

THE NETHERLANDS 2005

SUMMARY FOR NATIONAL ADVERTISERS IN AD ALGEMEEN DAGBLAD

Foreword

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.

Clear pricing system

The new newspaper charges by the box rather than by the millimetre. There is a choice of 35 different boxes, each with their own format and price. Colour is also more economically priced, with a surcharge of 25% for supporting colour and 35% for full colour.

To keep the pricing system clear, money contracts have replaced millimetre contracts.

Substantially greater 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.

A spot in the newspaper

The new newspaper no longer has separate advertising and editorial pages. It is now standard practice to place advertisements on an editorial page, guaranteeing the reader's maximum attention.



Editorial concept

The new newspaper is designed to meet the needs of all types of reader, whether they want a 5-minute news fix, or to spend half an hour or two hours digesting it. Because of this layered structure, readers will pick up the newspaper several times a day and your advertisement will be seen more often.

Effective advertising

The new newspaper is attuned 100% to the needs of readers and advertisers. With a much wider reach, reader-oriented editing and no more distinction between editorial and advertising pages, advertising in the new newspaper is guaranteed to be effective.

In short, the new newspaper offers advertisers new opportunities galore. This rates brochure tells you everything you need to know about the different editions, areas of distribution, pricing system, various combination options and different advertisement sections. It goes without saying that our staff would be only too happy to actively assist you in achieving your communication goals.

AD Nieuws Media BV
Bernard van der Heijden
General Manager

Jan Bonjer
Editor-in-Chief

Advertising Sales, National Advertisers
PCM Daily Newspapers.

Area of distribution

The Netherlands

Netherlands AD

Rotterdam metropolitan area / AD Rotterdams Dagblad

6 Editions

Rotterdam City, Rotterdam East, Zuidrand, Waterweg, Voorne-Putten, Hoeksche Waard

The Hague metropolitan area / AD Haagsche Courant

5 Editions

The Hague City, Leidschendam-Voorburg/Rijswijk, Delft, Westland, Zoetermeer

Utrecht metropolitan area / AD Utrechts Nieuwsblad / AD Amersfoortse Courant

5 Editions

Utrecht City, Utrecht East, Utrecht South, Amersfoort, Heuvelrug

Groene Hart (Green Heart region) / AD Groene Hart

3 Editions

Alphen a/d Rijn, Gouda, Woerden

The Drechtsteden metropolitan area (Alblasserdam, Dordrecht, 's-Gravendeel, Hendrik-Ido-Ambacht, Papendrecht, Sliedrecht and Zwijndrecht) / AD De Dordtenaar / AD Rivierenland (the river region)

Dordrecht, Gorinchem (Rivierenland)



Printing run

Area		Circulation 2004
Netherlands		640,678
Metropolitan Area		
Rotterdam		195,316
The Hague		121,583
Utrecht		110,595
Groene Hart		64,878
Drechtsteden		62,158
Editions		
Rotterdam	City	61,694
Rotterdam	East	36,673
Rotterdam	Zuidrand	16,530
Rotterdam	Waterweg	29,483
Rotterdam	Voorne-Putten	33,342
Rotterdam	Hoeksche Waard	17,595
The Hague	City	51,082
The Hague	Leidschendam-Voorburg, Rijswijk	19,745
The Hague	Delft	16,598
The Hague	Westland	19,599
The Hague	Zoetermeer	14,560
Utrecht	City	31,397
Utrecht	East	12,666
Utrecht	South	24,701
Utrecht	Heuvelrug	12,753
Utrecht	Amersfoort	29,078
Groene Hart	Alphen a/d Rijn	24,951
Groene Hart	Gouda	27,245
Groene Hart	Woerden	12,682
Drechtsteden	Dordrecht	46,553
Drechtsteden	Gorinchem	15,605

Source: Cebuco/Circulation 2004

Editorial themes

The formula for the AD daily newspapers has been completely revamped. The newspaper has a number of layers, starting, of course, with the main domestic and foreign news, followed by the intermezzo section, then the regional and local news and, finally, pages containing service information. All this - plus the removable sports section.

Our editorial approach is completely in tune with the reading habits of today's readers: a 5-minute fix of the day's top stories, 15 minutes for more background or 2 hours for an in-depth understanding.

Below is an overview of the themes covered, through which you can use your advertisement to directly address your target group.

