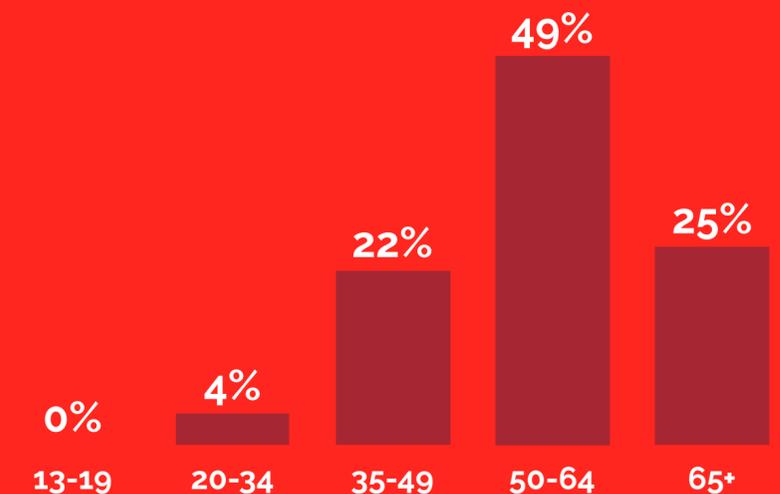


Reach p/m

205K

Ave. time per visit

1m45s



Source: NOBO Q1 2020 Monthly average

Haarlems Dagblad

Oprechte Haarlemse Courant 1656

IJmuider Courant

One of the oldest newspapers in the world, but still relevant in today's world. This is where you'll find all the news from Haarlem, Haarlemmermeer and the surrounding area - from Zandvoort to Heemstede, Nieuw-Vennep and Hoofddorp. Digitally available wherever you are, with a print edition six times a week. Keep up with sports, culture and current affairs in print and on your phone or tablet.

Target Audience

40+, readers interested in major and local news and engaged regional residents.

Interests

Regional news, sports, health and culture.



Average reach

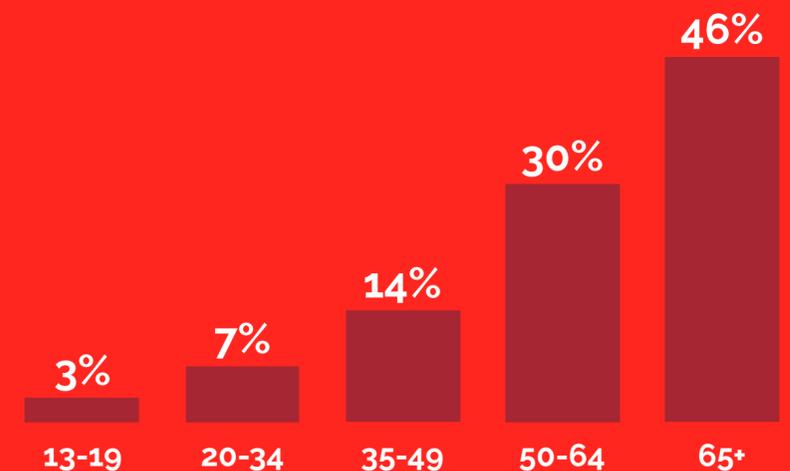
92K

Engagement level*

90%

Publication schedule

Monday to Saturday



*Reads around half of an issue or more.

Source: NRM 2019

Haarlems Dagblad Oprechte Haarlemse Courant 1696 IJmuider Courant

One of the oldest newspapers in the world, but still relevant in today's world. This is where you'll find all the news from Haarlem, Haarlemmermeer and the surrounding area - from Zandvoort to Heemstede, Nieuw-Vennep and Hoofddorp. Digitally available wherever you are, with a print edition six times a week. Keep up with sports, culture and current affairs in print and on your phone or tablet.

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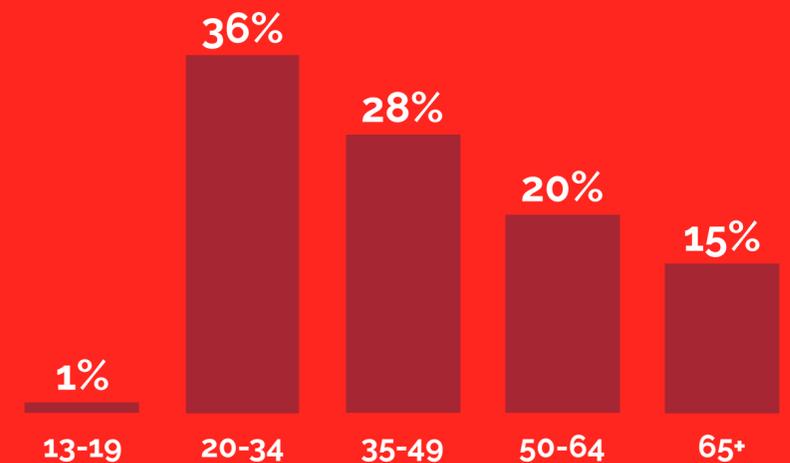


Reach p/m

397K

Ave. time per visit

1m39s



Source: NOBO Q1 2020 Monthly average

Magazines



autovisie

Autovisie entertains and informs car experts and enthusiasts with the print magazine, autovisie.nl, video content on YouTube and social media. Through years of experience, expert reporting and an independent angle, this publication has been seen as an authority in automotive media since 1959.

Target Audience

Car enthusiasts, car industry professionals and car experts.

Interests

Cars, the latest models, classic cars, comparisons and consumer and expert reviews.



Average reach

331K

Reach NL

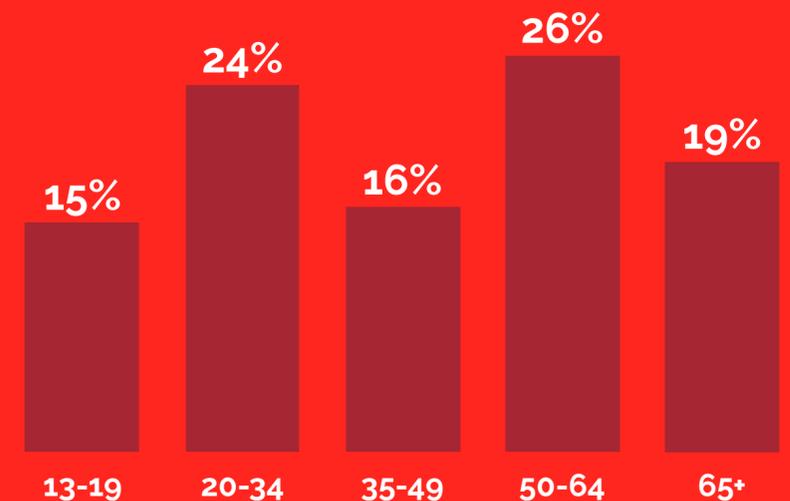
2,3%

Engagement level*

77%

Publication schedule

Every other Thursday



*Reads around half of an issue or more.

Source: NPM 2020-II

autovisie

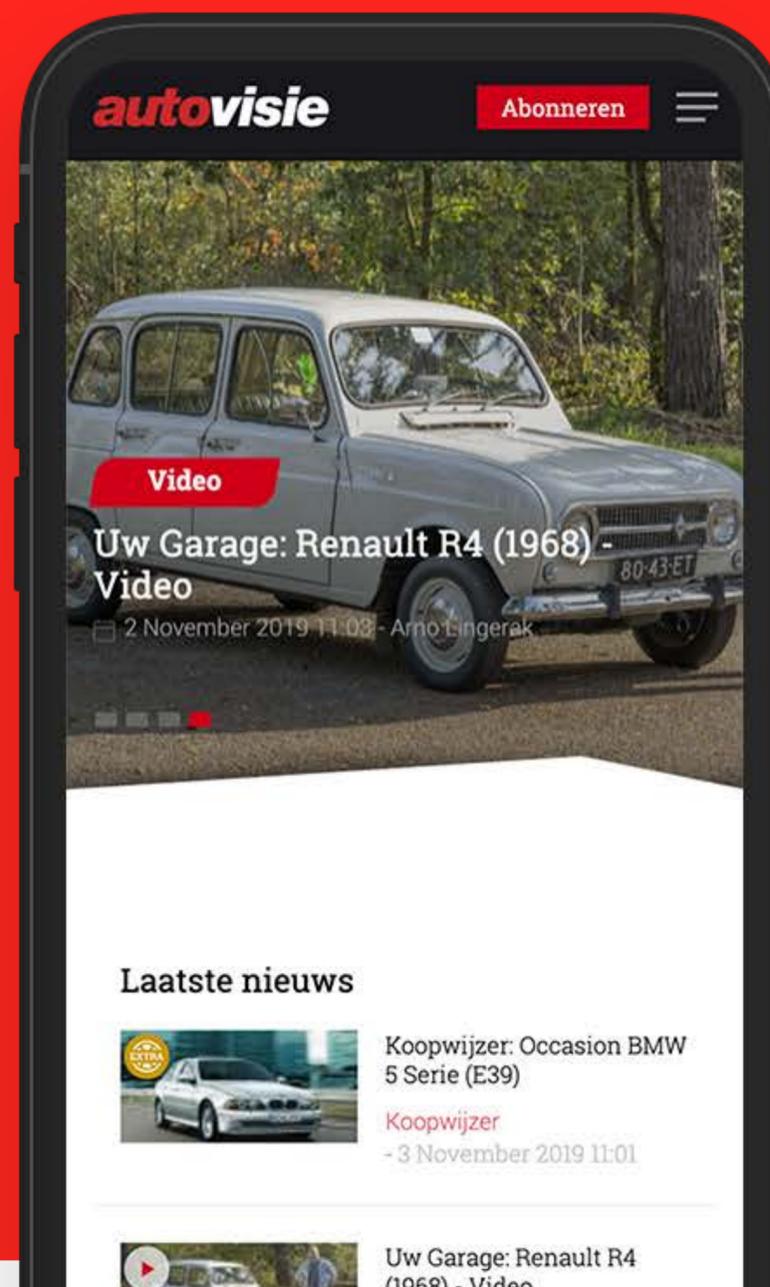
Autovisie entertains and informs car experts and enthusiasts with the print magazine, autovisie.nl, video content on YouTube and social media. Through years of experience, expert reporting and an independent angle, this publication has been seen as an authority in automotive media since 1959.

