

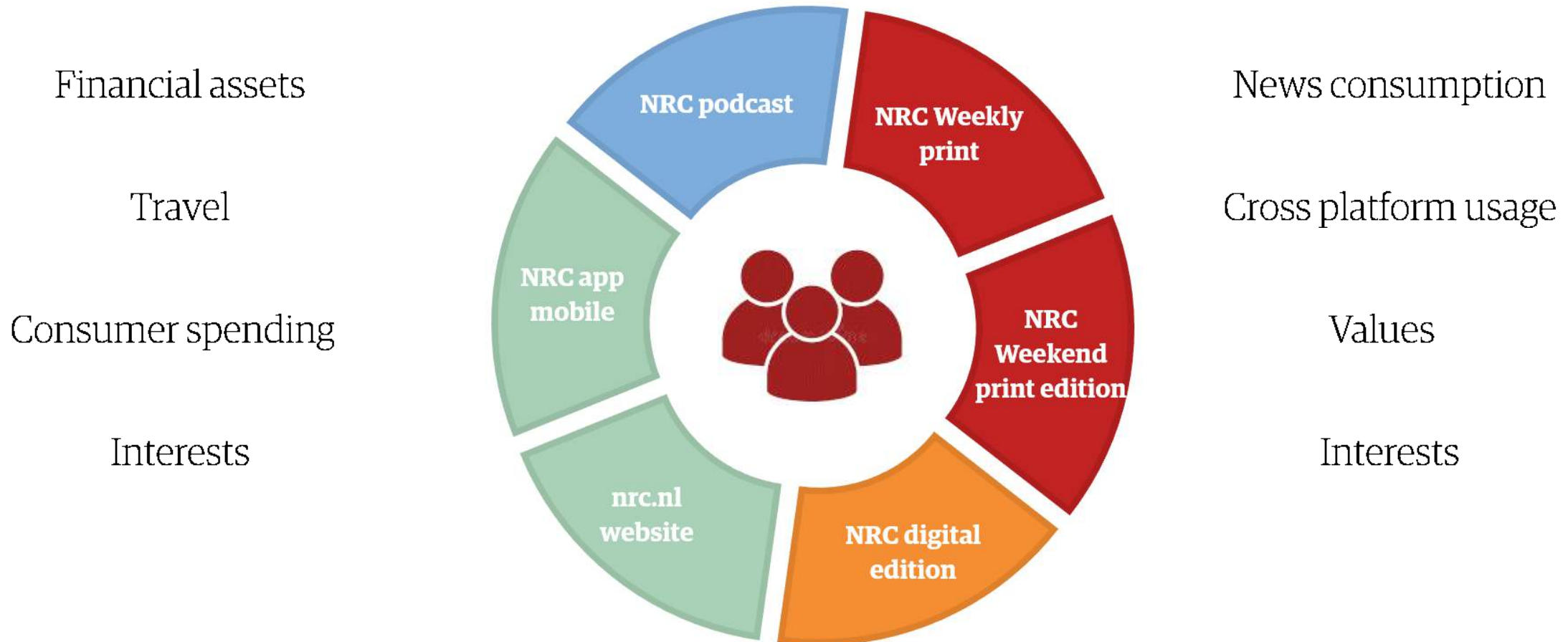


# A deep dive into the NRC audience



A better understanding of  
your audience will make  
planning and strategy more  
effective.

# A 360° view of the NRC user across all platforms.



# Profile, usage (and frequency)

**47%**

Of NRC users listen to NRC podcasts.

NRC Vandaag	22%
NRC Haagse Zaken	15%
NRC Onbehaarde Apen	9%

**450,900**

Downloads per week.

