

## NOM Print Monitor 2007-II 2008-I: juli 2007 t/m juni 2008

Aantal respondenten: 24.874

|                                    | 000 | Totaal 13+ | Geslacht |       | Leeftijd |          |          |          |       | Welstand  |       |       |       |           |
|------------------------------------|-----|------------|----------|-------|----------|----------|----------|----------|-------|-----------|-------|-------|-------|-----------|
|                                    |     |            | Man      | Vrouw | 13-24 jr | 25-34 jr | 35-49 jr | 50-64 jr | 65+   | W1 (hoog) | W2    | W3    | W4    | W5 (laag) |
|                                    |     | 13.597     | 6.705    | 6.892 | 2.352    | 2.111    | 3.831    | 3.095    | 2.208 | 3.185     | 2.327 | 2.923 | 3.797 | 1.365     |
| <b>Gemiddeld bereik</b>            |     |            |          |       |          |          |          |          |       |           |       |       |       |           |
| Totaal Dagbladen (incl. OV-bladen) | 000 | 9.487      | 4.846    | 4.642 | 1.473    | 1.146    | 2.632    | 2.458    | 1.778 | 2.480     | 1.713 | 1.985 | 2.542 | 767       |
|                                    | %   | 69,8%      | 72,3%    | 67,3% | 62,6%    | 54,3%    | 68,7%    | 79,4%    | 80,5% | 77,9%     | 73,6% | 67,9% | 66,9% | 56,2%     |
| Totaal Dagbladen (excl. OV-bladen) | 000 | 8.325      | 4.245    | 4.080 | 1.181    | 912      | 2.281    | 2.253    | 1.698 | 2.274     | 1.523 | 1.682 | 2.184 | 663       |
|                                    | %   | 61,2%      | 63,3%    | 59,2% | 50,2%    | 43,2%    | 59,5%    | 72,8%    | 76,9% | 71,4%     | 65,4% | 57,6% | 57,5% | 48,5%     |
| Landelijke Dagbladen               | 000 | 5.084      | 2.727    | 2.357 | 735      | 588      | 1.391    | 1.409    | 961   | 1.658     | 931   | 1.000 | 1.205 | 289       |
|                                    | %   | 37,4%      | 40,7%    | 34,2% | 31,2%    | 27,8%    | 36,3%    | 45,5%    | 43,5% | 52,1%     | 40,0% | 34,2% | 31,7% | 21,2%     |
| Regionale Dagbladen                | 000 | 4.700      | 2.335    | 2.365 | 640      | 452      | 1.248    | 1.308    | 1.052 | 1.076     | 857   | 956   | 1.355 | 455       |
|                                    | %   | 34,6%      | 34,8%    | 34,3% | 27,2%    | 21,4%    | 32,6%    | 42,3%    | 47,7% | 33,8%     | 36,8% | 32,7% | 35,7% | 33,3%     |
| Gratis Dagbladen                   | 000 | 3131       | 1751     | 1379  | 700      | 459      | 865      | 773      | 334   | 725       | 575   | 732   | 882   | 216       |
|                                    | %   | 23,0%      | 26,1%    | 20,0% | 29,8%    | 21,7%    | 22,6%    | 25,0%    | 15,1% | 22,8%     | 24,7% | 25,0% | 23,2% | 15,8%     |

|  | 000 | Totaal 13+ | Geslacht |       | Leeftijd |          |          |          |       | Welstand  |       |       |       |           |
|--|-----|------------|----------|-------|----------|----------|----------|----------|-------|-----------|-------|-------|-------|-----------|
|  |     |            | Man      | Vrouw | 13-24 jr | 25-34 jr | 35-49 jr | 50-64 jr | 65+   | W1 (hoog) | W2    | W3    | W4    | W5 (laag) |
|  |     | 13.597     | 6.705    | 6.892 | 2.352    | 2.111    | 3.831    | 3.095    | 2.208 | 3.185     | 2.327 | 2.923 | 3.797 | 1.365     |