Target Audience

Car enthusiasts, car industry professionals and car experts.

Interests

Cars, the latest models, classic cars, comparisons and consumer and expert reviews.



Reach p/m

318K

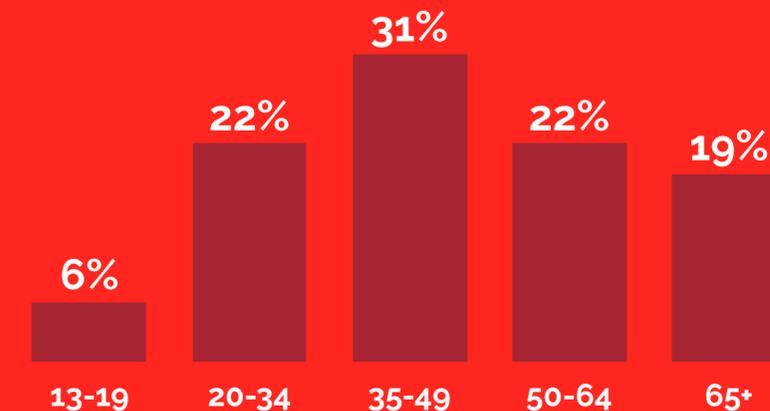
Ave. time per visit

1m08s

f 30K

ig 24K

yt 84K



Source: NOBO Q1 2020 Monthly average

PRIVÉ

Privé's extensive editorial network means their readers are always the first to know the latest news about stars at home and abroad.

Entertainment fans can always get the latest showbiz news from both the magazine and the website. For years this weekly magazine has been the biggest player in the entertainment segment.

Target Audience

Young and old, anyone with an interest in entertainment and showbiz.

Interests

Dutch celebrities, foreign stars and the Royal Family.



Average reach

913K

Reach NL

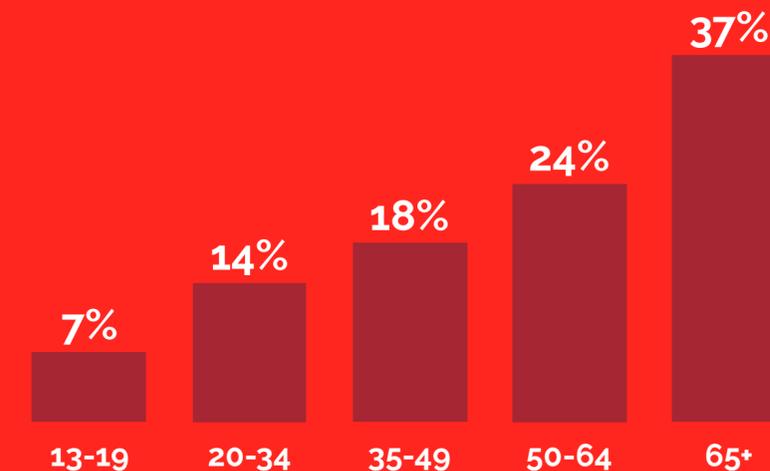
6.2%

Engagement level*

96%

Publication schedule

Every Wednesday



*Reads around half of an issue or more.

PRIVÉ

Privé's extensive editorial network means their readers are always the first to know the latest news about stars at home and abroad.

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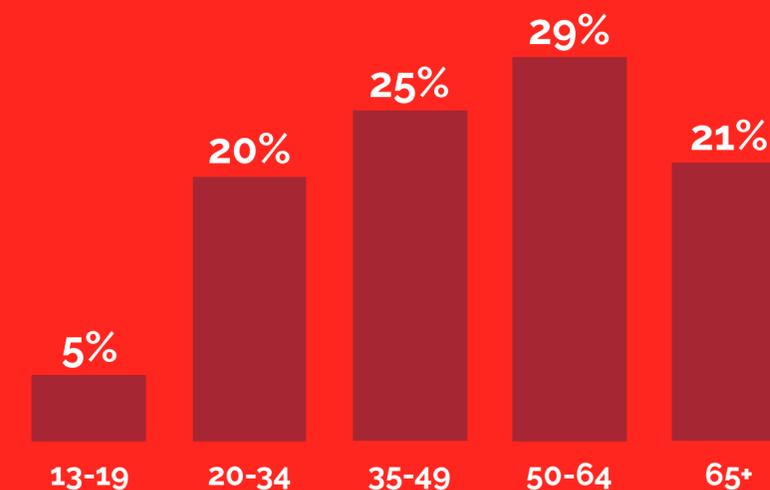


Reach p/m

3.44M

Reach NL

23.5%



Source: NOBO Q1 2020 Montly average

VROUW

VROUW magazine and telegraaf.nl/vrouw are made for, by and about Dutch women of all ages and from all walks of life. The VROUW reader is in the middle of her life. This weekly supplement in De Telegraaf and on telegraaf.nl/vrouw provides plenty of inspiration, relaxation and entertainment, and there's space for reflection and interaction with other women.

Target Audience

Down to earth, practical, empathetic, trendy women with a wide range of interests.

Interests

Current events, background news, interviews, fashion, beauty, health, mental health, travel and living.



Average reach

934K

Reach NL

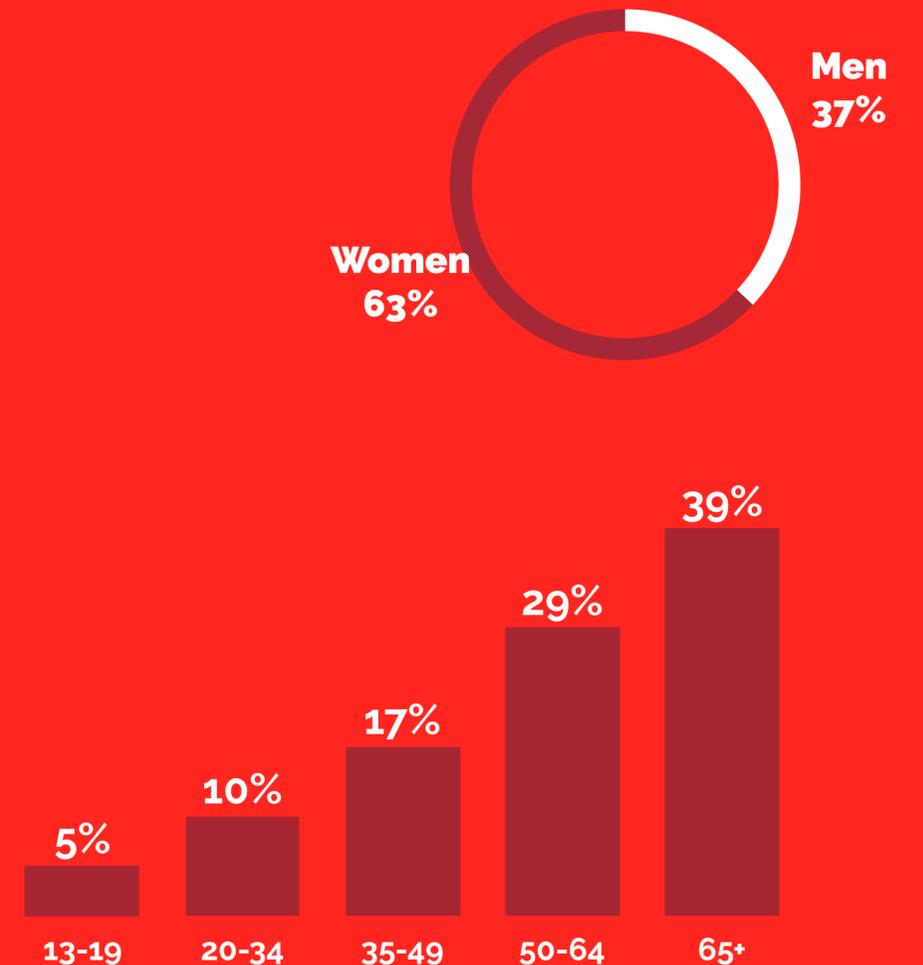
6,4%

Engagement level*

83%

Publication schedule

Every Saturday



*Reads around half of an issue or more.

VROUW

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Target Audience

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Interests

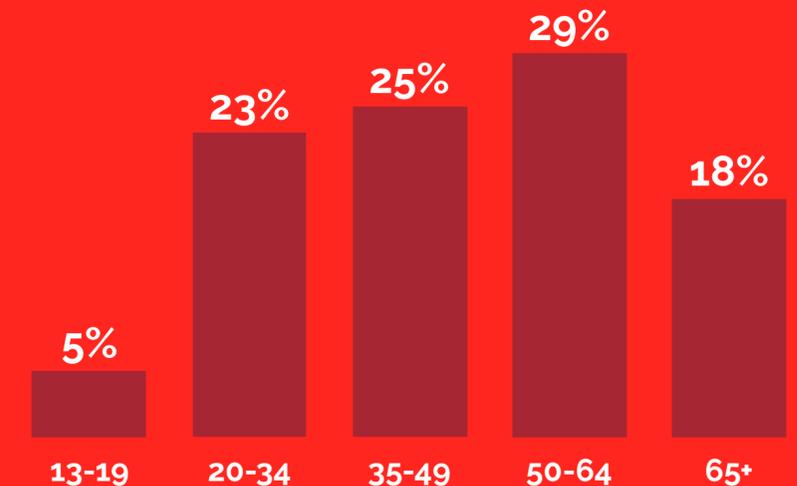
Current events, background news, interviews, fashion, beauty, health, mental health, travel and living.