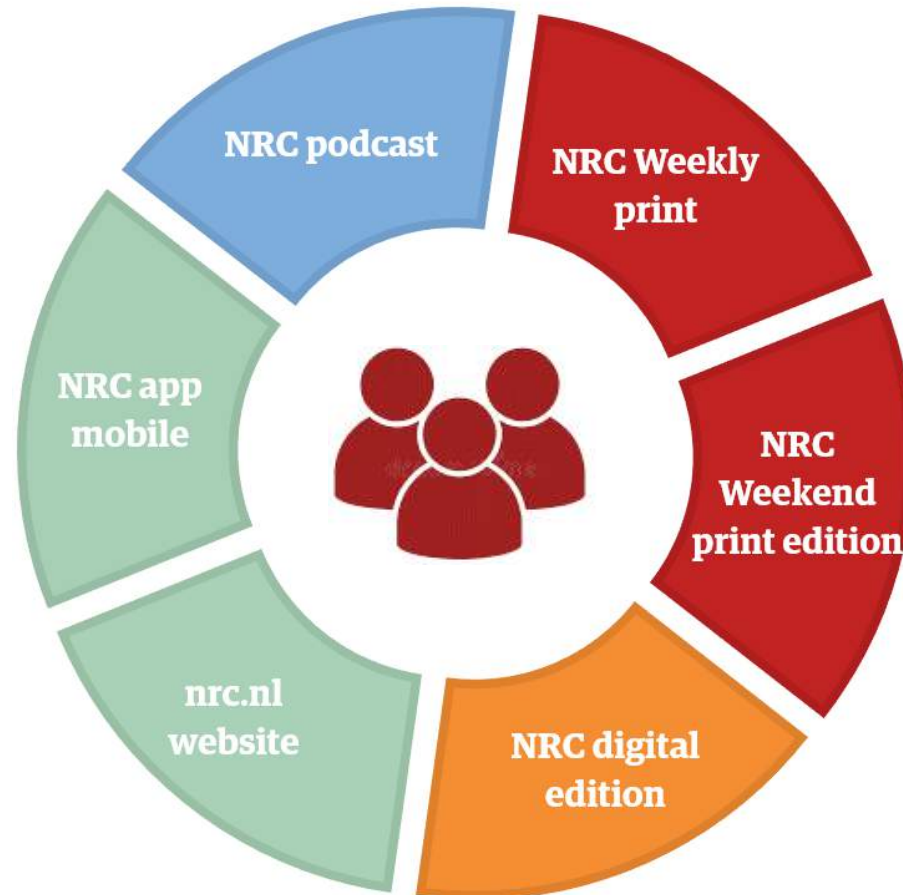
**69%**

Of NRC users read NRC digital on website or app.

Daily	19%
A few times a week	25%
Once a week	9%

**3,596.00**

Digital readers per month.



**38%**

Of NRC users read the NRC print edition.

