

Number 1 in the segment of qualitative journalism

DE STANDAARD is the reliable source for news and in-depth background information, opinion, and analysis. It is the news reference for politicians, business people and well-educated opinion leaders. The newspaper covers the whole of Flanders incl. Brussels (Flemish population).

DE STANDAARD also publishes a weekly lifestyle MAGAZINE as well as WEEKBLAD, a weekly background news magazine. DE STANDAARD content is also available online and as a successful daily podcast.

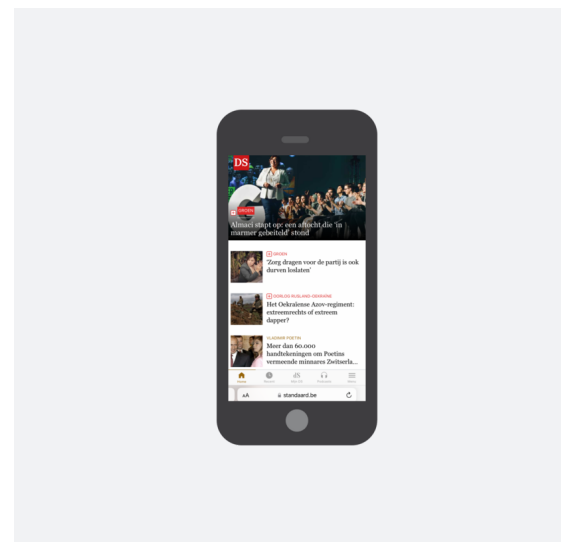
The readers and users are mostly between 25 and 64 years old and belong to higher social classes.

Print

Coverage ¹	397,130
Print Circulation ¹	60,000
Frequency	weekdays (Mon-Sat.)
Basic Rate 2025	EUR 25,075

Digital

Unique User ²	257,600
Page Impressions ³	1,500,000



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