Reach p/m
1.7M

Reach NL
11.4%

f 130K
i 32K
v 50K



Source: NOBO Q1 2020 Monthly average

VROUW

VROUW Glossy is VROUW's younger, more glamorous sister. This extensive magazine is published every two months. Each edition contains high-profile, relatable articles focused on special themes. A special edition is published three times a year. Since its launch in 2011, the magazine has grown into a top-tier publication with a wide reach.

Target Audience

Down to earth, practical, empathetic, trendy women with a wide range of interests.

Interests

Current events, background news, interviews, fashion, beauty, health, mental health, travel and living.



Average reach

300K

Reach NL

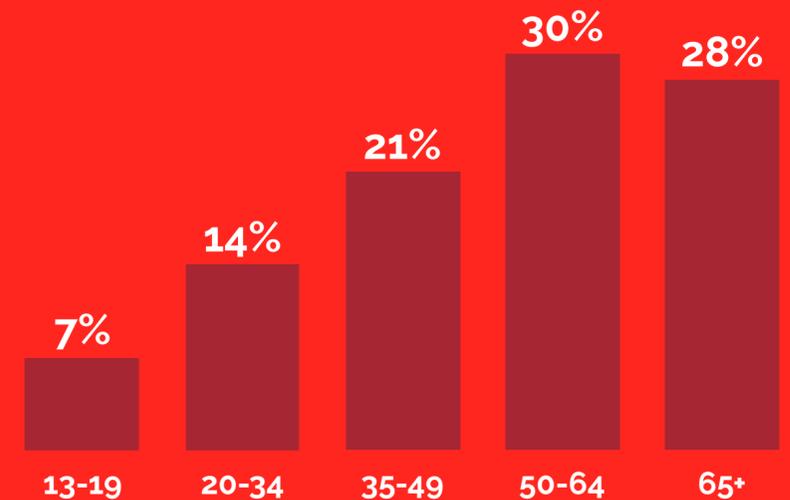
2,0%

Engagement level*

71%

Publication schedule

6x a year +
3x per year Special



*Reads around half of an issue or more..

Source: NPM 2020-II

Man and Tech Cluster



DUMPERT

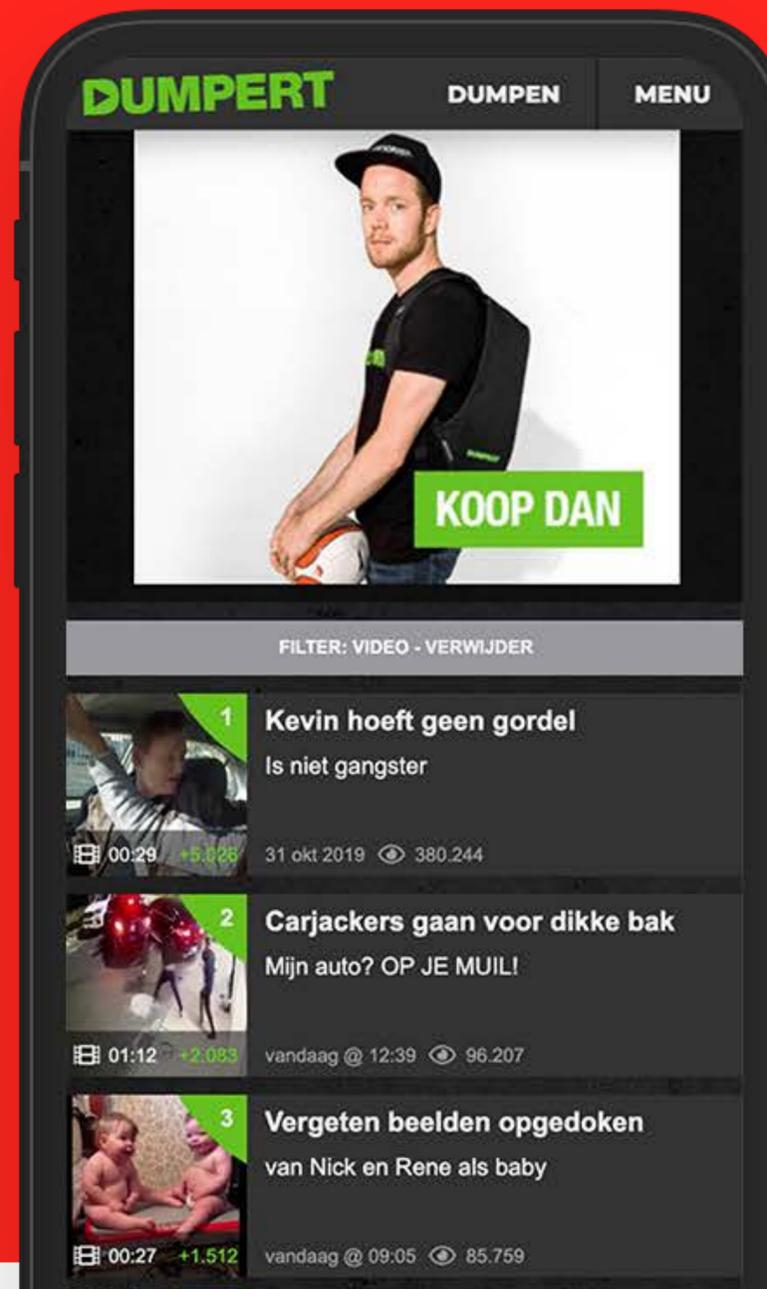
With 150 million video views per month, Dumpert is the largest video platform in the Netherlands. Visitors actively contribute by 'dumping' bizarre and high-profile videos and images, making this unique format an integral part of the Dutch media landscape. The platform was expanded with DumpertTV in 2016.

Target Audience

18 to 34-year-old men, from limited education to highly educated.

Interests

Current events, politics, videos, viral content.



