

## DE TELEGRAAF. 7 DAYS A WEEK

With 7 insertions in the De Telegraaf  
you will reach more than 5 million  
Dutch readers, i.e. more than  
5 million potential customers!

(Source: NOM 05/03-04/04 / MV 13+)

## FACTS & FIGURES: IMPORTANT INFORMATION ABOUT ADVERTISING IN DE TELEGRAAF

### DE TELEGRAAF: 7 DAYS A WEEK

Since 21 March 2004, De Telegraaf is published 7 days a week! The only national print medium in the Netherlands, De Telegraaf offers you the opportunity to grab the attention of your target group on a daily basis. With 7 insertions in the De Telegraaf, you will reach more than 5 million Dutch readers, i.e. more than 5 million potential customers!

However, communicating with your target audience requires more than high coverage figures and a high circulation. The type of ad and its position in the newspaper are also important for targeted and effective communication. That is why in addition to our standard advertising options we offer you a large number of special advertising options enabling you to bring your brand, product and/or service to your target group's attention in surprising manner.

Naturally, we are also keen to receive your input and jointly work towards a tailor-made solution.



### DE TELEGRAAF'S COVERAGE CONTINUES TO INCREASE, EVEN AFTER MULTIPLE INSERTIONS!

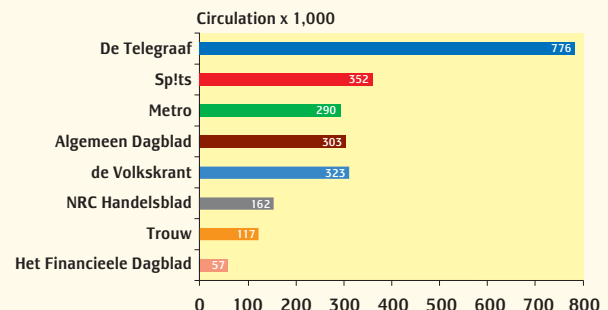
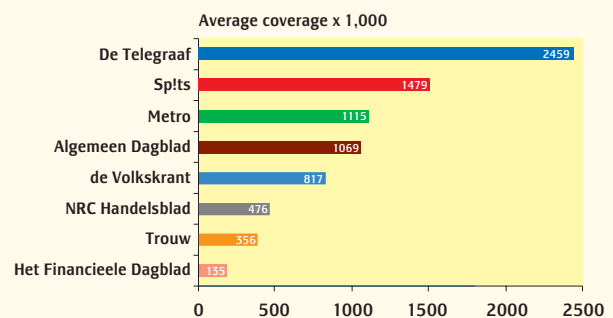
De Telegraaf is the largest and best-read paper in the Netherlands. With 776,000 copies, De Telegraaf's circulation is more than twice as high as that of the other national dailies. On average, 1 insertion in De Telegraaf reaches no less than 2.5 million Dutch readers (18.1% / MF 13+) and on Saturday even 3.1 million people, i.e. more than 23% of the Dutch population.

| De Telegraaf circulation  | Numbers | %    |
|---------------------------|---------|------|
| Average total circulation | 776,004 | 100  |
| Subscriptions             | 616,840 | 79.5 |
| Single copy sales         | 147,768 | 19.0 |
| Other circulation*        | 11,396  | 1.5  |
| Home circulation          | 747,348 | 96.3 |
| Foreign circulation       | 28,656  | 3.7  |

\*Other circulation: Circulation in airplanes, voucher copies, sampling, etc.  
Source: HOI 2003/ 2004

| Coverage                         | Numbers   | %    |
|----------------------------------|-----------|------|
| Average coverage M/F 13+         | 2,459,000 | 18.1 |
| Average coverage on Saturdays    | 3,131,000 | 23.0 |
| Average coverage on Sundays      | 2,191,000 | 16.1 |
| Total coverage (last year)       | 7,863,000 | 57.9 |
| Average coverage decision-makers | 411,000   | 27.1 |

