

THE READER TAKES TIME FOR M

# M, THE NRC HANDELSBLAD MONTHLY

M, out the first Saturday of the month, a beautifully designed glossy monthly full of culture, lifestyle, gripping photography and in-depth journalistic stories. The NRC Handelsblad makes time for this. Your advertisements will certainly be seen, advertising in M is certainly worthwhile. This monthly will be read by 353,000 highly educated and well-travelled readers.

## The M reader

The M reader is also the NRC Handelsblad reader: highly educated, prosperous, intellectual, for whom the newspaper is first and foremost an information source, rather than infotainment. In an increasingly superficial time, the reader of M from NRC Handelsblad consciously chooses in-depth background reporting.

## Editorial formula

M is divided over M and M KORT. The first part contains the well-known thought-provoking reporting, the essay, the interview and photo-documentary with which NRC Handelsblad reader are already familiar. The emphasis in this section is on depth, surprise, originality and top quality photography. M cover stories remain the talk of the town and are often followed up in the NRC Handelsblad itself. Examples of these are reports of the quality of education in the Netherlands under the title 'the Netherlands getting dumber?', as well as revealing background reports of the American Presidential elections, or the national NOS-Journaal operating procedure.

of short columns. M KORT provides entertainment, columns, a shopping special, culinary items and games, so the interested reader can also take time out if they don't have time to peruse the longer stories.

## Regular columns in M, the NRC Handelsblad monthly

- Culinary column Food and Drinks by Joep Habets and Bart Nieuwenhuijs.
- Around the table discussions by Bas Heijne.
- Passion in Holland Photo Column by Roel Visser.
- NRC Handelsblad DVD collection: the best European film classics on DVD are discussed and a discount on them offered to NRC Handelsblad subscribers.
- The Hobbies Column
- Messages
- Games and Taste



provocative report



culinary column