

# De Standaard

NEWSPAPER GROUP

## Facts and Figures

**De Standaard Newspaper Group**  
**Leadership Position in Belgian Newspaper Landscape**

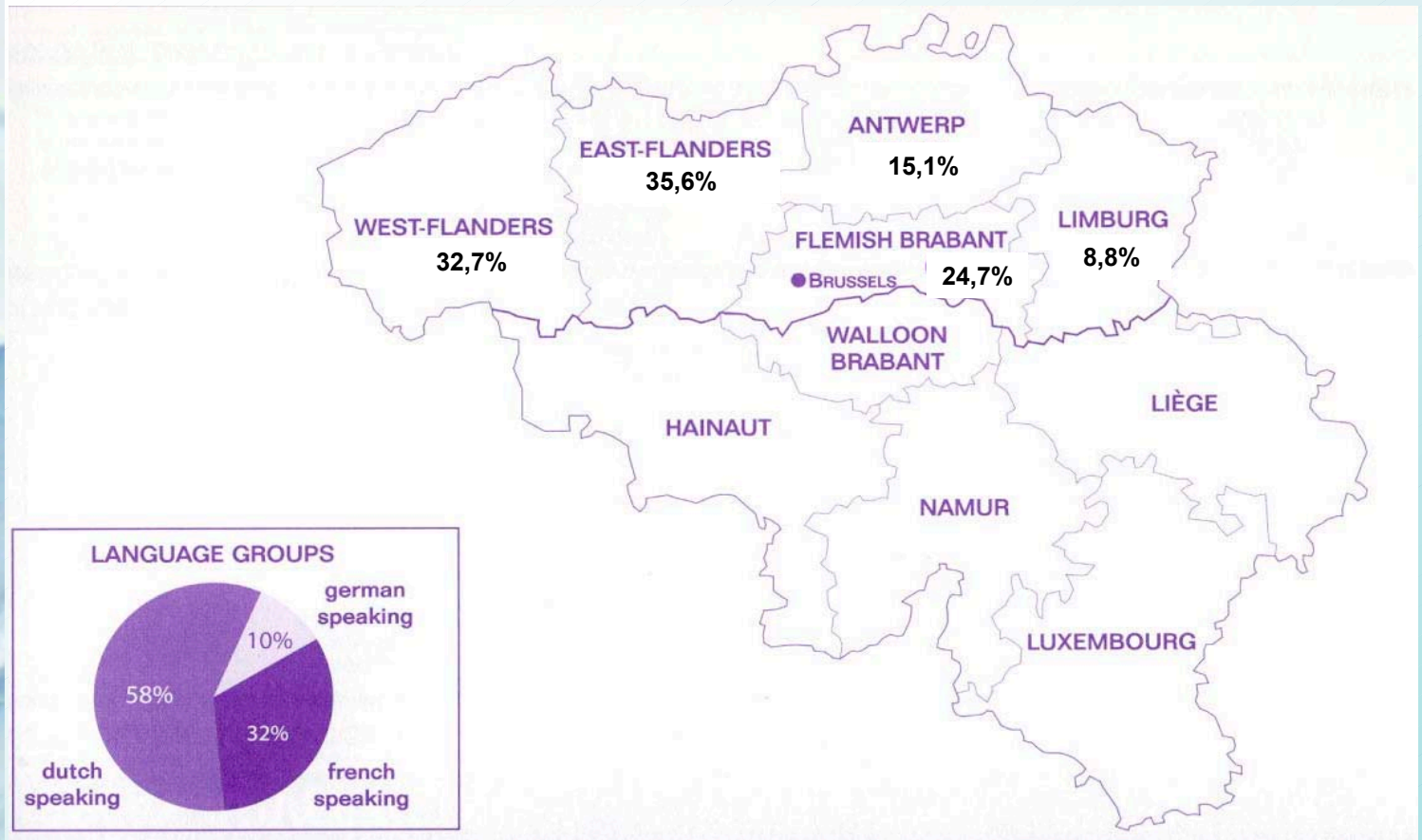
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**De Standaard**  
**Het Nieuwsblad**  
**Het Volk**