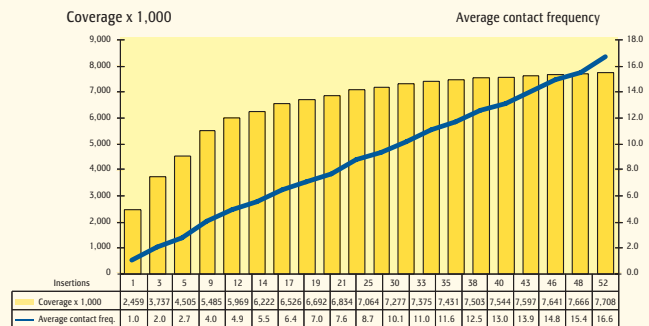
Source: NOM Print Monitor May 2003-April 2004 and DMS 2004-2 2003/ 2004



### Average circulation and coverage per day of the week

|    | Total circulation X 1,000<br>(according to HOI definition) | Average coverage X 1,000 | Average no. of readers per copy |
|----|--|--------------------------|---------------------------------|
| Mo | 730  | 2,476                    | 3.4                             |
| Tu | 719  | 2,491                    | 3.5                             |
| We | 730  | 2,295                    | 3.1                             |
| Th | 722  | 2,680                    | 3.7                             |
| Fr | 724  | 1,911                    | 2.6                             |
| Sa | 937  | 3,131                    | 3.3                             |
| Su | 684  | 2,191                    | 3.2                             |

Source: Circulation 2003/2004 according to HOI definitions



Source: NOM Printmonitor 2003-2004

In case of multiple insertions, De Telegraaf's coverage continues to increase. With 5 insertions you reach one third of all Dutch 13+ citizens and with 20 insertions you even reach 6.8 million Dutch people (13+).

### TARGETED ADVERTISING

De Telegraaf not only allows you to build and increase your coverage, but you can also benefit from targeted advertising. Our various sub-sections, theme pages and advertising categories such as the Financiële Telegraaf (Financial section), De Woonkrant (Property section), De AutoTelegraaf (Motoring section), De Reis- en Vaarkrant (Travel & Boating section) and our theme pages such as Vrouw (Women's section), Privé (Glamour section) and Newz(y) allow you to capitalise on the specific interests of your target groups.

