



Speurders are classified ads in the newspapers of Telegraaf Media Nederland: De Telegraaf, Sp!ts, all the regional titles of HDC Media and door to door newspapers of Holland Combinatie (HC). Total reach of 6 million people!*

De Telegraaf

- Has the highest reach in The Netherlands: every day almost 2.1 million readers and on Saturday even 2.9 million readers. **
- Appears 6 days per week.
- The readers represent the Dutch population regarding to age, family situation and income.
- Sections of the newspaper (like travel section, living section) are a perfect Umfeld for Speurders..

Sp!ts

- Daily reach of 1.7 million people.**
- Freesheet with an approachable, open-minded and creative character.
- An high pass on percentage: every copy of Sp!ts is read by 4 people.
- An high response because of the high reach.

HDC Media

- 14 regional titles in the area between Texel, Den Haag and Utrecht.
- Total reach of all titles*** is 713,000 people.**
- Strong in the regions Noord-Holland, Zuid-Holland, Het Gooi and Almere.
- A strong loyalty of the readers because of the high involvement and interests of the reader in these regions.

Holland Combinatie (HC)

- High circulation: during the week more than 2.6 million copies and in the weekend 490.000 copies.*
- High coverage in the area of Texel, via Amsterdam to Almere and till Utrecht, through Rotterdam and via Leiden along the coast up again.
- Strong local editorial character: every edition has its own journalists.
- Strong loyalty of the readers because of the pictures, articles, and comments of the readers in the paper and on the webpage.

* Source: NOM DoelgroepMonitor 2008-I / 2008-II and the circulation of HC titles.

** Source: NOM Print Monitor 2008-II / 2009-I

*** Without Almere Vandaag en alphen.cc

THE SPEURDER PRODUCTS

The advantage of placing a Speurder via internet is that you can compose the ad entirely yourself before it is published. You can choose out of different Speurder products: just text, text with a logo or upload your material. The format of a Speurder will be automatically adjusted to the newspaper format. The advantage of this is that you will make 1 Speurder which can be placed in different newspapers.

Basic Speurder (lineage ad)

- Text Speurders of 1 or 2 columns width.
- The text will be placed after each other with spaces and punctuation marks.
- Standard font.

Automarkt Utrecht, iedere woensdag, van 8.00 - 16.00u bij Autodealer Midden Utrecht. www.automarkt.nl

Text Speurder with layout

- Possibility to emphasize on important text sections.
- Determine your own layout: font size and the layout of the text.
- 1 or 2 columns width.

Gevraagd fulltime tandartsassistente

Voor een groepspraktijk in Amsterdam Noord. Je komt te werken in een enthousiast, multidisciplinair team met uitstekende arbeidsvoorwaarden.

Stuur uw reactie naar: vacature@tandarts.nl

Portrait Speurder

- Possibility to add a portrait to increase the attention value.
- An extensive layout with the extension of an image / logo.
- 1 or 2 columns width.

Te koop motorjacht Princess 360 Flybridge



In zeer goede conditie, ieder jaar volledige service, binnen stalling.

Vraagprijs: € 200.000,-

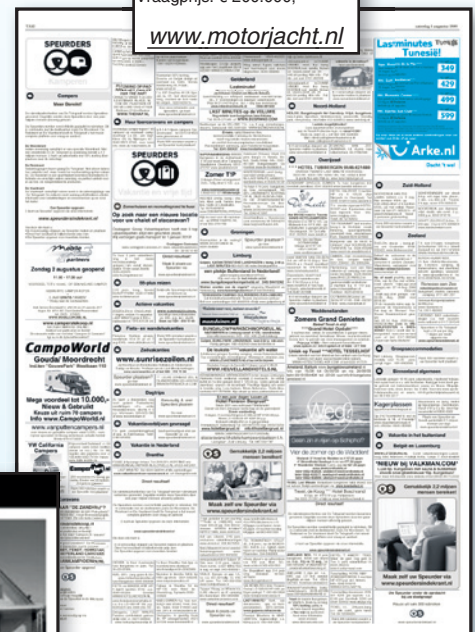
www.motorjacht.nl

Classified GA (standard ad)

- Classified GA of 1 or 2 columns width, maximum 75 mm. high.
- Free layout.
- The ad can be uploaded completely.

VakSpeurder

- Speurder with a standard size.
- Available for the sections Car, Living, Travel, Water Sports and Jobs.
- Easy to make the Speurder with a clear layout.
- Header, body text, pay-off, image and a logo.



Wagenstraat 1 ZOETERMEER



Dit nieuwbouwhuis met prachtige aangelegde voor- en achtertuin, ligt op een uitstekende locatie in een rustig kindvriendelijk woonef.

ABC makelaar speurdersindekrant.nl De Telegraaf










IN 4 STEPS YOU CAN PLACE YOUR SPEURDER!

www.speurdersindekrant.nl

In 4 steps your classified ad in the newspaper.

1 choice of section

The speurders will always be placed within one of the 9 sections in the newspaper.

-  General
-  Water Sports
-  Cars
-  Travel
-  Living
-  Camping
-  Jobs
-  Business and Transactions
-  Erotic (not for SpIts)

2 make your Speurder

You make your own Speurder in an easy way. With every move you make, you will see the result and the corresponding costs.

3 choose your paper

In this step you choose the newspaper, where you want to place your Speurder. You can choose from the newspapers De Telegraaf, SpIts, all regional titles of HDC Media and all door to door newspapers of Holland Combinatie. Look especially to the benefit package and the possibilities of repetition.

4 payment

You can choose from different payment possibilities.

- Accept Giro
- Credit card
- Single authorization
- iDeal



Contract advantage

Do you place Speurders regularly? Please let us inform you on the different contract possibilities. This can be done by the contract form on Speurdersindekrant.nl. In 'my account' you can monitor your contract exactly.

Manage your own Speurders

When you are registered on Speurdersindekrant.nl you can go to 'my account' and manage your own Speurders. You can see the Speurders published, make some changes and reassign.

Questions or advice?

Do you have any questions regarding Speurders online, please send an e-mail to: helpdesk@vragen.speurders.nl