

# NETHERLANDS

Print | Radio | Television | Internet | Outdoors

Amsterdam  
Canal View



## Print

### AUTO & MOTOR TECHNIK



<b>Periodicity</b>	Monthly
<b>Distribution</b>	Pan-European
<b>Language</b>	Dutch
<b>Type</b>	Cars
<b>Subcategory</b>	Car maintenance and repair
<b>Circulation</b>	21.495

### AUTOVISIE



<b>Periodicity</b>	Twice-monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Cars
<b>Circulation</b>	47.565
<b>Readers</b>	418.000

### BAKKERSWERELD



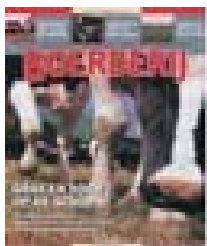
<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Food
<b>Subcategory</b>	Bread and confectionery
<b>Circulation</b>	5.215

### BLOEMISTERIJ



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Agriculture
<b>Subcategory</b>	Floriculture
<b>Circulation</b>	11.935

### BOERDERIJ



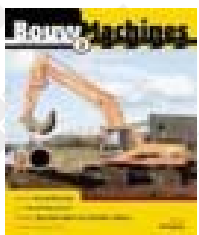
<b>Periodicity</b>	Weekly
<b>Distribution</b>	Pan-European
<b>Language</b>	Dutch
<b>Type</b>	Agriculture
<b>Subcategory</b>	Agricultural machinery, irrigation, fertilizers.
<b>Circulation</b>	18.000
<b>Readers</b>	32.000

### BOUW



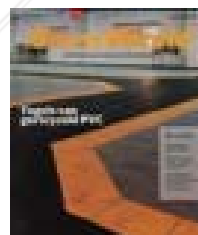
<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Construction Industry
<b>Circulation</b>	5.394

### BOUW MACHINES



<b>Periodicity</b>	16 x year
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Construction Industry
<b>Circulation</b>	6.656

### BOUW WERELD



<b>Periodicity</b>	11 x year
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Construction Industry
<b>Circulation</b>	11.412

## Print

### BOVAG KRANT



<b>Periodicity</b>	Twice-monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Cars
<b>Circulation</b>	16.050

### BROOD EN BANKET



<b>Periodicity</b>	10 x year
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Food
<b>Subcategory</b>	Bread and pastry

### COSMOGIRL (olanda)



<b>Periodicity</b>	13 x year
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Female
<b>Subcategory</b>	Teenager
<b>Circulation</b>	104,368
<b>Readers</b>	328,000

### DE BOOMKWEKERIJ



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Agriculture
<b>Subcategory</b>	Floriculture
<b>Circulation</b>	5,540

### DE TELEGRAAF



<b>Periodicity</b>	Daily
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	News/Information
<b>Subcategory</b>	Sport, Economy
<b>Circulation</b>	704,291
<b>Readers</b>	2,247,000

### DESIGN GUIDE



<b>Periodicity</b>	Annual
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Furniture
<b>Subcategory</b>	Interior Design
<b>Circulation</b>	42,000

### DISTRIFOOD



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Food
<b>Subcategory</b>	Distribution
<b>Circulation</b>	10,755

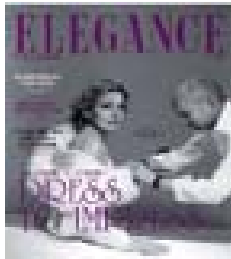
### DIT REISMANAGEMENT



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Tourism
<b>Circulation</b>	2,349

## Print

### ELEGANCE



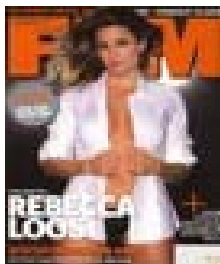
Periodicity	Monthly
Distribution	National
Language	Dutch
Type	Female
Subcategory	Classic
Circulation	52,786
Readers	237,000

### ESQUIRE (Netherlands)



Periodicity	8 x year
Distribution	National
Language	Dutch
Type	Life-style
Subcategory	Current affairs
Circulation	30,792
Readers	121,498