| <b>Gemiddeld bereik landelijke dagbladen</b> |     |            |          |       |          |          |          |          |       |           |       |       |       |           |
| AD Dagbladen                                 | 000 | 1.518      | 836      | 682   | 206      | 161      | 431      | 448      | 272   | 390       | 336   | 306   | 396   | 91        |
|  | %   | 11,2%      | 12,5%    | 9,9%  | 8,8%     | 7,6%     | 11,3%    | 14,5%    | 12,3% | 12,2%     | 14,4% | 10,5% | 10,4% | 6,6%      |
| Het Financieele Dagblad                      | 000 | 175        | 131      | 44    | 14       | 26       | 71       | 48       | 15    | 110       | 27    | 21    | 15    | 2         |
|  | %   | 1,3%       | 2,0%     | 0,6%  | 0,6%     | 1,2%     | 1,9%     | 1,6%     | 0,7%  | 3,5%      | 1,2%  | 0,7%  | 0,4%  | 0,2%      |
| Nederlands Dagblad                           | 000 | 160        | 79       | 81    | 34       | 19       | 46       | 37       | 24    | 50        | 20    | 36    | 49    | 6         |
|  | %   | 1,2%       | 1,2%     | 1,2%  | 1,4%     | 0,9%     | 1,2%     | 1,2%     | 1,1%  | 1,6%      | 0,8%  | 1,2%  | 1,3%  | 0,4%      |
| NRC Handelsblad                              | 000 | 583        | 346      | 237   | 70       | 54       | 142      | 184      | 132   | 378       | 73    | 91    | 37    | 4         |
|  | %   | 4,3%       | 5,2%     | 3,4%  | 3,0%     | 2,6%     | 3,7%     | 5,9%     | 6,0%  | 11,9%     | 3,1%  | 3,1%  | 1,0%  | 0,3%      |

|   |     | <b>Totaal<br/>13+</b> | <b>Geslacht</b> |              | <b>Leeftijd</b> |                 |                 |                 |            | <b>Welstand</b>      |           |           |           |                      |
|---|-----|-----------------------|-----------------|--------------|-----------------|-----------------|-----------------|-----------------|------------|----------------------|-----------|-----------|-----------|----------------------|
|   |     |                       | <b>Man</b>      | <b>Vrouw</b> | <b>13-24 jr</b> | <b>25-34 jr</b> | <b>35-49 jr</b> | <b>50-64 jr</b> | <b>65+</b> | <b>W1<br/>(hoog)</b> | <b>W2</b> | <b>W3</b> | <b>W4</b> | <b>W5<br/>(laag)</b> |
|   | 000 | 13.597                | 6.705           | 6.892        | 2.352           | 2.111           | 3.831           | 3.095           | 2.208      | 3.185                | 2.327     | 2.923     | 3.797     | 1.365                |
| <b>Gemiddeld bereik landelijke dagbladen vv</b> |     |                       |                 |              |                 |                 |                 |                 |            |                      |           |           |           |                      |
| nrc.next  | 000 | 313                   | 178             | 136          | 93              | 60              | 71              | 67              | 22         | 153                  | 50        | 75        | 32        | 4                    |
|   | %   | 2,3%                  | 2,6%            | 2,0%         | 4,0%            | 2,9%            | 1,9%            | 2,2%            | 1,0%       | 4,8%                 | 2,2%      | 2,6%      | 0,8%      | 0,3%                 |
| Reformatorisch Dagblad                          | 000 | 176                   | 91              | 84           | 46              | 31              | 41              | 32              | 26         | 31                   | 36        | 40        | 52        | 16                   |
