

LINDA.

WHY LINDA.

FIRST PERSONALITY MAGAZINE IN THE NETHERLANDS

EXCEEDINGLY STRONG FORMULA

LASTING SUCCES

STRONG DESIGN

REMARKABLE COVERS

BEST SOLD ISSUE 182,186

(LINDA. 60, AUGUST 2009)

AVERAGE SOLD CIRCULATION 155,000

SUBSCRIBERS JUNE 49,000

AVERAGE REACH 2009 945,000

CREATIVE TEAM LINDA DE MOL, JILDOU VAN DER BIJL

WHAT IS LINDA.

CONTENT

PEOPLE Big interview, Reactions, Figures, Stylish man, Portrait gallery, Personal story

LIFESTYLE FunFacts, L's Favourites, Kidsextra, Worldspot **COLUMNS** Editorial, Harm Edens,

Ruben & Ruben **BEAUTY & HEALTH** Beauty extra, beautyshop, Beauty talk **FASHION**

Fashion extra, Fashion news, **CULINARY** Foodshop, Foodlife, Recipe of the month

CULTURE Books, Music, Film, TV

BEAUTY & BRAINS

GUTS & LOVE

OPEN & OPTIMISTIC

SEXY & CLEVER

DIRECT & DARED

AND NEVER WITHOUT HUMOR

WHO READS LINDA.

ON AVERAGE **945,000** PEOPLE READ **LINDA.**
THAT IS **6.9%** OF THE NETHERLANDS (M/F13+)

58% OF THE **LINDA.** READERS ARE 25-49 YEARS OLD,
688,000 READERS ARE FEMALE.

257,000 MEN READ **LINDA.**, THAT IS **27%**.
A LOT OF MEN, FOR A WOMAN' S GLOSSY

THE **LINDA.** READER IS WEALTHY, (W1-W2):
510,000 READERS

366,000 READERS ARE THE MAIN INCOME PROVIDERS

THE **LINDA.** READER GOES WEEKLY TO THE SUPERMARKET:
649,000 READERS

LINDA. CIRCULATION

LINDA. circulation

	subscribers	sold circulation	paid circulation	distributed circulation
2003 - 4	2,112	118,731	120,843	136,341
2004	10,676	106,288	116,694	117,216
2005	19,048	97,240	116,288	119,582
2006	28,613	103,070	132,138	133,311
2007	33,456	101,282	137,238	138,659
2008	41,255	110,326	156,581	157,485
2009	46,508	104,069	155,577	156,755

source: HOI

circulation glossy women magazines

	paid circulation 2008	paid circulation 2009	Cost per 1,000 based on paid circulation
LINDA.	146,004	155,577	€ 69.97
Avantgarde	37,430	36,231	€ 213.91
Beau Monde	85,669	75,914	€ 98.80
Cosmopolitan	105,593	100,054	€ 119.44
Elle	82,187	84,237	€ 118.12
Happinez	161,572	166,401	€ 64.00
JAN	60,014	60,567	€ 140.34
Marie Claire	75,015	66,771	€ 137.78
Red	57,198	55,680	€ 130.21

average reach per issue

	absolute	% of NL	costs per 1,000
LINDA.	945,000	6.9%	€ 11.52
Avantgarde	176,000	1.3%	€ 44.03
Beau Monde	380,000	2.8%	€ 19.74
Cosmopolitan	456,000	3.3%	€ 26.21
Elle	343,000	2.5%	€ 29.01
Glamour	324,000	2.4%	€ 36.42
Happinez	548,000	4.0%	€ 19.43
JAN	207,000	1.5%	€ 41.06
Marie Claire	191,000	1.4%	€ 48.17
Red	166,000	1.2%	€ 43.67

average reach per issue

	absolute	% of NL	costs per 1,000
LINDA.	257,000	3.8%	€ 42.35
Elsevier	509,000	6.0%	€ 27.68
HP de Tijd	142,000	1.8%	€ 32.11
Quote	205,000	2.4%	€ 32.17
Vrij Nederland	148,000	1.9%	€ 40.47

source: NOM Print Monitor 2009

LINDA. REACH

M/F in glossy woman's magazines

	female absolute	men absolute	female % of NL	men % of NL
LINDA.	688,000	257,000	9.9 %	3.8 %
Avantgarde	130,000	46,000	1.9 %	0.7 %
Beau Monde	310,000	70,000	4.4 %	1.0 %
Cosmopolitan	370,000	86,000	5.3 %	1.3 %
Elle	281,000	61,000	4.0 %	0.9 %
Glamour	277,000	46,000	4.0 %	0.7 %
Happinez	413,000	135,000	5.9 %	2.0 %
JAN	151,000	57,000	2.2 %	0.8 %
Marie Claire	156,000	34,000	2.2 %	0.5 %
Red	126,000	40,000	1.8 %	0.5 %

