

De Standaard – Structure



"To create an objective quality paper at a true pan-European level". That is the goal of the entire editorial staff of De Standaard. We try each day to achieve this goal in the publications and on our website.

Now, more than ever, De Standaard presents reserved and distinctive journalism over a simple black and white opinion. With our newspaper and our site we will continue to provide the reader with the basic knowledge needed to follow and understand in-depth political, economic, cultural, social, scientific and technological news. So each day we aim to write about, analyse and comment on complicated reality in a sound and accessible way. Of course we cannot always give the right answers. But we do try to ask the right questions.

Basic newspaper	1° Section	Domestic	the daily domestic news, background and analysis
		Foreign	the foreign news, background and analysis
		Sports	domestic and foreign sporting news, reports and interviews
		Opinion	editorial commentary, opinions on current topics and letters to the editor
		Culture & Media	news from the cultural sector, the media world and background
		Regional news	5 provincial editions with emphasis on urban news, short and factual

2° Section **Economy & Finance** Daily financial section (except Mondays)

Additions and supplements to the basic newspaper

Monday	Sports
Wednesday	Zipp: separate culture supplement with calendar & free tickets
Thursday	The Literary Standaard: separate literature supplement
Friday	Science Art, Antiques & Auctions
Saturday	Trottoir: reader's supplement about the previous week with background, reports and interviews

DS 2 which includes:

- **DSM:** De Standaard Magazine
- **The Wide World:** holiday & travel supplement
- **Etalage:** a wide range of purchasing tips (CDs, multimedia, comic strips, gadgets, leisure items)

- **Housing guide:** About building and renovation, decoration, do-it-yourself, with Notary Guide and Commercial & Business Guide
- **Holiday guide**
- **Autotips**
- **Mobile:** Articles on auto/motorcycle

Job@: job offers and background articles on human resources

De Standaard - Reader profile

DE STANDAARD is the largest quality newspaper in Flanders. With 271,000 readers, De Standaard is consolidating its position as market leader in the quality newspaper segment. Its reputation as the newspaper for decision-makers and influential people in Flanders stands higher than ever. We are also witnessing a further increase in readership among young people (25-35). De Standaard can pride itself in being the quality newspaper with the most appeal to female readers in Flanders.

The MEDIA USAGE usage of De Standaard eaders supports the profile. Readers of De Standaard read professional journals and are heavy users of the internet. On the other hand, they watch less TV.

PRODUCT USAGE shows that De Standaard readers have a high level of purchasing power and are important customers. De Standaard readers take frequent holidays, use their cars intensively and own much electronic equipment: computers, DVD players etc. In addition, they enjoy life and like to eat well.

And their **VIEW OF THE WORLD?** Above all, the De Standaard reader is a broad-minded consumer who attaches much importance to freedom of the press, is tolerant regarding soft drugs and is prepared to make sacrifices for the sake of the environment. In short, a critical but tolerant and engaged reader.

Your advertisement

[Display Advertising](#)
[Classified Ads](#)
[De Standaard Magazine](#)
[Zipp](#)

Display Advertising

- National advertising is available in all VUM groep titles, together or separately.
- Through the titles of the VUM groep you reach the largest number of readers in Flanders (1,309,000) with the most interesting profile.
- - newspaper readers are always looking for news and information, have great purchasing power, and are interested consumers.
- - value adding editorial context: your advertisement is surrounded by editorial.
- - short reservation times enable you to take advantage of current news.
- An overview of the national rates, the surcharges (colour and positioning) and discounts are shown below.

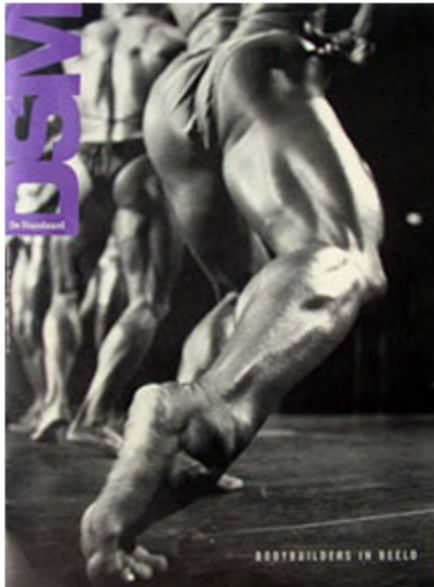
- Reservations VUM regie
- If you are looking for a specific solution for your product or service, please consult the International Team.

Classified Ads

Why advertise in Classified Ads ?

- Response: our loyal advertisers testify that they can count on more high-quality replies using the VUM titles. A better response is the key to success.
- Brand building: by your regular presence in the paper you build up a strong brand name. To be known is to be loved.
- Service: we help you quickly and correctly, every time

De Standaard Magazine: the biggest weekend attraction.