|   | %   | 1,3%                  | 1,4%            | 1,2%         | 2,0%            | 1,4%            | 1,1%            | 1,0%            | 1,2%       | 1,0%                 | 1,6%      | 1,4%      | 1,4%      | 1,2%                 |
| De Telegraaf                                    | 000 | 2.219                 | 1.199           | 1.021        | 277             | 256             | 617             | 602             | 468        | 489                  | 443       | 421       | 688       | 178                  |
|   | %   | 16,3%                 | 17,9%           | 14,8%        | 11,8%           | 12,1%           | 16,1%           | 19,4%           | 21,2%      | 15,4%                | 19,0%     | 14,4%     | 18,1%     | 13,0%                |
| De Telegraaf excl. zondageditie                 | 000 | 2.247                 | 1.216           | 1.032        | 281             | 261             | 627             | 607             | 470        | 494                  | 449       | 426       | 699       | 180                  |
|   | %   | 16,5%                 | 18,1%           | 15,0%        | 12,0%           | 12,4%           | 16,4%           | 19,6%           | 21,3%      | 15,5%                | 19,3%     | 14,6%     | 18,4%     | 13,2%                |
| Trouw   | 000 | 322                   | 188             | 135          | 48              | 22              | 65              | 94              | 94         | 142                  | 45        | 72        | 51        | 11                   |
|   | %   | 2,4%                  | 2,8%            | 2,0%         | 2,1%            | 1,0%            | 1,7%            | 3,0%            | 4,2%       | 4,5%                 | 2,0%      | 2,5%      | 1,3%      | 0,8%                 |
| De Volkskrant                                   | 000 | 827                   | 460             | 367          | 145             | 79              | 225             | 268             | 110        | 437                  | 113       | 163       | 97        | 17                   |
|   | %   | 6,1%                  | 6,9%            | 5,3%         | 6,2%            | 3,7%            | 5,9%            | 8,7%            | 5,0%       | 13,7%                | 4,9%      | 5,6%      | 2,6%      | 1,2%                 |

|  |     | <b>Totaal<br/>13+</b> | <b>Geslacht</b> |              | <b>Leeftijd</b> |                 |                 |                 |            | <b>Welstand</b>      |           |           |           |                      |
|--|-----|-----------------------|-----------------|--------------|-----------------|-----------------|-----------------|-----------------|------------|----------------------|-----------|-----------|-----------|----------------------|
|  |     |                       | <b>Man</b>      | <b>Vrouw</b> | <b>13-24 jr</b> | <b>25-34 jr</b> | <b>35-49 jr</b> | <b>50-64 jr</b> | <b>65+</b> | <b>W1<br/>(hoog)</b> | <b>W2</b> | <b>W3</b> | <b>W4</b> | <b>W5<br/>(laag)</b> |
|  | 000 | 13.597                | 6.705           | 6.892        | 2.352           | 2.111           | 3.831           | 3.095           | 2.208      | 3.185                | 2.327     | 2.923     | 3.797     | 1.365                |