Doordeweeks	23%
Weekend	48%
Doordeweeks and Weekend	29%

**1,107,000**

Print readers per month

**33%**

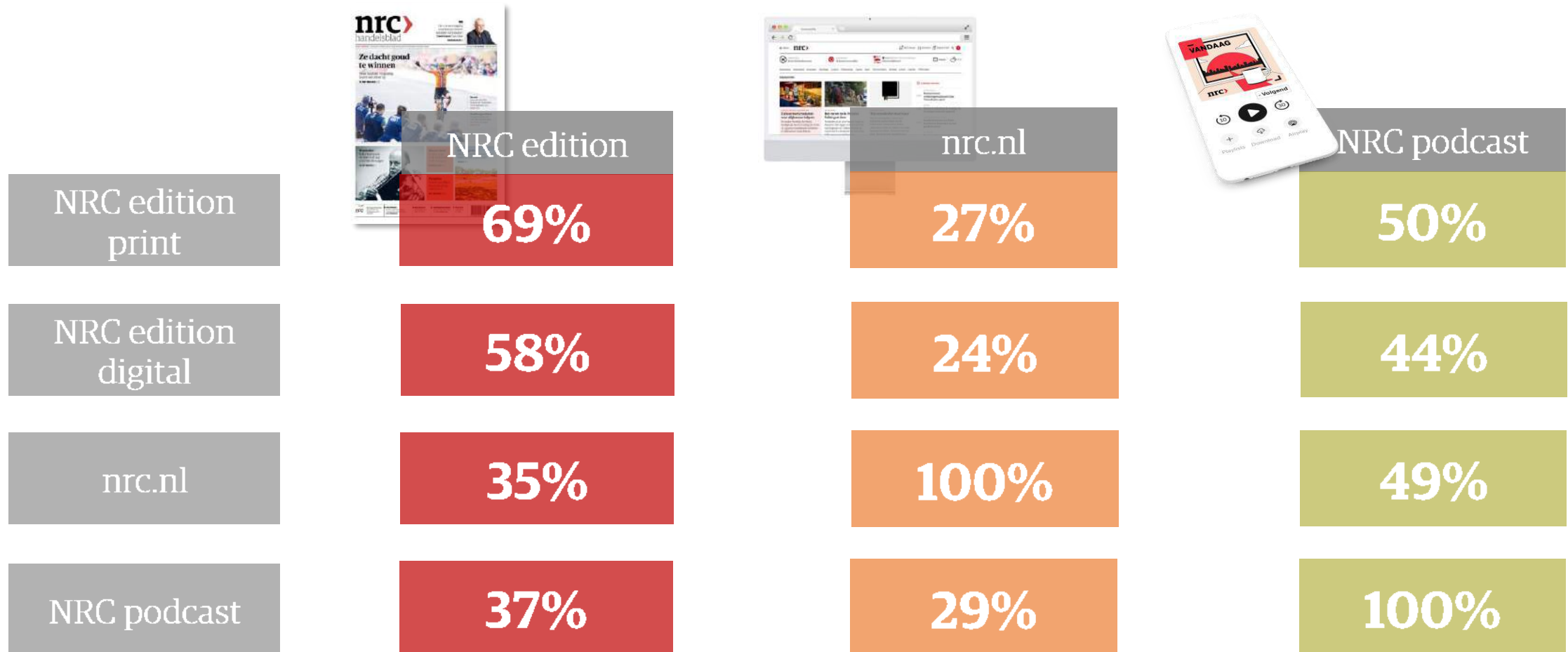
Of NRC users read the digital edition of NRC.

Doordeweeks	41%
Weekend	13%
Doordeweeks and Weekend	46%

**553,500**

Digital edition readers per month

# Cross platform media usage



**Not only media behavior has changed over the past 15 years, the composition of the NRC audience has changed too.**

# We are talking about real people ...



People that represent a larger group that is really there and NRC is their news brand.

Each of them have their own interests and values, consumer behavior, media usage and news consumption.

