



De Telegraaf and its sub-titles.



De Telegraaf

De Telegraaf connects and moves readers by providing news on current affairs as well as in-depth background stories on said current affairs, sports, finances and entertainment. De Telegraaf is independent and outspoken and does not shy away from having an opinion. De Telegraaf is intentionally controversial. It is one of the most important media brands in the Netherlands.

Target audience

Both young and old, ranging from people with no higher education to professionals

Interests

Current affairs, finances, sports, in-depth pieces, politics, crime and travel.

Average reach Mo/Fri

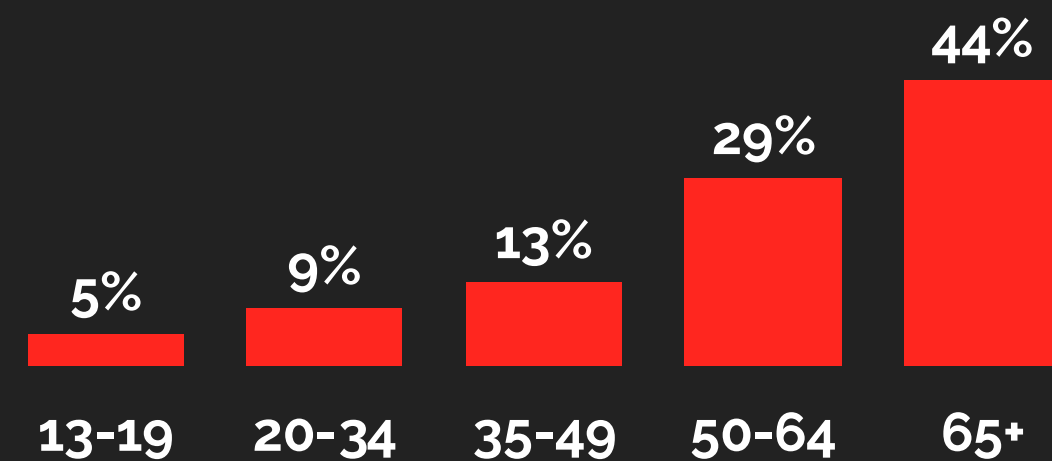
869K

Average reach Sat

1.17M

Reading intensity

86%



Publishing frequency

Mon to Sat



Metro





The leading news platform for youngsters and young adults. Metro reaches and activates readers everywhere. It has a unique voice in the media world. Fast, catchy, available everywhere and at all times. Covering everything from global news to lifestyle, from work and money to entertainment and sports. Always within reach.

Target audience

Youngsters and young adults

Interests

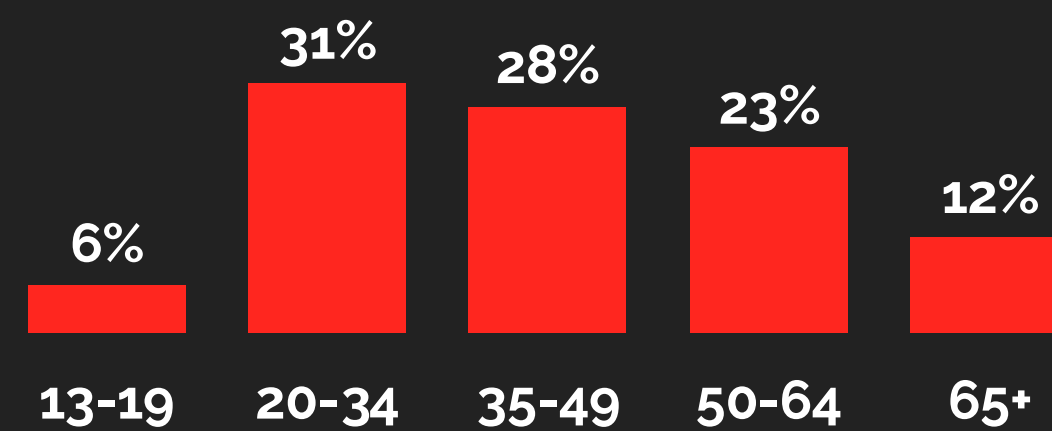
News, lifestyle, entertainment, work and money, travel, festivals, leisure, relationships.

Reach p/m

11.8%

Av. time per visit

1m26s



f 404K

Instagram 45K

YouTube 7K



Mediahuis regional newspapers



Noordhollands Dagblad

Noordhollands Dagblad is the leading premium newspaper in the province of Noord-Holland. It keeps its readers up to date on the region's news on a daily basis, covering various themes such as sports, health and culture. On Saturdays, Noordhollands Dagblad includes an additional weekend attachment. Noordhollands Dagblad exists in a printed and online version.



Target audience

People from Noord-Holland.

Interests

Regional news, sports, health, culture.

Average reach Mo/Fri

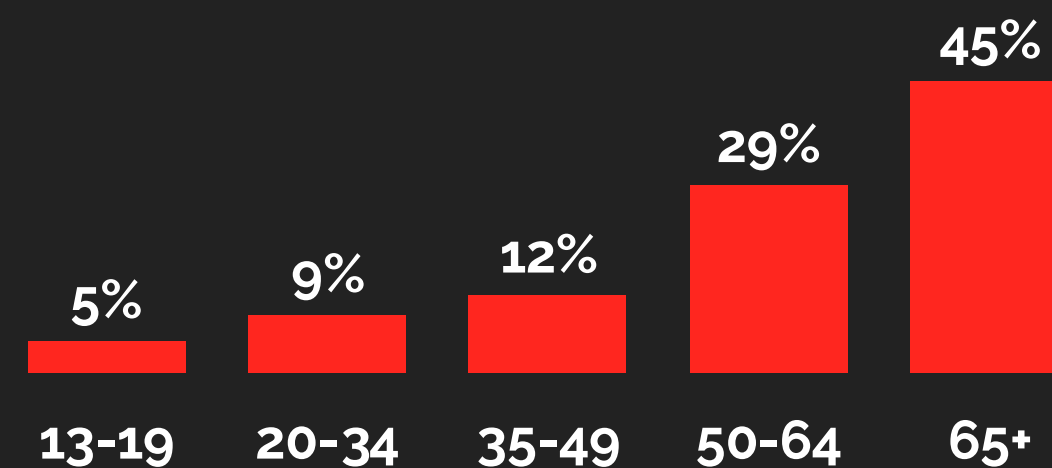
255K

Average reach Sat

303K

Reading intensity

87%



Publishing frequency

Mon to Sat



Noordhollands Dagblad

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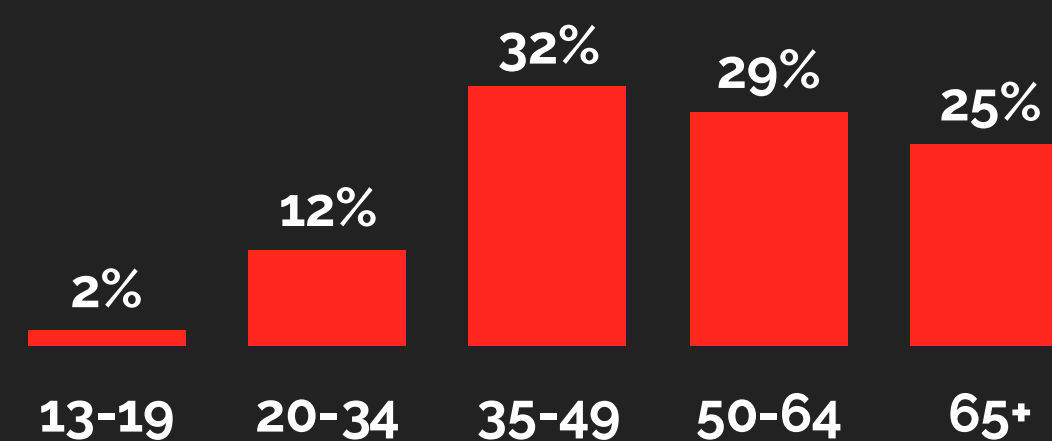
Regional news, sports, health, culture.

Reach p/m

693K

Av. time per visit

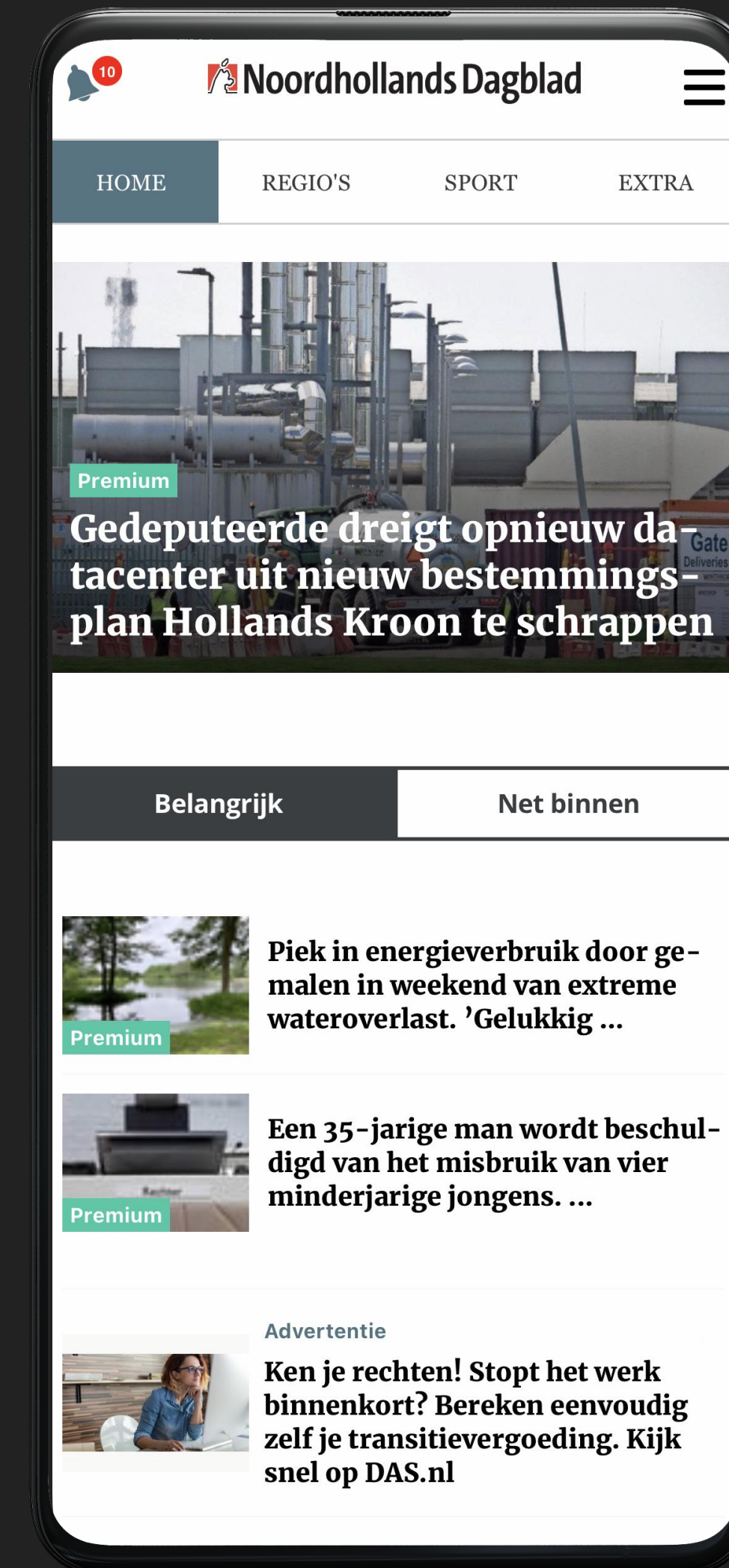
2m45s



 39K

 1K

 53%  47%



Leidsch Dagblad

Straight from the Leiden, Rijn- en Veenstreek and Bollenstreek regions, at the centre of the world. Leiden generally takes precedence. The paper is available both in print and digitally. Leidsch Dagblad shares the most up-to-date happenings of the region, as well as national and global news. Sports, lifestyle and culture are also featured on the daily.