| <b>Gemiddeld bereik gratis dagbladen</b> |     |                       |                 |              |                 |                 |                 |                 |            |                      |           |           |           |                      |
| DAG                                      | 000 | 707                   | 398             | 309          | 149             | 91              | 181             | 189             | 97         | 168                  | 121       | 173       | 201       | 44                   |
|  | %   | 5,2%                  | 5,9%            | 4,5%         | 6,3%            | 4,3%            | 4,7%            | 6,1%            | 4,4%       | 5,3%                 | 5,2%      | 5,9%      | 5,3%      | 3,2%                 |
| Dagblad De Pers                          | 000 | 921                   | 560             | 361          | 195             | 130             | 249             | 250             | 96         | 252                  | 181       | 197       | 230       | 61                   |
|  | %   | 6,8%                  | 8,3%            | 5,2%         | 8,3%            | 6,2%            | 6,5%            | 8,1%            | 4,3%       | 7,9%                 | 7,8%      | 6,7%      | 6,1%      | 4,5%                 |
| Metro                                    | 000 | 1831                  | 1043            | 788          | 425             | 268             | 512             | 456             | 171        | 371                  | 349       | 439       | 539       | 135                  |
|  | %   | 13,5%                 | 15,6%           | 11,4%        | 18,1%           | 12,7%           | 13,4%           | 14,7%           | 7,8%       | 11,6%                | 15,0%     | 15,0%     | 14,2%     | 9,9%                 |
| Sp!ts                                    | 000 | 1.685                 | 982             | 703          | 424             | 263             | 479             | 399             | 121        | 332                  | 326       | 417       | 491       | 118                  |
|  | %   | 12,4%                 | 14,6%           | 10,2%        | 18,0%           | 12,5%           | 12,5%           | 12,9%           | 5,5%       | 10,4%                | 14,0%     | 14,3%     | 12,9%     | 8,7%                 |

|     | Totaal<br>13+ | Geslacht |       | Leeftijd |          |          |          |       | Welstand     |       |       |       |              |
|-----|---------------|----------|-------|----------|----------|----------|----------|-------|--------------|-------|-------|-------|--------------|
|     |               | Man      | Vrouw | 13-24 jr | 25-34 jr | 35-49 jr | 50-64 jr | 65+   | W1<br>(hoog) | W2    | W3    | W4    | W5<br>(laag) |
| 000 | 13.597        | 6.705    | 6.892 | 2.352    | 2.111    | 3.831    | 3.095    | 2.208 | 3.185        | 2.327 | 2.923 | 3.797 | 1.365        |

**Gemiddeld bereik regionale dagbladen**

|                             |     |      |      |      |      |      |      |      |      |      |      |      |      |      |
|-----------------------------|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|
| AD Haagsche Courant         | 000 | 239  | 127  | 111  | 17   | 20   | 60   | 73   | 68   | 68   | 46   | 47   | 63   | 14   |