Reach p/m

2.0M

Reach NL

13.6%

Avg. time per visit

3m13s

Reach app p/m

803K

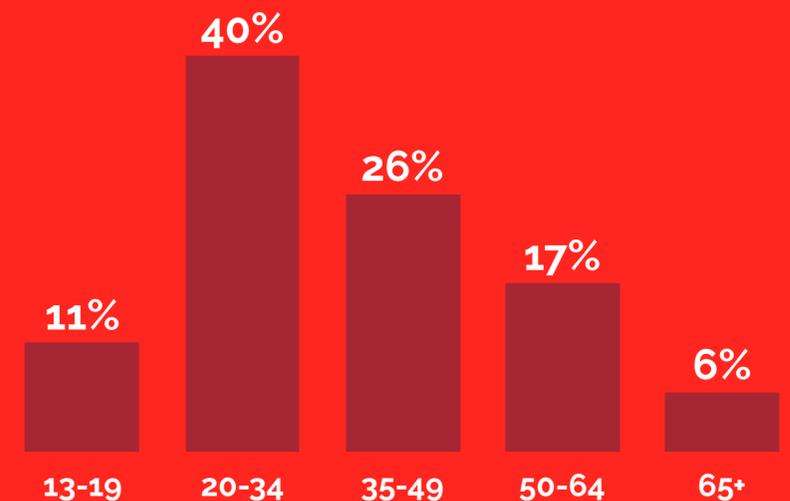
Reach app NL

5.5%

f 1.9M

ig 2.3M

yt 320K



Source: NOBO Q1 2020 Monthly average



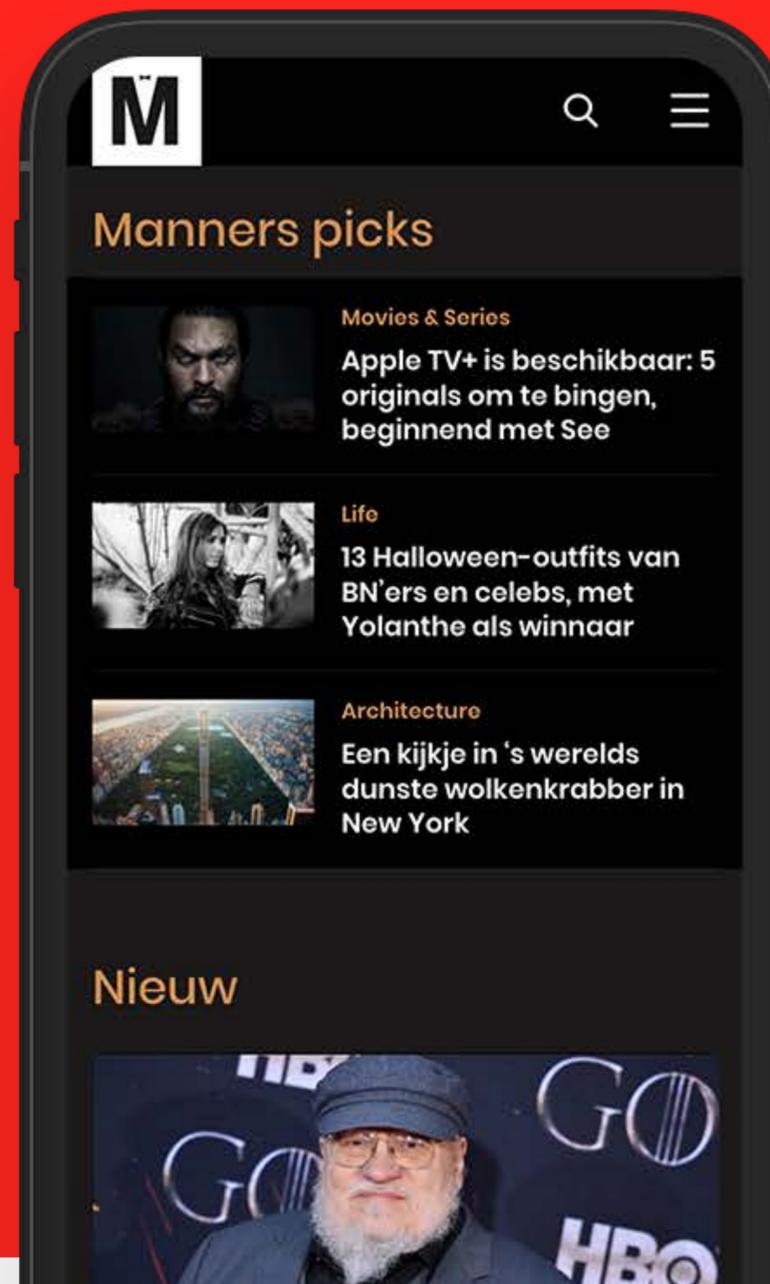
Manners provides visitors daily with inspiring content for the stylish man. What should you look for when buying a tailor-made suit? How does it feel to be behind the wheel of a purebred sports car? Manners answers those pressing questions. Whether it's the ultimate burger recipe, the most gorgeous bikini models or challenging training tips, Manners is your ultimate guide.

Target Audience

Gentlemen, live/work in Amsterdam, bachelor's education.

Interests

High-end products and luxury brands, food, barbecue, whisky and beer, innovation and technology, Apple and Tesla, travel, photography, sex, women and relationships.



Reach p/m

837K

Reach NL

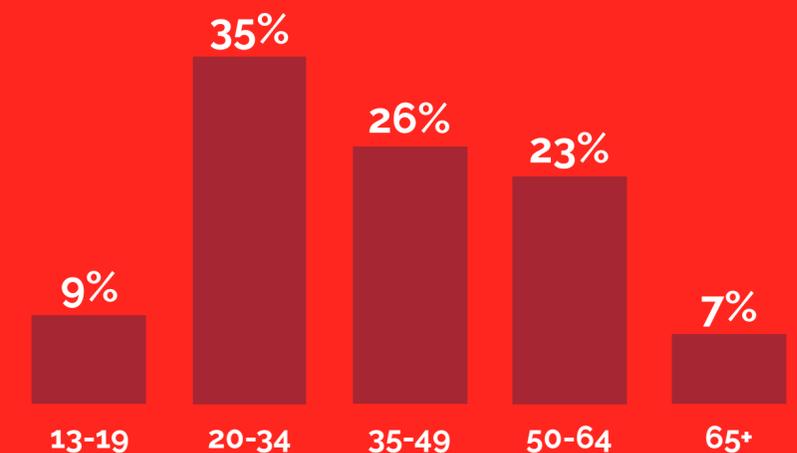
5.7%

Avg. time per visit

1m41s

f 57K

ig 15K



Source: NOBO Q1 2020 Monthly average

WANT

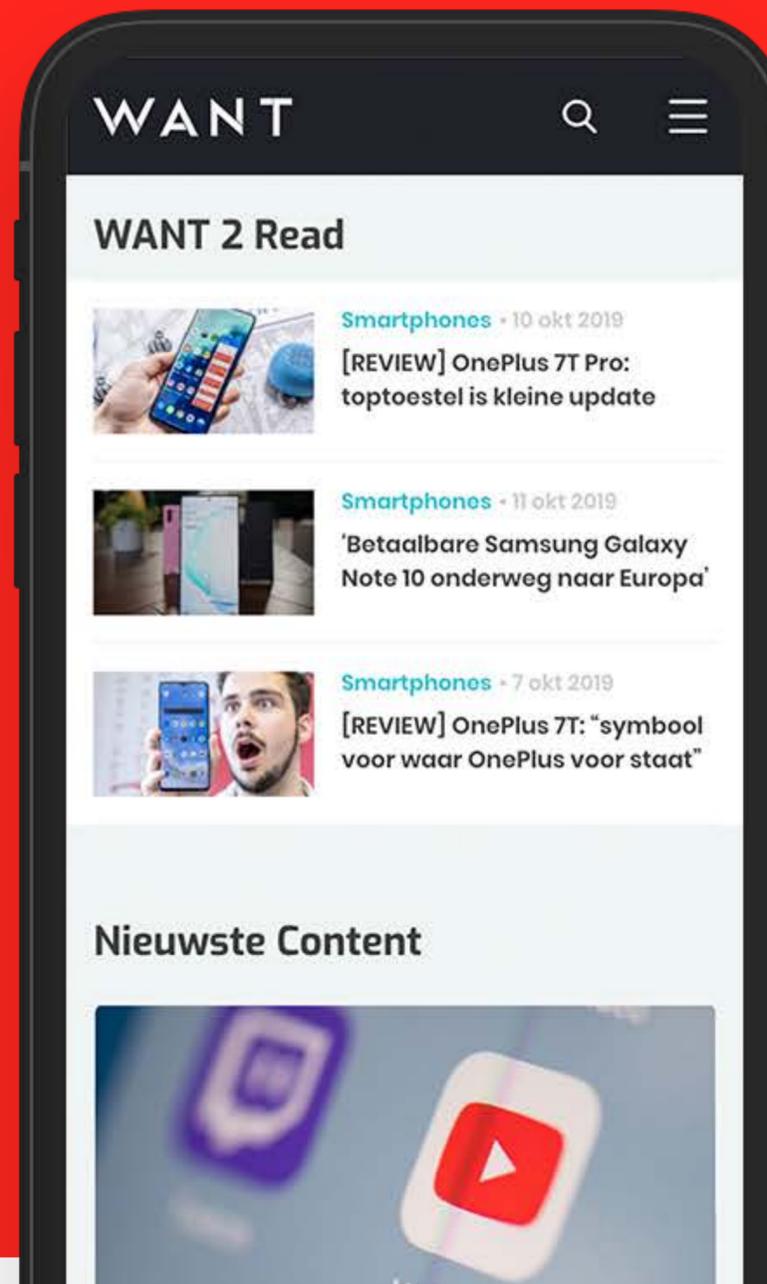
WANT is the premier online lifestyle magazine about innovation. Every day the team inspires early adopters with relatable articles and videos about familiar innovations that make everyday life more efficient. WANT looks at today, tomorrow and the future, sometimes with a nod to the past. WANT is the perfect platform for accessible content around progress and curiosity.

Target Audience

Working, urban, highly educated, early adopters.

Interests

Innovation and technology. Apple, Samsung, Volvo, Tesla, from good deals to high-end products, photography, creativity/graphic designs, sustainability.



Reach p/m

653K

Reach NL

4.5%

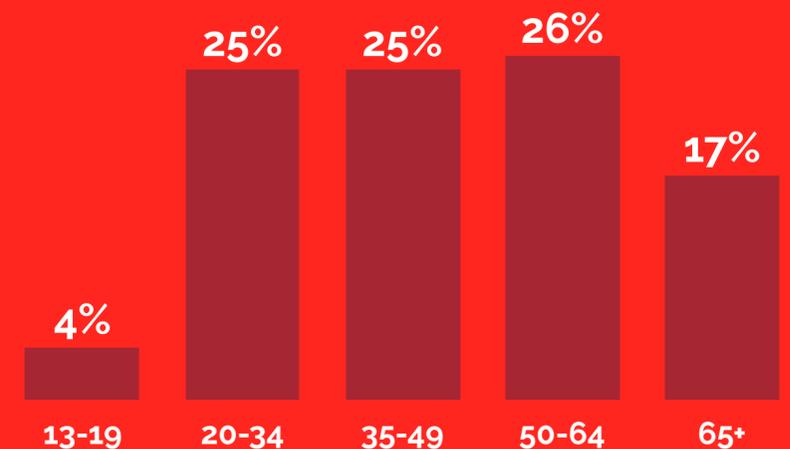
Avg. time per visit

1m35s

f 51K

ig 5K

yt 43.5K



Source: NOBO Q1 2020 Monthly average

one **more** thing

Every day on One More Thing, you'll find the latest news about Apple and the lifestyle that goes with it. Editors provide daily news, reviews and opinions. The beating heart is the One More Thing community. More than 60,000 members ask questions, share knowledge and create a relaxed, friendly atmosphere.

Target Audience

Above-average income, works in a creative industry.

Interests

Everything to do with Apple, tech developments, online culture, innovations, gadgets.