Target audience

Over-40s, readers who are interested in global and regional news stories, highly involved locals.

Interests

Regional news, sports, health and culture.

Average reach Mo/Fri

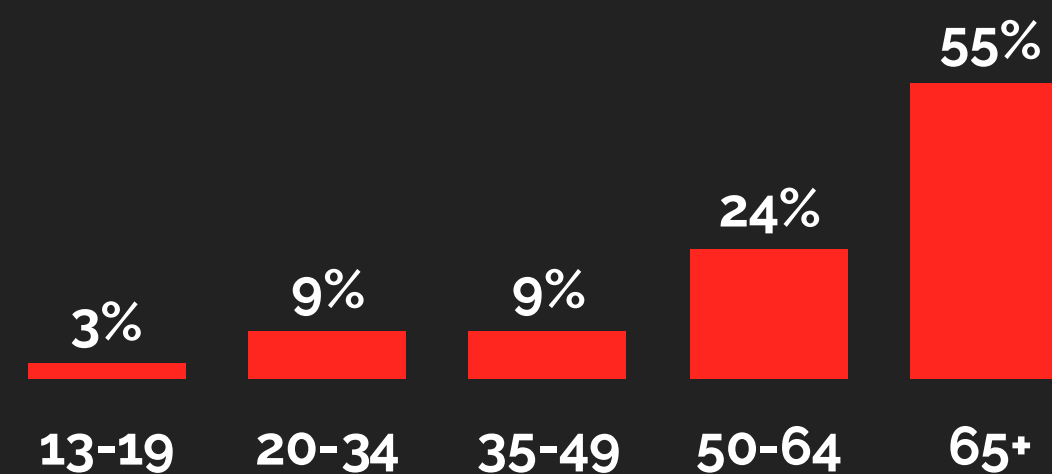
52K

Average reach Sat

66K

Reading intensity

88%



Publishing frequency

Mon to Sat



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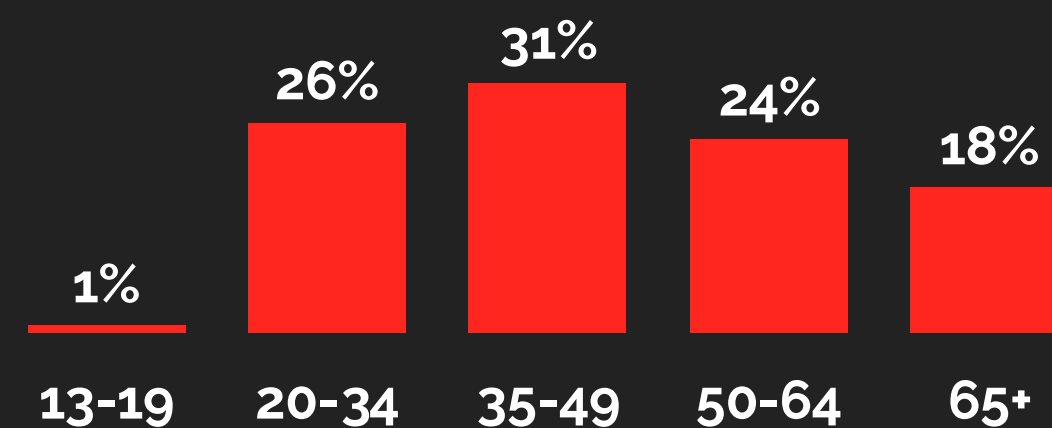
Regional news, sports, health and culture.

Reach p/m

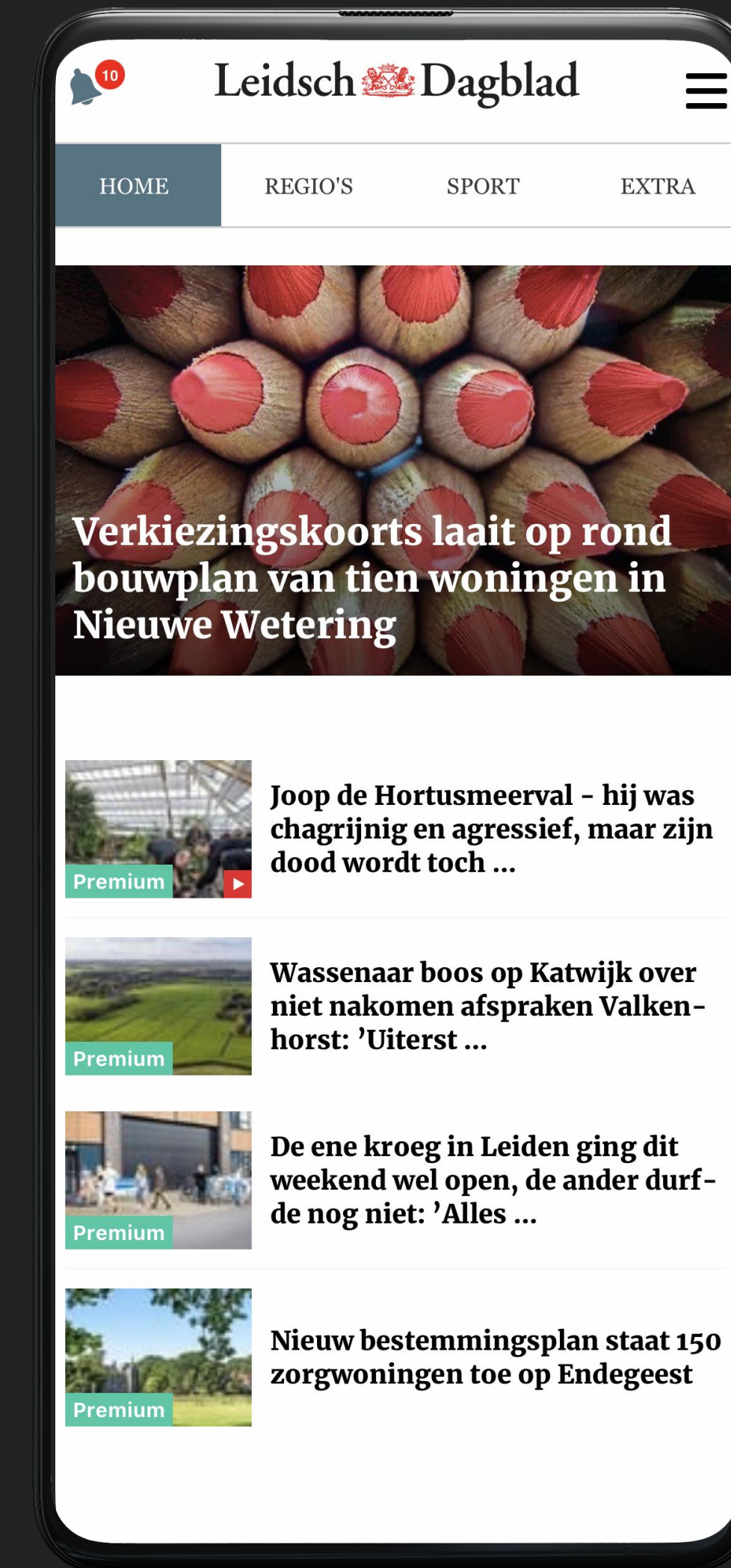
381K

Av. time per visit

1m34s



 12K



De Gooi- en Eemlander

The latest news from Hilversum, 't Gooi, Eemland, Eemnes, Bussum, Blaricum, Huizen, Naarden, Wijdmeren, Laren, Muiden and the rest of the surrounding area. It is a morning newspaper that has been appearing since 2004 and comes out six days a week, both in print and online. It tells the full story, with an open, curious view of the world.



Target audience

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Average reach Mo/Fri

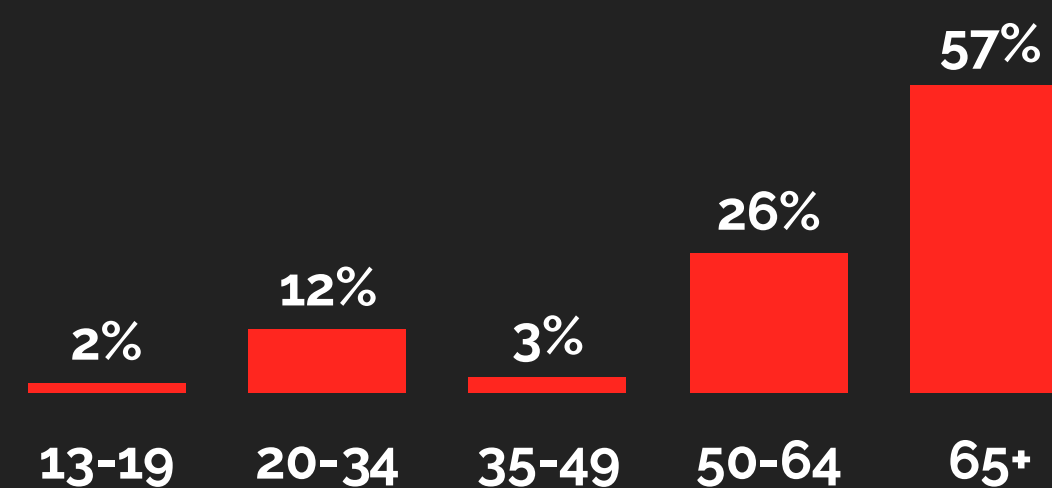
48K

Average reach Sat

53K

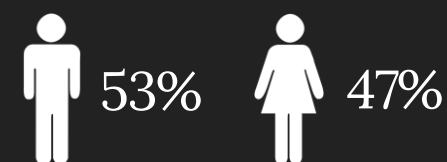
Reading intensity

92%



Publishing frequency

Mon to Sat



De Gooi- en Eemlander

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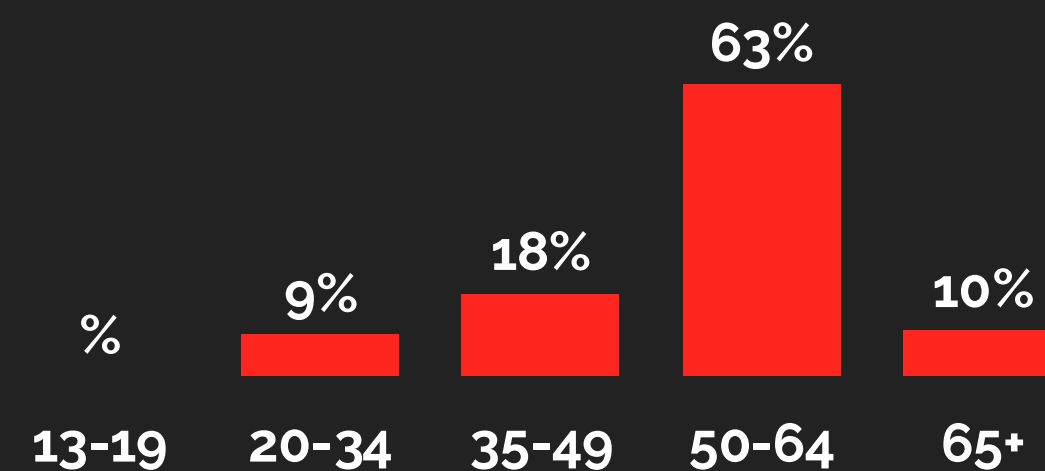
Regional news, sports, health and culture.