|                             | %   | 1,8% | 1,9% | 1,6% | 0,7% | 0,9% | 1,6% | 2,4% | 3,1% | 2,1% | 2,0% | 1,6% | 1,7% | 1,0% |
| AD Rotterdams Dagblad       | 000 | 314  | 162  | 153  | 31   | 32   | 84   | 107  | 60   | 65   | 88   | 55   | 88   | 18   |
|                             | %   | 2,3% | 2,4% | 2,2% | 1,3% | 1,5% | 2,2% | 3,5% | 2,7% | 2,0% | 3,8% | 1,9% | 2,3% | 1,3% |
| AD Utrechts Nieuwsblad      | 000 | 180  | 95   | 86   | 15   | 15   | 54   | 56   | 40   | 47   | 40   | 31   | 49   | 14   |
|                             | %   | 1,3% | 1,4% | 1,2% | 0,6% | 0,7% | 1,4% | 1,8% | 1,8% | 1,5% | 1,7% | 1,0% | 1,3% | 1,0% |
| BN De Stem                  | 000 | 338  | 166  | 172  | 37   | 32   | 96   | 94   | 78   | 77   | 63   | 63   | 88   | 47   |
|                             | %   | 2,5% | 2,5% | 2,5% | 1,6% | 1,5% | 2,5% | 3,0% | 3,6% | 2,4% | 2,7% | 2,2% | 2,3% | 3,4% |
| Brabants Dagblad            | 000 | 429  | 222  | 207  | 63   | 36   | 115  | 113  | 102  | 97   | 73   | 97   | 114  | 48   |
|                             | %   | 3,2% | 3,3% | 3,0% | 2,7% | 1,7% | 3,0% | 3,6% | 4,6% | 3,0% | 3,1% | 3,3% | 3,0% | 3,5% |
| Dagblad De Limburger        | 000 | 380  | 192  | 188  | 37   | 35   | 107  | 109  | 92   | 88   | 74   | 73   | 115  | 30   |
|                             | %   | 2,8% | 2,9% | 2,7% | 1,6% | 1,7% | 2,8% | 3,5% | 4,2% | 2,8% | 3,2% | 2,5% | 3,0% | 2,2% |
| Dagblad van het Noorden     | 000 | 463  | 231  | 232  | 71   | 47   | 114  | 124  | 107  | 102  | 89   | 104  | 128  | 40   |
|                             | %   | 3,4% | 3,4% | 3,4% | 3,0% | 2,2% | 3,0% | 4,0% | 4,8% | 3,2% | 3,8% | 3,5% | 3,4% | 2,9% |
| Eindhovenens Dagblad        | 000 | 347  | 182  | 165  | 49   | 28   | 96   | 100  | 74   | 100  | 66   | 61   | 91   | 30   |
|                             | %   | 2,6% | 2,7% | 2,4% | 2,1% | 1,3% | 2,5% | 3,2% | 3,4% | 3,1% | 2,8% | 2,1% | 2,4% | 2,2% |
| De Gelderlander             | 000 | 508  | 254  | 254  | 81   | 44   | 138  | 142  | 103  | 99   | 97   | 107  | 166  | 40   |
|                             | %   | 3,7% | 3,8% | 3,7% | 3,5% | 2,1% | 3,6% | 4,6% | 4,6% | 3,1% | 4,2% | 3,7% | 4,4% | 2,9% |
| Haarlems Dagblad            | 000 | 118  | 55   | 64   | 13   | 8    | 25   | 34   | 38   | 25   | 25   | 18   | 35   | 14   |
|                             | %   | 0,9% | 0,8% | 0,9% | 0,6% | 0,4% | 0,7% | 1,1% | 1,7% | 0,8% | 1,1% | 0,6% | 0,9% | 1,0% |
| Leeuwarder Courant          | 000 | 265  | 126  | 140  | 32   | 23   | 65   | 76   | 69   | 48   | 36   | 51   | 96   | 35   |
|                             | %   | 2,0% | 1,9% | 2,0% | 1,4% | 1,1% | 1,7% | 2,5% | 3,1% | 1,5% | 1,6% | 1,7% | 2,5% | 2,6% |
| Limburgs Dagblad            | 000 | 179  | 90   | 89   | 18   | 23   | 43   | 54   | 42   | 41   | 35   | 37   | 49   | 17   |
|                             | %   | 1,3% | 1,3% | 1,3% | 0,8% | 1,1% | 1,1% | 1,7% | 1,9% | 1,3% | 1,5% | 1,3% | 1,3% | 1,2% |
| Het Parool                  | 000 | 235  | 128  | 107  | 28   | 27   | 62   | 76   | 42   | 91   | 39   | 51   | 45   | 9    |
|                             | %   | 1,7% | 1,9% | 1,5% | 1,2% | 1,3% | 1,6% | 2,4% | 1,9% | 2,8% | 1,7% | 1,7% | 1,2% | 0,7% |
| Provinciale Zeeuwse Courant | 000 | 176  | 93   | 83   | 25   | 20   | 47   | 51   | 33   | 34   | 29   | 43   | 53   | 16   |