Reach p/m

352K

Reach NL

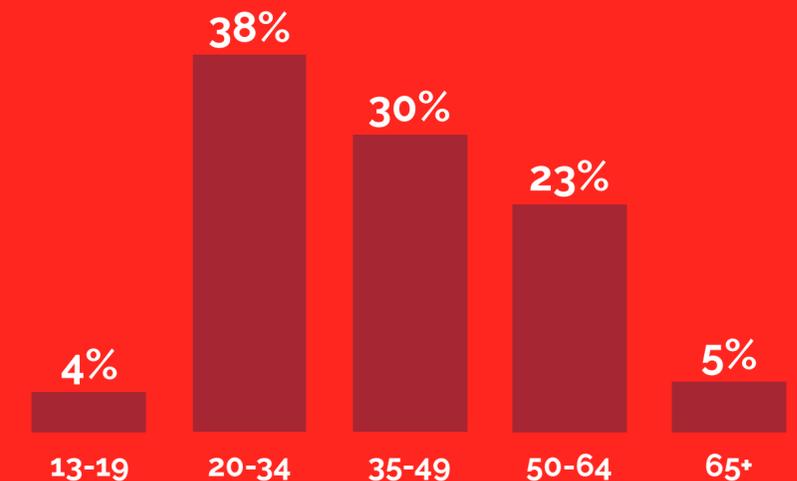
2.4%

Avg. time per visit

2m06s

f 5K

▶ 3.3K



Source: NOBO Q1 2020 Monthly average

Beauty & Lifestyle Cluster





En-sem-ble [ãnsãmbel]: (1) Collection. (2) Set of matching clothes. (3) Society, music, theatre

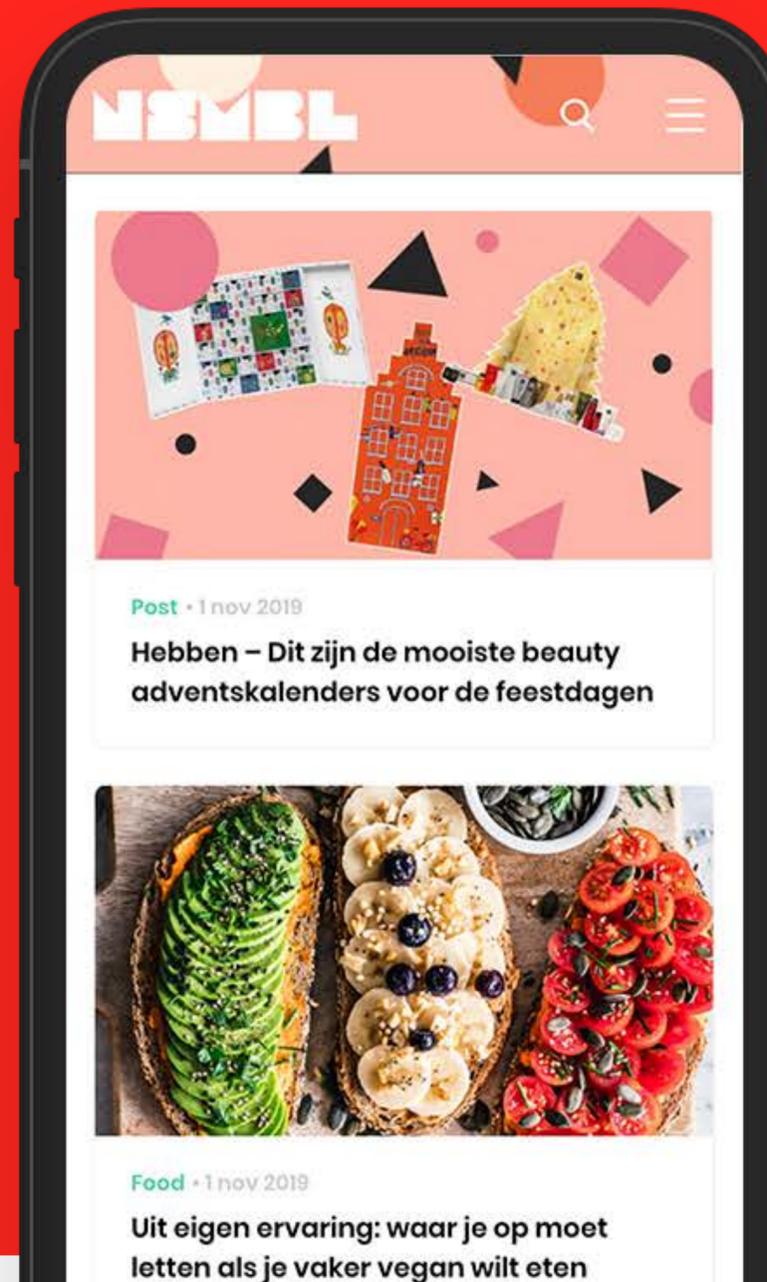
NSMBL is about life and everything that goes with it. Fashion, love, food, emotion and art: if it's inspiring and powerful, it's worthy of NSMBL. Our goal? "Piecing together the daily puzzle called life".

Target Audience

Students, millennials, Netherlands and Belgium, urban, independent, social.

Interests

Wide range of interests, social media, celebrities, fashion, beauty, trends, entertainment, both practical and luxury.



Reach p/m

458K

Reach NL

3.1%

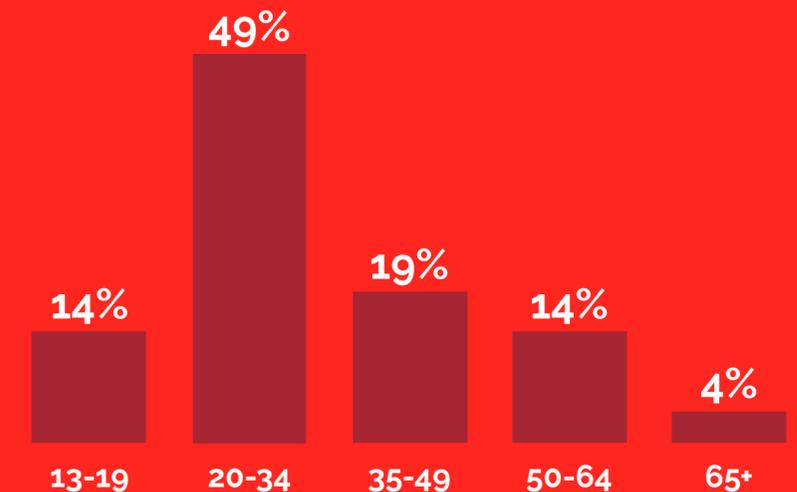
Avg. time per visit

1m49s

f 163K

ig 30K

yt 45K



Source: NOBO Q1 2020 Monthly average

BEAUTIFY

Beautifuly is the premier online lifestyle magazine for the twenty-something woman who wants to get the most out of life. On Beautifuly, visitors can read all about love, travel, career, beauty, style, happiness and health. The magazine offers endless inspiration so she can be the very best, most beautiful version of herself.

Target Audience

Millennials, positive, soft and feminine, wants to be seen and heard.

Interests

Connection with other women, love/dating, fashion, beauty, travel and (healthy) food/drink.