Reach p/m

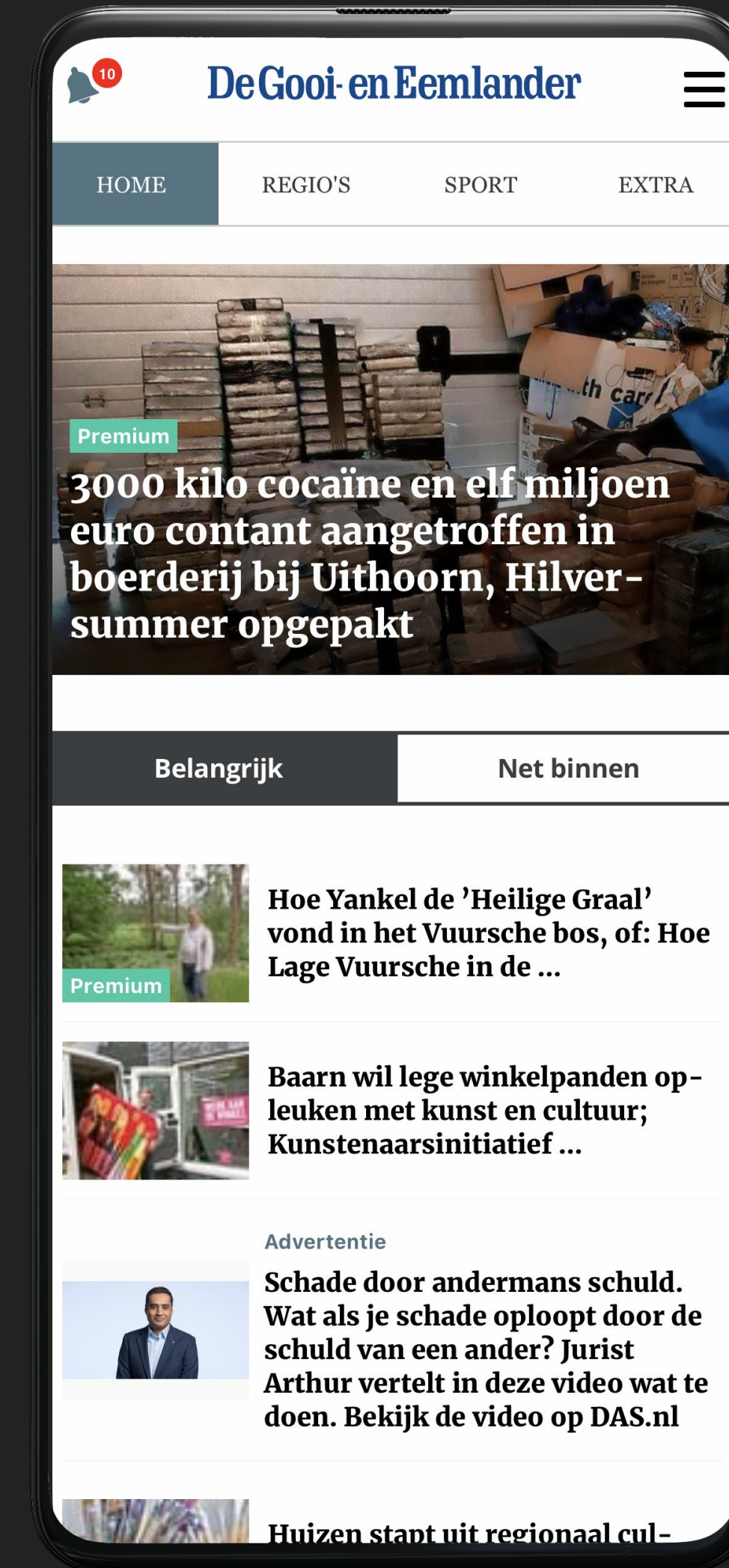
213K

Av. time per visit

2m31s



f 15K



IJmuider Courant | Haarlems Dagblad

One of the oldest newspapers in the world, still sharing current events. This paper presents all the news from Haarlem, Haarlemmermeer and the surrounding areas. From Zandvoort to Heemstede, Nieuw-Vennep and Hoofddorp. It comes out six days a week in print and is available at any time online. Stay up to date on the current affairs and the latest sports and cultural news through your mobile phone, tablet, or of course on paper.



Target audience

Over-40s, readers who are interested in global and regional news stories, highly involved locals.

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Average reach Mo/Fri

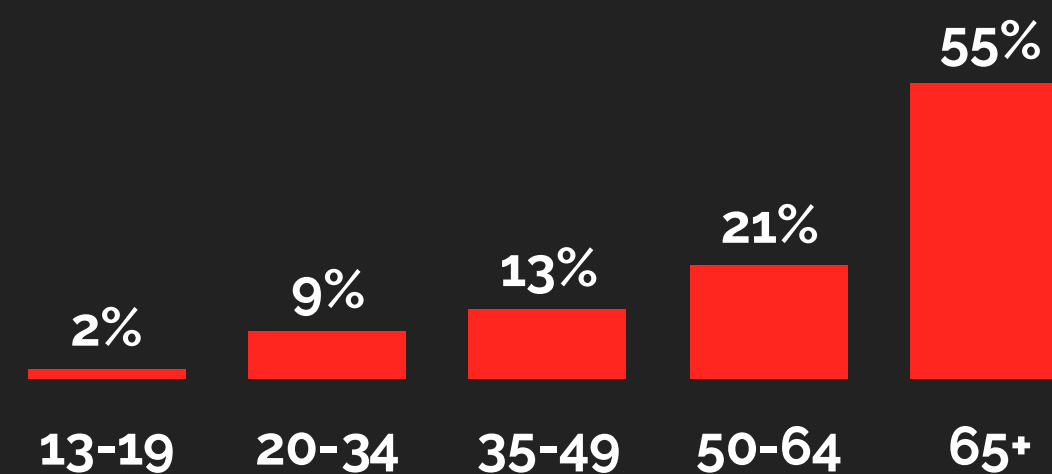
80K

Average reach Sat

99K

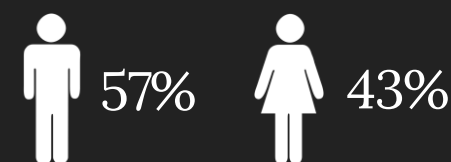
Reading intensity

91%



Publishing frequency

Mon to Sat



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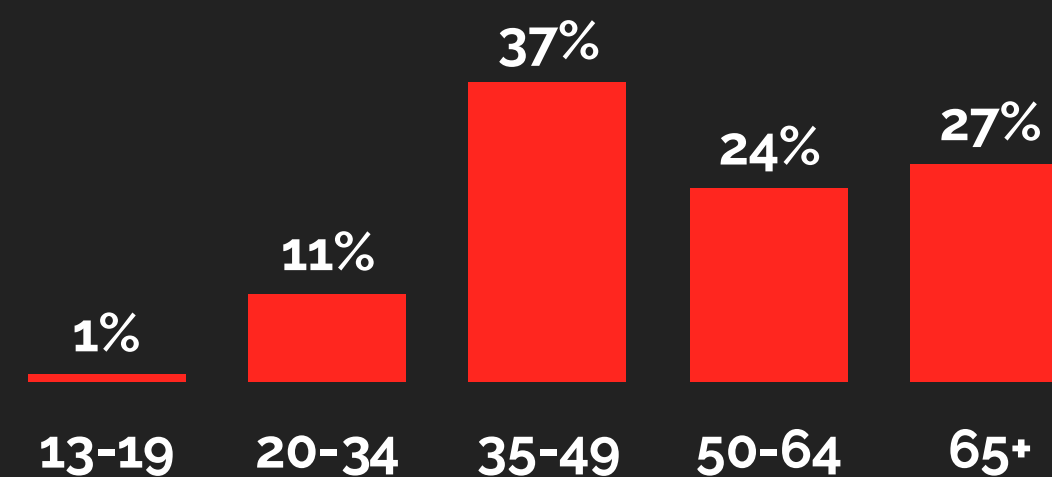
Regional news, sports, health and culture.

Reach p/m

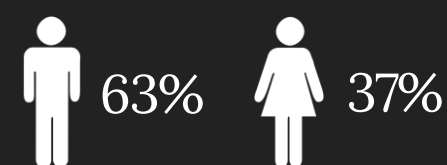
339K

Av. time per visit

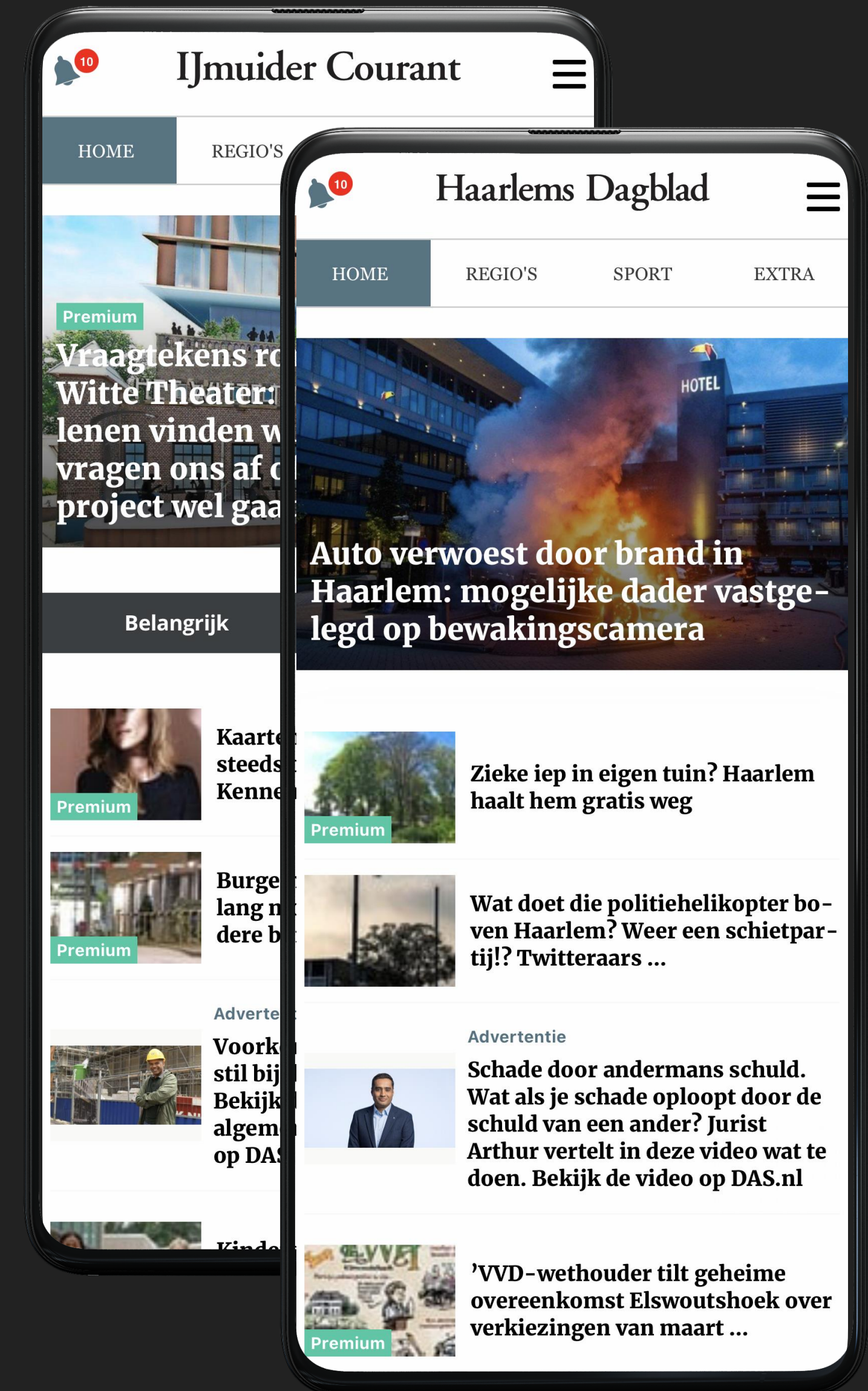
1m46s



f 20K



NOBO 2022 Q1 Monthly average





Vrij is included with De Telegraaf and the regional newspapers as an extra weekend magazine. Vrij comes in a smaller size, making it easier and nicer to read. In addition to a variety of themes that fit the target audience's interests, Vrij also includes controversial and extensive interviews with extraordinary people such as authors, artists and designers.