Economy and Finance

The latest financial and economic news every day, plus market news on the "Economy and Markets" editorial pages.

Entertainment

On these pages we take a look behind the scenes of the world of entertainment, including features about the changing fortunes of famous people from the Netherlands and abroad.

Health

Healthy living is the central theme of the weekend supplement AD Diagnose, which is packed with information about food, therapies and the latest developments in conventional and alternative medicine.

Culture and the Arts

On these pages, our art editors discuss new shows, books, exhibitions and other cultural events.

Media

On these pages, in addition to the programme listings for radio and television you will also find lots of background information about programmes, as well as news about developments in the world of media.

Sport

AD Sportwereld (World of Sport) presents full daily coverage of domestic and foreign sports news in an attractive layout, complemented by columns, previews, analysis and results.

Out & About

The Thursday special supplement, "Uit", is devoted to film, theatre and music. As well as tips on what to see and do, the supplement also provides a good overview of the various options for getting out & about.

Holidays and Leisure

The weekend supplement is full of information about the most beautiful destinations and finest accommodation in the Netherlands, Europe and the rest of the world.

Transport

News about cars and transport can be found in the Saturday weekend supplement, where you will find information about the latest models, test reports and car supermarkets.

Living and Property

The latest trends in living and interior design tips can be found in the weekend supplement on Saturday.

Weather

A daily summary of the weather forecasts for the Netherlands and abroad.

Recruitment

The Netherlands

On Saturday, job advertisements are displayed in a cluster (boxes R32 to RSP). On other days, job advertisements are positioned as standard boxes on general pages at the usual commercial rate.

The savings quickly mount up when you take out a contract. You can see how much a box costs at a glance. The rates shown are for a black & white box. The box formats are illustrated on page B.1. The numbers of the boxes in the rates table correspond to the boxes illustrated.

Colour

Colour gives your advertisement greater impact. It's very easy to calculate the additional cost.

1 Supporting colour	25% on top of the price of a black & white box
Full colour	35% on top of the price of a black & white box

Advertise your vacancy online too

On Saturdays, for an additional EUR 89, job advertisements are automatically placed on the website of the requested daily papers and on the national recruitment site, Job Track, for a 4-week period. This means that you reach not only the readers of your chosen dailies, but also all the jobseekers who use the Internet to search for job openings. This package consists of the additional placement of the newspaper advertisement on the website and a hyperlink to your own site (if your web address is given in the advertisement). Online applications are forwarded to you and your vacancy is listed in the weekly mail to tens of thousands of interested candidates.



Vacancy index

As a service to our subscribers we include a summary of the vacancies that feature in the newspaper that day in all Saturday editions. The overview includes the name of the company, the vacancy and the page number on which the advertisement can be found. This gives your vacancy additional pull, and it can quickly be found by potential candidates.

Response to your job advertisement

If you have not received any response to your advertisement, we will display it again at a 50% discount. This response rule applies once only, and only for job advertisements on Saturday for one vacancy for which one candidate is sought. Advertisements must be re-displayed, unaltered except for any date change, in the same edition a minimum of 2 and a maximum of 4 weeks after they are first placed.

Target group data

AD Algemeen Dagblad

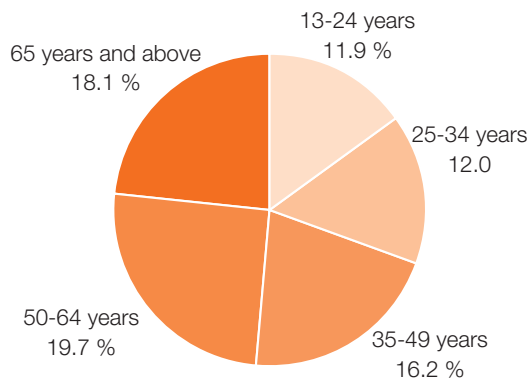
Basis: 13,592,000 people aged 13 and above (total reach in the Netherlands)

Source: NOM Print Monitor Two-year survey (2003 - 2004)

The reach of AD Algemeen Dagblad broken down by age, income bracket and education for the whole of the Netherlands.

