



Editorial Profile

Since 21 March 2004, De Telegraaf is published 7 days a week! It's the only national print medium in the Netherlands that offers the opportunity to grab the attention of a target group on a daily basis. Its aim is to provide every reader or internet user with the most important news related to politics, environment, sports, crimes, economics, education, art, and many other subjects. According to the Articles of Incorporation of the newspaper, all subjects are treated without any political or religious bias. De Telegraaf focuses mainly on practical information, people stories and entertainment. You can find 4 different editions of it, each of which containing some local information.

Language

Dutch

Frequency

daily (Monday-Sunday)

Subscriptions

79,5% (HOI 2004)

Circulation

776.004 copies

Average reach

2.5 mio. readers (persons of 13+ years)
3.1 mio readers on Saturday (HOI 2004)

Internet site

<http://www.telegraaf.nl>