Target audience

Vrij specifically focuses on women between the ages of 35 and 50.

Interests

Lifestyle, fashion, beauty, going out, leisure, gardening, food and drink, relationships and raising a family.



Magazines



autovisie

The magazine itself, the [autovisie.nl](https://www.autovisie.nl) website and the video content on YouTube and various social media platforms have entertained and informed automotive fanatics for many years now. With its extensive experience, expert journalism and independent position, this magazine has been recognised as an authority in automotive media since 1959.

Target audience

Automotive lovers, automotive professionals and car experts.

Interests

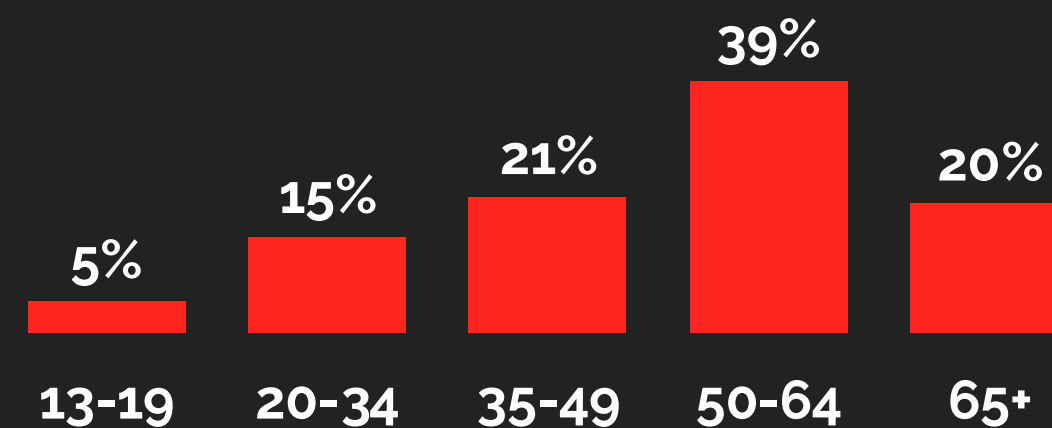
Cars, the latest models, oldtimers, opinions and comparisons by consumers and professionals alike.

Average reach

136K

Reading intensity

78%



Publishing frequency

Fortnightly on Thursdays



autovisie

The magazine itself, the [autovisie.nl](https://www.autovisie.nl) website and the video content on YouTube and various social media platforms have entertained and informed automotive fanatics for many years now. With its extensive experience, expert journalism and independent position, this magazine has been recognised as an authority in automotive media since 1959.

Target audience

Automotive lovers, automotive professionals and car experts.

Interests

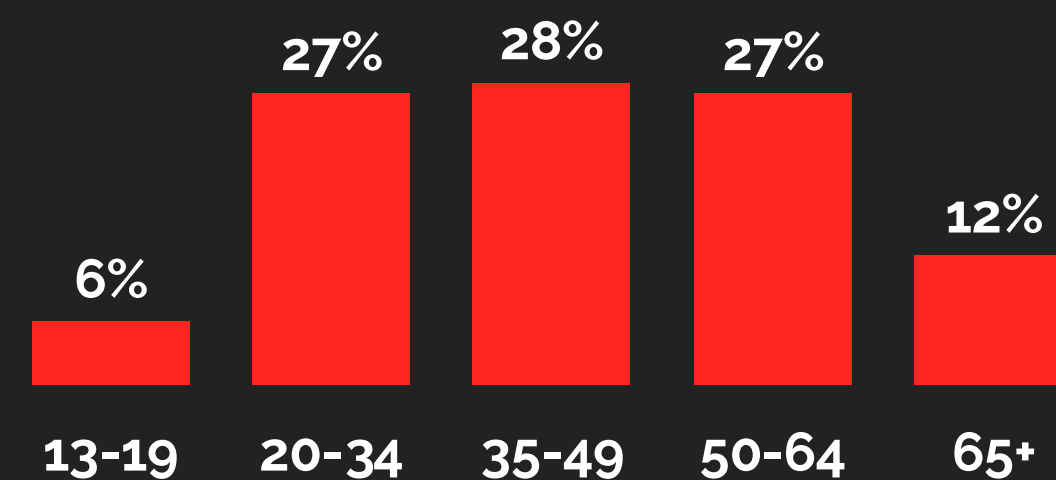
Cars, the latest models, oldtimers, opinions and comparisons by consumers and professionals alike.

Reach p/m

474K

Av. time per visit

2m04s



f 34K

📷 26K

▶ 113K

♂ 84%
♀ 16%



PRIVÉ

Thanks to the editors' extensive networks, Privé is able to provide its readers with the latest news about both international and Dutch celebrities. Entertainment lovers are kept up to date with showbiz news daily via the newspaper and De Telegraaf's website, and weekly with Privé magazine.

Target audience

All ages, everybody interested in showbiz and entertainment.

Interests

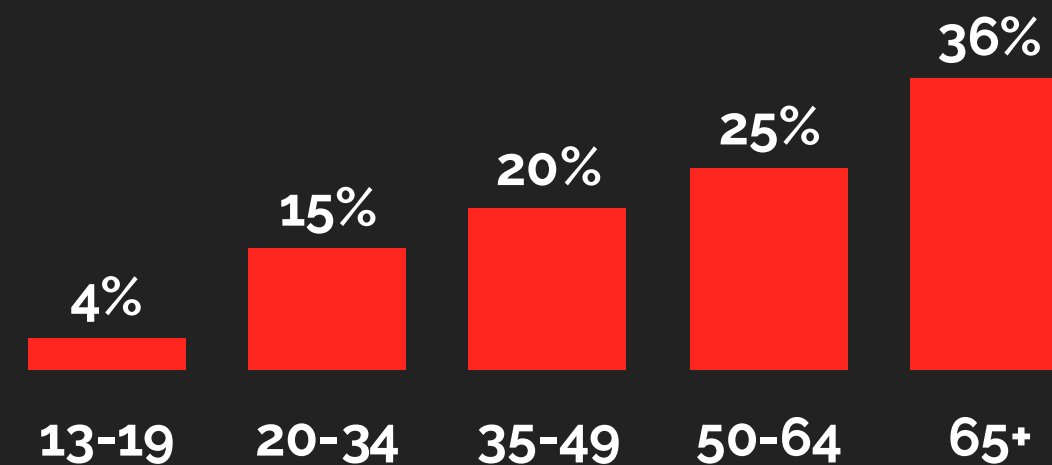
Dutch celebrities, international stars and the royals.

Average reach

623K

Reading intensity

72%



Publishing frequency

Every Wednesday



PRIVÉ

Thanks to the editors' extensive networks, Privé is able to provide its readers with the latest news about both international and Dutch celebrities. Entertainment lovers are kept up to date with showbizz news daily via the newspaper and De Telegraaf's website, and weekly with Privé magazine.

Target audience

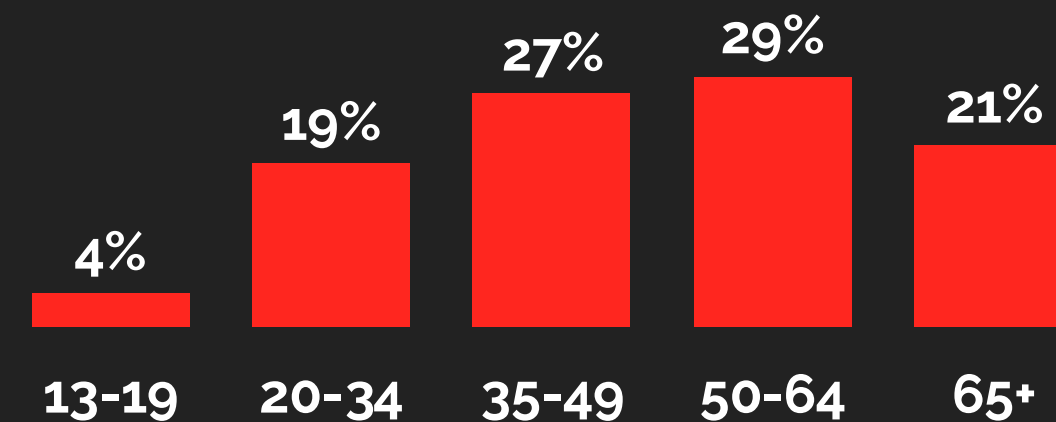
All ages, everybody interested in showbizz and entertainment.

Interests

Dutch celebrities, international stars and the royals.

