



Editorial Profile

Algemene Media Groep and Utrechts Nieuwsblad/Haagsche Courant have joined forces to form a brand new publishing press: AD Nieuws Media BV. From **1 September 2005**, the Netherlands will boast a new daily newspaper, consisting of 1 national, 5 metropolitan and 21 local editions.

The new newspaper has been developed first and foremost with the wishes and needs of readers and advertisers in mind, to produce a paper that is very much in tune with the reader and offers an advertising product that is more attractive than ever before. Whether you are looking for big national reach or a specific region - the new newspaper offers a huge range of options..

Language

Dutch

Frequency

daily (Monday-Saturday)

Circulation

640,000 copies a day, (publisher's statement)

Average reach

The new newspaper has tremendous reach, both nationally and regionally. Nationally, the new newspaper has a reach of more than 2 million readers, and its reach in the regions has also been greatly increased by combining editions.

Internet site

<http://www.ad.nl> is an extension of the newspaper with up to date information.