

De Standaard

Periodicity
Daily
Language
NL
Universe
National
Number of issues
306

Readers *(CIM NRS 16-17)*



Total Reach of total Brand	1.700.057
AIR Brand	650.298
AIR Websites	293.051
AIR Print + Digital versions	462.564

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



Website avg. daily surfers (Real Users)	272.040
Apps avg. daily unique browsers	19.794

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



Print run	91.330
Paid copies (>50%)	14.058
Paid subscriptions (>50%)	63.871
Paid affiliates (incl. in membership)	-
Paid other*	3.869
Free push	1.025
Free pull	-
Other distribution (differed & raw pull)	-
Paid digital circulation	18.316

* Average price Paid Others: = 0.72 €

The CIM guarantees the validity of the given data, not of any processing they may be subsequently used for.