# Highly Educated Millennials



\*average NL 18+ / \*\* average NRC audience

# Traditional News Consumer



\*average NL 18+ / \*\* average NRC audience






# Free thinker Gen X



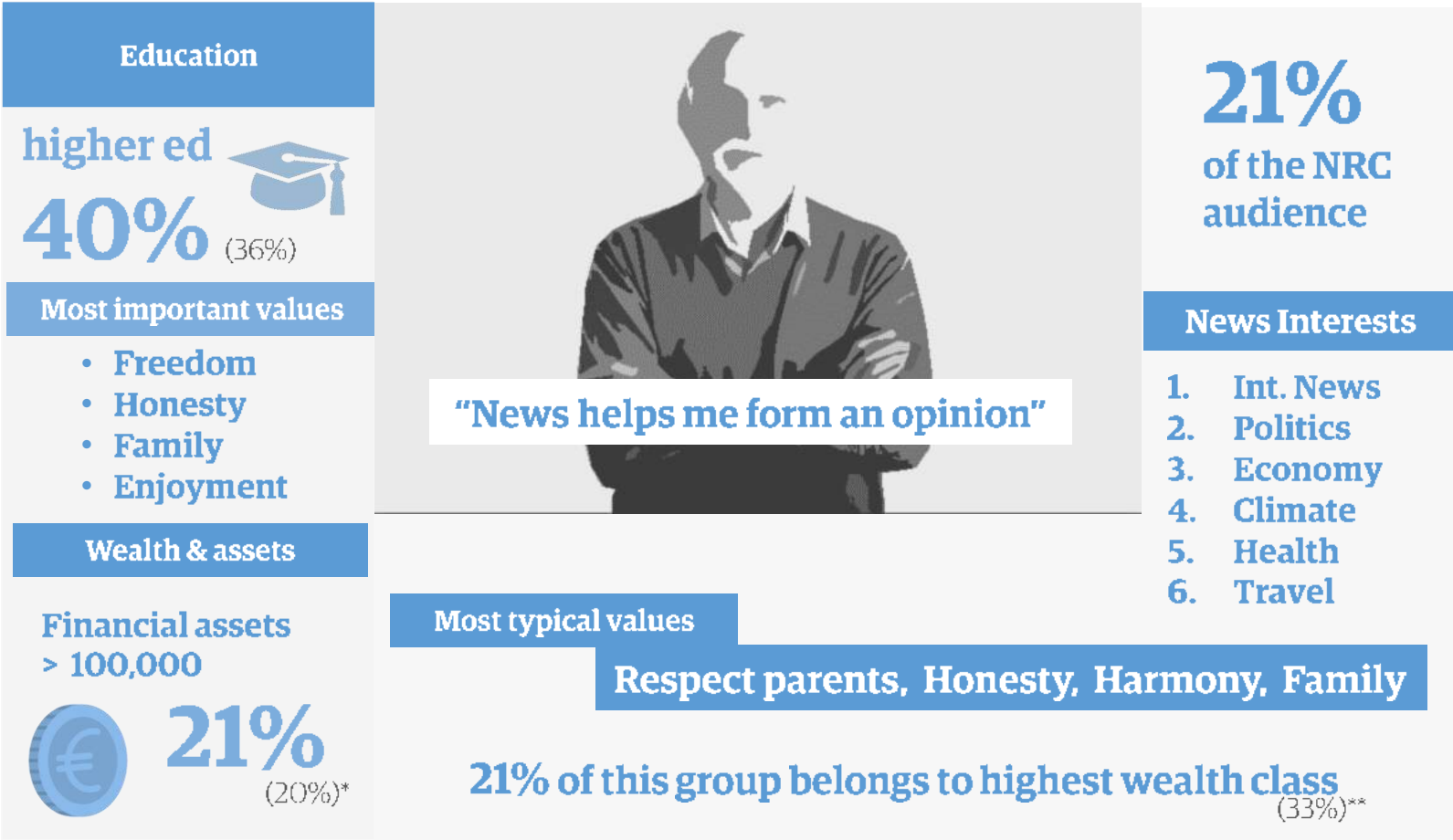
\*average NL 18+ / \*\* average NRC audience

# Affluent progressives

<b>Education</b> higher ed  <b>68%</b> (36%)	 <p><b>“The paper you read says a lot about who you are”</b></p>	<b>19%</b> of the NRC audience
<b>Most important values</b> <ul style="list-style-type: none"><li>• Freedom</li><li>• Honesty</li><li>• Enjoyment</li><li>• Pers. relationships</li></ul>		<b>News Interests</b> <ol style="list-style-type: none"><li>1. Literature</li><li>2. Climate</li><li>3. Economy</li><li>4. The arts</li><li>5. Culture</li><li>6. Int. News</li></ol>
<b>Wealth &amp; assets</b> Financial assets > 100,000  <b>25%</b> (20%)*		<b>Most typical values</b> Tolerance- Open-mind - Beauty (arts & nature) - Internationalism <b>38%</b> of this group belongs to highest wealth class (33%)**

\*average NL 18+ / \*\* average NRC audience

# Conservative and nuanced



\*average NL 18+ / \*\* average NRC audience

**What marketers can do with  
these insights...**

# Audience, platform, message

”

A better understanding of your audience will make planning and strategy more effective.

”

Insights about cross platform usage tell you which medium types can be combined effectively to achieve cross media synergy.

”

Knowing what values are important for your target audience and know what news content interests them helps building an effective content strategy.

”

Insights about the different segments can be helpful to sharpen your own target group definition and strategy.

”

Specific insights into consumer behavior for example travel and spending can be useful for your overall marketing strategy.

”

And finally the audience segments can be a starting point for your overall marketing strategy or more specific advertising strategy.

**More information (in Dutch)**  
**[https://www.nrc.nl/brandedcontent/  
nrc-verantwoord/](https://www.nrc.nl/brandedcontent/nrc-verantwoord/)**



Our mission is to help you to have an  
impact on our readers.