

De Morgen

Periodicity
Daily
Language
NL
Universe
National
Number of issues
306

Readers *(CIM NRS 16-17)*



Total Reach of total Brand	1.249.813
AIR Brand	402.394
AIR Websites	202.678
AIR Print + Digital versions	260.572

Surfers *(CIM internet June '16-May '17)*



Website avg. daily surfers (Real Users)	142.060
Apps avg. daily unique browsers	18.684

Circulation *(June '16-May '17)*



Print run	47.188
Paid copies (>50%)	5.711
Paid subscriptions (>50%)	28.956
Paid affiliates (incl. in membership)	-
Paid other*	2.030
Free push	1.587
Free pull	-
Other distribution (differed & raw pull)	-
Paid digital circulation	16.298

* Average price Paid Others: = 1.02 €

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