| Target group         | M / F 20-49        |                  |            |        | Shoppers  |                  |            |        | Decision makers* |                  |            |        |             |
|----------------------|--------------------|------------------|------------|--------|-----------|------------------|------------|--------|------------------|------------------|------------|--------|-------------|
|                      | Population x 1,000 | Coverage x 1,000 | Coverage % | O.T.S. | tel index | Coverage x 1,000 | Coverage % | O.T.S. | tel index        | Coverage x 1,000 | Coverage % | O.T.S. | tel index** |
|                      | 7194               |                  |            |        |           | 8423             |            |        |                  |                  |            |        |             |
| Number of insertions |                    |                  |            |        |           |                  |            |        |                  |                  |            |        |             |
| 1                    | 1243               | 17.3             | 1.0        | 96     | 1558      | 18.5             | 1.0        | 102    | 411              | 27.1             | 1.0        | 150    |             |
| 2                    | 1693               | 23.5             | 1.5        | 100    | 2006      | 23.8             | 1.6        | 101    | 551              | 36.3             | 1.5        | 154    |             |
| 3                    | 2013               | 28.0             | 1.9        | 102    | 2321      | 27.6             | 2.0        | 100    | 639              | 42.1             | 1.9        | 153    |             |
| 4                    | 2265               | 31.5             | 2.2        | 103    | 2569      | 30.5             | 2.4        | 100    | 705              | 46.4             | 2.3        | 152    |             |
| 5                    | 2474               | 34.4             | 2.5        | 104    | 2775      | 32.9             | 2.8        | 99     | 757              | 49.9             | 2.7        | 151    |             |
| 6                    | 2652               | 36.9             | 2.8        | 105    | 2949      | 35.0             | 3.2        | 99     | 800              | 52.7             | 3.1        | 149    |             |
| 7                    | 2806               | 39.0             | 3.1        | 105    | 3100      | 36.8             | 3.5        | 99     | 835              | 55.0             | 3.4        | 148    |             |
| 8                    | 2941               | 40.9             | 3.4        | 105    | 3233      | 38.4             | 3.9        | 99     | 864              | 56.9             | 3.8        | 146    |             |
| 9                    | 3061               | 42.6             | 3.7        | 105    | 3351      | 39.8             | 4.2        | 99     | 889              | 58.5             | 4.2        | 145    |             |
| 10                   | 3168               | 44.0             | 3.9        | 106    | 3456      | 41.0             | 4.5        | 98     | 910              | 59.9             | 4.5        | 144    |             |
| 11                   | 3265               | 45.4             | 4.2        | 106    | 3550      | 42.2             | 4.8        | 99     | 927              | 61.1             | 4.9        | 143    |             |
| 12                   | 3352               | 46.6             | 4.5        | 106    | 3636      | 43.2             | 5.1        | 98     | 943              | 62.1             | 5.2        | 141    |             |
| 13                   | 3432               | 47.7             | 4.7        | 106    | 3714      | 44.1             | 5.5        | 98     | 956              | 63.0             | 5.6        | 140    |             |
| 14                   | 3504               | 48.7             | 5.0        | 106    | 3784      | 44.9             | 5.8        | 98     | 967              | 63.7             | 5.9        | 139    |             |
| 15                   | 3570               | 49.6             | 5.2        | 106    | 3849      | 45.7             | 6.1        | 98     | 977              | 64.4             | 6.3        | 138    |             |

Source: NOM Print Monitor 2003 – 2004 (May 2003 to April 2004)

\* source: DMS 2004 - 2 \*\* Note: Indicative selectivity index. Based on comparison DMS 2004 – 2 with NOM Printmonitor 2003 - 2004

Coverage x 1,000: The number of people that has been in contact with the medium

Coverage %: The percentage of people in the target group that is reached

O.T.S.: The Opportunity To See is the average number of times that someone from the target group comes into contact with the medium

Selectivity index: The selectivity index indicates to what extent the coverage in the target group is selective. If >100, the coverage in the target group is higher than the average coverage among all readers of both sexes aged 13 years and older

De Telegraaf has the highest coverage among decision-makers. 1 insertion in De Telegraaf reaches almost 500,000 decision-makers, i.e. 27% of the Dutch decision-making population.

De Telegraaf's Saturday edition is extremely suitable for recruiting personnel. With 23% (or 1 million people) the Saturday edition has the highest coverage of all printed media among job hunters between the ages of 18 and 55 years old that (may) plan to change jobs next year.

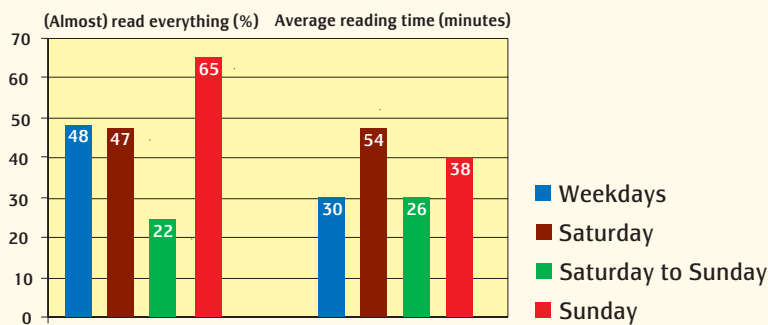
### EVEN MORE COLOUR FOR YOUR MONEY!

De Telegraaf is the first daily newspaper to change its colour ad price calculation. Since last year, the colour ad surcharge is no longer based on the number of millimetres but on the size of your ad. If you opt for a spot colour, we will charge an extra 25% in millimetres. For full-colour this percentage is 50%. Research (SWOCC 1996/2000) showed that the use of colour in advertisements greatly contributes to the attention and appreciation level of the ad.