**De Standaard**  
NEWSPAPER GROUP

# Belgium & Coverage of De Standaard Newspaper Group



# NEWSPAPER LANDSCAPE: Dutch language newspapers

	Distribution 2004 01-06	RLP - readers 2004	SG 1-3 2004
<b>Popular press</b>			
<i>Het Nieuwsblad</i>	215.316	750.000	330.000
<i>Het Volk</i>	85.151	326.000	84.000
Het Laatste Nieuws	291.217	1.064.000	325.000
Gazet Van Antwerpen	117.380	432.000	155.000
Belang Van Limburg	101.912	368.000	124.000
<b>Quality newspapers</b>			
<i>De Standaard</i>	82.216	298.000	219.000
De Morgen	55.327	243.000	167.000
Financieel Economische Tijd	40.865	114.000	82.000
<b>De Standaard Newspaper Group</b>	<b>382.683</b>	<b>1.283.000</b>	<b>581.000</b>

Source: BVDU 2004, CIM 2003-2004

# NEWSPAPER LANDSCAPE:

## Coverage Dutch language newspapers

	Coverage LPR readers 2003-2004	Coverage SG 1-2 2003-2004	Coverage Executives 2003-2004
<b>Popular press</b>			
Het Nieuwsblad	14,3%	18,6%	19,1%
Het Laatste Nieuws	19,9%	15,1%	18,3%
Gazet Van Antwerpen	8,4%	7,6%	7,0%
Belang Van Limburg	7,1%	5,9%	8,0%
Het Volk	6,3%	4,2%	4,5%
<b>Quality Newspapers</b>			
De Standaard	5,5%	13,1%	16,2%
De Morgen	4,6%	10,4%	10,0%
Fin. Econ. Tijd	2,1%	5,2%	9,6%
<b>De Standaard Newspaper Group</b>	<b>24,5%</b>	<b>32,8%</b>	<b>36,1%</b>

# NEWSPAPER LANDSCAPE: French language newspapers

	Distribution 2004 01-06	RLP - readers 2004	SG 1-3 2004
<b>Popular press</b>			
Dernière Heure	85.503	354.000	120.000
Sud Presse	131.482	583.000	158.000
Vers l'Avenir	101.756	412.000	125.000
<b>Quality newspapers</b>			
Le Soir	102.590	456.000	270.000
Libre Belgique	48.305	197.000	119.000

Source: BVDU 2004, CIM 2003-2004

# NEWSPAPER LANDSCAPE:

## Coverage French language newspapers

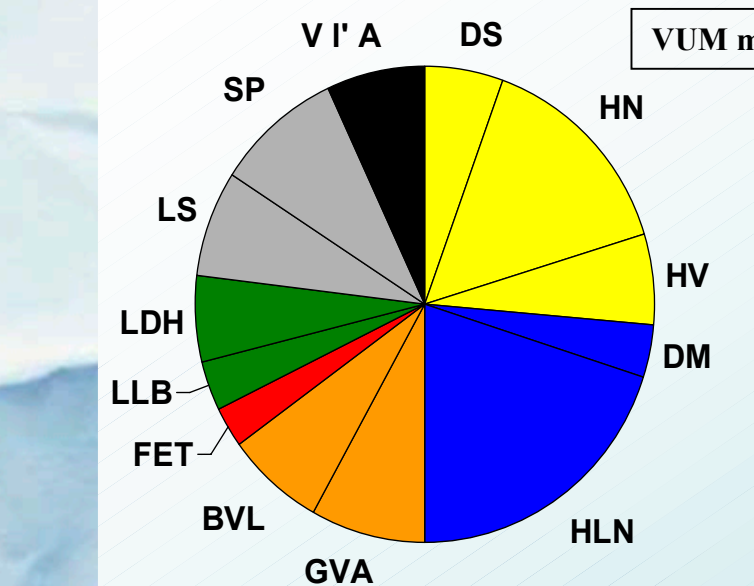
	Coverage LPR readers 2003-2004	Coverage SG 1-2 2003-2004	Coverage Executives 2003-2004
<b>Popular Press</b>			
Dernière Heure	8,8%	8,4%	8,4%
Vers l' Avenir	10,5%	8,1%	8,5%
Sud Presse	15,0%	10,3%	11,1%
<b>Quality newspapers</b>			
Le Soir	11,3%	20,4%	23,9%
La Libre Belgique	4,7%	8,6%	9,9%








