

# NRC HANDELSBLAD

## Slijpsteen voor de geest

Circulation 2005: average of 256,737 copies per day (of which 93% on subscription)  
(*Newspapers Circulation Specification Cebuco 2004*)

Average reach: 451,000 people of 13 years and above  
(*NPM November 2003 – October 2004*)

### Editorial profile



#### The newspaper informs, the reader concludes

NRC Handelsblad is the newspaper that demands slightly more from its readers. It is the newspaper that aims to keep its readers focused or become more focused. This is expressed in the catchphrase: 'Slijpsteen voor de geest' (grindstone for the mind). The newspaper is the means, focus the aim. To this end, NRC Handelsblad employs a strict separation between facts and opinions. NRC Handelsblad looks at the world with a free spirit, objectively and independently. The newspaper informs, the reader concludes.

#### The critical reader

As NRC Handelsblad demands slightly more from its readers, so the readers demand more from their newspaper. They are critical and probing. They not only want to know what is happening in the world, but also know the background information and see the connections. They are much more interested than the average person in the Netherlands in subjects like economy, investment, music, science and art. They are well educated. Almost one in three readers have an academic qualification. They work in the medical sector, the business community and in government. They mainly have management, financial and legal positions. Finally, the readers of NRC Handelsblad are also not badly off in their circumstances. 72% of them belong to social class A or B1.

#### The special relationship

The appreciation of the readers for their newspaper partly appears from strong reader/newspaper relationship. No less than 93% of the circulation is intended for subscribers. This is exceptional for a newspaper. As is the time that our readers spend reading their newspaper every day as a matter of fact. The average reading time is 51 minutes per day (*subscriber panel study 2004*).

#### The weekday newspaper

Every day, NRC Handelsblad has a news section including two opinion pages on which debates are held on topical national and international themes, from world politics to the mutual relationships at Dutch primary schools. The whole week, except on Mondays, there is also an economy section 'E'. In addition, NRC Handelsblad has three supplements: 'Agenda', 'Boeken' (*Books*) and 'Cultureel Supplement' (*Cultural Supplement*). The supplements contain in-depth reports, interviews and essays and offer a platform for columnists.

#### The weekend newspaper

Besides the daily news section and the economy section 'E', the weekend newspaper contains the 'Opinie & Debat' (Opinion & Debate) supplement, the 'Zaterdags Bijvoegsel' (*Saturday Supplement*), the 'Wetenschap & Onderwijs' (*Science & Education*) supplement and 'Leven & cetera' (*Life et cetera*). Furthermore, a special Theme issue is published a few times a year with subjects that are close to the readers' hearts, such as World travel, Literature and Music, Health care and Labour market. On every first Saturday of the month, the monthly magazine 'M' is published. In the weekend, NRC Handelsblad

deals with all facets of life. From politics, opinion and science to culture, travel and fashion.

### Regular features

The editorial subjects of Economy, National, International, Art and Sport have their regular pages every day in the newspaper, providing the readers with a firm footing. In addition:

<i>Opinion:</i>	Daily page with opinion contributions from authorities in various fields and, on Saturday, a separate 'Opinie & Debat' section
<i>International:</i>	The 'Buitenland' ( <i>Abroad</i> ) pages provide a clear overview of international developments with understandable headlines and readable reporting
<i>Columnists:</i>	Marjoleine de Vos, H.J.A. Hofland, J.L. Heldring, Roel Janssen, Karel Knip (Science), Bas Heijne, Hugo Camps (Sport), Elsbeth Etty, Anil Ramdas
<i>Television &amp; Radio:</i>	Summary of channels, a selection by the editorial staff, television column by Hans Beerekamp, Weather and a Recipe
<i>Back page:</i>	Every day, a collection of lighter fare: entertaining articles, Fokke & Sukke, the 'Dag' ( <i>Day</i> ) column by Frits Abrahams, and on Saturday, Youp van 't Hek

### Weekly arrangement of sections

Monday	News, Sport
Tuesday	News, Economy
Wednesday	News, Economy
Thursday	News, Economy, Cultural agenda
Friday	News, E, Cultural Supplement, Books
Saturday	News, Economy, 'Opinie & Debat', 'Zaterdags Bijvoegsel', 'Wetenschap & Onderwijs', 'Leven &cetera' and 'M', the NRC Handelsblad monthly magazine (every first Saturday of the month). In addition, a special Theme issue is published a few times a year.

### The reader takes the time for M

M is the monthly magazine of NRC Handelsblad that takes the time and the space for exploring subjects in depth. An attractively designed monthly magazine full of culture, lifestyle, probing photography and penetrating journalistic stories. It contains equally thorough and revealing articles. For example, about the bankruptcy of public housing in the Netherlands, the Rotterdam ring of canals, the Dutch troops in Afghanistan, the heritage of Pim Fortuyn or the Public Prosecutor in action against crime. Powerful photo reports often radically catch the spirit of the times.

M has stories with an original line of approach, a literary slant and a cinematic quality and works with well-known authors and photographers. This is an environment in which does justice to your brand. The latest fashion, jewellery, exclusive cars, special travel destinations, the latest mobile communication products all sparkle in M. To put it briefly, all products and services that deserve the high-quality printing of M.



### www.nrc.nl

The website offers national and international news and a choice of background information, files, documents, web links and photo series accompanying the news. In addition, there are special sections for subscribers, students, teachers and expatriates. The NRC Handelsblad website has developed into a popular and appreciated site. The visitors to the website are generally highly qualified, prosperous and are often not (yet) readers of the newspaper. Most of the visitors are aged between 25 and 45. The deployment of the website besides print, produces an extra reach of 55% for you as advertisers. Furthermore, it appears that you reach a relatively younger target group with the website in your communication mix (NIPO Market Developments Daily Newspapers 2004).