

ASCoR

Newspapers in the Netherlands

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– Papers, readership, ownership, revenues

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I. National character

The newspapers
– National / local (46/54)
– No tabloids, Sunday or sports papers

Readership
– Comparatively high (65% households)
– Subscription (90%)

Ownership
– Concentrated (C4 = 99%)

Revenues
– Advertising / sales (50/50)

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Dailies

	Circulation (* 1000)
National dailies 7 titles, 46% circulation	1980 4.548 1985 4.446
Regional/local dailies 21 titles, 54% circulation	1990 4.590 1995 4.658 1997 4.514
Free newspapers 2 titles, circulation : ± 700.000	1998 4.522 1999 4.374
Specialized 4 titles, circulation: ± 100.000	2000 4.322 2001 4.330

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National Dailies

	1997	2000	2001	single copy
de Telegraaf	803	782	779	19%
de Volkskrant	351	343	333	14%
Algemeen Dagblad	397	363	330	17%
NRC Handelsblad	270	266	264	6%
Trouw	112	125	127	9%
Reformatisch Dagblad	58	59	58	
Nederlands Dagblad	31	32	33	
	2.022	1.970	1.924	
Index	100	97	95	

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Regional dailies (>100.000)

title (publisher)	circulation (x 1000)	1999	2000	2001
Dagblad De Limburger (Telegraaf)		177	171	239
De Gelderlander (Wegener)		167	163	202
Dagblad van het Noorden (NDC)		135	127	182
Brabants Dagblad (Wegener)		158	158	157
Noordhollands Dagblad (Telegraaf)		157	156	155
BN / De Stem (Wegener)		150	145	144
Twentsche Courant Tubantia (Wegener)		141	138	138
Haagsche Courant (Wegener)		136	131	127
Eindhovens Dagblad (Wegener)		125	124	123
Leeuwarder Courant (NDC)		112	113	113
Rotterdams Dagblad (Perscombinatie)		104	102	101

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Free newspapers



	1999	2000	2001
Metro	270.000	300.000	370.000
Spits	245.000	294.000	325.000
total	515.000	594.000	695.000


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Papers per 100 households

	coverage	coverage 2
1980	105	
1985	84	99
1990	79	94
1995	75	90
1996	74	90
1997	73	87
1998	69	83
1999	67	80
2000	65	78
2001	64	76

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Readership



	Netherlands	Telegraaf	AD	Trouw	Volkkrant	NRC
Wealth						
AB (high)	54	60	64	72	82	89
CD (low)	46	41	36	28	18	11
Education						
HBO-Univ.	18	17	22	37	52	56
MAVO-VWO	48	54	54	43	39	39
LO-LBO	33	28	25	19	9	5

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Publishers

	1993	2000	2001	titles
NDU (1995 - PCM)	17,3			
Perscombinatie (PCM)	12,4	31,2	30,8	9
De Telegraaf	24,5	30,5	30,7	4
VNU Dagbladengroep	16,7			
Wegener	16,5	28,6	28,6	9
Noord. Dagblad Combinatie	5,4	6,9	6,9	2
C4 (5):	87,4	98,2	99,0	

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II. General developments

Declining readership & circulation

- Demographics (age, income, culture)

Economy

- Revenues from advertising

Competition

- Free newspapers
- Radio / television
- Internet

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Reading & television

hours p. week

	newspaper	television
1975	2.5	10.2
1980	2.3	10.3
1985	2.3	12.1
1990	2.2	12.0
1995	2.0	12.4
2000	1.8	12.2

Age	
12-19	0.2
20-34	0.6
35-49	1.5
50-64	2.7
> 65	3.8

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