

Netherlands: New circulation figures 1st quarter 2005

11-Jul-05

New circulation figures for the first quarter of 2005 were released on July 7, 2005.

Here below the figures for the national and free commuter newspapers and consumer magazines .

Rank	Paid distributed newspapers	Type	Circulation/ Total* 1/2005	Circulation/ Total* 1/2004	Circulation/ Total* 1/2003
1	De Telegraaf	Popular**/influent	709.745	732.455	761.31
2	De Volkskrant	Influential/quality	300.394	309.343	329.089
	(+ De Volkskrant Direct) (e paper)		(+19004)		
3	Algemeen Dagblad	Popular**/general	275.713	277.703	303.734
4	NRC Handelsblad	Liberal, quality/evening paper	249.71	259.908	266.025
	(+NRC Handelsblad web)		(+2539)		
5	Trouw	Quality (originally protestant)/compact format***	113.234	110.686	122.38
6	Het Parool****	National/regional/evening/compact format	86.623	85.101	90.011
7	Reformatorisch Dagblad	Protestant tendency/evening	59.652	59.69	59.352
8	Het Financieele Dagblad	Business/financial	54.349	54.072	56.585
9	Nederlands Dagblad	Protestant tendency	34.411	34.462	34.36
Rank	Paid distributed Sunday newspapers	Type	Circulation/ Total* 1/2005	Circulation/ Total* 1/2004	Circulation/ Total* 1/2003
1	De Telegraaf op Zondag	Popular**/influent	711.966	N/A	N/A

Source: HOI /Netherlands July 7, 2005

*Totaal verspreide oplage

**popular in this case is not considered as sensationalist press, but very good editorial style for a large public.

***Compact format, effective February 3, 2005. All data refer to the broadsheet size.

****Het Parool focuses on the Amsterdam metropolitan area. However it has subscribers and buyers all over the country. Now the newspaper has been published in tabloid size from March 31, 2004.