

AD

INTERVIEW TRIJNTJE OOSTERHUIS • OP REIS MET ALI B. • GOOGLE: GOED VOOR U

MAGAZINE

ALGEMEEN DAGBLAD • 3 SEPTEMBER 2005



GELUK ZIT
IN JEZELF
EEN ZORGELOOS
BESTAAN VOOR
IEDEREEN

OPLAGE 750.000 EX
PER 3 SEPTEMBER 2005

[P^cM]
DAGBLADEN

INCREASED CIRCULATION AD MAGAZINE

Familiar & surprisingly revolutionary

AD Magazine, the supplement of a surprisingly revolutionary newspaper concept. From six existing newspaper titles to one completely new tabloid. Compact, with a new editorial formula. The content, image and formula of AD Magazine remain the same, exactly what our readers are used to and appreciate! Familiar, in other words. The difference: a circulation that has more than doubled, a reach of 2,145,000 readers and accompanying rates with attractive low costs per 1,000 readers. (source: NPM 2003/2004)

The advertising medium in the Netherlands

Together with the new newspaper, AD Magazine will reach a sizeable audience, both nationally and in the Randstad area, as AD Magazine is published in five greater city editions (Rotterdam, The Hague, Utrecht, Groene Hart, Drechtsteden) incorporating no less than 21 local editions. This is particularly relevant to you as an advertiser, giving you outstanding opportunities to deliver your message to your target group.

Editorial cornerstones



The ultimate weekend pleasure

AD Magazine focuses on the ultimate weekend pleasure for readers who invest a lot of time in their career during the week and want to spend their weekends enjoying the good things in life. These readers are open to good ideas and practical information, have a positive approach to life and enjoy relaxing with AD Magazine.

Remaining theme issues for 2005

24 September Interior, 26 November Culinary, 24 December Christmas, 31 December New Year

AD MAGAZINE

In AD Magazine, the accent is on ultimate weekend happiness. The AD reader is a busy person, who during the week invests much time in their career but in their free time wants to make the most of the nicer things in life. In anticipation of this, AD Magazine provides information to help those who stay in as well as those who go out to get the most out of their weekend.

The AD Magazine reader

AD Magazine targets double income households, often with kids, whose careers and income are likely to grow. They are focussed on the future, open to new experiences, and their need for benchmarks is considerable. Their greatest interests are in the area of 'lifestyle': what film to see or music to buy, where to eat, what to cook, how to change their home interiors, what to wear. Many readers spend holidays in their own country or in Europe, enjoy walking and cycling, visit family regularly and enjoy group games. They have a wide interest in sport and gardening. These readers love an honest 'who's who' and 'what's what', with appropriate criticism. They are open to useful tips and practical information, are positive and sincere in life and relax with AD Magazine.

Editorial formula

Reading pleasure and clarity set the tone of AD Magazine. In addition, the magazine intends to be practical and service oriented, which translates into a weekend menu, weekend TV programme information, tips for trips, etc. In short, a good mix for those staying in as well as those wanting to go out at the weekend.

Editorial columns

- Travel: AD Magazine takes off regularly – to far distant lands, the latest hot spots, wonderful city breaks and many cycle and walking routes.

- Lifestyle: Discover the latest trends and shopping in the new Style section. Be inspired by the themed Lifestyle and Interiors section.
- Culture, media and Radio/Television: A complete overview of weekend radio and television, with extra attention to films, CDs, DVDs and MP3.
- Food & Drinks: Everything about food and drinks, with a special 3-course weekend menu. Also with culinary sections (such as Lady Traveller 'Dames Reiziger'), critical reviews and tasteful wine section.
- Service: Do the crossword, play Call & Win game or enjoy numerous interesting special offers for readers, with discounts on great items, and lots of prizes.

Regular columns

- Saturday/Sunday: weekend nightlife – what's on and where.
- Column: alternating columns from Yvonne Kroonenberg and Ronald Hoeben.
- Food & Drinks: 'The Lady Traveller', Alma Huisken, Nicolaas Klei, the weekend menu and Chef's Tip.
- Radio/Television: the Guide and latest information on DVD, video, CD and MP3.
- Games: Checkers, draughts, bridge and chess and at least three different crosswords, with new prizes every week.
- Horoscope: what the stars say about the coming week, well laid-out and surprising.
- Readers' offer: a weekly special offer, related to editorial topics.



fascination reporting



weekend menu



lifestyle