

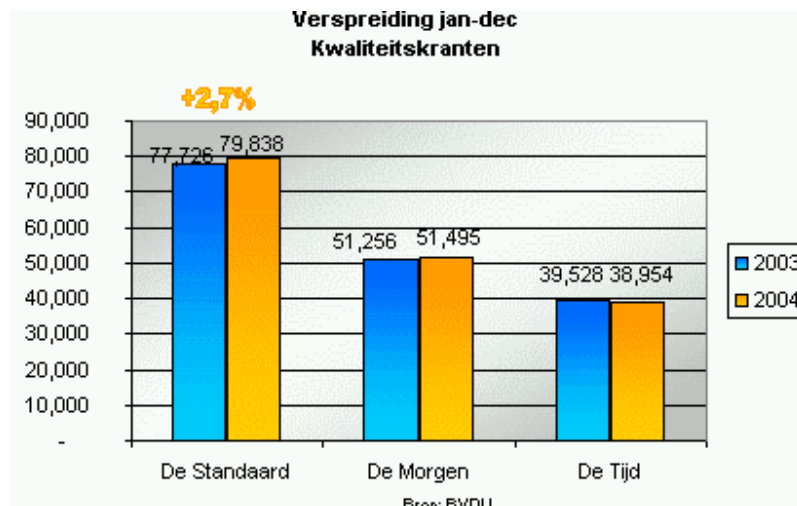
## De Standaard - Reader profile

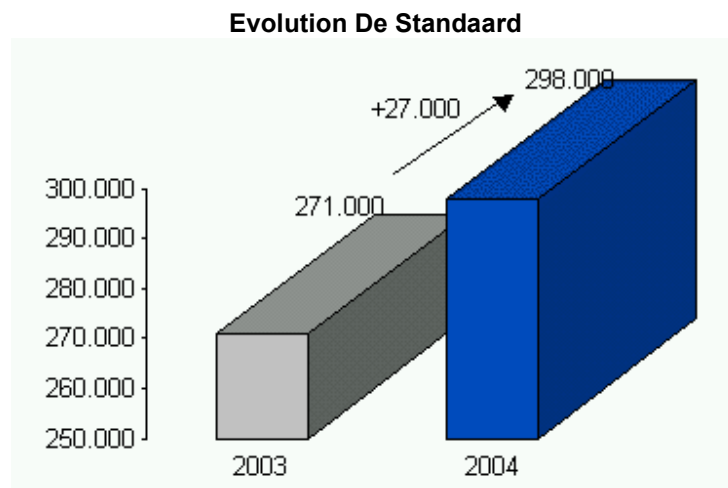
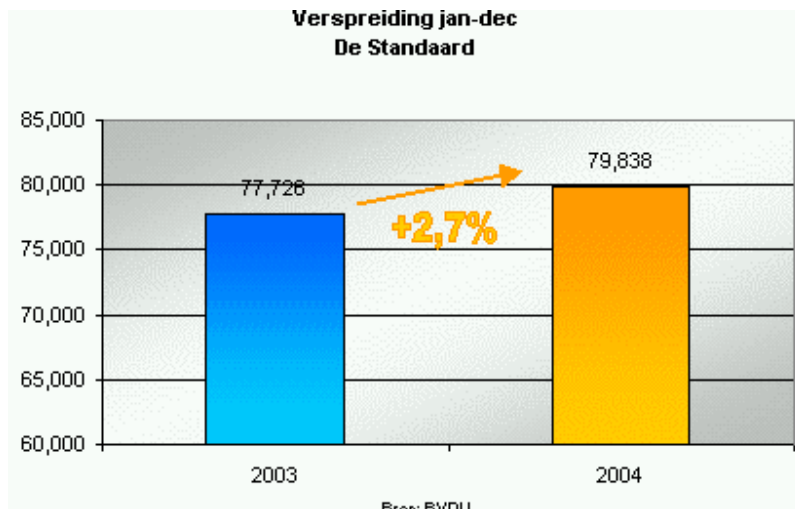
**DE STANDAARD** is the largest quality newspaper in Flanders. With 298,000 readers, De Standaard is consolidating its position as market leader in the quality newspaper segment, representing a market share of no less than 45%. Its reputation as the newspaper for decision-makers and influential people in Flanders stands higher than ever : 73,5% of De Standaard readers belong to the social groups 1-3 (ABC). The 2003 increase in readership among young people (25-35) has broadened to age category 35-44 (increase of 15.000 or 40%).

**The MEDIA USAGE** of De Standaard readers fits their profile : Readers of De Standaard read specialized trade press and are fervent users of the internet. They are into electronic news gathering, pc-banking, e-panels and e-commerce. On the other hand, they watch less TV, although the qualitative state-channels (VRT, Canvas) and business channel (Kanaal Z) draw their attention.