Attractive, inquisitive and wide-ranging – this is what De Standaard Magazine has striven to be since 1993. Room is found in Het Magazine for everything which makes life pleasant : fashion, design, trends, street culture, health – as long as it is of current interest

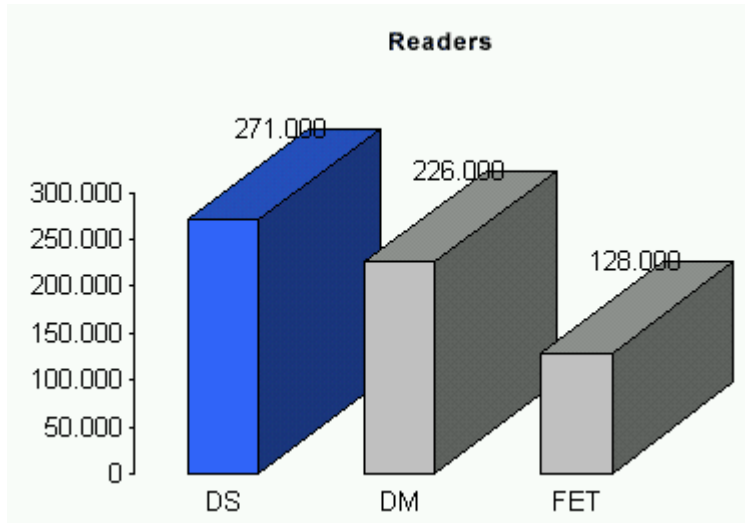
De Standaard Magazine is also dynamic and is permanently questioning itself. But it is still Het Magazine: the beautiful photography and pert illustrations attract the reader, the longer articles give the critical readers something to get their teeth into, the columns and the permanent supplements provide stimulation. And it is all free on Saturday morning with your newspaper

De Standaard Magazine - Reader Profile

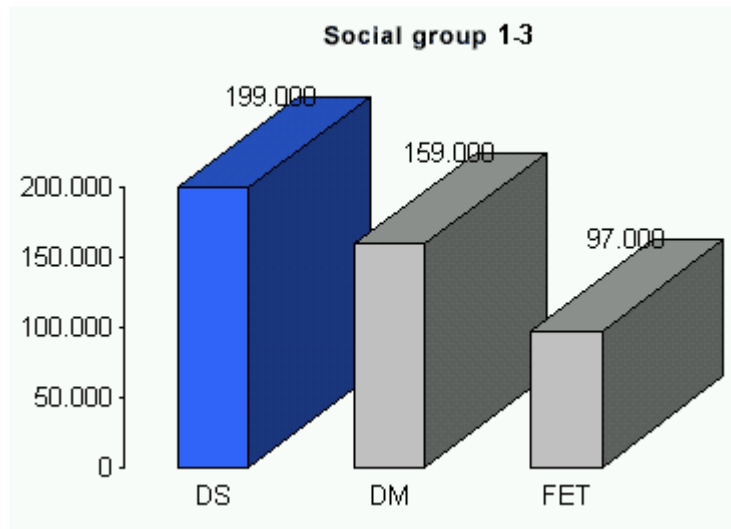
De Standaard Magazine readers are cultured. They often listen to music and then mainly classical, read more than other Flemish and regularly visit museums and exhibitions.

The readers of De Standaard Magazine enjoy life to the full. Several times a year they head off for short and long holidays. Interior furnishings, architecture and design are all close to their heart.

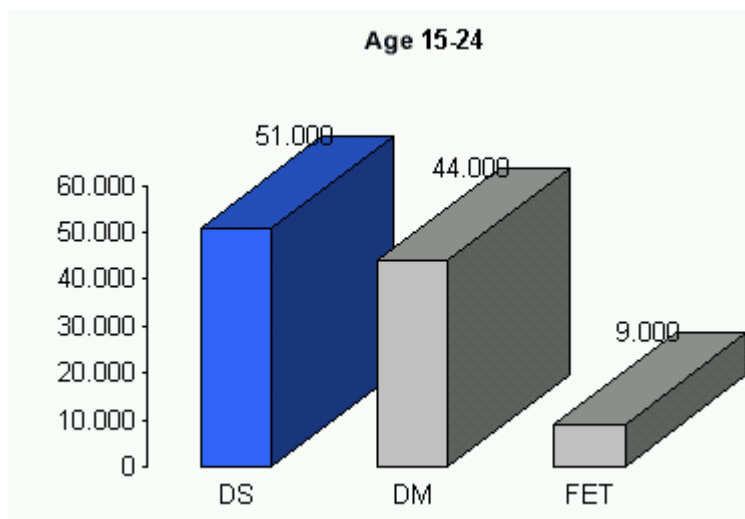
Their interest in fashion motivates them to buy designer clothes from the better clothing stores.



Source: CIM 2003



Source: CIM 2003



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