### FHM



Periodicity	11 x year
Distribution	National
Language	Dutch
Type	Male
Circulation	50,369
Readers	289,000

### FOODMAGAZINE



Periodicity	6 x year
Distribution	National
Language	Dutch
Type	Food
Circulation	6,933

### HITKRANT



Periodicity	Weekly
Distribution	National
Language	Dutch
Type	Life-style
Subcategory	Young people
Circulation	49,476
Readers	293,000

### INSTALLATIE + SANITAIR MAGAZINE



Periodicity	11 x year
Distribution	National
Language	Dutch
Type	Construction Industry
Circulation	5,917

### JAN



Periodicity	11 x year
Distribution	National
Language	Dutch
Type	Female
Circulation	76,912
Readers	190,000

### JANTJE



Periodicity	4 x year
Distribution	National
Language	Dutch
Type	Female
Circulation	70,000

## Print

### L'OFFICIEL NL (Olanda)



<b>Periodicity</b>	8 x year
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Fashion

### LOGISTIEK



<b>Periodicity</b>	Twice-monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Logistics
<b>Subcategory</b>	Automation,Storage Stock
<b>Circulation</b>	20,723

### MEDISCH CONTACT



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Medicine
<b>Circulation</b>	33,637

### MISSET HORECA



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Food
<b>Subcategory</b>	Restaurant
<b>Circulation</b>	20,353

### PAKBLAD



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Packing
<b>Circulation</b>	5,033

### PRIVE



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Female
<b>Subcategory</b>	Gossip
<b>Circulation</b>	222,544
<b>Readers</b>	2,061,000

### RDP VAKANTIE & RECREATIE (combinata)



<b>Periodicity</b>	Daily
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Tourism
<b>Circulation</b>	1,800,000
<b>Readers</b>	6,000,000

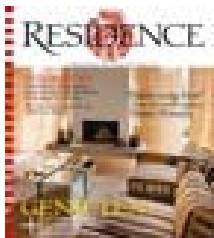
### REISREVUE



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Tourism

## Print

### RESIDENCE



<b>Periodicity</b>	11 x year
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Furniture
<b>Subcategory</b>	Inside furnitures
<b>Circulation</b>	32,937
<b>Readers</b>	170,000

### SPITS



<b>Periodicity</b>	Daily
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	News/Information
<b>Circulation</b>	46,000
<b>Readers</b>	1,900,000

### STYLE MEETS STYLE

<b>Periodicity</b>	Six-monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Furniture
<b>Circulation</b>	751,000
<b>Readers</b>	1,737,000

### TEXPRESS



<b>Periodicity</b>	Twice-monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Textile
<b>Subcategory</b>	Dress
<b>Circulation</b>	1,300

### TEXTILIA



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Textile
<b>Subcategory</b>	Dress
<b>Circulation</b>	7,650
<b>Readers</b>	26,000

### TRANSPORT + OPSLAG



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Logistics
<b>Subcategory</b>	Stock, Storage

### TRUCK & TRANSPORT MANAGEMENT



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Transportation
<b>Subcategory</b>	Lorries - Trucks - Vans

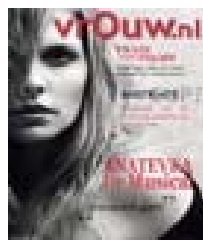
### TUIN & LANDSCHAP



<b>Periodicity</b>	Twice-monthly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Agriculture
<b>Circulation</b>	8,101

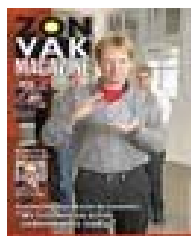
## Print

### VROUW



<b>Periodicity</b>	Weekly
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Female
<b>Circulation</b>	844,730
<b>Readers</b>	981,000

### ZONVAK



<b>Periodicity</b>	8 x year
<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Construction Industry

## Radio

### Radio 1



<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	News
<b>Subcategory</b>	News, sport

### Radio 2



<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Music
<b>Subcategory</b>	Popular music, culture, entertainment.