# Marketshare coverage

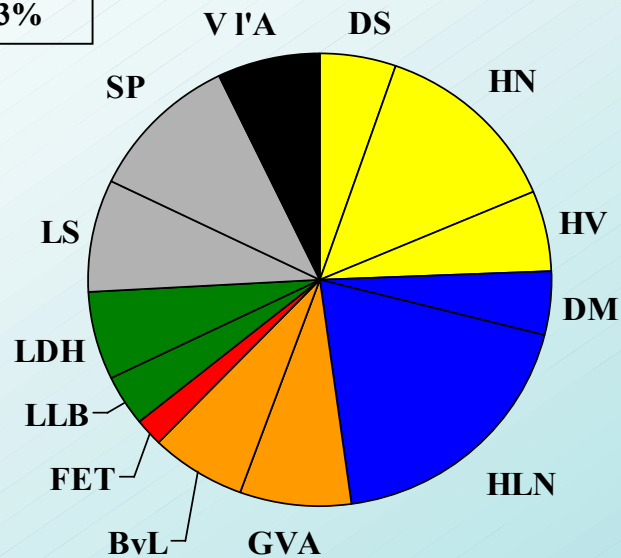
## De Standaard Newspaper Group








Circulation

Readership



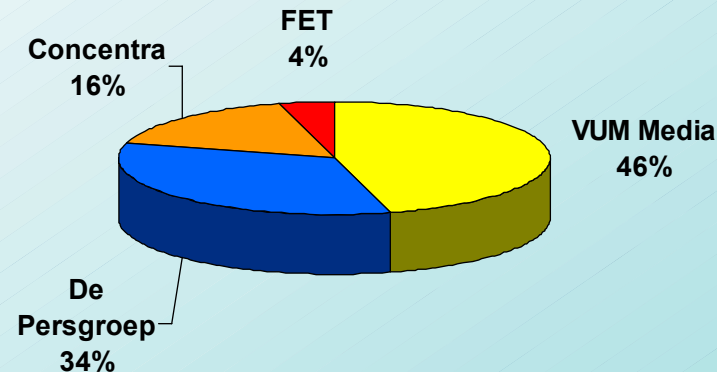
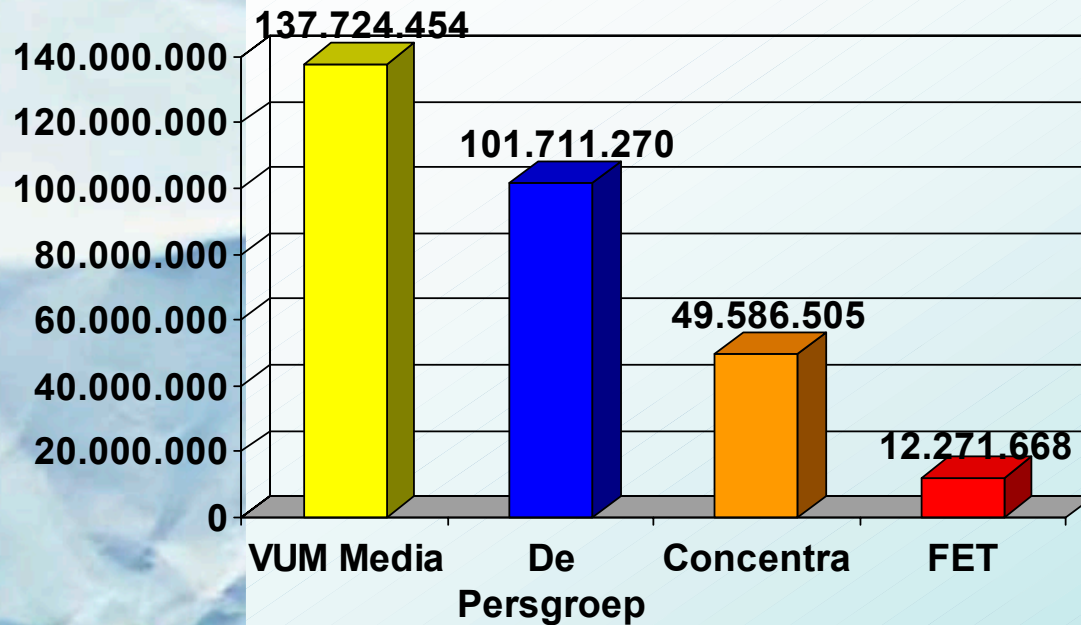
	DSNG	26 %		IPM	9 %
	De Persgroep	24 %		ROSSEL	16 %
	RUG	15 %		Vers l'Av	7 %
	FET	3 %			



