



Editorial Profile

De Volkskrant was established in 1921 and is today's largest quality newspaper in The Netherlands. It's opting for an independent and sometimes contrary look at events. The first supplement is for current national and international news and for opinions. The second supplement continues with 'soft' news and cultural items. On Mondays the newspaper ends with a sports supplement. The rest of the week the third supplement contains economic news. Each Saturday the newspaper has eight supplements and a magazine.

Language

Dutch

Frequency

daily (Monday-Saturday)

Circulation

308,454 copies a day, 86.9% subscription (2004)

Average reach

782,000 readers (persons of 13+ years)

Magazine

Volkskrant magazine appears each Saturday as a supplement to de Volkskrant. It observes and informs the reader in a clear and in-depth way. The magazine is personal, concerned and concrete.

Internet site

<http://www.volkskrant.nl> & <http://www.volkskrantbanen.nl> offers a selection of documents on current topics from the newspaper. A part of the site is reserved for a cultural calendar.