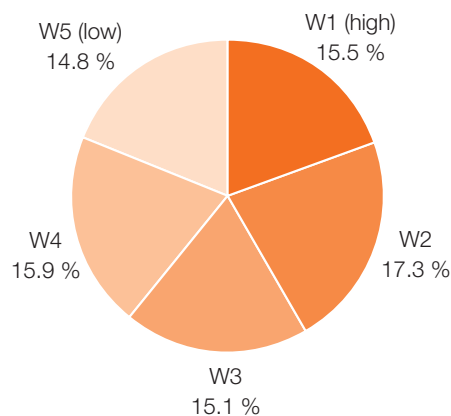
Total reach in the Netherlands - Age

Reach in % for the whole of the Netherlands



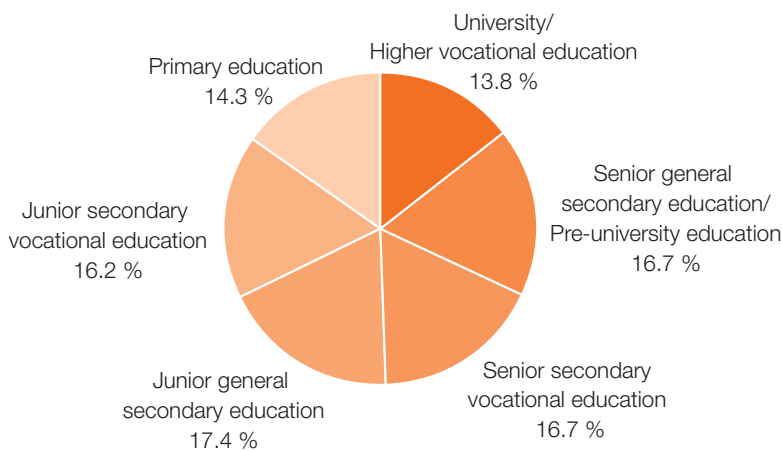
Total reach in the Netherlands - Income bracket

Reach in % for the whole of the Netherlands



Total reach in the Netherlands - Education

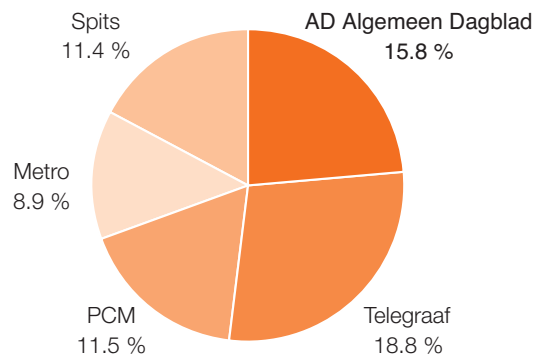
Reach in % for the whole of the Netherlands



Netherlands compared with competitors

Total reach in % for the whole of the Netherlands

Netherlands compared with competitors



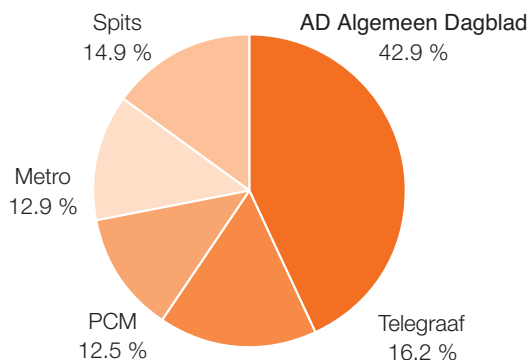
Average reach in people 13+ (x 1,000)

Metropolitan edition	Population	Readers	Reach %
Utrecht metropolitan area	949	323	34.0
Groene Hart (Green Heart region)	343	173	50.4
Drechtsteden metropolitan area	373	171	45.8
Rotterdam metropolitan area	1159	541	46.7
The Hague metropolitan area	769	340	44.2
Total	3599	1545	42.9

For the whole of the Netherlands, AD Algemeen Dagblad reaches 15.8% of the population (absolute reach of 2,148,000 people aged 13 and above). In the core region, AD Algemeen Dagblad reaches 42.9% of the whole population. This equates to an average reach of 1,545,000 readers.

Netherlands compared with competitors

Reach in % for the whole of the Netherlands



Formats

What is the most effective format for drawing our readers' attention to your message?

A lot depends, of course, on what you want your advertisement or advertising campaign to achieve. You might, for instance, be looking to introduce yourself or raise your profile. We have devised standard advertisement formats for every purpose, which give your message maximum impact on a tabloid page.

Uniquely, we always combine your chosen advertisement box with the editorial information - which means no more complex IM surcharges.