Reach p/m

587K

Reach NL

4.0%

Avg. time per visit

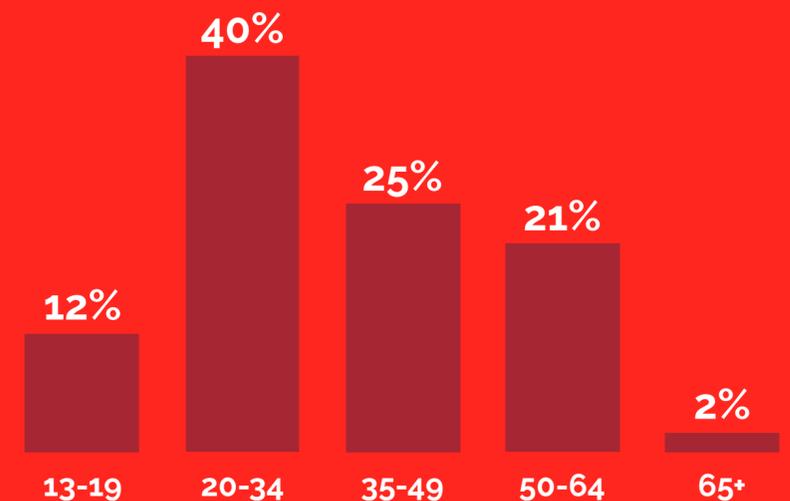
1m28s

f 140K

📷 15K

▶ 10K

76%
women



Source: NOBO Q1 2020 Monthly average

Parenting Cluster



Famme

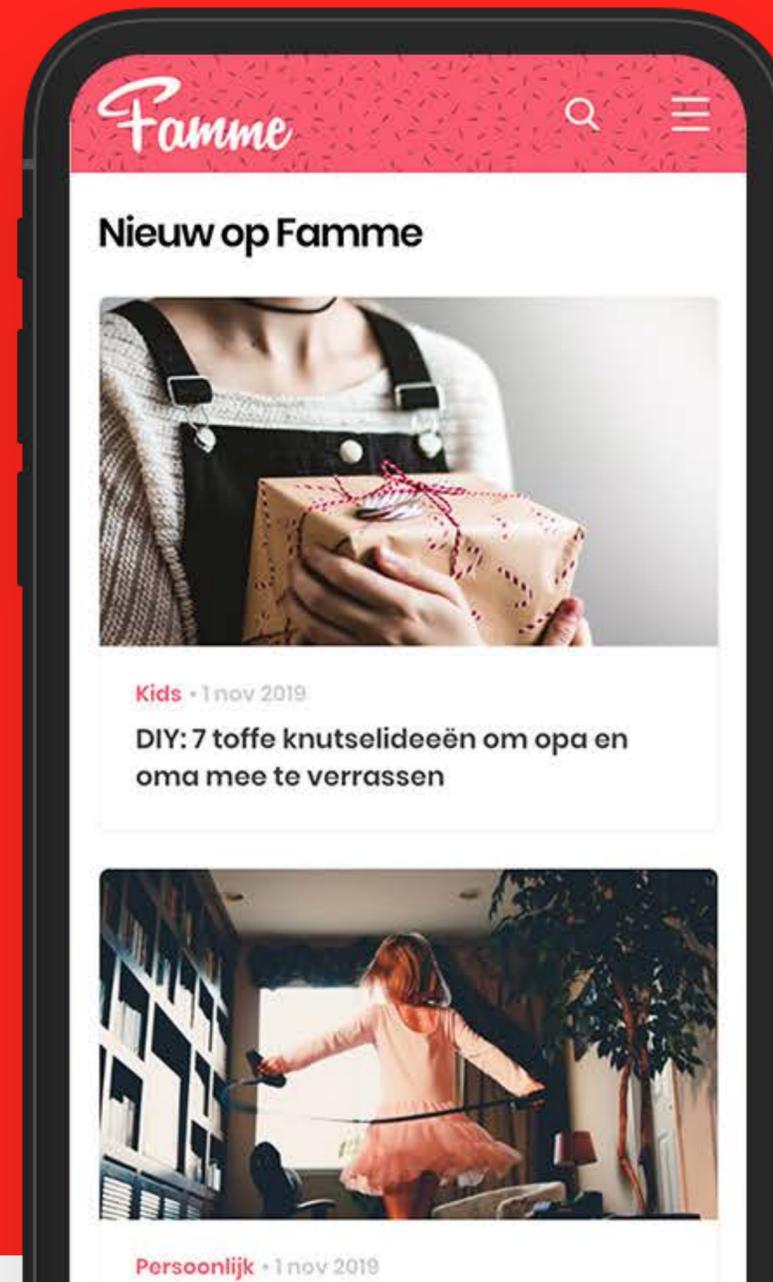
Famme is made by and for women with full lives - for the sister, the partner, the mother and the girlfriend. The women of Famme tell you what you need to know about relationships, children, fashion and health. Famme readers are modern women in modern times, with or without children on their laps.

Target Audience

Mothers, living in the Randstad urban areas and larger municipalities such as Groningen, busy social life, working, enterprising, plenty of hobbies.

Interests

Life hacks, parenting, relationships, cooking, personal stories.



Reach p/m

528K

Reach NL

3.6%

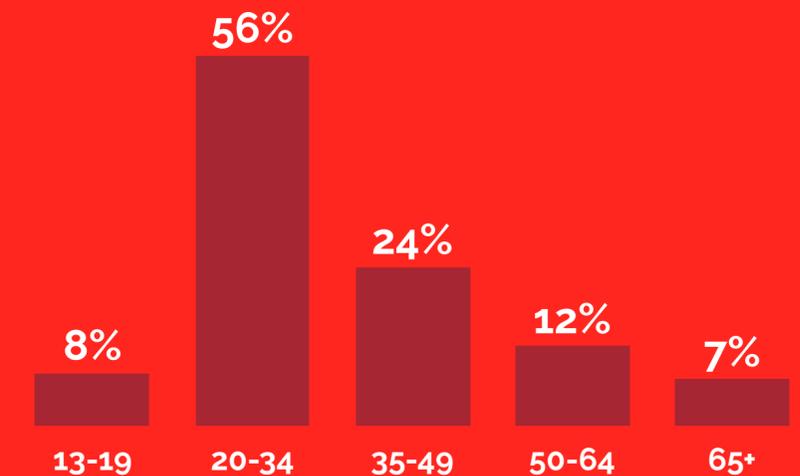
Avg. time per visit

1m35s

f 110K

📷 3.3K

84%
women



Source: NOBO Q1 2020 Monthly average



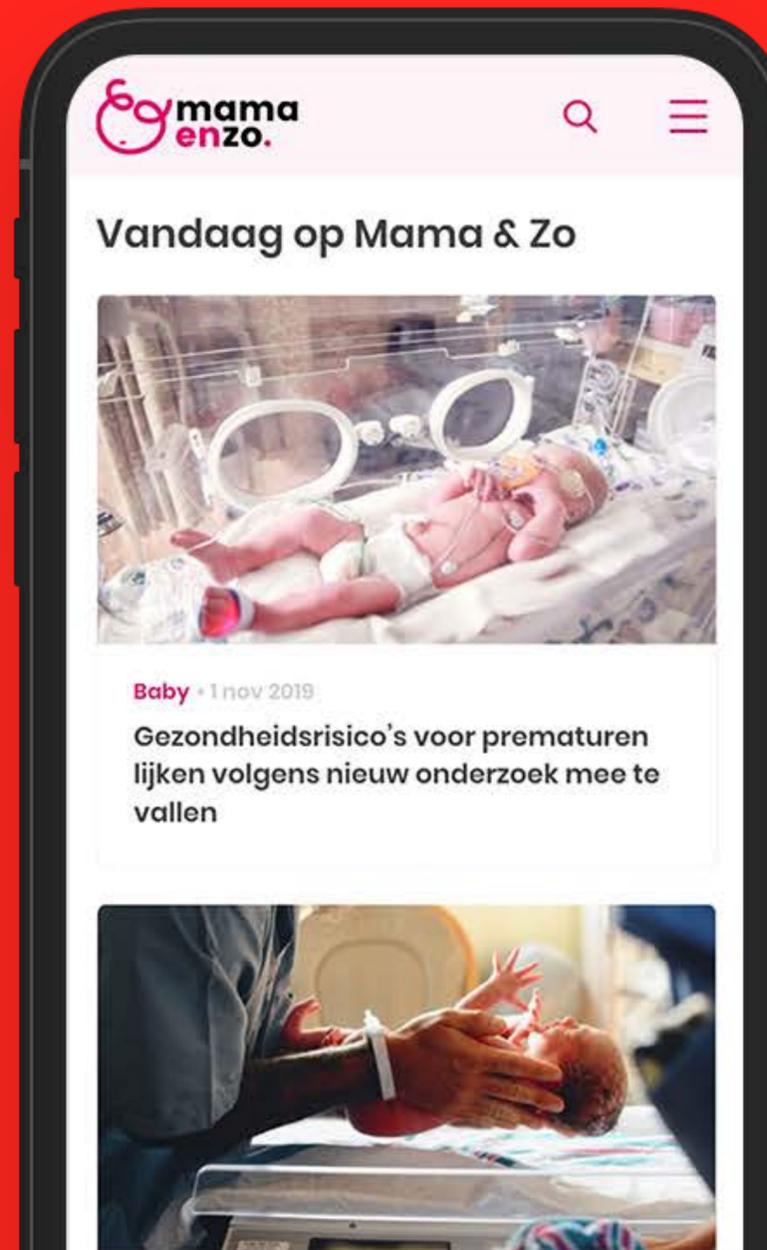
Mama & Zo has been one of the largest online parenting platforms in the Netherlands for 14 years. The strength of Mama & Zo lies mainly in its informative content, which can be easily found via Google. Are you pregnant and looking for information? There's good chance that you will end up on mamaenzo.nl!

Target Audience

Highly educated, curious, trying to get pregnant for the first time, is pregnant or a mother.

Interests

Education, pregnancy, babies, toddlers, health, relationships.