LINDA. REACH

age groups

	13 - 24 years old	25 - 34 years old	35 - 49 years old	50 - 65 years old	65+
LINDA.	137,000	149,000	396,000	184,000	79,000
Avantgarde	36,000	22,000	54,000	40,000	23,000
Beau Monde	63,000	69,000	148,000	72,000	29,000
Cosmopolitan	166,000	88,000	98,000	76,000	28,000
Elle	118,000	48,000	74,000	68,000	35,000
Glamour	157,000	54,000	65,000	38,000	10,000
Happinez	75,000	89,000	191,000	147,000	45,000
JAN	26,000	37,000	97,000	36,000	12,000
Marie Claire	40,000	32,000	62,000	38,000	19,000
Red	23,000	27,000	70,000	37,000	9,000

source: NOM Print Monitor 2009

wealth groups

	W 1 (high)	W 2	W 3	W 4	W 5 (low)
LINDA.	324,000	186,000	200,000	206,000	29,000
Avantgarde	49,000	34,000	41,000	45,000	7,000
Beau Monde	102,000	68,000	96,000	101,000	13,000
Cosmopolitan	115,000	77,000	136,000	116,000	13,000
Elle	97,000	60,000	95,000	79,000	12,000
Glamour	71,000	63,000	101,000	82,000	7,000
Happinez	219,000	90,000	128,000	102,000	9,000
JAN	95,000	36,000	41,000	33,000	3,000
Marie Claire	63,000	37,000	45,000	40,000	6,000
Red	71,000	33,000	32,000	27,000	2,000

N.B. Wealthpartitioning is a combination of education and income

LINDA. REACH

geografic spread

	3 large cities	rest West	North	East	South
LINDA.	164,000	320,000	78,000	197,000	186,000
Avantgarde	35,000	48,000	17,000	30,000	46,000
Beau Monde	68,000	118,000	27,000	82,000	85,000
Cosmopolitan	90,000	139,000	34,000	88,000	105,000
Elle	67,000	98,000	25,000	70,000	82,000
Glamour	70,000	92,000	25,000	68,000	70,000
Happinez	103,000	172,000	48,000	107,000	117,000
JAN	44,000	71,000	16,000	36,000	39,000
Marie Claire	43,000	57,000	12,000	36,000	43,000
Red	39,000	56,000	12,000	30,000	29,000

source: NOM Print Monitor 2009

main income/ domestic consumer/ children

	main income person	main domestic consumer	children in household
LINDA.	366,000	649,000	540,000
Avantgarde	84,000	120,000	85,000
Beau Monde	156,000	270,000	210,000
Cosmopolitan	195,000	268,000	254,000
Elle	142,000	200,000	192,000
Glamour	134,000	161,000	210,000
Happinez	255,000	393,000	256,000
JAN	77,000	152,000	118,000
Marie Claire	87,000	137,000	92,000
Red	61,000	114,000	93,000

LINDA. SPECIFICATIONS

FACTS & FIGURES

TITLE	LINDA.
PUBLISHER	MOOD FOR MAGAZINES
PRINT PROCES	FULL COLOUR
SIZE	230 X 275 MM
MIN. SIZE	180 PAGES
PAPER CLASS INSIDE	90 GRAMS
PAPER CLASS COVER	170 GRAMS
TYPE OF BINDING	PERFECT BOUND (LUMBECK)
FREQUENCY	12 X LINDA., 1 X LINDA.LIVING, 1 X LINDA.MAN, 2 X LINDA.FASHION
CIRCULATION	210,000 EXAMPLES
PRICE 1/1 PAGE	€ 10,885

MOOD FOR MAGAZINES PROMERSKAZERNE A. DORTMANPLEIN 3 1411 RC
NAARDEN-VESTING +31 (0)35 7999349 SALES@MOODFORMAGAZINES.NL



LINDA. mode

NR.1 2009 PRIJS €5,25



LINDA. wonen

NAJAAR 2009 PRIJS €5,25

DE VUILE WAS
van Edwin & Anouk Smulders

HOERENTENT
'Pardon, dat is mijn vrachtwagen'

TJITSKE REIDINGA
speelt vadersrol en moederrol

poppen
huis

www.lindamagazine.nl



LINDA. mode

VOORJAAR 2010 PRIJS €5,50

Vintage & vloeien
Liever bloot dan tweedehands

Elf jaar en modepopje
'Ik lees elke maand de Vogue'

Linda koopt lingerie
'Easy access, what do you mean?'

Merkverslaafd
De hond heeft ook een Vuitton-tas

zomerztheid
MET LEONTINE BORSATO, GEORGINA VERBAAN EN SANNE VOGEL

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L'HOMO.

VAN DE MAKERS VAN LINDA. VOORJAAR 2010 PRIJS €5,50

Thomas Berge
en het prins Friso-syndroom

Pinkeltje huilt
Mannen met een kleine penis

Boer zoekt man
Liefde op het platteland

André van Duin
Overnachtstands & bingo

TURKS FRUIT
Orhan Bucakli: moslim, vader, homo

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