### SURVEY AMONG READERS OF DE TELEGRAAF'S SUNDAY EDITION

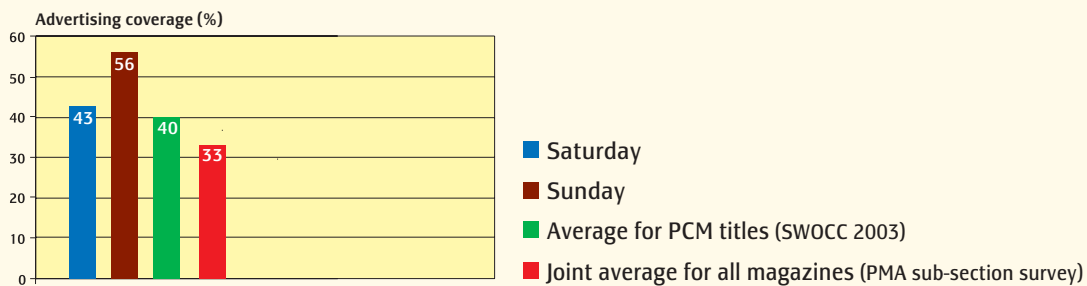
Sunday 21 March 2004 marked the publication of the first Sunday edition of De Telegraaf, the first national Sunday paper in the Netherlands. 9 Months later it's clear that De Telegraaf on Sunday is a success. More than 77% of all readers have indicated they would not want to go without the Sunday paper now.

On average, the Sunday paper is read for 38 minutes, considerably longer than on weekdays (30 minutes). In addition, the Sunday paper is read more intensively than the weekday editions. More than 65% of all readers read De Telegraaf (almost) in its entirety (as opposed to 48% on weekdays).



Source: Readers survey De Telegraaf op zondag, 2004

Advertising in the Sunday paper is effective. With 56%, the advertising coverage of the Sunday edition of De Telegraaf is many times higher than the national average for all magazines in the '96-'99 PMA sub-section survey and the average joint advertising coverage of all PCM titles (SWOCC, UvA, 2003). Together with the special advertising options in the Sunday edition of De Telegraaf, such as IM Exclusives, an extra large front page ad or a full-colour 1/1 GA on page 5, this represents an interesting opportunity!



Source: Readers survey De Telegraaf op zondag, 2004

## ADVERTISING MORE FREQUENTLY AT SPECIAL DISCOUNTS

Through various advertising packages and special discounts, De Telegraaf offers you the possibility to advertise more frequently at very competitive rates. Here are some examples:

- Thursday - Friday combination
- Saturday - Monday combination
- Full page discount
- King size IM discount
- Junior page IM discount
- IM Exclusives on Sunday
- Large front page ad on Sundays
- Unique on Sunday, full-colour 1/1 GA on page 5
- Week package
- Weekend package
- TV Weekeinde Frequency package

Later on in this brochure you will find extensive information about the various advertising packages and special discounts we offer.

## DE TELEGRAAF'S DIGITAL NETWORK

Our advertising options are not limited to the printed version of De Telegraaf. Our digital network is available 24/7 to communicate with (potential) customers. In addition to Telegraaf.nl, De Telegraaf has a large number of sub-sites such as AutoTelegraaf.nl, DFT.nl, Woonkrant.nl, Vacaturekrant.nl, Reiskrant.nl, Speurders.nl and ElCheapo.nl., offering not only broad coverage but also the possibility to address specific target groups. De Telegraaf also offers a large number of standard and special online advertising options. See page 17 for more information.



## QUESTIONS?

If you have any questions about De Telegraaf's 2005 advertising brochure, or require personal advice, please contact the International Sales Department on: + 31 (0)20 585.2278. For direct reservations and/or questions or submission of material, please contact International Sales Support on: + 31 (0)20 585.8077