

GENERAL PRESENTATION VROUW.

Amsterdam, 2011



VROUW.

CHARACTERISTICS OF VROUW.

- ◆ Original and informative
- ◆ Accessible and authoritative
- ◆ Emotional and positive
- ◆ Recognizable and involved
- ◆ VROUW is purely Dutch



EDITORIAL SUBJECTS.

- ◆ The newspaper article
- ◆ Beauty and fashion
- ◆ Psyche and relationships
- ◆ Cooking: practical and healthy living



EDITORIAL SUBJECTS.

KOM binnen (come in): news that the editors have received

VROUW Beauty: 2/1 page with news/products that fits into this subject

VROUW Weekmenu (weekly menu): For every day of the week with the most delicious recipes, from quick and simple to culinary.

MODE advies (fashion advice): Image stylist Dyanne Beekman dresses a reader in a new fashionable outfit weekly.

COLUMNS: from the dutch celebrities Daphne Deckers, Heleen van Royen and Nada van Nie & Tatum Dagelet

All the above offers opportunities for advertisers! (also for **S**COREN (shopping tips) and **M**OOI (beautiful).



READERS OF VROUW.

- ◆ Women
- ◆ 30-55 year
- ◆ W1 to 4
- ◆ She's the best neighbour you ever had!



CIRCULATION AND AVERAGE COVERAGE.

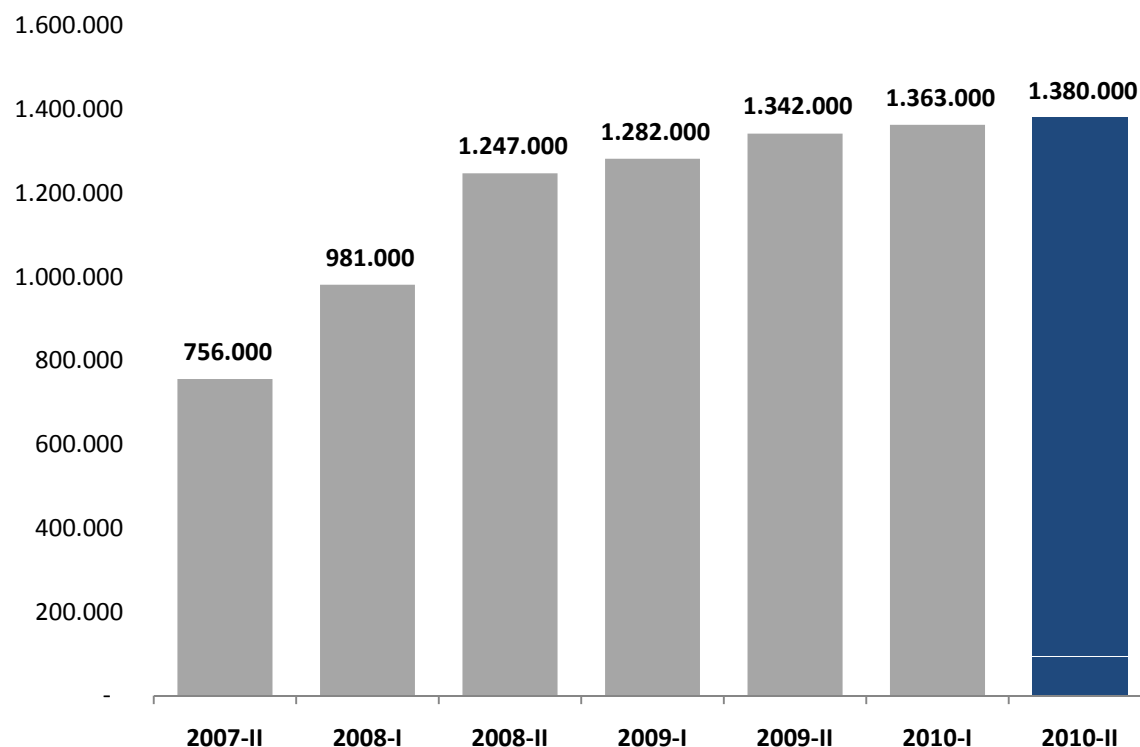
- ◆ total circulation: 760,428
- ◆ average reach: 1,380,000 (10% MV13+)
- ◆ costs per 1000: € 13.00
- ◆ rate 1/1 page: € 17,900



De Telegraaf VROUW INCREASES IN REACH.

VROUW is the successful magazine that is distributed with the Friday and Saturday edition of De Telegraaf (Friday subscriptions – Saturday single copy sales).

