

# de Volkskrant

Circulation 2005: average of 308,454 copies per day (of which 86% on subscription)  
(Newspapers Circulation Specification Cebuco 2004)

Average reach: 782,000 people of 13 years and above  
(NPM November 2003 – October 2004)

## Editorial Profile



De Volkskrant was established in 1921 and is the largest quality Dutch newspaper. De Volkskrant brings the facts as they are. Fast, frank and without prejudice. Furthermore, the newspaper places the facts in a broader perspective. Within the complicated political and economic field of influence, the newspaper interprets the news. In its dialogue with readers, the newspaper constantly innovates and goes along with the spirit of the times, always choosing an independent and sometimes contrary view of matters. Pieter Broertjes has been the editor-in-chief since 1995.

From Monday to Friday, the newspaper has a fixed rhythm. All pages are printed in full colour.

- The first part is reserved for the latest news, with national news, international news, economy and opinion, respectively.
- The second part deals with 'soft' subjects related to the news and culture in the widest sense of the word.
- In the 'Voorkant' on Monday considerable attention is paid to the past weekend's sporting events.
- There are extra supplements on Thursday with the 'Kunst' (art) tabloid and on Friday there is the Cicero supplement on books.

Every Saturday, the newspaper has five sections and a magazine. Fewer sections, more depth. This is the essence of the changes to de Volkskrant in 2005. After the news section comes 'het Vervolg' (background information, interviews and reports), 'het Betoog' (debate and opinion), 'Kennis' (science) and 'de Verleiding' (lifestyle and consumers). This final section is published in a convenient tabloid format. The other Saturday sections are on broadsheet. With five sections – and of course the Volkskrant magazine – the newspaper is more compact than before. This is a pleasing detail with a view to the visibility of advertisements in the newspaper.

## Regular features

The regular features offer the readers a recognizable profile and create an extra tie with the newspaper:

- CaMu:** Daily, witty comment by Remco Campert and Jan Mulder at the bottom-left of the front page
- De Voorkant:** Subject of the day on the front page of the second section, a feature with reactions to a topical subject and Martin Brill every day with a column
- De Achterkant:** 'De Achterkant' (The Back Page) is the successor to the 'Dag in Dag uit' (Day in Day out) feature and can be found on the last page of 'de Voorkant' section, with 'Weg' (Away) on Tuesday, 'Beter Leven' (Better Life) on Wednesday, 'Media' on Thursday and 'Eten' (Food) on Friday
- Forum:** A daily page in the news section with letters, opinions, analyses and columns

<i>Sigmund:</i>	Daily ironic comic strip about psychiatrist Sigmund by Peter de Wit (frequently awarded prizes)
<i>De Ombudsman:</i>	Every Saturday on the 'U' (You) page, for questions and comments from readers
<i>Columnists:</i>	Martin Brill, Jan Blokker, Kees Schuyt, Marcel van Dam, Herman Koch, Rob Vreeke, Nelleke Noordervliet
<i>Artists:</i>	Jos Collignon and Stefan Verwey in 'Cicero'

### Weekly arrangement of sections

Monday	News, 'Voorkant'
Tuesday	News, 'Voorkant'
Wednesday	News, 'Voorkant'
Thursday	News, 'Voorkant', 'Kunst' (tabloid)
Friday	News, 'Voorkant', 'Cicero' (books)
Saturday	News, 'het Vervolg' ( <i>Continuation</i> ), 'het Betoog' ( <i>Argument</i> ), 'Kennis' ( <i>Knowledge</i> ), 'de Verleiding' ( <i>Temptation</i> tabloid) and Volkskrant magazine

### Volkskrant magazine

Volkskrant magazine appears every Saturday with de Volkskrant and identifies and informs in an interpretive and in-depth manner. Volkskrant magazine is personal, involved and tangible. The magazine for the reader who wants to keep informed of what is going on, but also of what will happen in the short term. Volkskrant magazine is right up to date and visualizes what is happening in the close vicinity. The readers recognize themselves in Volkskrant magazine and can identify themselves with it.



### www.volkskrant.nl

On internet, de Volkskrant offers a selection from the newspaper and documents on topical subjects. There is also a cultural agenda, a comprehensive film archive in cooperation with cinema.nl, all vacancies from the newspaper ([www.volkskrantbanen.nl](http://www.volkskrantbanen.nl)) and the weather forecast every three hours.