	DSNG	25 %		IPM	10 %
	De Persgroep	23 %		ROSSEL	19 %
	RUG	14 %		Vers l'Av	7 %
	FET	2 %			

# Marketshare media expenditure De Standaard Newspaper Group

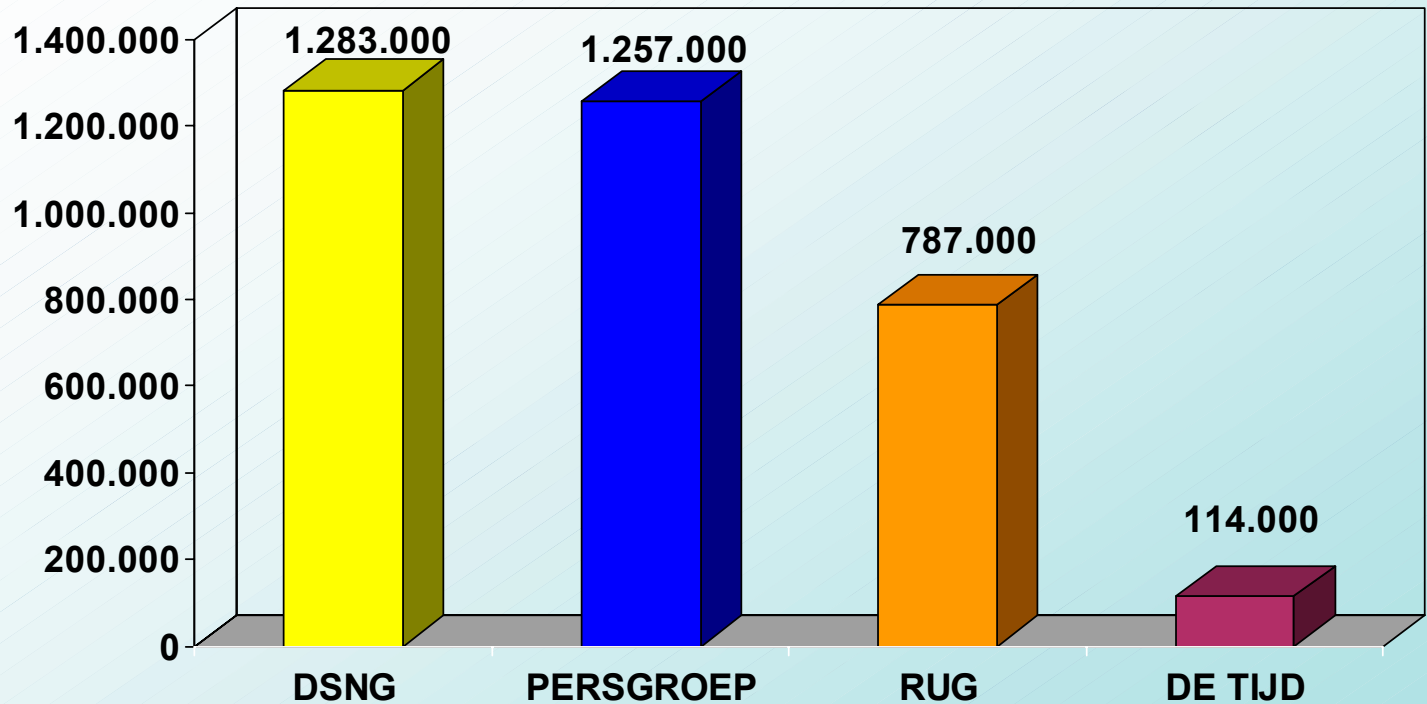
gross investments 2004