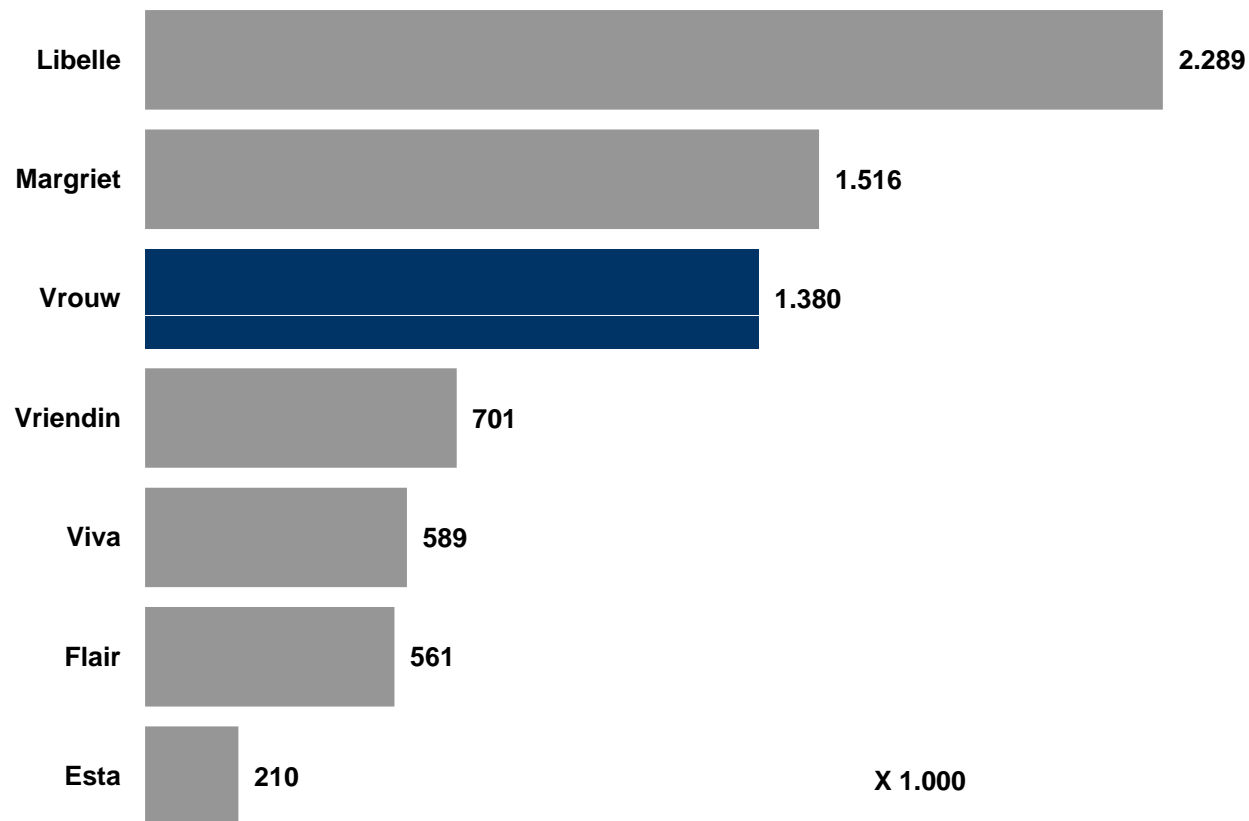
VROUW reach increases in three years from 756,000 to 1,380,000 readers!



Source: NOM Print Monitor 2010-I/2010-II



With a coverage of more than 1.3 million readers, VROUW holds third place in reach amongst the weekly women magazines.



FOCUS GROUP IN NUMBERS.

% readers | selectivity

◆ Men	34.7%	
◆ Women	65.3%	
◆ 35-49 years	28.0%	102
◆ Intermediate education	34.5%	109
◆ Social class B/C	80.3%	103
◆ Higher income class	45.1%	104
◆ Shoppers	66.2%	117

FOCUS GROUP IN NUMBERS.

Interests	number selectivity
◆ Body care and make-up	834,000 121
◆ Fashion (trends)	834,000 115
◆ Jewelry/ watches	726,000 117
◆ Weight watching	875,000 114
◆ Interior decoration	773,000 112
◆ Preparing special dishes	754,000 105
◆ Fashion and cosmetics	498,000 130