Reach p/m

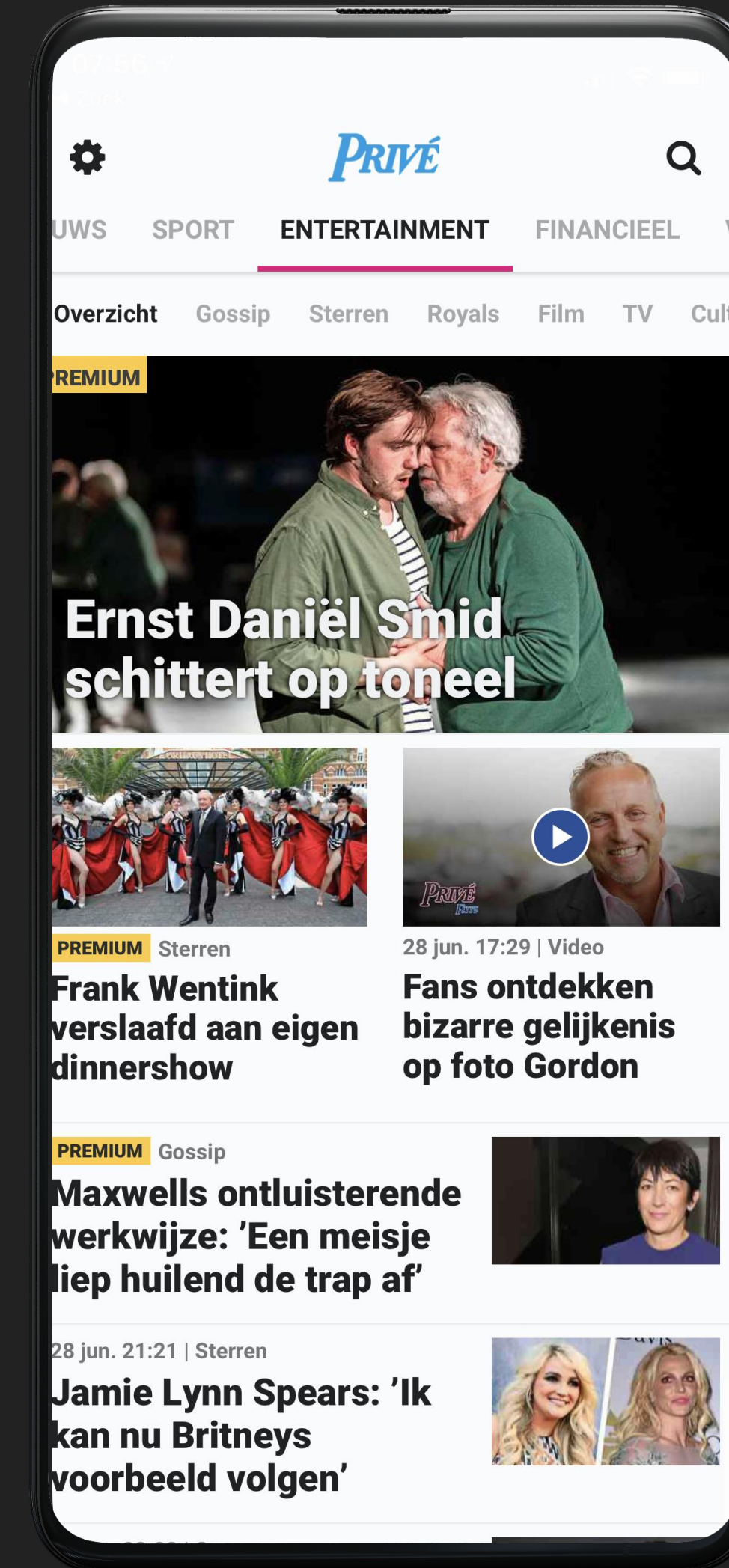
3,5M



f 39K

📷 6K

♂ 48%
♀ 52%



VROUW

VROUW magazine and telegraaf.nl/vrouw are created for women of all ages and all backgrounds. The VROUW reader is a woman in the prime of her life. This weekly extra in De Telegraaf and telegraaf.nl/vrouw provides inspiration, leisure and entertainment, as well as ample space for reflection and interaction with other women.

Target audience

Down-to-earth, empathic, broadly oriented and trend-interested women.

Interests

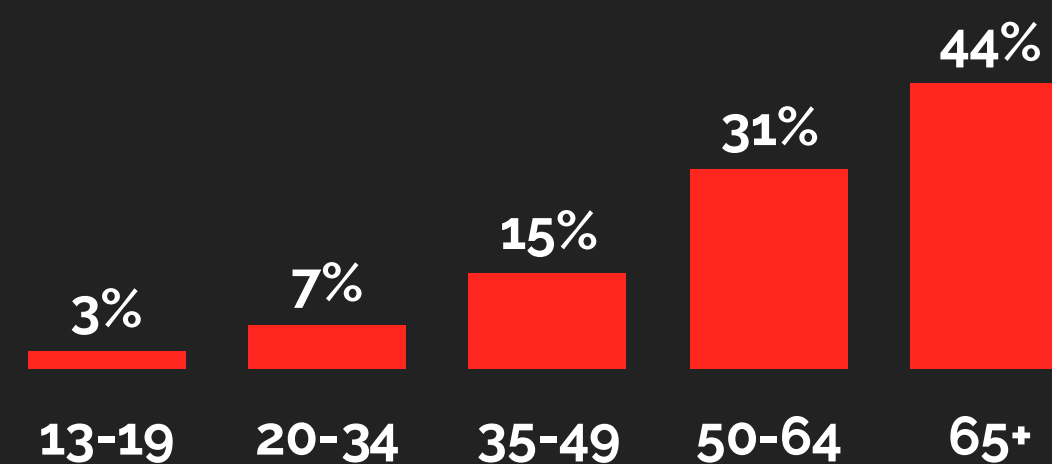
Current affairs, backgrounds, interviews, fashion, beauty, health, psyche, travel and lifestyle.

Average reach

773K

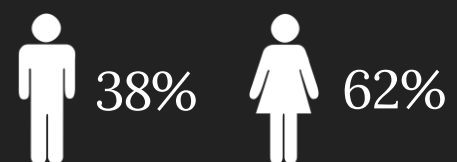
Reading intensity

82%



Publishing frequency

Every Saturday



VROUW

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Target audience

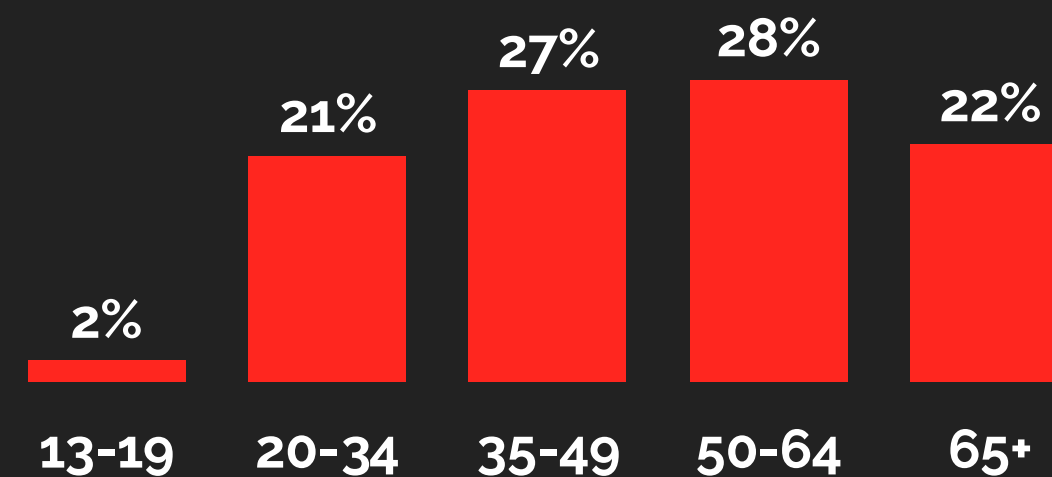
Down-to-earth, empathic, broadly oriented and trend-interested women.

Interests

Current affairs, backgrounds, interviews, fashion, beauty, health, psyche, travel and lifestyle.

Reach p/m

2,1M



f 142K

📷 42,3K

📺 50K

♂ 49%
♀ 51%



VROUW

VROUW Glossy is the younger sister of VROUW magazine. This thick magazine is published once every two months. Each edition contains articles about a special theme that women will identify with. A special edition is published three times a year. Since the magazine was launched in 2011, it has grown into a top title that has an impressive reach.

Target audience

Down-to-earth, empathic, broadly oriented and trend-interested women.

Interests

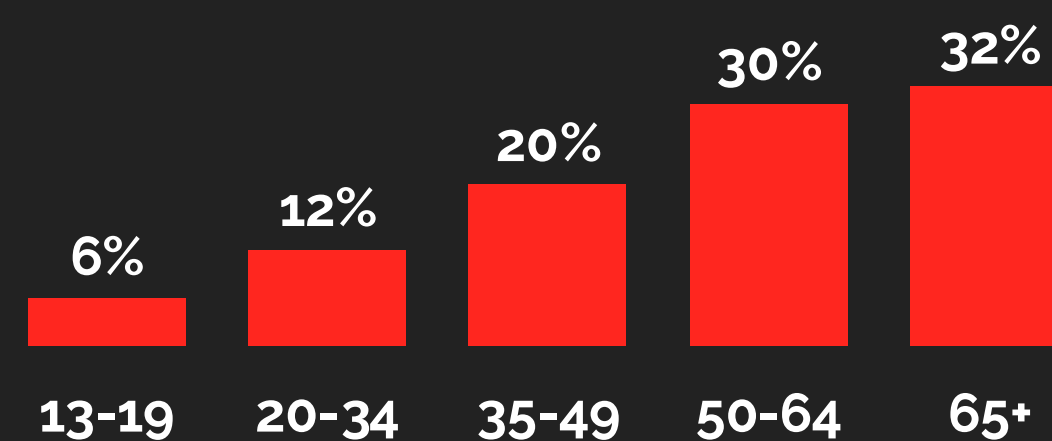
Current affairs, backgrounds, interviews, fashion, beauty, health, psyche, travel and lifestyle.

Average reach

210K

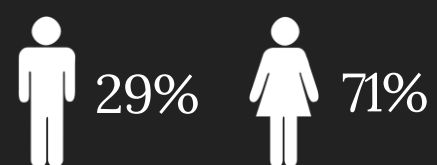
Reading intensity

77%



Publishing frequency

6 times a year



Men and Tech Cluster



M MANNERS

The Manners reader is a man who is in the prime of his life. A man who takes care with his appearance and takes both his career and his social life seriously. Manners provides him with inspiring and informative content about everything that tickles his fancy: nice clothes, great food, films and series, health, cars and travel.

Target audience

Gentleman, urban, higher educated.

Interests

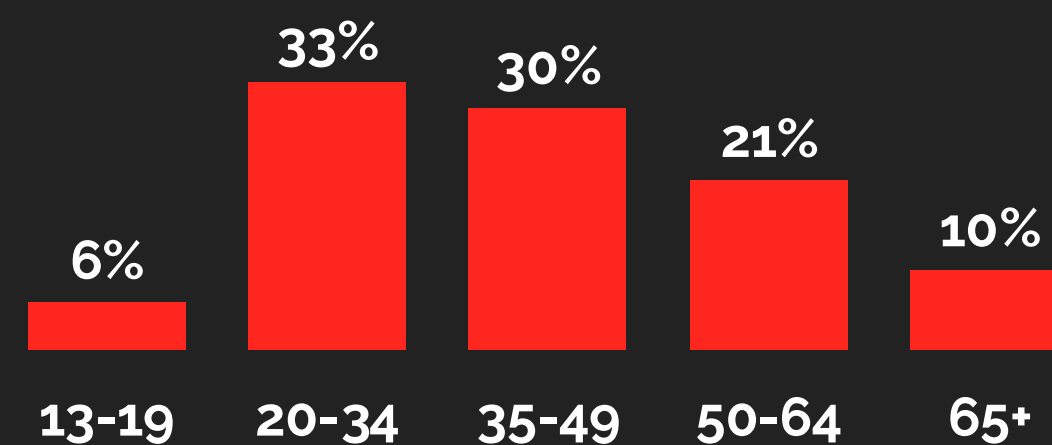
Luxury products, fashion, food, films and series, health, cars, crypto, travel.

Reach p/m

1.7M

Av. time per visit

1m48s



f 68K

📷 16K

♂ 63%
♀ 37%



WANT

WANT is the leading online innovation magazine. Each day, the early majority is inspired with articles and videos about interesting innovations that make daily life more efficient. WANT focuses on today, tomorrow and the future, with the occasional hint to the past. WANT is the leading platform for accessible content regarding progress.

Target audience

Working, urban, educated, early adopters.

