

ONLINE ADVERTISING

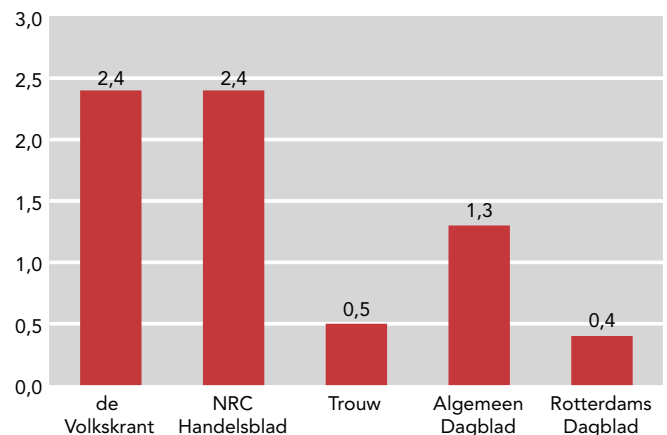
Advertising online on the websites, in the e-mail newsletters or in conjunction with the daily newspapers; PCM Dagbladen offers the advertiser the full range of possibilities.



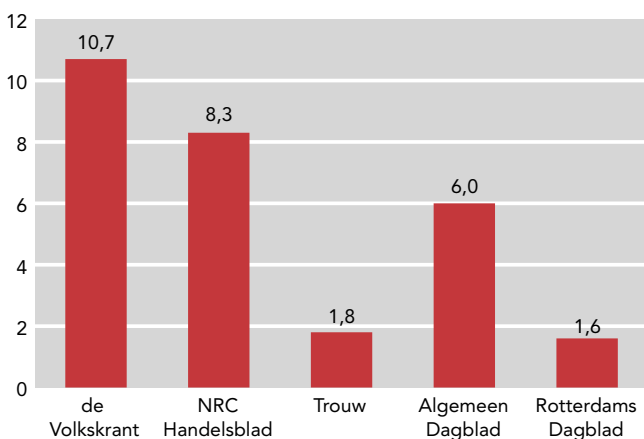
THE SITES

The websites of De Volkskrant, NRC Handelsblad, Trouw, Algemeen Dagblad and Rotterdams Dagblad are amongst the most frequently visited newspaper sites in the Netherlands. The editors of these sites ensure that they have their own identity and guarantee high quality reporting. The sites are therefore an appealing environment for advertisers to reach their target group with online advertising via the Internet.

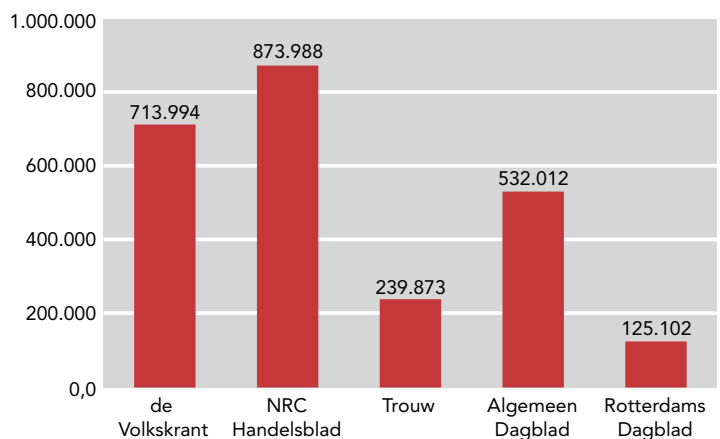
Average number of views per month (x 1.000.000)



Average number of page views per month (x 1.000.000)



Average number of unique visitors per month

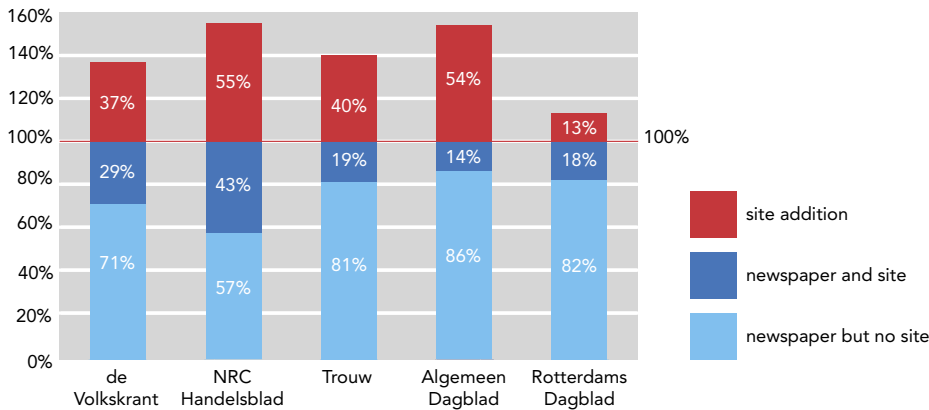


COMBINING NEWSPAPER AND SITE

We offer our newspaper advertisers an extremely attractive combined rate. Advertising on the newspaper's website together with a placement in the corresponding print title gives a substantial discount on the Internet rate, whilst the net reach through the newspapers can be increased by some 5 0%!



See enclosed table: combined reach: 1 day newspaper/2 weeks site
 newspaper reach per issue is 100%



TNS NIPO Market Development Newspapers, Spring 2004, Consumer Monitor 18+, n=3.666

THE E-MAIL NEWSLETTERS

The daily e-mail newsletters from NRC Handelsblad, De Volkskrant and Trouw are enjoying an ever-rising circulation. We currently send the newsletters to 152,000, 7,000 and 13,000 registered recipients every day respectively. A banner on these newsletters guarantees a high level of attention.

Source: Internal registration, June 2004



volkskrant.nl

The website of de Volkskrant is one of the Netherlands' biggest news sites. From early in the morning to late in the evening the website is constantly updated with the latest news in the form of text, photos and video clips from press agencies and the newspaper's own reporters. The site also offers a lot of interactivity through discussions and daily opinion polls. The Volkskrant site also features a lively singles community - with spin-offs such as dating, singles parties and singles days - and De Volkskrant maintains a detailed film site.



nrc.nl

The clearly laid-out NRC Handelsblad website delivers an extensive news selection every day, with major updates at 10 a.m. and 4 p.m. NRC Handelsblad explores the background to the news in detail: a lot of briefings and discussions about major news topics, columns and extensive archives. The site provides in-depth coverage of the economy and culture, share prices, Economie voor jou (Your Economy), book and film reviews and the cultural diary.



trouw.nl

The Trouw website is a far-reaching supplement to the newspaper. A selection of articles from the paper are published on the Internet every day, usually supplemented with a forum. The Trouw reader is thus drawn into the news, which is divided into Health & Care, Child-rearing & Education, Religion & Philosophy, Nature & Environment and - of course - News & Analysis.



ad.nl

The Algemeen Dagblad website offers a surveyable selection of the day's news. The site also focuses on sport and consumer issues. AD.nl/sport is one of the most popular directories, and supplements the latest sports news with statistics, match reports for all major European football competitions, and reports on all other major sporting events. The other sections focus on the consumer: Consumer and Money, Internet & PC, Leisure and Health. The waiting list guide is a particularly good example of how ad.nl provides its readers with additional services.



rotterdamsdagblad.nl

The website of Rotterdams Dagblad is the largest site for Rotterdam and the surrounding area. This site is extremely current, since it is constantly being updated by the Internet editors. The most popular sections are the regional news and the sport. The regional role is also reflected in discussions, the job advertisements section and the free ads service for private individuals. Naturally the site also features the latest domestic and foreign news.

