

VOLKSKRANT MAGAZINE

Volkskrant Magazine observes and informs in an explanatory and in-depth manner. Personal, involved and concrete, the Volkskrant is the only magazine for the reader who wants to stay informed, not only about what's happening now, but also in the near future. Volkskrant Magazine keeps up with the times and visualises what's going on in the near vicinity. The reader recognises themselves in the Volkskrant Magazine and can identify with it.

The Volkskrant Magazine reader

Volkskrant Magazine readers are mainly young people in double income household, with a child. Curious and socially engaged, they are involved in their local community and town as well as in society. They are interested in everything that influences their lives, and while not religious, are looking for something to give their lives meaning. Politics is of interest to them, certainly the developments of the past year. During their spare time, they go on city breaks abroad, holidays to France or Italy, take in music, films and books. Even though they cannot do all they would like to do, they like to stay informed about cultural and social events. They love convenience but make conscious choices in this.

Editorial formula

Editorial formula is characterised by personality and involvement. Volkskrant Magazine contributes to the target group remaining informed while they are in the process of putting down roots. This group no longer has the time to keep pace with events themselves, but can do so through the magazine, which alerts and informs the reader. This is expressed in subject choices with which the reader can identify and relate to.

Editorial columns:

- Large representative and revealing interview.
- Socially relevant story: subject close to reader's own experiences.
- Report: Social and current events: a peek into a world you wouldn't normally experience.
- Visual report: something new every week, for fashion to interiors to a journalistic series.
- Lifestyle: including fashion, cuisine, interiors, garden, cars and gadgets.

Regular columns

- Own area
- Taste
- Finger in the pie
- Other eyes
- Best of Health
- Adriaan Jaeggi's Column
- Life tales! by obstetrician Anna Jongkind



revealing interview



report