Source : MDB – Media DataBase

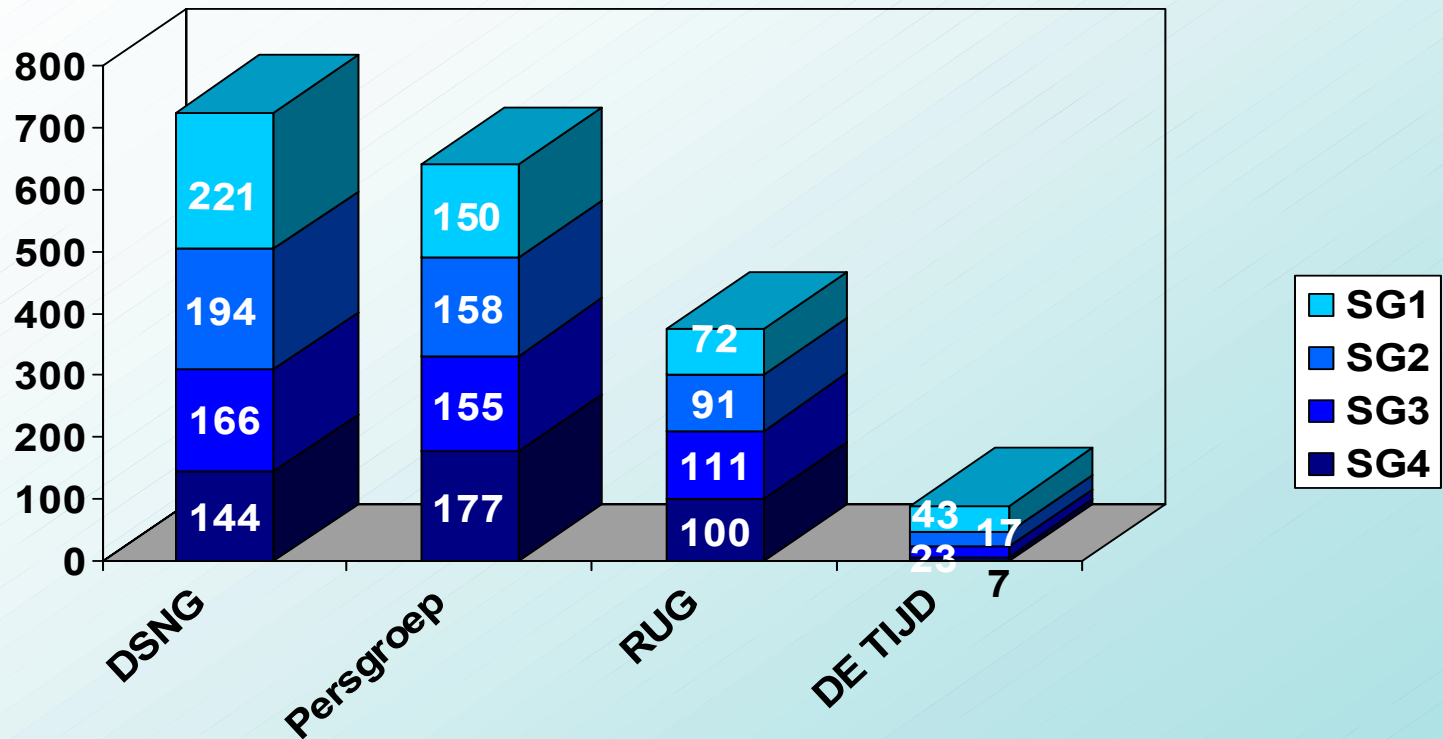
# Marketleader in readership

## De Standaard Newspaper Group



# Leadership in Readership quality : social groups (X 1000)