### 3 FM



<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Music
<b>Subcategory</b>	Pop, Rock


### Radio 4




<b>Distribution</b>	National
<b>Language</b>	Dutch
<b>Type</b>	Music
<b>Subcategory</b>	Classical music

## Television


### RTL4 (National)

	<b>Distribution</b>	National
	<b>Language</b>	Dutch
	<b>Type</b>	News
	<b>Subcategory</b>	Topicality, Cinema, Entertainment, Culture, Sport.
	<b>Aud. Share</b>	13,3%
	<b>Tech.Penetration</b>	97.00


### RTL5 (National)

	<b>Distribution</b>	National
	<b>Language</b>	Dutch
	<b>Type</b>	News
	<b>Subcategory</b>	Topicality, Cinema, Entertainment, Culture, Sport.
	<b>Aud. Share</b>	5,3%
	<b>Tech.Penetration</b>	97:00:00


### RTL7 (National)

	<b>Distribution</b>	National
	<b>Language</b>	Dutch
	<b>Type</b>	News
	<b>Subcategory</b>	(Men oriented)
	<b>Aud. Share</b>	4,8%
	<b>Tech.Penetration</b>	97%

### RTL8 (National)

	<b>Distribution</b>	National
	<b>Language</b>	Dutch
	<b>Type</b>	Generalist
	<b>Subcategory</b>	(Women oriented)

### RTL Z (National)

	<b>Distribution</b>	National
	<b>Language</b>	Dutch
	<b>Type</b>	News and business
	<b>Subcategory</b>	Short magazines and news bulletins, interviews of business people and opinion leaders.
	<b>Aud. Share</b>	7,5%
	<b>Tech.Penetration</b>	96%

NETHERLANDS

## Internet

### Autovisie.nl



Language	Dutch
Type	Web
Sector	Cars
Users	128.000 per month

### Cosmogirl.nl



Language	Dutch
Type	Web
Sector	Women's
Users	41.500 per month

### Elegance.nl



Language	Dutch
Type	Web
Sector	Fashion
Users	3.4000 per month

### Fhm.nl



Language	Dutch
Type	Web
Sector	Men's
Users	60.879 per month

### Prive.nl



Language	Dutch
Type	Web
Sector	Consumer/Women's
Users	48.000 per month

### Residence.nl



Language	Dutch
Type	Web
Sector	Interior design
Users	3.000 per month

### Telegraaf.nl



Language	Dutch
Type	Web
Sector	News
Users	2.788.000 per month
Page Impression	28.752.000 per month

RLANDS

## Outdoors

### Superboards

A Superboard is a standalone structure with a 12 x 4 m advertising field.

The impressive and spectacular Superboard format lends prestige and credibility to a brand.

Superboards are all strategically placed next to the highest-traffic routes in major cities.



### SuperSites

A Supersite is a large format standalone structure with external lighting.

each Supersite delivers 42 to 75 square meters of branding power and are located on national highways and major urban arterial routes.

All Supersites are illuminated from dusk to specified times. Some are backlit.



### 6 x 3 m Billboards

6 x 3 m Billboards can be considered as the most wide-spread and popular format which works well for any type of advertising campaign.

6 x 3 m Billboards display an effective exposure to motorist and pedestrian traffic flows.



### 4 x 3 m Billboards

A 4x3m Billboard is a freestanding single or double-sided vertically positioned advertising panel.

4x3m Billboards have prime locations on central highways and in city centers.



### Airport and Transit Advertising

Located internally in the high traffic areas at both domestic and international terminals in all major airports.

With sites located in main concourses, check-in, baggage claim and near departure lounges, Airport Advertising reaches business travelers and the international and domestic visitors markets.



### P. O. S. Advertising

POS advertising is mainly located in supermarkets, at entrances to supermarkets and shopping malls, and shopping mall car parks.

POS advertising prime location ensures 100% audience coverage, allowing the direct contact with the targeted shopping audience.