Reach p/m

228K

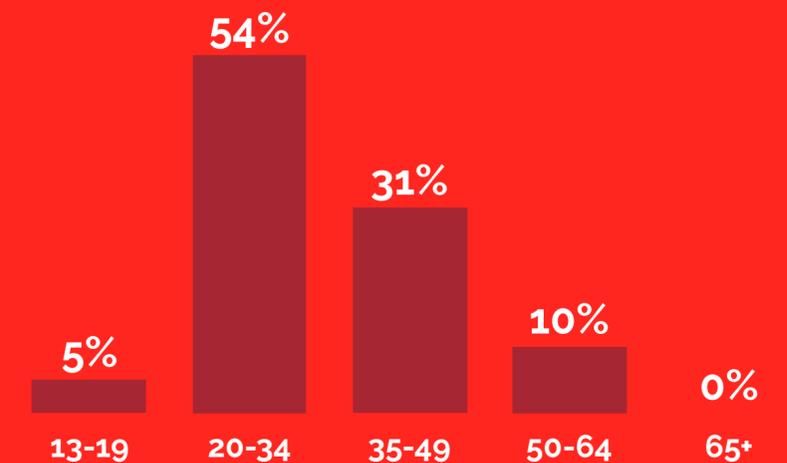
Reach NL

1.6%

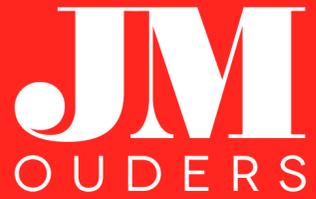
Avg. time per visit

1m33s

f 50K



Source: NOBO Q1 2020 Monthly average



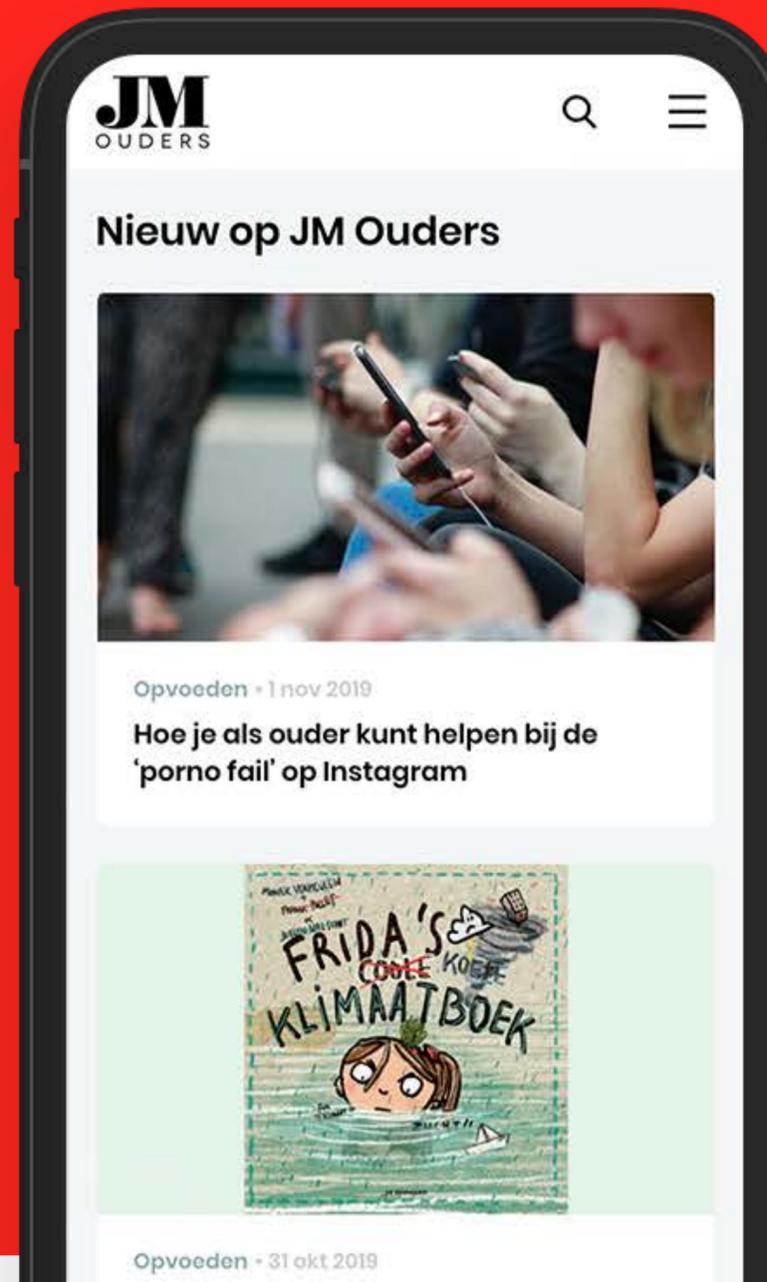
J/M Ouders is the leading site for parents with children between 4 and 16 years old. With relevant topics about parenting, education and your child's health, J/M has been a household name for ten years. J/M Ouders takes a scientific approach to all of the parenting issues that parents face.

Target Audience

Highly educated, attentive, critical, has been a mother for several years, curious, enthusiastic.

Interests

Parenting, education, children and teenagers, family, health, relationships.



Reach p/m

189K

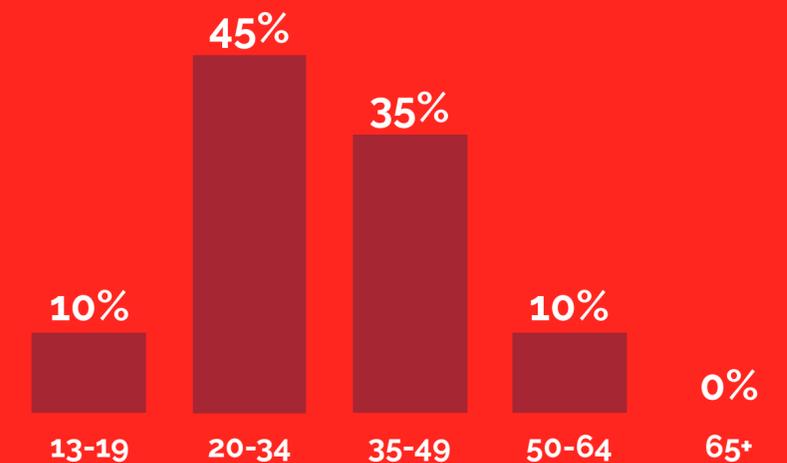
Reach NL

1.3%

Avg. time per visit

1m47s

f 23K



Source: NOBO Q1 2020 Monthly average

Specialty Cluster





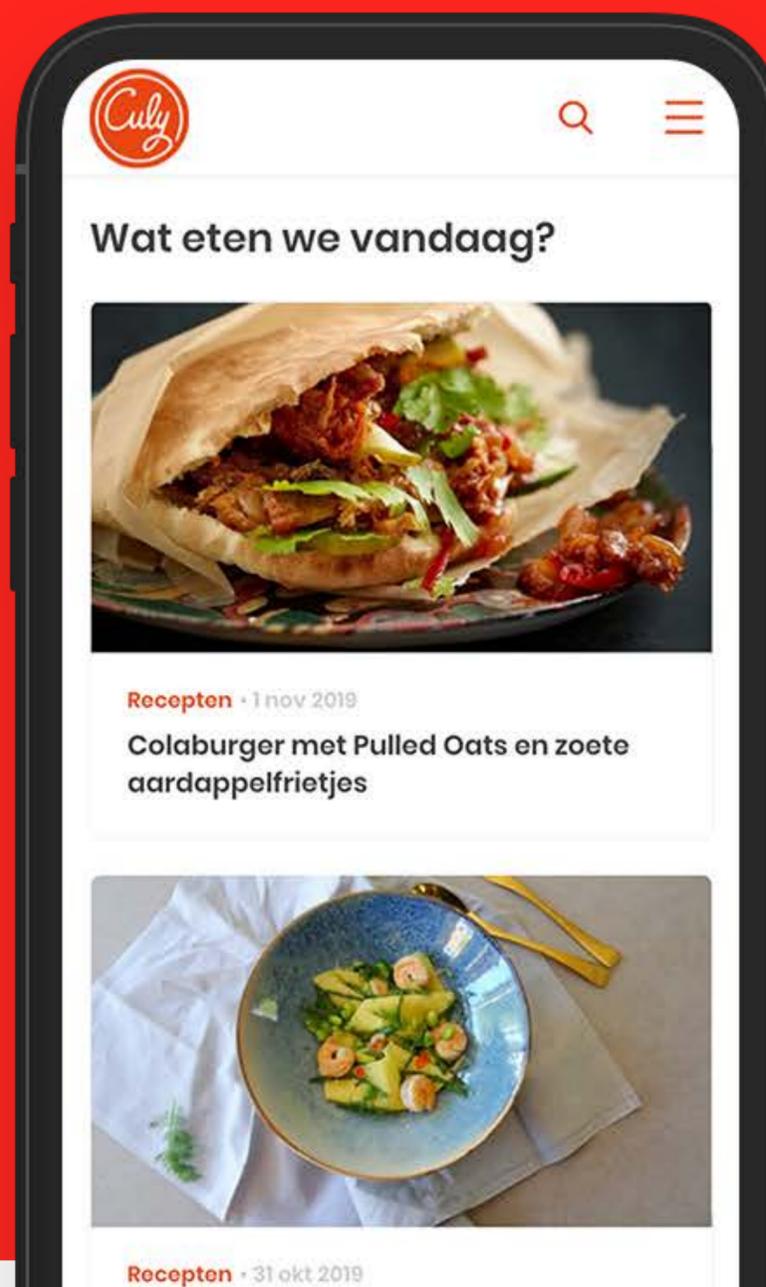
Culy takes the visitor on a journey of culinary discovery. From their own cuisine to exclusive restaurants, every day the Culy team provides the reader with special recipes, inspiring cooking tips, special stories and the tastiest restaurants at home and abroad.

Target Audience

The Netherlands and Belgium, urban, foodie, omnivore, enjoys journeys of culinary discovery.

Interests

Cooking, both unique and easy recipes, culinary inspiration, restaurants.