Interests

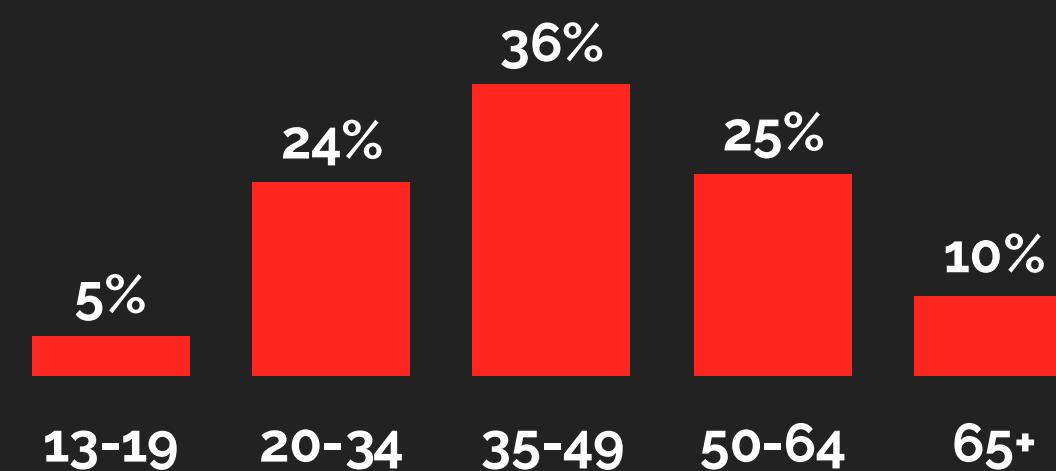
Innovation and technology, from bargains to high-end products, photography, creativity, graphic design, sustainability.

Reach p/m

976K

Av. time per visit

1m37s

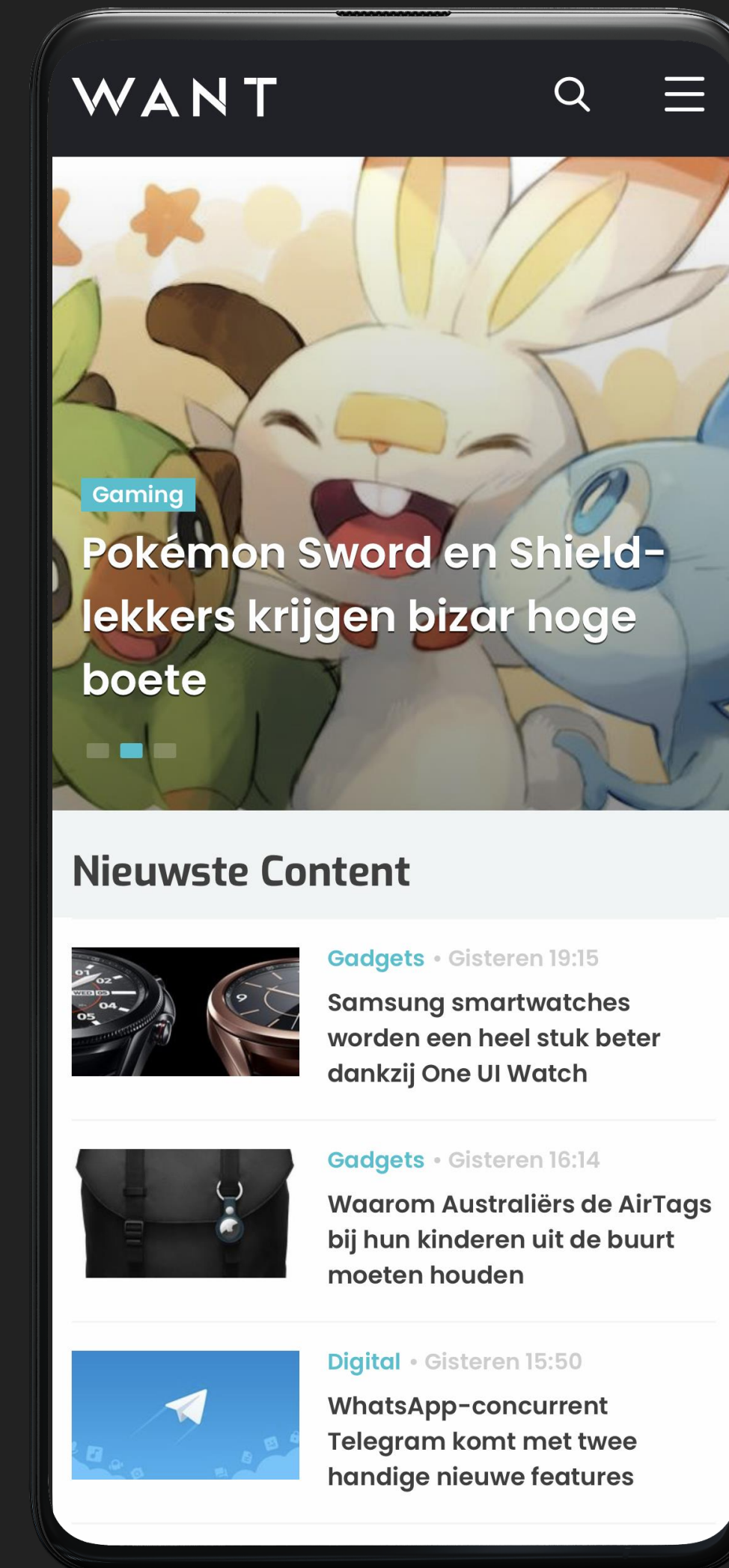


f 38K

📷 6,4K

📺 45K

♂ 66%
♀ 34%



one more thing

Each day, One More Thing showcases the latest Apple news and the associated lifestyle. The team provides daily news, reviews and opinions. The One More Thing community is the beating heart of the whole thing. Over 60,000 community members ask questions, share knowledge and ensure a relaxed and open atmosphere.

Target audience

Above average income, working in creative industries.

Interests

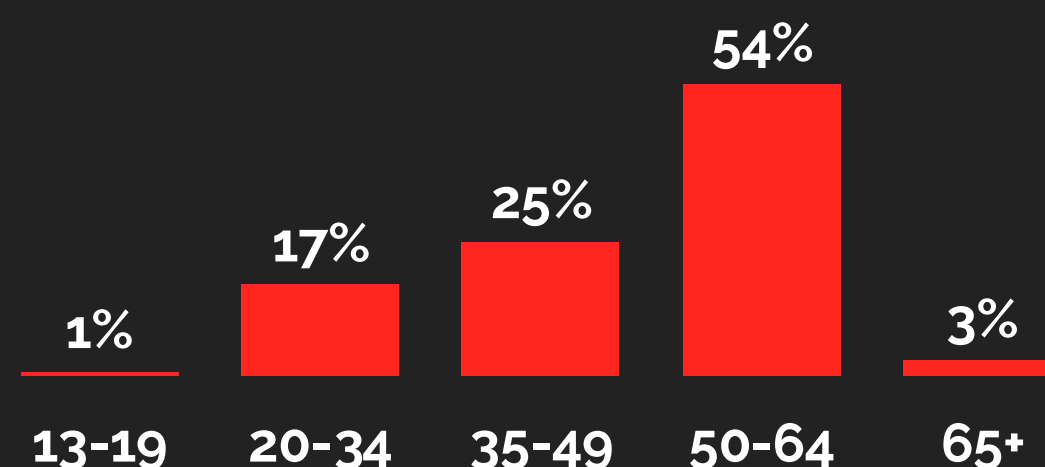
Anything to do with Apple. technological developments, online culture, innovation, gadgets.

Reach p/m

52K

Av. time per visit

2m18s

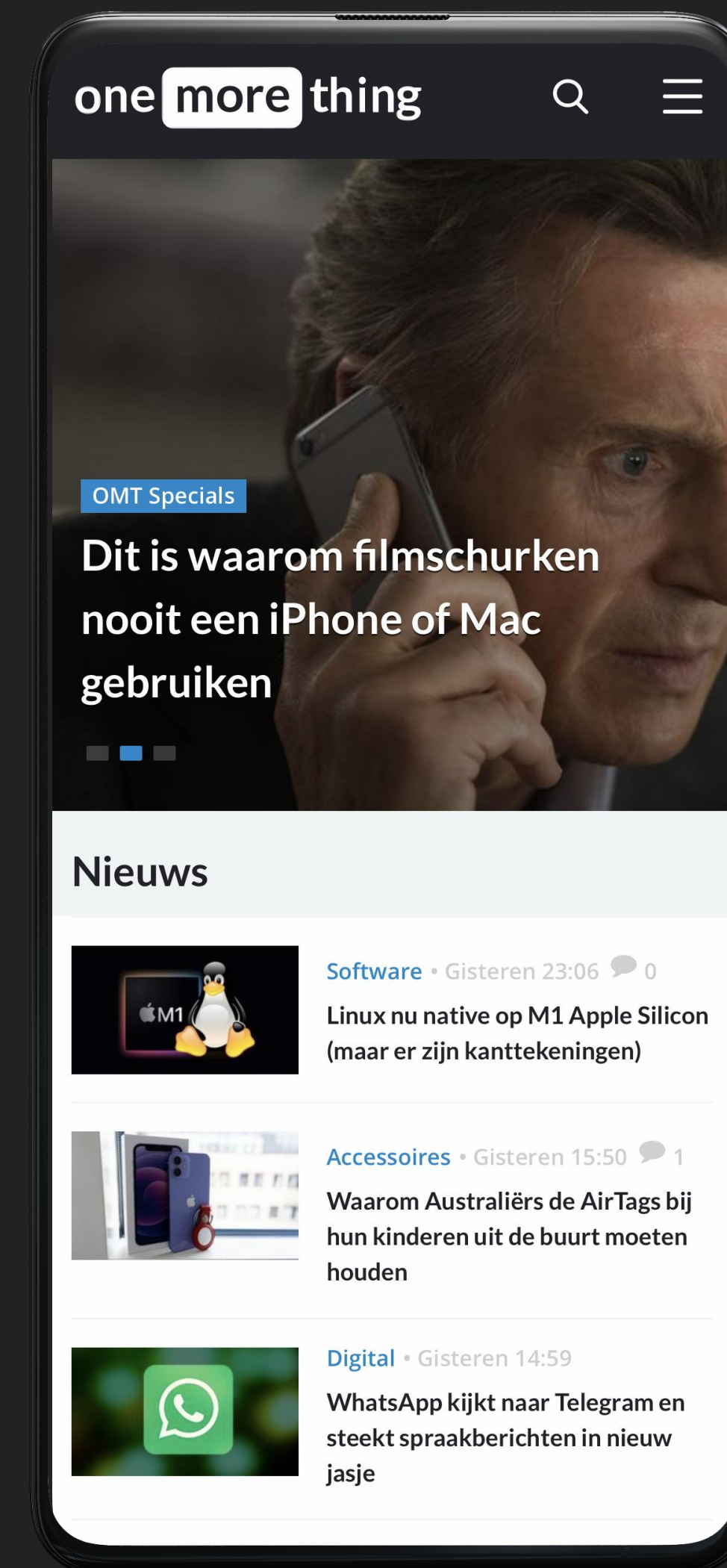


f 5K

📷 1K

📺 3.3K

♂️ 77%
♀️ 23%



Beauty & Lifestyle Cluster



NSMBL

A creative wonderland offering daily inspiration about fashion, lifestyle and all things that make life worthwhile. NSMBL is witty and full of humour, and joins extraordinary, happy and emotional content in one beautiful platform.

Target audience

The young, fashion loving woman.