|                             | %   | 1,3% | 1,4% | 1,2% | 1,1% | 0,9% | 1,2% | 1,7% | 1,5% | 1,1% | 1,2% | 1,5% | 1,4% | 1,2% |

|  |     | Totaal | Geslacht |       | Leeftijd |          |          |          |       | Welstand  |       |       |       |           |
|--|-----|--------|----------|-------|----------|----------|----------|----------|-------|-----------|-------|-------|-------|-----------|
|  |     | 13+    | Man      | Vrouw | 13-24 jr | 25-34 jr | 35-49 jr | 50-64 jr | 65+   | W1 (hoog) | W2    | W3    | W4    | W5 (laag) |
| <b>Gemiddeld bereik regionale dagbladen vv</b> | 000 | 13.597 | 6.705    | 6.892 | 2.352    | 2.111    | 3.831    | 3.095    | 2.208 | 3.185     | 2.327 | 2.923 | 3.797 | 1.365     |
| De Stentor                                     | 000 | 427    | 207      | 219   | 66       | 40       | 122      | 110      | 89    | 94        | 77    | 89    | 124   | 44        |
|  | %   | 3,1%   | 3,1%     | 3,2%  | 2,8%     | 1,9%     | 3,2%     | 3,5%     | 4,0%  | 3,0%      | 3,3%  | 3,0%  | 3,3%  | 3,2%      |
| De Twentsche Courant Tubantia                  | 000 | 294    | 145      | 149   | 40       | 35       | 77       | 77       | 65    | 64        | 53    | 63    | 91    | 23        |
|  | %   | 2,2%   | 2,2%     | 2,2%  | 1,7%     | 1,7%     | 2,0%     | 2,5%     | 2,9%  | 2,0%      | 2,3%  | 2,1%  | 2,4%  | 1,7%      |
| De Twentsche Courant Tubantia ex. Zondageditie | 000 | 311    | 153      | 158   | 43       | 36       | 81       | 82       | 70    | 68        | 55    | 66    | 97    | 25        |
|  | %   | 2,3%   | 2,3%     | 2,3%  | 1,8%     | 1,7%     | 2,1%     | 2,7%     | 3,1%  | 2,1%      | 2,4%  | 2,3%  | 2,6%  | 1,9%      |

|  |     | Totaal | Geslacht |       | Leeftijd |          |          |          |       | Welstand  |       |       |       |           |
|--|-----|--------|----------|-------|----------|----------|----------|----------|-------|-----------|-------|-------|-------|-----------|
|  |     | 13+    | Man      | Vrouw | 13-24 jr | 25-34 jr | 35-49 jr | 50-64 jr | 65+   | W1 (hoog) | W2    | W3    | W4    | W5 (laag) |
| <b>Gemiddeld bereik dagbladcombinaties</b> | 000 | 13.597 | 6.705    | 6.892 | 2.352    | 2.111    | 3.831    | 3.095    | 2.208 | 3.185     | 2.327 | 2.923 | 3.797 | 1.365     |
| Brabant Combinatie                         | 000 | 1.098  | 559      | 538   | 146      | 95       | 303      | 302      | 252   | 270       | 199   | 218   | 288   | 123       |
|  | %   | 8,1%   | 8,3%     | 7,8%  | 6,2%     | 4,5%     | 7,9%     | 9,8%     | 11,4% | 8,5%      | 8,6%  | 7,4%  | 7,6%  | 9,0%      |
| Brabant Pers Dagbladen                     | 000 | 768    | 399      | 369   | 112      | 63       | 209      | 210      | 174   | 195       | 137   | 157   | 202   | 77        |
|  | %   | 5,7%   | 6,0%     | 5,4%  | 4,7%     | 3,0%     | 5,5%     | 6,8%     | 7,9%  | 6,1%      | 5,9%  | 5,4%  | 5,3%  | 5,7%      |
| Comb. Nederlands Dagbl & Ref. Dagbl        | 000 | 324    | 161      | 163   | 78       | 49       | 83       | 66       | 48    | 77        | 54    | 74    | 98    | 21        |
|  | %   | 2,4%   | 2,4%     | 2,4%  | 3,3%     | 2,3%     | 2,2%     | 2,1%     | 2,2%  | 2,4%      | 2,3%  | 2,5%  | 2,6%  | 1,5%      |
| Comb. de Volkskr. op zat + Volkskr. Banen  | 000 | 1.312  | 705      | 607   | 215      | 169      | 382      | 388      | 158   | 647       | 201   | 262   | 173   | 29        |