The standard formats are given below. On the following pages you will find examples of the box formats, so that you can see how they relate to the page as a whole. Advertisements for personnel, Property, used cars and holidays are preferably positioned together, using the search function. The R formats are used for these segments. R formats are placed on Saturday.

General pages

Format type	Width (mm)	Height (mm)
42 A	50	46
27 A	50	70
20 A	50	94
10 A	50	190
05 A	50	398
20 B	104	46
14 B	104	70
10 B	104	94
8 B	104	118
5 B	104	190
4 B	104	238
25 B	104	398
14 C	158	46
9 C	158	70
7 C	158	94
4 C	158	166
27 C	158	190
58 C	158	398
10 D	212	46
7 D	212	70
5 D	212	94
4 D	212	118
27 D	212	142
2 D	212	238
13 E	266	30
8 E	266	46
4 E	266	94
2 E	266	190
1 E	266	398
S1 G	388	398
S1 H	442	398
S8 J	550	46
S4 J	550	94
S2 J	550	190
S1 J	550	398

Cluster pages: Recruitment, Property, Transport and Holidays & Leisure

Format type	Width (mm)	Height (mm)
R 22*	85	94
R 32	130	94
R 34	130	190
R 38	130	382
R 64	265	190
R 68	265	382
R SP	550	382

*only available for Property

Sample boxes



27 A



10 A



14 B

20 B



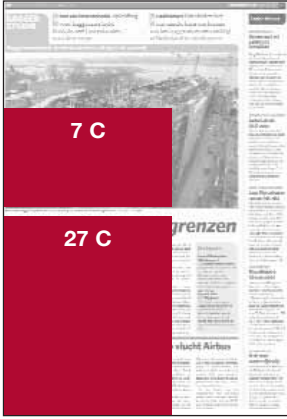
5 B



25 B



14 C



27 C



Sample boxes

7 D

10 D

Boskalis kent geen grenzen

W

Stank Eindhoven heeft bewoners de rook uit. Ergeest bij eerste vlucht Airbus

5 D

4 D

Boskalis kent geen grenzen

W

Stank Eindhoven heeft bewoners de rook uit. Ergeest bij eerste vlucht Airbus

27 D

Boskalis kent geen grenzen

W

Stank Eindhoven heeft bewoners de rook uit. Ergeest bij eerste vlucht Airbus

2 D

Boskalis kent geen grenzen

W

Stank Eindhoven heeft bewoners de rook uit. Ergeest bij eerste vlucht Airbus

8 E

4 E

Boskalis kent geen grenzen

W

Stank Eindhoven heeft bewoners de rook uit. Ergeest bij eerste vlucht Airbus

2 E

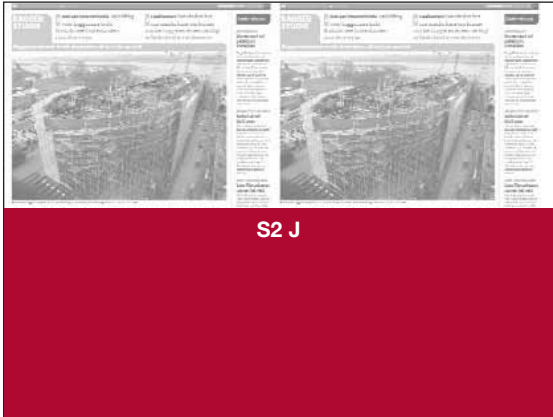
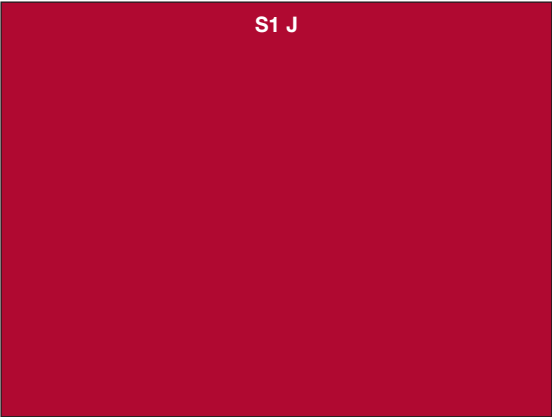
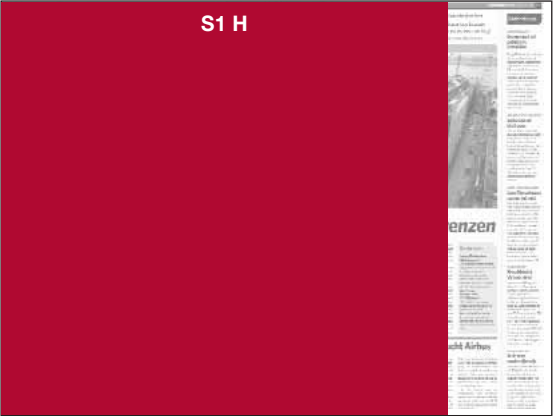
Boskalis kent geen grenzen