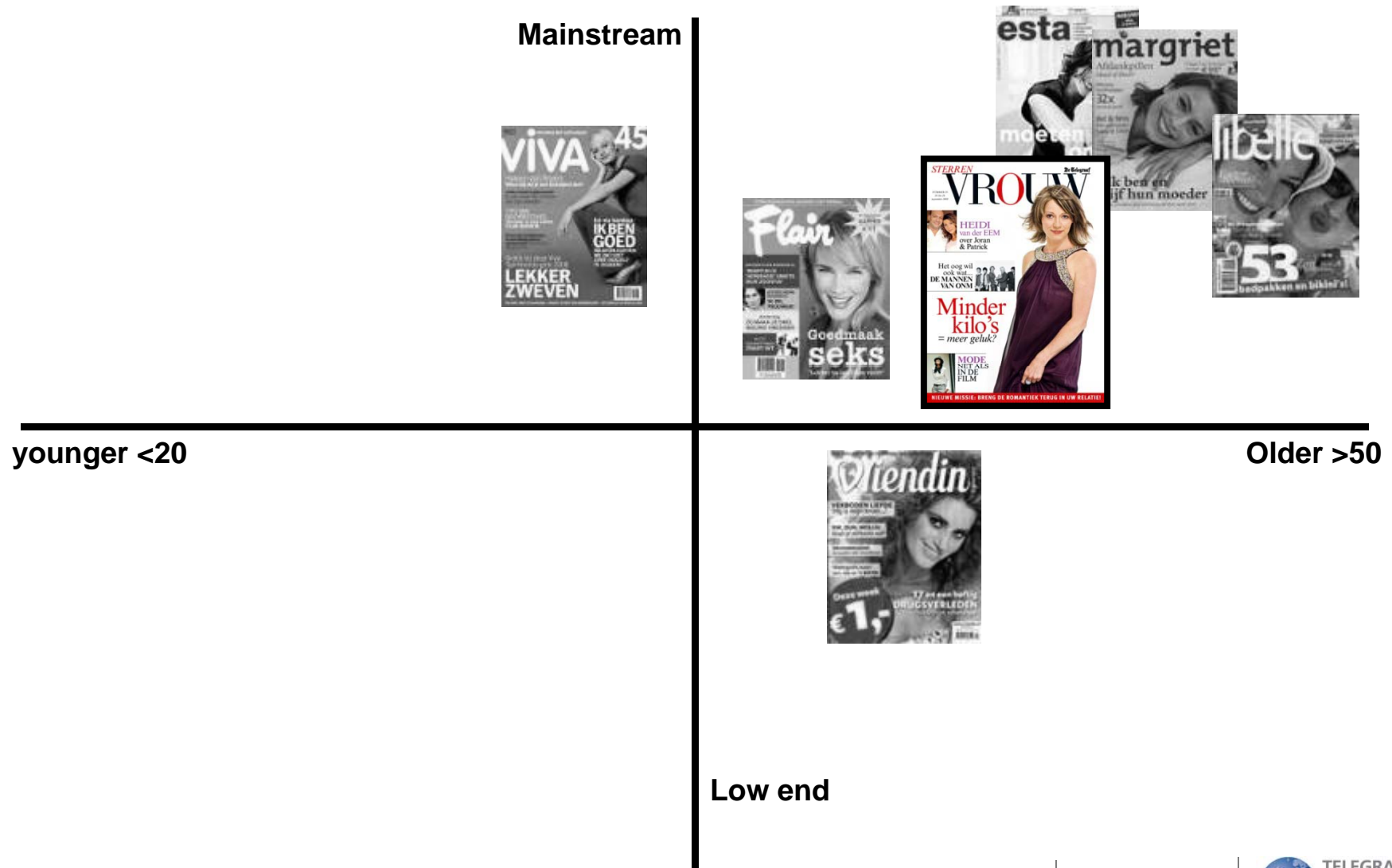
FOCUS GROUP IN NUMBERS.

Spends more than the
average Dutch person on

number | selectivity

◆ Luxury articles	76.000 117
◆ Cosmetics	109,000 122
◆ Clothes	221,000 113
◆ Electronic equipment	44,000 98
◆ Holidays	373,000 115

POSITION.



VROUW.NL.

The largest women site of the Netherlands

The website VROUW.nl has female as well as male visitors in the age group 20-64 years from all different social backgrounds. The visitors are average to highly educated. The nicest girl (women) next door has been set as a standard for VROUW. She is interested in wellness, the good life, shopping, news, games, psyche and relationships. Her health is also very important to her and she is active on forums and weblogs.

692,000 unique visitors per month
3,482,000 pageviews per month

Source: STIR February 2011



VROUW.NL.

Advertisement positions

Screendad

Leaderboard

Roadblock*

Textlink

Banner

Medium rectangle

Large rectangle

Full Roadblock*

Beside above mentioned advertising possibilities sponsorships are possible. For example sponsoring “Talk of the day” and “VROUW presents”. Sponsorships are always tailor made and after consideration.

*Claiming a position and/or positions so that the other positions are not shown

THANK YOU.



www.telegraafmedia.nl