|  | %   | 9,7%   | 10,5%    | 8,8%  | 9,1%     | 8,0%     | 10,0%    | 12,5%    | 7,2%  | 20,3%     | 8,6%  | 9,0%  | 4,6%  | 2,1%      |
| Dagbladcombinatie Midden Noord-Holland     | 000 | 234    | 119      | 115   | 27       | 29       | 60       | 70       | 48    | 53        | 51    | 43    | 65    | 22        |
|  | %   | 1,7%   | 1,8%     | 1,7%  | 1,2%     | 1,4%     | 1,6%     | 2,3%     | 2,2%  | 1,7%      | 2,2%  | 1,5%  | 1,7%  | 1,6%      |
| Dagbladcombinatie Noord Noord-Holland      | 000 | 294    | 137      | 157   | 39       | 33       | 85       | 84       | 54    | 62        | 46    | 52    | 94    | 39        |
|  | %   | 2,2%   | 2,0%     | 2,3%  | 1,7%     | 1,5%     | 2,2%     | 2,7%     | 2,4%  | 1,9%      | 2,0%  | 1,8%  | 2,5%  | 2,9%      |
| Dagbladcombinatie Reizen                   | 000 | 2.691  | 1.360    | 1.331 | 382      | 255      | 735      | 745      | 573   | 640       | 487   | 560   | 751   | 252       |
|  | %   | 19,8%  | 20,3%    | 19,3% | 16,2%    | 12,1%    | 19,2%    | 24,1%    | 26,0% | 20,1%     | 20,9% | 19,2% | 19,8% | 18,4%     |

|   |     | Totaal | Geslacht |       | Leeftijd |          |          |          |       | Welstand  |       |       |       |           |
|---|-----|--------|----------|-------|----------|----------|----------|----------|-------|-----------|-------|-------|-------|-----------|
|   |     | 13+    | Man      | Vrouw | 13-24 jr | 25-34 jr | 35-49 jr | 50-64 jr | 65+   | W1 (hoog) | W2    | W3    | W4    | W5 (laag) |
| <b>Gemiddeld bereik dagbladcombinaties vv</b> | 000 | 13.597 | 6.705    | 6.892 | 2.352    | 2.111    | 3.831    | 3.095    | 2.208 | 3.185     | 2.327 | 2.923 | 3.797 | 1.365     |
| Dagbladcombinatie Reizen en Recreatie         | 000 | 4.027  | 2.162    | 1.865 | 684      | 514      | 1127     | 1030     | 671   | 884       | 778   | 847   | 1201  | 318       |
|   | %   | 29,6%  | 32,2%    | 27,1% | 29,1%    | 24,4%    | 29,4%    | 33,3%    | 30,4% | 27,7%     | 33,4% | 29,0% | 31,6% | 23,3%     |
| Friesland Combinatie                          | 000 | 298    | 143      | 155   | 36       | 26       | 70       | 80       | 86    | 53        | 40    | 54    | 104   | 47        |
|   | %   | 2,2%   | 2,1%     | 2,3%  | 1,5%     | 1,2%     | 1,8%     | 2,6%     | 3,9%  | 1,7%      | 1,7%  | 1,9%  | 2,7%  | 3,4%      |
| Grootstedelijk Drechtsteden                   | 000 | 118    | 59       | 59    | 14       | 11       | 42       | 34       | 16    | 30        | 24    | 24    | 30    | 9         |
|   | %   | 0,9%   | 0,9%     | 0,9%  | 0,6%     | 0,5%     | 1,1%     | 1,1%     | 0,7%  | 0,9%      | 1,0%  | 0,8%  | 0,8%  | 0,7%      |
| Grootstedelijk Utrecht                        | 000 | 222    | 119      | 103   | 20       | 18       | 71       | 67       | 46    | 62        | 45    | 39    | 60    | 15        |
|   | %   | 1,6%   | 1,8%     | 1,5%  | 0,9%     | 0,8%     | 1,8%     | 2,2%     | 2,1%  | 1,9%      | 1,9%  | 1,3%  | 1,6%  | 1,1%      |
| HDC Media-dagbladen                           | 000 | 739    | 353      | 385   | 93       | 70       | 190      | 221      | 165   | 174       | 142   | 126   | 224   | 73        |
|   | %   | 5,4%   | 5,3%     | 5,6%  | 3,9%     | 3,3%     | 5,0%     | 7,2%     | 7,5%  | 5,5%      | 6,1%  | 4,3%  | 5,9%  | 5,4%      |