W

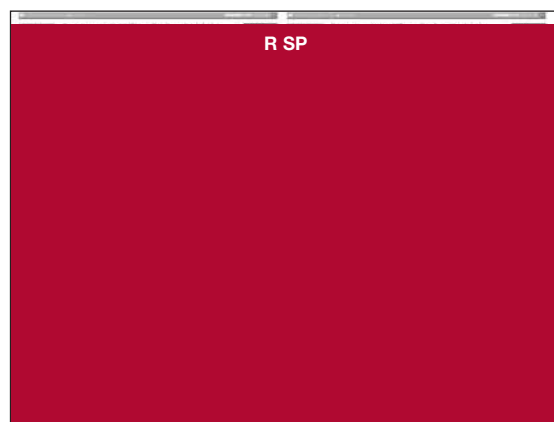
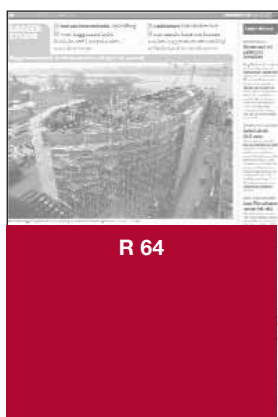
Stank Eindhoven heeft bewoners de rook uit. Ergeest bij eerste vlucht Airbus

1 E

Sample boxes



Sample boxes



Factors

Special positions and options

A surcharge is added to the basic rate for certain pages. When an advertisement is placed on these pages, the price of the advertisement is multiplied by a certain factor.

Special position	Factor	Available boxes	Comment
Front page	3,5	13 E	National edition and the metropolitan regions
Page 5 on Saturday page 3	1,25	1 E	Only available in the national edition
Premium pages 2, 3 (except for Saturday) and 6 to 16	1,1	All formats except 13 E	Only available in the national edition
Page to the left of the first page of the regional and local news section	1,25	2 E en 1 E	Only available in the metropolitan regions
First page of the regional and local news section	2	42 A, 27 A, 20 A 20 B, 14 B, 10 B, 8 B 14 C, 9 C, 7 C 10 D, 7 D, 5 D 13 E, 8 E	Only available in the metropolitan regions
First page of the financial and economic news section	2	42 A, 27 A, 20 A, 10 A, 05 A 20 B, 14 B, 10 B, 8 B, 5 B, 4 B, 25 B 14 C, 9 C 10 D, 7 D 8 E	Only available in the national edition
Markets page	1,5	7 C	Only available in the national edition
Weather page	3	20 B	Only available in the national edition
TV and radio	3	42 A, 27 A, 20 A, 10 A, 05 A 20 B, 14 B, 10 B, 8 B 14 C, 9 C 10 D, 7 D 8 E	Only available in the national edition
Back page	2	2 E	Only available in the national edition
Front page of "Sportwereld" sports section	2	42 A, 27 A, 20 A 20 B, 14 B, 10 B, 8 B 14 C, 9 C, 7 C 10 D, 7 D, 5 D 13 E, 8 E	Only available in the national edition
Back page of "Sportwereld" sports section	1,25	10 A, 05 A	Only available in the national edition
Front page of "Uit" entertainment section	2	42 A, 27 A, 20 A 20 B, 14 B, 10 B, 8 B 14 C, 9 C, 7 C 10 D, 7 D, 5 D 13 E, 8 E	National edition and the metropolitan regions
Back page of "Uit" entertainment section	1,25	2 E, 1 E	National edition and the metropolitan regions

Colour

Colour gives your advertisement greater impact. It's very easy to calculate the additional cost.

1 Supporting colour	25% on top of the price of a black & white box
Full colour	35% on top of the price of a black & white box