Interests

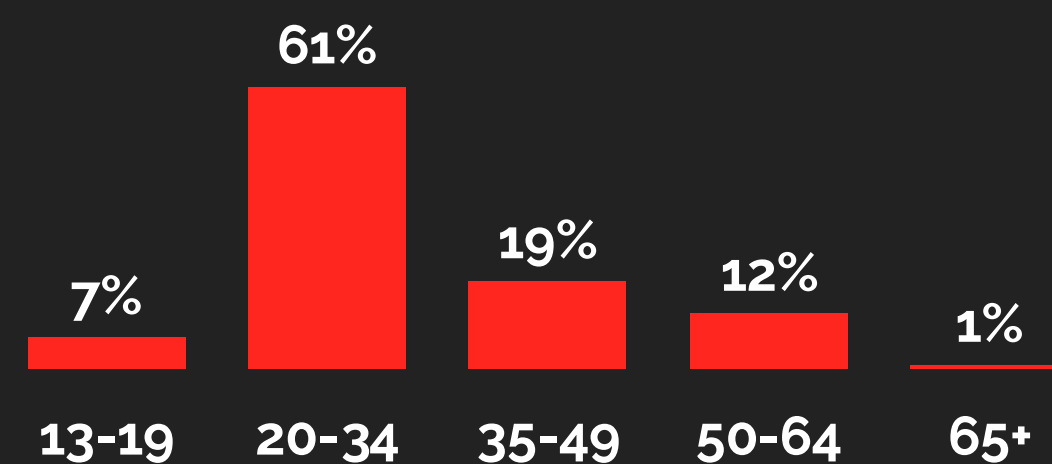
Widely oriented: fashion, beauty, art, lifestyle, love, food, entertainment, practicality, luxury.

Reach p/m

617K

Av. time per visit

1m46s

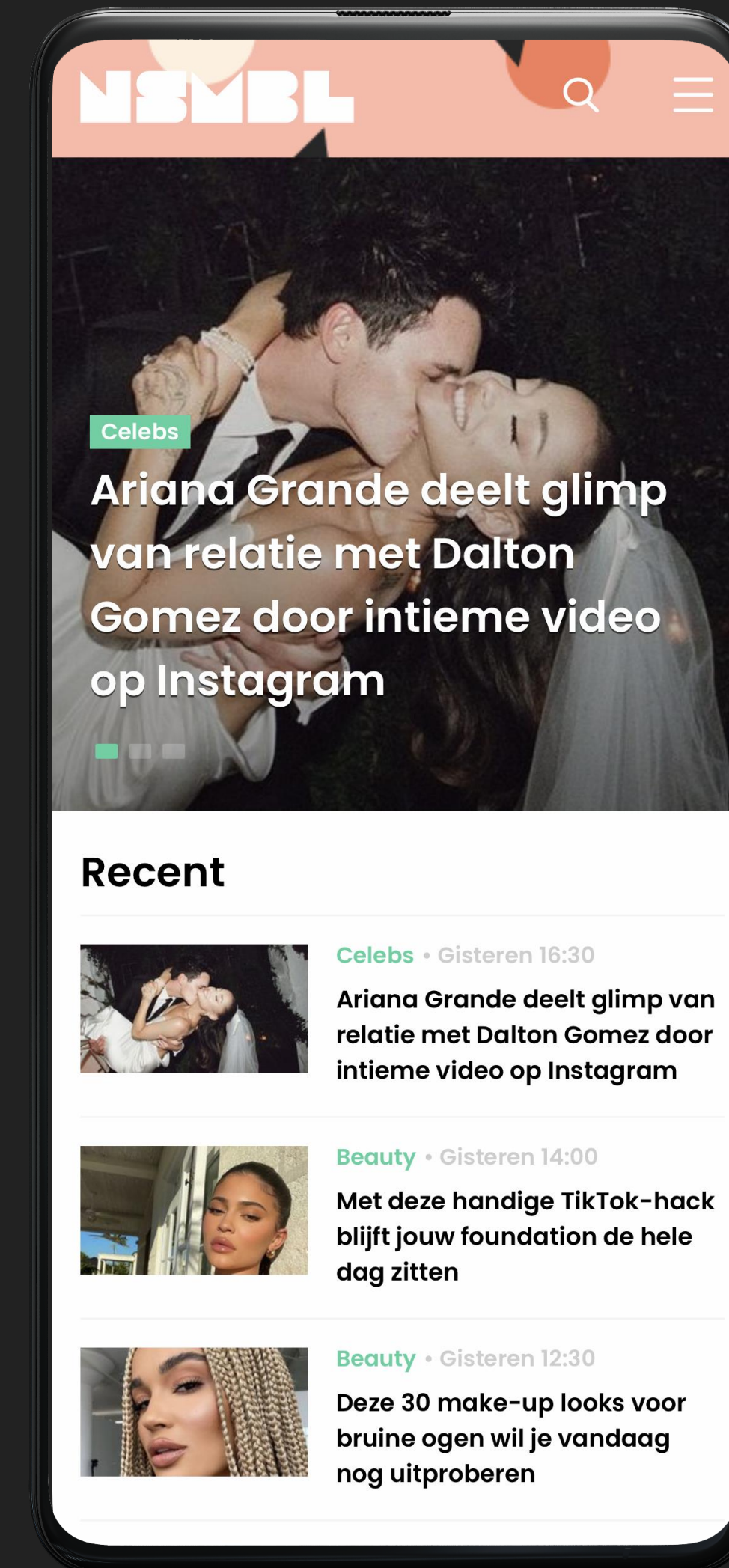


f 154K

📷 28K

📺 47K

♂ 26%
♀ 74%



BEAUTIFY

Beautify is an online lifestyle magazine for the twenty-something woman who wants to go places. Beautify provides the reader with everything she needs to know about love, travel, career, beauty, style, happiness and health. The magazine offers endless inspiration, enabling her to be her best self every single day.

Target audience

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

Interests

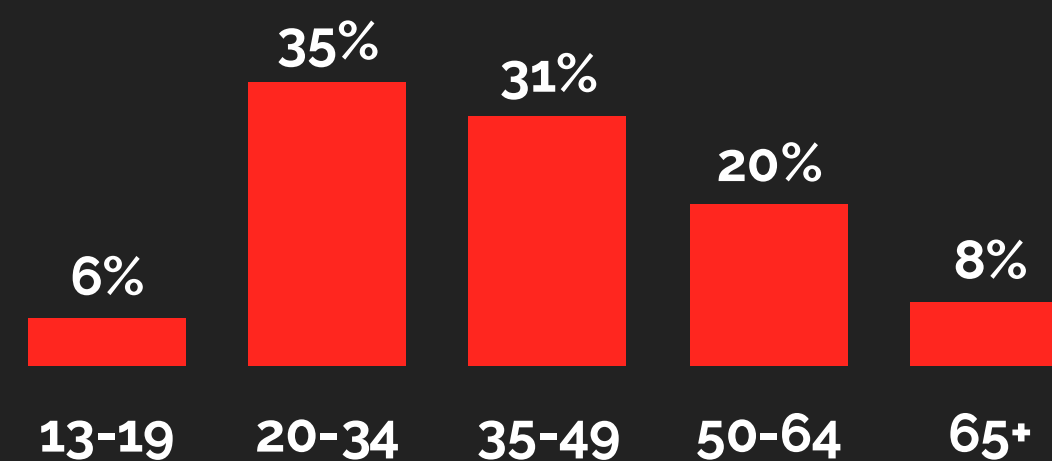
Connection to other women, love/dating, fashion, beauty, travel, (healthy) food and drink.

Reach p/m

426K

Av. time per visit

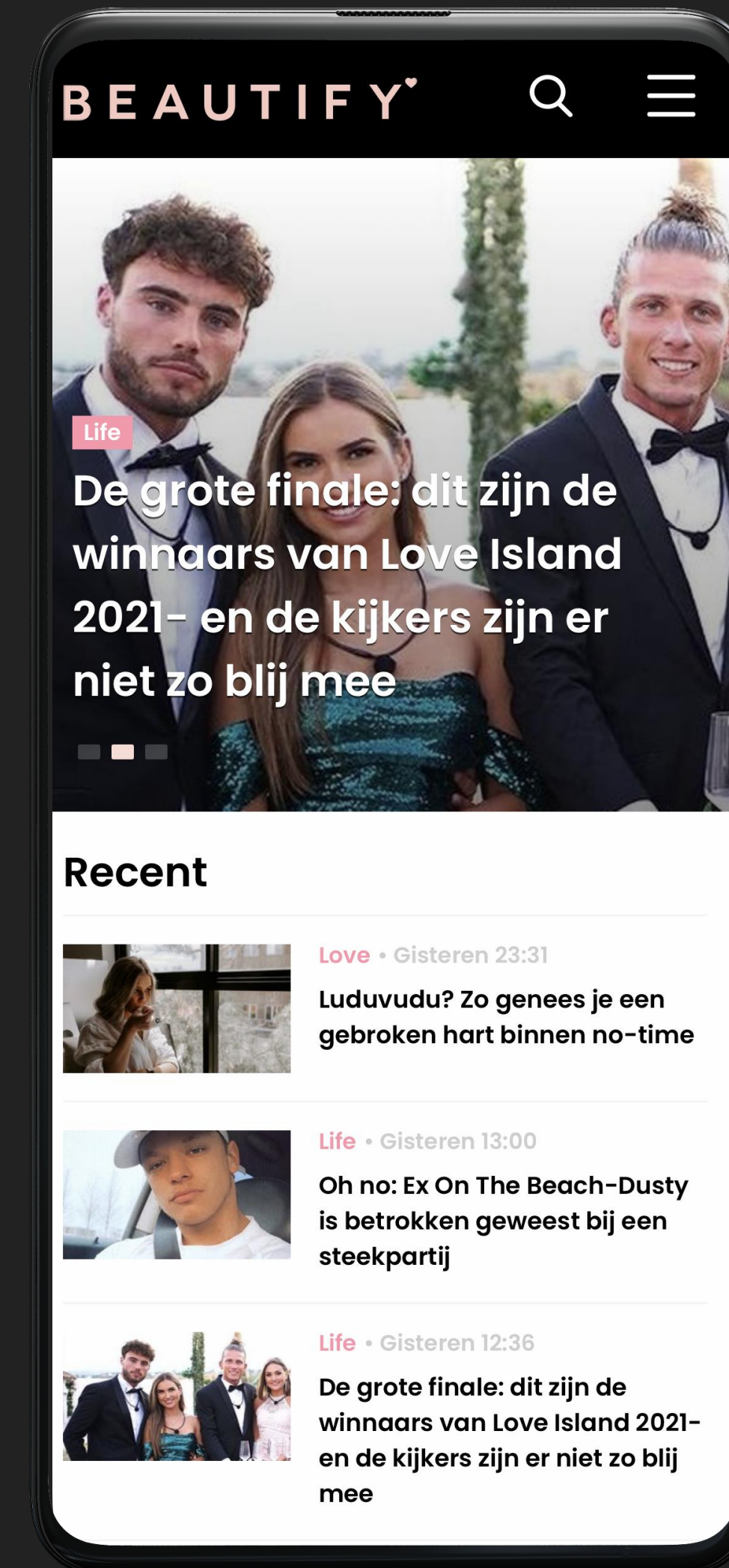
1m7s



f 144K

📷 15K

♂ 33% ♀ 67%



Parenting Cluster



Famme

Famme is made for and by women with a busy life. The Famme reader is a sister, partner, mother and friend, all at once. The female team of editors tells her everything she needs to know about relationships, kids, fashion and health. Modern women in the modern day and age read Famme. With or without their kids on their lap.

Target audience

Mothers, living in urban areas such as Groningen, active social life, working, entrepreneurial, many hobbies.

