

de Verdieping **Trouw**

Circulation 2005: average of 108,531 copies per day (of which 91% on subscription)
(Newspapers Circulation Specification Cebuco 2004)

Average reach: 313,000 people of 13 years and above
(NPM November 2003 – October 2004)

Editorial profile



Contemporary, self-willed and human

Involved in society. Having an eye for what is really happening in the world. Attaching value to depth and personal development. These times require quality. Require a newspaper with ideals. More and more people appreciate Trouw. Certainly now that the newspaper has become more convenient, more open and a lot more entertaining.

With the compact newspaper, Trouw is the first newspaper to really make a choice for the readers. They often have little time, but do need the calm and the content of a quality newspaper. Trouw was the first newspaper to separate news and background information at the request of its readers (Trouw De Verdieping, 1999). But tomorrow's readers want more. They prefer the convenience and the ease of a contemporary newspaper to the struggle with an old-fashioned one. And so Trouw introduced the compact newspaper.

For the rest, Trouw has remained recognizable as Trouw with news, the 'Verdieping' (*Depth*) and the daily 'Gids' (*Guide*). On the other hand, with its compact format, the newspaper is more readable and accessible without losing clarity. Besides format, Trouw Compact distinguishes itself by means of a sophisticated arrangement and the use of a larger letter type, more colour in the columns, a greater wealth of photos and informative graphics, and a varied presentation. Headlines are more explicit. Articles are more accessible at various levels. Both for the readers who want to quickly grasp the essence of news and background information, as well as those who want greater depth.

Core values of Trouw

- Compact and accessible
- Philosophical
- Independent and self-willed
- Interaction with the readers
- Involved with society and individual
- Education and upbringing
- Religion and philosophy
- Healthcare

Sections and regular editorial elements in Trouw

As a compact newspaper, Trouw continues to appear every day with two sections: the news section and the 'Verdieping' (containing the daily 'Guide'). On Saturdays, a further two sections are added, the weekend 'Guide' and 'Letter & Geest/Boeken' (*Letter & Mind/Books*).

The news section

The daily news is accommodated on the pages: Economy, the Netherlands, Europe, World, Markets and Sport. Every page has its compact reports and background information.

Regular features

- Commentary: Daily commentary from the editorial staff. Here, Trouw chooses a position in burning and smouldering issues
- Markets: Every day follows the most important markets and stocks and shares in the world. Every day, including the ASN/Trouw index, with the market performance of socially responsible companies. On Saturday, the weekly summaries of all investment funds.
- Sport: Daily reports and articles about the sports world: from amateur to top sport. Every Monday, six pages of sport. On Saturday, extra attention for sport with background information and interviews

The second section is 'de Verdieping'

In 'de Verdieping' important news and topical subjects are covered in-depth. This is achieved by means of interviews, reports and dissertations. 'De Verdieping' is highly regarded by Trouw readers and takes time to read.

Regular features

- 'Religie & Filosofie' (Religion & Philosophy): Page two of 'de Verdieping' outlines the daily developments of the major religions and follows ideological and philosophical issues that play a role in the world.
- The daily 'Gids': On weekdays, the daily 'Gids' appears at the back of 'de Verdieping'. Attention is paid, for example, to art, media, travel, nature, healthcare, work, show business, relationships, comic strips, films, new products, homes and cooking.

The Saturday newspaper

Besides the news section and 'de Verdieping', the Saturday newspaper has a separate 'Weekend Gids' (*Weekend Guide*) supplement and a separate 'Letter & Geest / Boeken' supplement.

- The 'Weekend Gids': Just like the daily 'Gids', but more comprehensive. Regular features in the 'Weekend Gids' are: Modern manners, eating and cooking, the gardening feature 'Groenstrook' (Green Area), a tourism report, walking/cycling feature, tips for children, an art preview and discussions of CDs, DVDs and games. In addition, there is a puzzle page with chess, bridge, word puzzle, weekly puzzle, a language feature and a cryptogram. There is also a media feature with radio and TV listings.
- 'Letter & Geest/Boeken': The fourth section on Saturday is an ideological and cultural-philosophical supplement, together with book news, which includes discussions about recent publications.

Other sections in the newspaper:

- Columnists: including Rob Schouten, Sylvain Ephimenco, Monic Slingerland, Mart Smeets, Matty Verkamman, Hans Goslinga and J.A.A. van Doorn.

www.trouw.nl

The internet site of Trouw is a comprehensive supplement to the newspaper. Every day, a selection of articles from the newspaper is published on internet, usually accompanied by a forum. Trouw readers are involved in the news, classified in 'Zorg & Gezondheid' (Care & Health), 'Opvoeding & Onderwijs' (Upbringing & Education), 'Religie & Filosofie' (Religion & Philosophy), 'Natuur & Milieu' (Nature & Environment) and naturally 'Nieuws & Achtergronden' (News & Background). In addition, at every moment of the day the site has the latest news provided by Novum. The Trouw website attracts about 240,000 unique visitors per month (*source: TNS Nipo marktontwikkeling Dagbladen, spring 2004*). The daily Trouw email newsletter has a constant circulation growth. There are currently more than 13,000 subscribers. (*source: PCM internal registration*).