Reach p/m

705K

Reach NL

4.8%

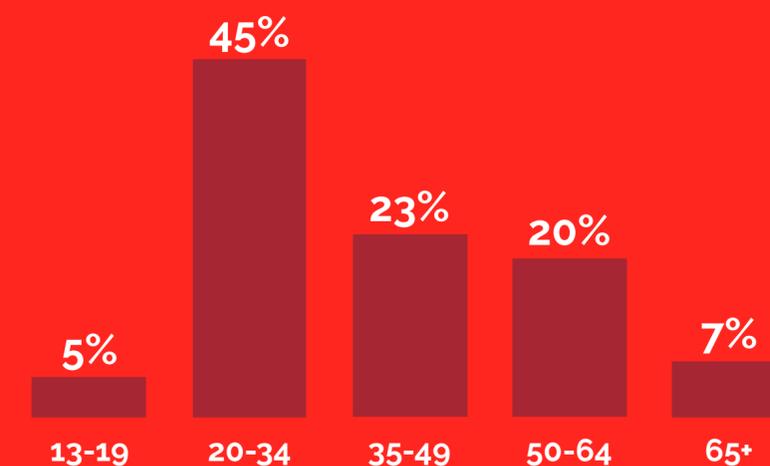
Avg. time per visit

1m43s

f 56K

ig 41K

yt 40K



Source: NOBO Q1 2020 Monthly average



BEDROCK

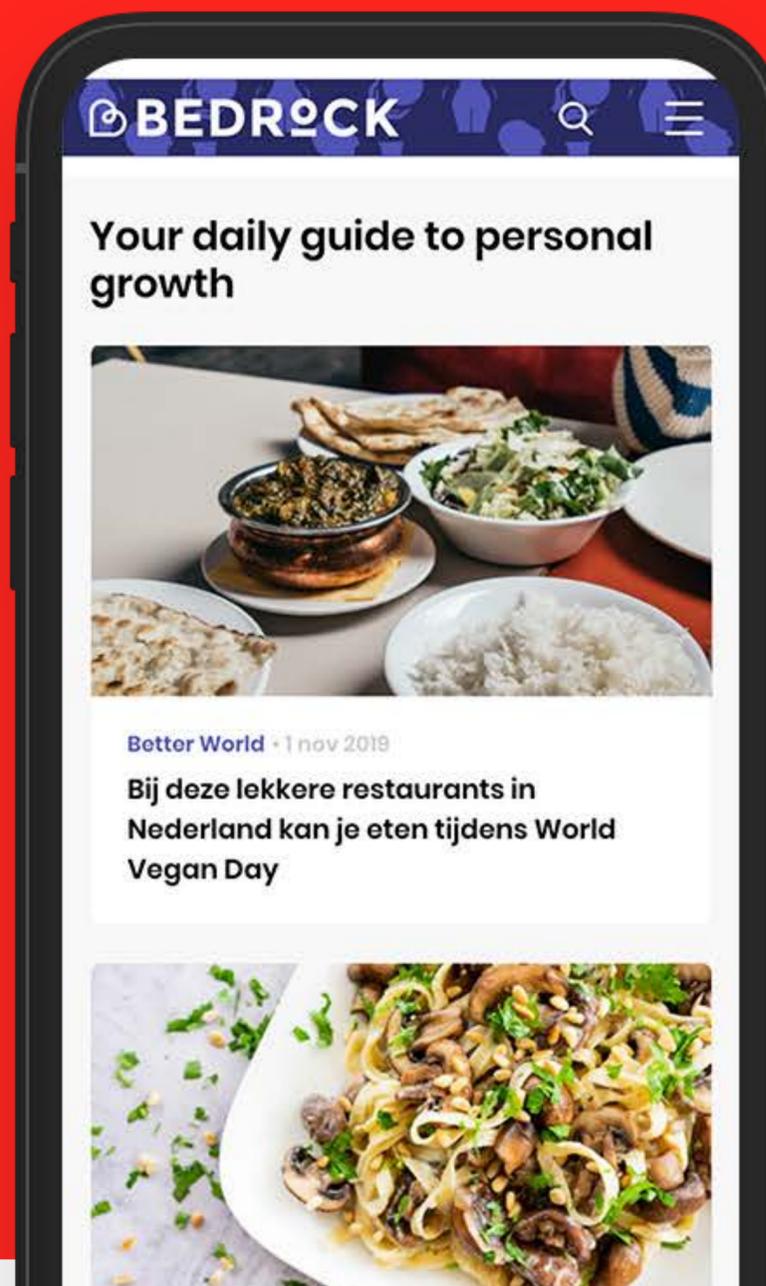
Bedrock approaches health in a new way by focusing not only on sports, nutrition and relationships, but also on issues such as spirituality, mental wellbeing and sustainability, all with a unique, down-to-earth take. Bedrock researches questions of healthy, conscious living, joining forces with renowned names in the industry.

Target Audience

Urban, highly educated, wants to make the world a better place, conscious lifestyle, curious.

Interests

Self-development, mindfulness, trends, conscious products and awareness, health.



Reach p/m

122K

Reach NL

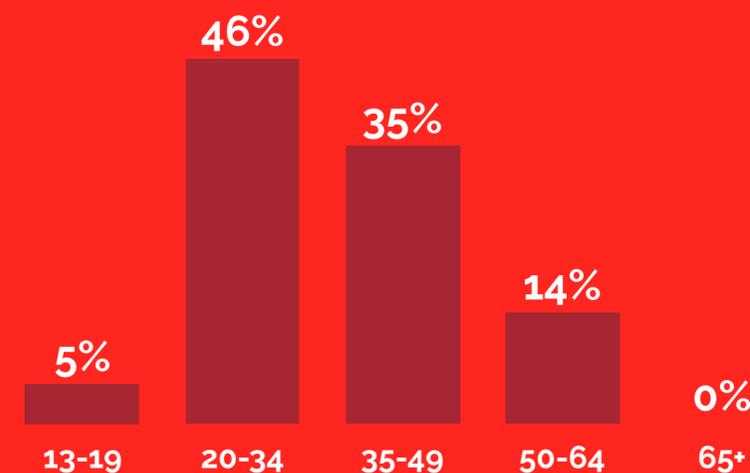
0.8%

Avg. time per visit

2m05s

f 71K

📷 22K



Source: NOBO Q1 2020 Monthly average

ROOMED

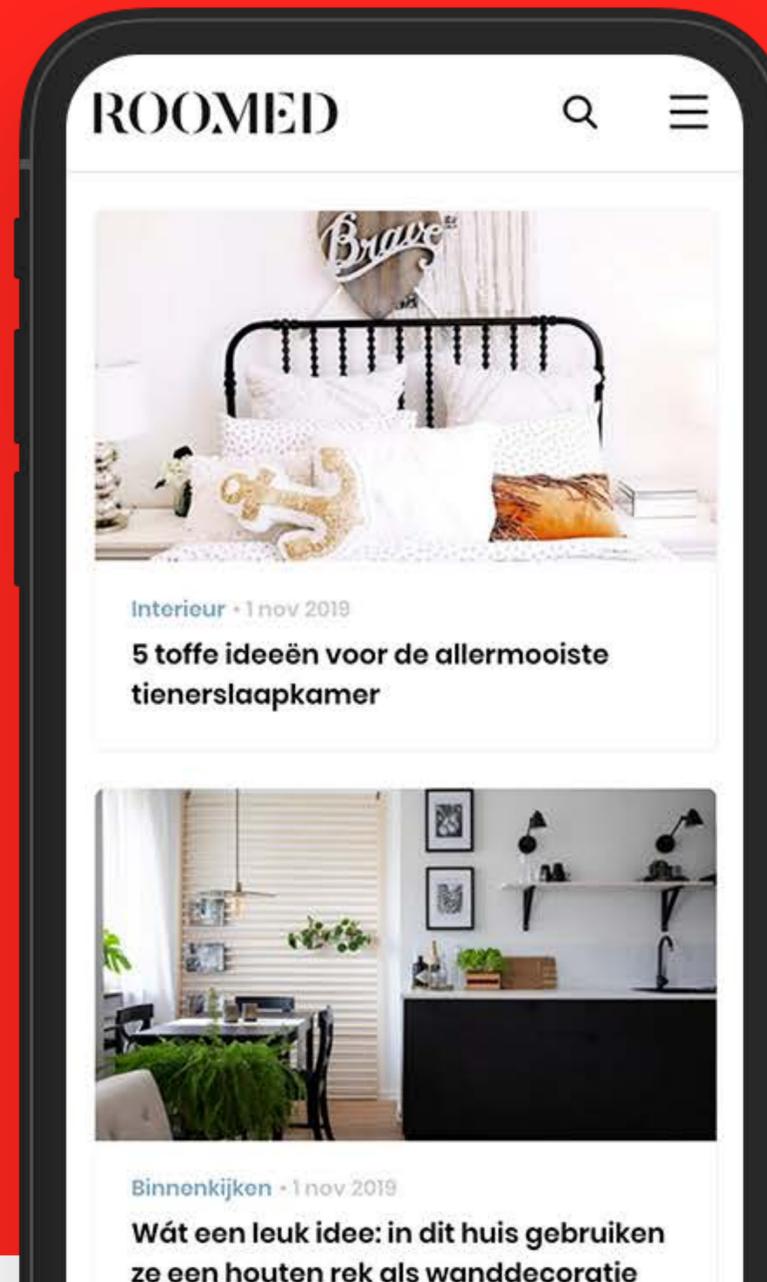
Whether you live in ten or a thousand square meters, Roomed makes dream decor accessible to everyone. The Roomed team takes a peek inside inspiring houses, visits the most wonderful interior design stores and provides plenty of do-it-yourself tips.

Target Audience

Interiors and decor, combination of high-end and budget brands, discovering new brands, trends and designers, inspiration and DIYs, styling.

Interests

Travel, living, mobility, lifestyle, health, tech, and gastronomy



Reach p/m

178K

Reach NL

1.2%

Avg. time per visit

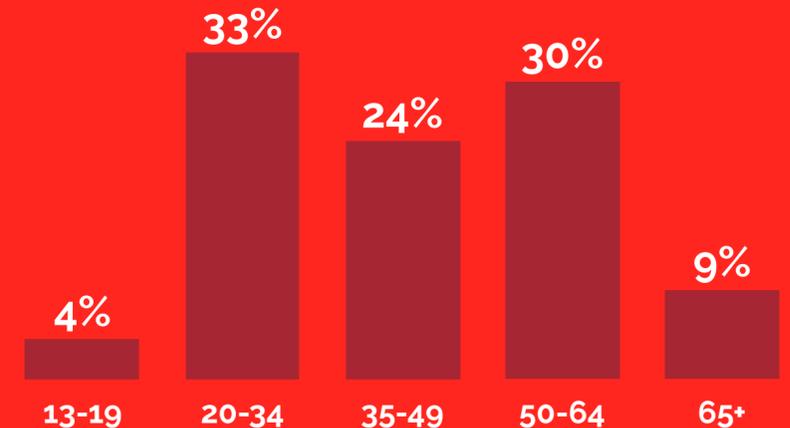
1m25s

f 45K

ig 22.1K

p 54K

63%
women



Source: NOBO Q1 2020 Monthly average

Thanks.



Team International
international@mediahuis.nl