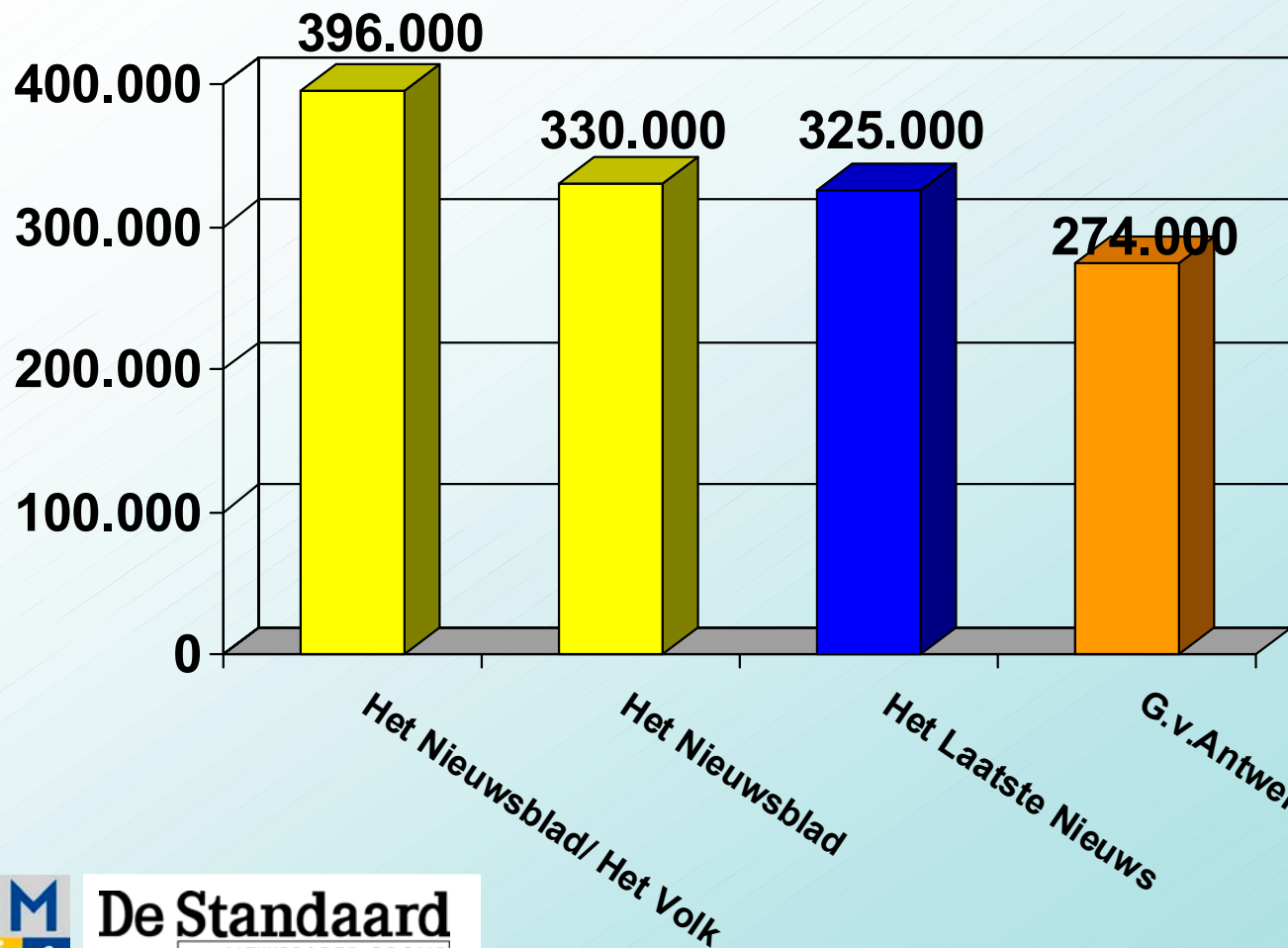
CIM 2003-2004



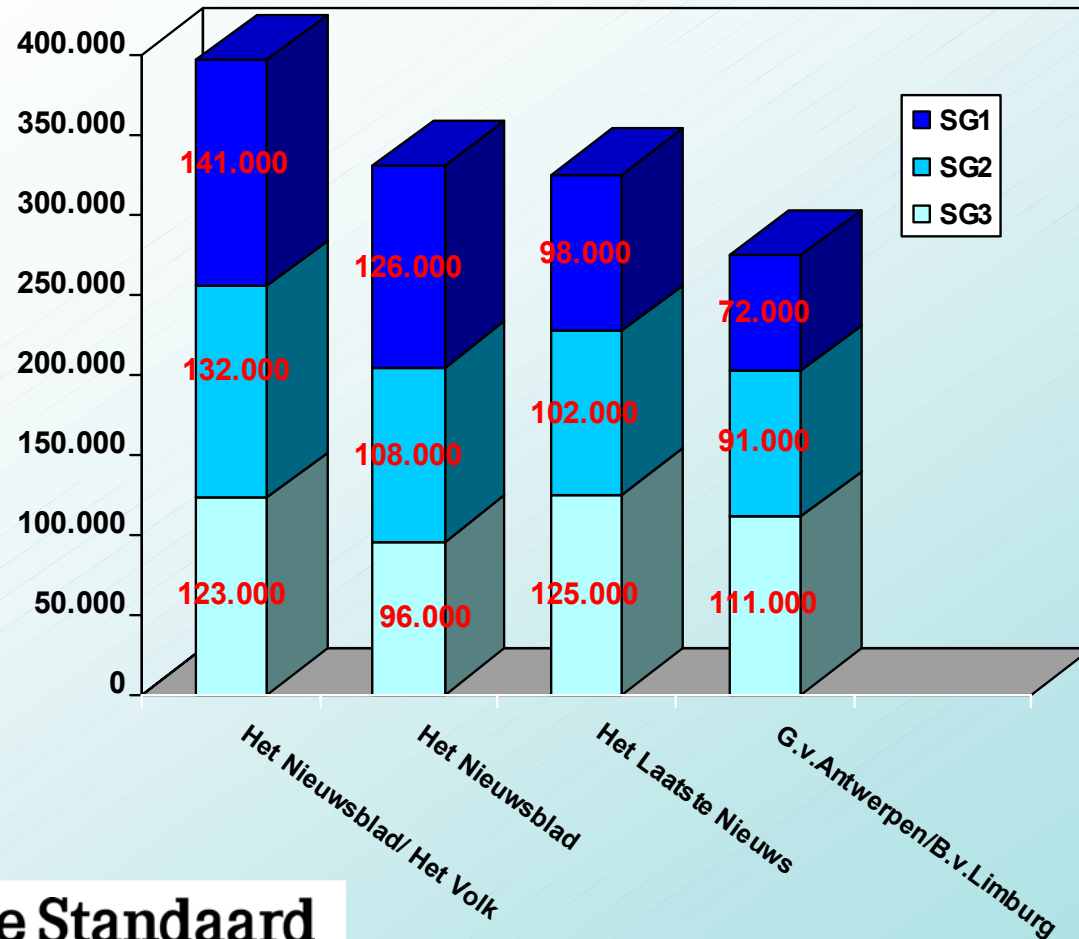
# Marketleader in readership

## Popular press, social group 1-3

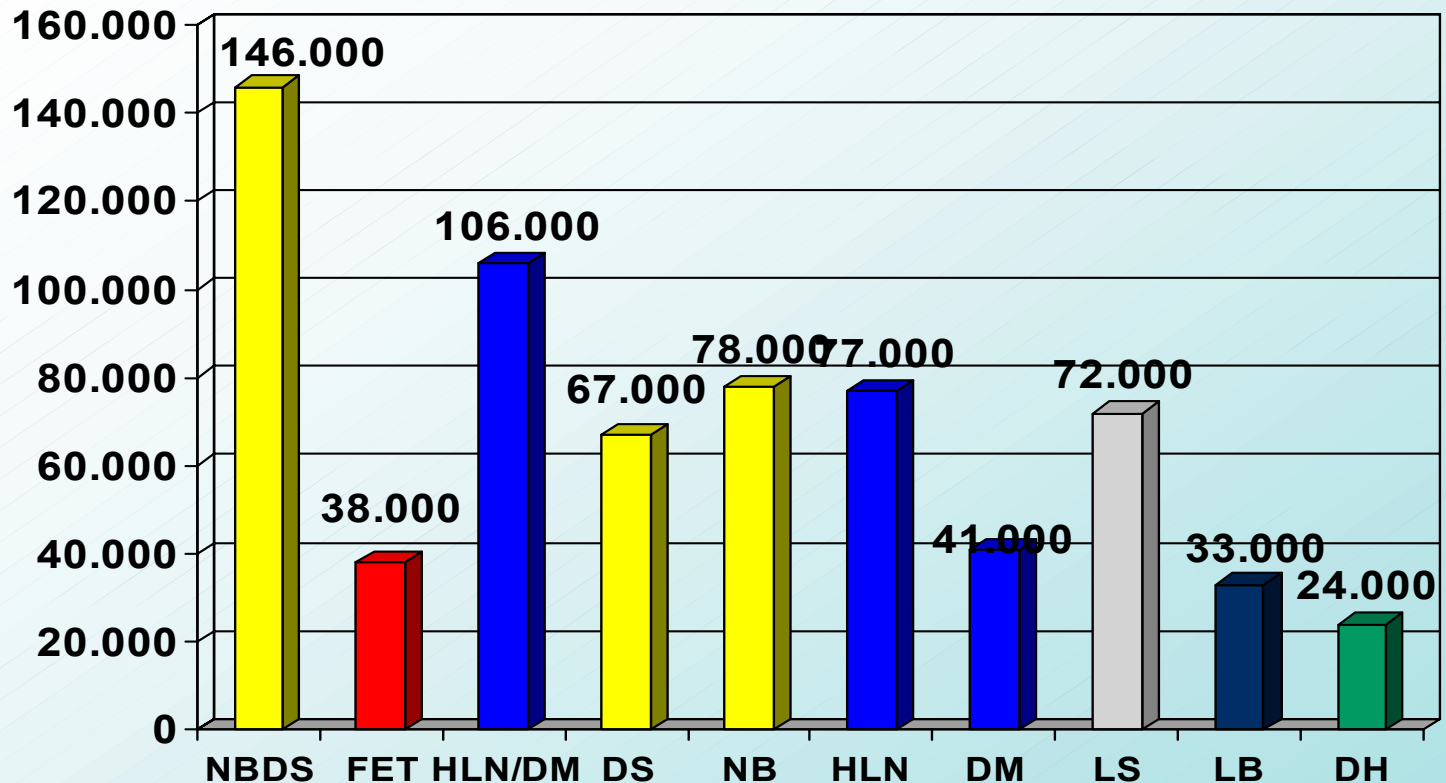
(CIM 03/04)



# Readers Profile Popular Press Het Nieuwsblad & Het Volk



# Readers Profile: De Standaard & Het Nieuwsblad managers and executives



# Conclusion

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- **Strong newspaper = strong advertising medium**
- **persuasive market leadership**
- **VUM media for all target groups**
- **VUM regie, your creative partner for a successful newspaper campaign**