Interests

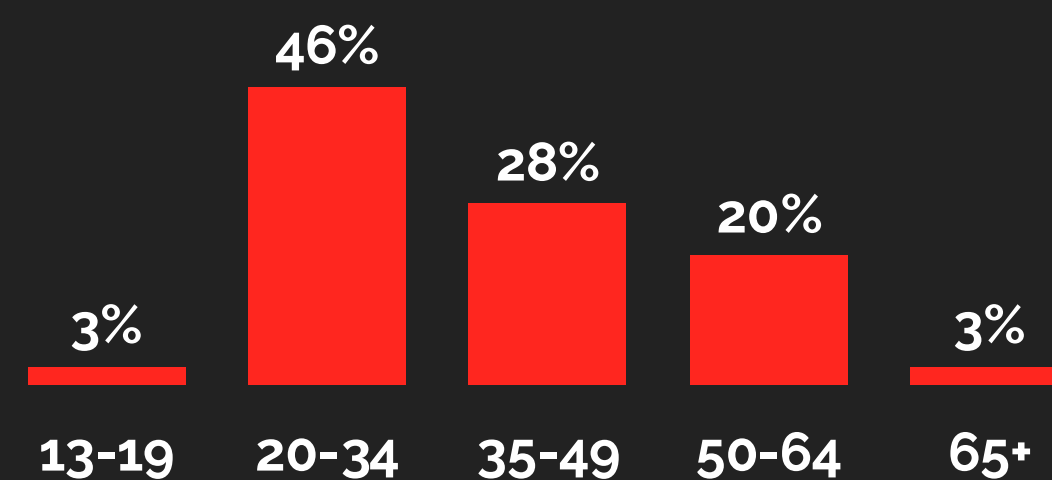
Life hacks, raising kids, relationships, cooking, personal stories.

Reach p/m

763K

Av. time per visit

1m34s



f 110K

📷 3,4K

♂ 17%
♀ 83%

NOBO 2022 Q1 Monthly average





JM Ouders is the leading site for parents with kids between the ages of 4 and 16. It features current themes such as raising children, education and the health of your child. Facts about upbringing and lifestyle tips are interspersed with interesting columns. A mix of experts and science.

Target audience

Parents and caretakers of children.

Interests

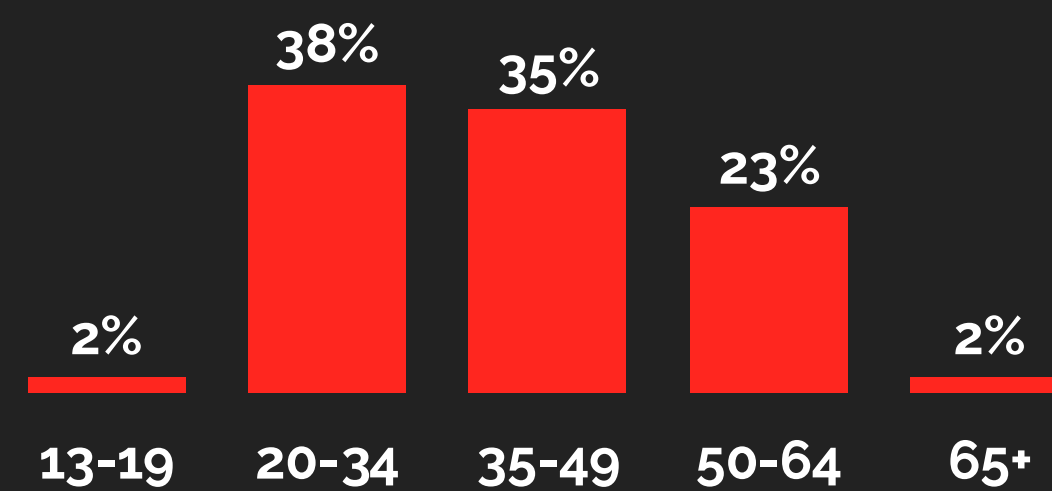
Raising kids, education, children and teenagers, family, health and relationships.

Reach p/m

479K

Av. time per visit

1m53s



f 25K



Specialty Cluster





Culy inspires you on a daily basis, with articles that make your mouth water. From tasty recipes to food photography and great videos about food and tips for cooking. Culy will surprise you with culinary discoveries from all over the world.

Target audience

Professional amateur chefs, insta foodies looking for hotspots.

Interests

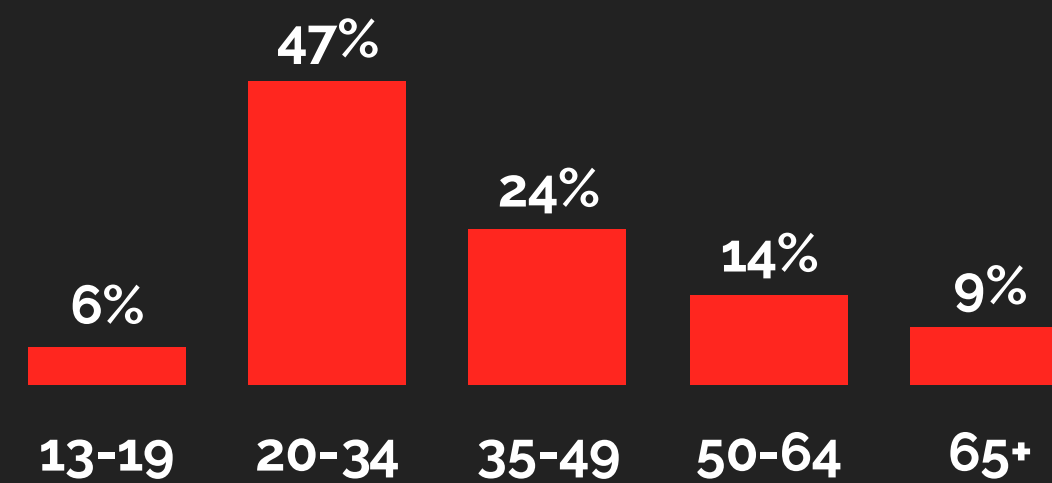
Cooking, both more special and easier recipes, culinary inspiration, restaurants.

Reach p/m

642K

Av. time per visit

1m30s

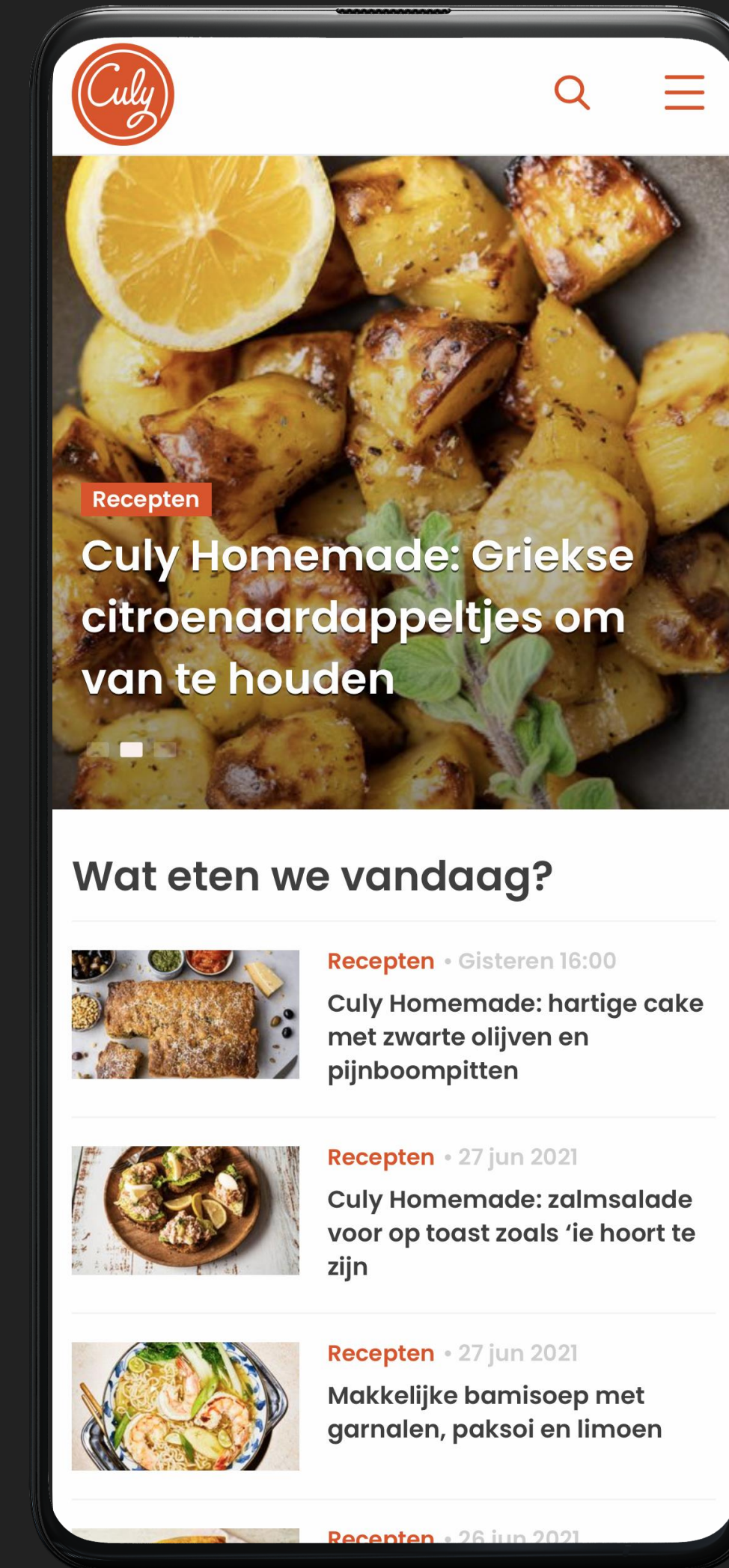


f 75K

Instagram 44K

YouTube 43K

36% Male 64% Female



BEDROCK

Bedrock looks at health in a new way by not just focusing on sports, food and relationships, but also on subjects such as spirituality, mental health and sustainability, all in a very down-to-earth format. Bedrock explores questions regarding how to live a healthy and more conscious lifestyle, and is co-created in partnership with renowned names in the industry.

Target audience

Urban, educated, globally oriented, conscious lifestyle, curious.

Interests

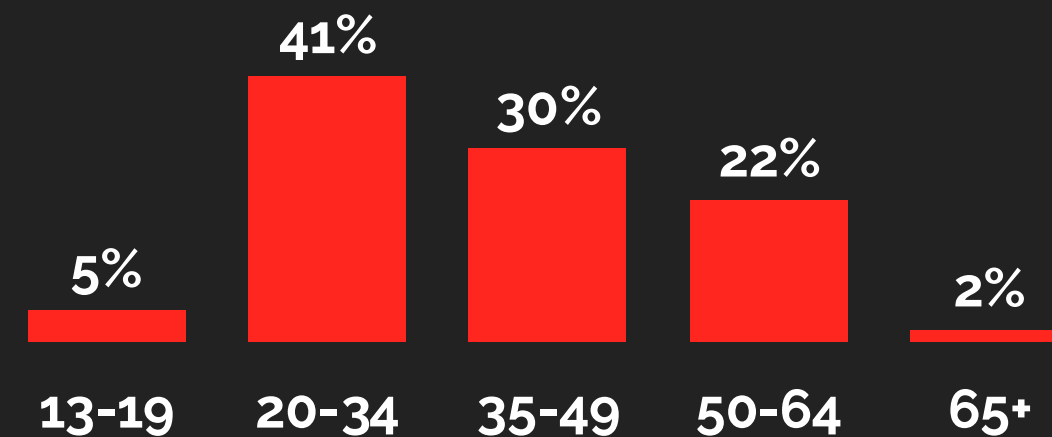
Self-development, mindfulness, trends, conscious products and living, health.

Reach p/m

261K

Av. time per visit

1m40s



f 72K

📷 26k

♂ 14%
♀ 86%