| Haarlems & Leidsch Dagblad Combinatie         | 000 | 234    | 111      | 123   | 28       | 18       | 51       | 78       | 59    | 61        | 52    | 38    | 63    | 19        |
|   | %   | 1,7%   | 1,7%     | 1,8%  | 1,2%     | 0,9%     | 1,3%     | 2,5%     | 2,7%  | 1,9%      | 2,2%  | 1,3%  | 1,7%  | 1,4%      |
| Haarlems Dagblad Combinatie                   | 000 | 143    | 68       | 74    | 17       | 10       | 29       | 45       | 42    | 30        | 34    | 21    | 43    | 15        |
|   | %   | 1,0%   | 1,0%     | 1,1%  | 0,7%     | 0,5%     | 0,8%     | 1,5%     | 1,9%  | 0,9%      | 1,5%  | 0,7%  | 1,1%  | 1,1%      |
| Media Groep Limburg                           | 000 | 515    | 257      | 258   | 49       | 53       | 137      | 150      | 126   | 117       | 101   | 102   | 152   | 44        |
|   | %   | 3,8%   | 3,8%     | 3,7%  | 2,1%     | 2,5%     | 3,6%     | 4,8%     | 5,7%  | 3,7%      | 4,3%  | 3,5%  | 4,0%  | 3,2%      |
| NRp Dagbladen                                 | 000 | 4.700  | 2.335    | 2.365 | 640      | 452      | 1.248    | 1.308    | 1.052 | 1.076     | 857   | 956   | 1.355 | 455       |
|   | %   | 34,6%  | 34,8%    | 34,3% | 27,2%    | 21,4%    | 32,6%    | 42,3%    | 47,7% | 33,8%     | 36,8% | 32,7% | 35,7% | 33,3%     |
| Noordhollands Dagblad                         | 000 | 424    | 203      | 221   | 50       | 47       | 121      | 118      | 87    | 91        | 78    | 74    | 131   | 51        |
|   | %   | 3,1%   | 3,0%     | 3,2%  | 2,1%     | 2,2%     | 3,2%     | 3,8%     | 3,9%  | 2,8%      | 3,3%  | 2,5%  | 3,4%  | 3,7%      |
| Nrdh. Dgbl. Comb. excl. Friesch Dagbl.        | 000 | 721    | 352      | 369   | 102      | 70       | 175      | 198      | 175   | 147       | 125   | 153   | 221   | 75        |
|   | %   | 5,3%   | 5,2%     | 5,4%  | 4,4%     | 3,3%     | 4,6%     | 6,4%     | 7,9%  | 4,6%      | 5,4%  | 5,2%  | 5,8%  | 5,5%      |
| Nrdh. Dgbl. Comb. incl. Friesch Dagbl.        | 000 | 752    | 368      | 384   | 106      | 72       | 180      | 202      | 191   | 152       | 128   | 157   | 228   | 87        |
|   | %   | 5,5%   | 5,5%     | 5,6%  | 4,5%     | 3,4%     | 4,7%     | 6,5%     | 8,7%  | 4,8%      | 5,5%  | 5,4%  | 6,0%  | 6,4%      |
| Weg. Nieuwsmedia Gelderl. Overijssel          | 000 | 1212   | 594      | 617   | 185      | 117      | 334      | 324      | 252   | 254       | 223   | 256   | 374   | 104       |
|   | %   | 8,9%   | 8,9%     | 9,0%  | 7,9%     | 5,5%     | 8,7%     | 10,5%    | 11,4% | 8,0%      | 9,6%  | 8,8%  | 9,9%  | 7,6%      |
| Wegener Nieuwsmedia Brabant Zeeland           | 000 | 1.261  | 646      | 615   | 170      | 114      | 347      | 350      | 281   | 302       | 226   | 258   | 336   | 139       |
|   | %   | 9,3%   | 9,6%     | 8,9%  | 7,2%     | 5,4%     | 9,0%     | 11,3%    | 12,7% | 9,5%      | 9,7%  | 8,8%  | 8,9%  | 10,2%     |
| Wegener Nieuwsmedia Totaal                    | 000 | 2.466  | 1.238    | 1.228 | 355      | 230      | 676      | 673      | 533   | 553       | 449   | 511   | 710   | 243       |
|   | %   | 18,1%  | 18,5%    | 17,8% | 15,1%    | 10,9%    | 17,7%    | 21,7%    | 24,1% | 17,4%     | 19,3% | 17,5% | 18,7% | 17,8%     |

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