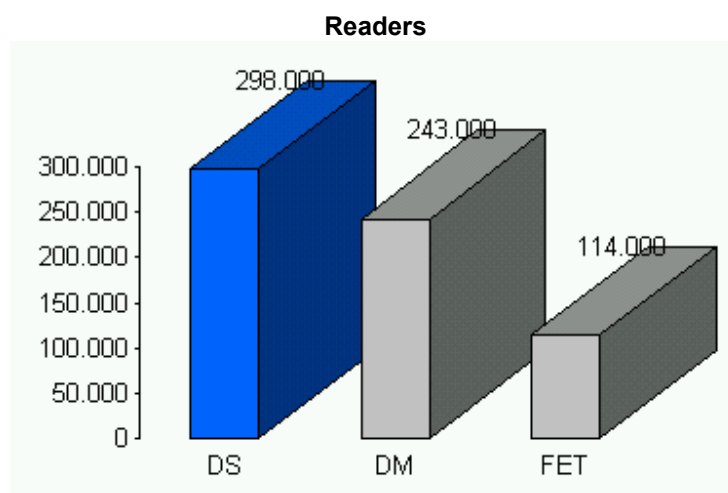
**PRODUCT USAGE** shows that De Standaard readers have a high level of purchasing power and are important consumers. They follow the latest trends and want to be up to date. De Standaard readers take frequent holidays, use their cars intensively and own much electronic equipment: computers, DVD players etc. In addition, they enjoy the good life and love good food and wine.

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



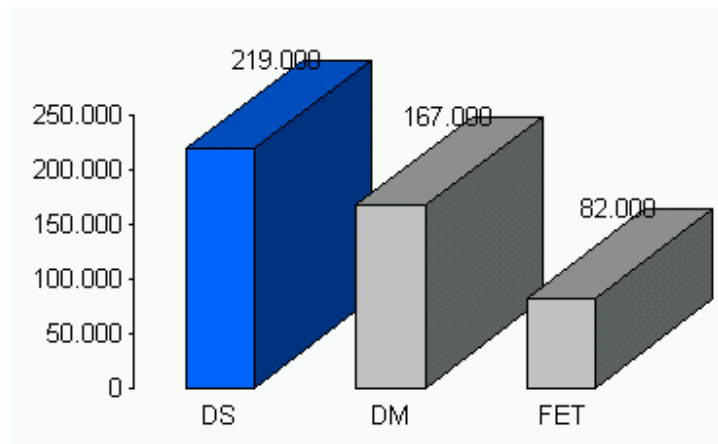


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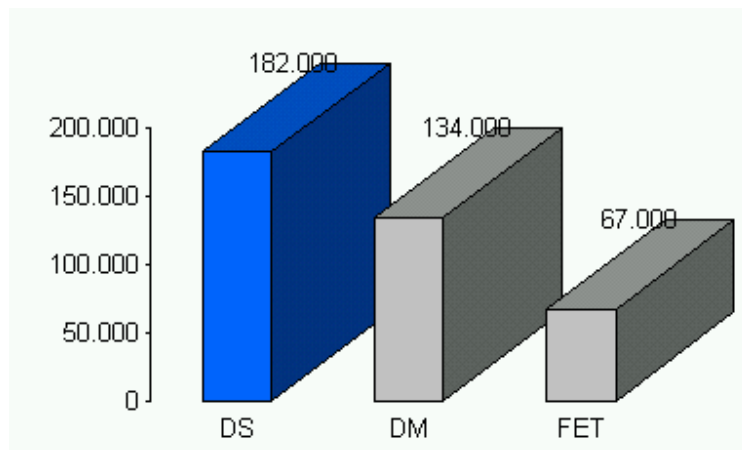
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### Social groups 1-3



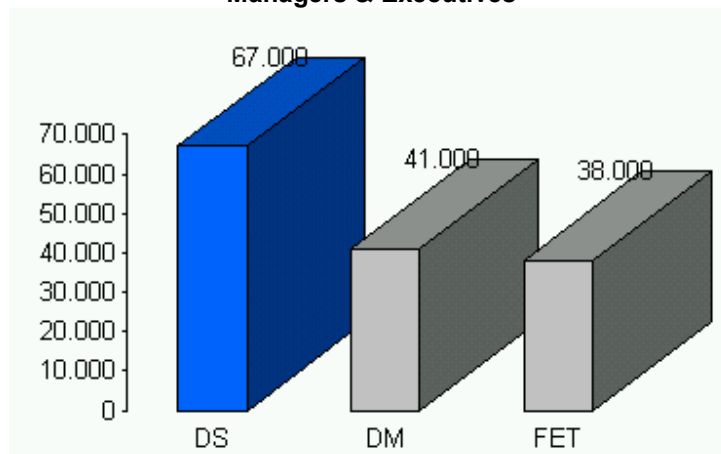
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### Higher Education



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### Managers & Executives



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