

# NEWS FROM AMSTERDAM.

EVERY FRIDAY IN DE TELEGAAF & SPITS 2012

De Telegraaf & Sp!ts publish every Friday the Amsterdam Tabloid with regional news. It is a pullout tabloid which is distributed in the area of Amsterdam. The regional tabloid is a perfect opportunity for advertisers to showcase their brand among the regional readers.



## WHAT MAKES THE AMSTERDAM TABLOID UNIQUE?

- De Telegraaf and Sp!ts reach 663,000 people in the area of Amsterdam.\*
- De Telegraaf and Sp!ts have the highest readership and coverage among double-income families (311,000 people, 35.3%) and shoppers (377,000 people, 33.8%).\*
- 8 pages with regional news.
- Advertise at competitive rates compared with the national rate.

## SPECIFICATIONS




<b>Publication day</b>	Weekly on Friday
<b>Reservations</b>	Monday before 13.00 hours
<b>Material</b>	Thursday before 13.00 hours at the latest
<b>Circulation</b>	242,197 copies (151,197 De Telegraaf, 91,000 Sp!ts)*
<b>Distribution</b>	In the area of Amsterdam from De Telegraaf and Sp!ts
<b>Coverage</b>	663,000 people 13+**
<b>Size</b>	8 pages tabloid

\* Source: NOM Print- en DoelgroepMonitor 2010-II/ 2011-I

\*\* Source: Cebuco annual figure 2010

## RESERVATIONS

Please contact your account manager or Marga Venema:

-  020. 585 2278
-  [m.venema@telegraafmedia.nl](mailto:m.venema@telegraafmedia.nl)
-  [www.telegraafmedia.nl/landelijkemedia](http://www.telegraafmedia.nl/landelijkemedia)

## DISTRIBUTION AREA

- Cebuco 21 (Amsterdam, Purmerend)
- Cebuco 23 (Hilversum)
- Cebuco 24 (Zaanstad)
- Nodaal 22.1 (Haarlem)
- Gemeente Almere



TELEGAAF MEDIA NEDERLAND

LANDELIJKE MEDIA

## ADVERTISING OPTIONS AND RATES\*

	Size in mm	Code	Black/ white	Spotcolour	Full colour
1/1 full page	262 x 390	CD101V	€ 9,703.00	€ 12,128.75	€ 14,554.50
1/4 spread full width	544 x 94	CS104VL	€ 6,403.00	€ 7,808.75	€ 9,604.50
1/2 page landscape	262 x 190	CD102VL	€ 5,821.00	€ 7,276.25	€ 8,731.50
1/4 page block portrait	156 x 166	CD104B	€ 3,493.00	€ 4,366.25	€ 5,239.50
1/4 page block landscape	209 x 118	CD104L	€ 3,493.00	€ 4,366.25	€ 5,239.50
1/4 page landscape	262 x 94	CD104VL	€ 3,493.00	€ 4,366.25	€ 5,239.50
1/8 block portrait	103 x 118	CD108BS	€ 1,835.00	€ 2,293.75	€ 2,752.50
1/9 block landscape	262 x 46	CD109VL	€ 1,725.00	€ 2,156.25	€ 2,587.50
1/17 block landscape	103 x 58	CD117L	€ 962.00	€ 1,202.50	€ 1,443.00
1/21 block portrait	50 x 94	CD121S	€ 771.00	€ 963.75	€ 1,156.50
1/40 block	50 x 50	CD140B	€ 384.00	€ 480.00	€ 576.00

\* The rates mentioned above are exclusive VAT, agency and/ or contract discounts

\* Position surcharge front page 1.5 and page 3 1.1

## ADDITIONAL ADVERTISING OPTIONS IN THE AMSTERDAM REGION

Amsterdam region	Publication dates	Size
Amsterdam page De Telegraaf	Tuesday to thursday	Editorial 1/1 full page. Advertising is possible from € 278,-.

For more information, please visit [www.telegraafmedia.nl/landelijkmedia](http://www.telegraafmedia.nl/landelijkmedia)

## ONLINE ADVERTISING OPTIONS

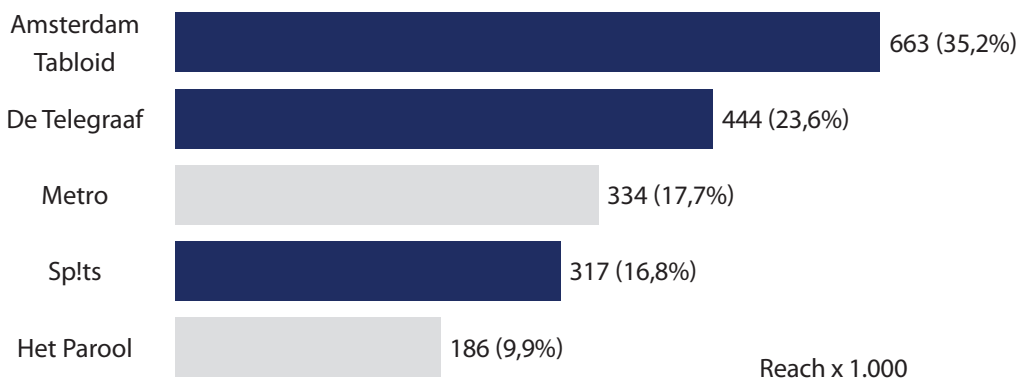
Umfeld	Targeting
Telegraaf Run of Netwerk	Option for targeting on region.

For more information, please visit [www.telegraafmedia.nl/landelijkmedia](http://www.telegraafmedia.nl/landelijkmedia)

## SUBMISSION DETAILS

Please submit your advertising copy in digital format and ready for print. Advertisements smaller than 5 MB must be emailed to [intsales@telegraafmedia.nl](mailto:intsales@telegraafmedia.nl) as Certified PDF with the current NewspaperAds Profile. For files bigger than 5 MB, please call +31 (0)20 585 8011.

## AMSTERDAM TABLOID HIGHEST REACH AREA OF AMSTERDAM



\* Source: NOM PrintMonitor 2010-II/ 2011-I



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