



## Core data

**Publisher**  
Sanoma Uitgevers b.v.

**Category**  
Disney comics

**Frequency**  
weekly

**Number of pages**  
average of 45 pages

**Production**  
full colour/rotogravure

**Price per issue**  
newsstand sales: € 1.80  
Subscription per year: € 88.40

**Advertising rate**  
1/1 page (full colour): € 12,810

## Circulation HOI

Q2/2007 thru Q1/2008

subscriptions	: 258,874
magazine portfolio	: 27,288
newsstand sales	: 26,162
total paid circulation	: 312,324
total circulation	: 317,274

## Core readership

sex	: boys and girls
age	: 8 to 14 years

## Average reach

## %

## Absolute x 1,000

## Cost per 1,000 readers 1/1 fc.

core readership girls and boys 8 to 14	33.3	460	€ 27.83
boys and girls aged 6 to 19	27.5	767	€ 16.69

Source: Jongerenonderzoek 2007

## The readers

Donald Duck is read by young and old, but the core readership is formed by boys and girls aged 8 to 14. An ideal family magazine.

### Outlook and lifestyle

Donald Duck readers are normal children who like comic strips, watching television, playing games, playing outside, reading, sports and so on. They go to primary school and lead a regular life. Family life is central and everything they experience at school, outside, with friends or brothers and sisters providing subjects of conversation within the family or in the letters to Uncle Donald.

## Distinguishing characteristics

### The Donald Duck reader

- enjoys reading, sports and games
- is at primary school
- may also be a parent
- may also be an older brother or sister

### Donald Duck

- was awarded the title of Magazine of the Year in 2003 by Mercur
- is read by old and young alike (from 8 to 80)
- is the largest youth and children's magazine of the Netherlands
- is now the largest men's magazine in terms of reach
- has enormous reader loyalty: response to competitions is between 20,000 and 100,000 entries and more than 400 reader letters per week, double this in holiday periods
- has a long tradition and is nostalgia
- has a brand awareness of nearly 100%
- is essential in almost all families
- has its own website that went online in 2004: [www.donaldduck.nl](http://www.donaldduck.nl) with on average 180,000 unique visitors a month and an e-mail newsletter with 130,000 subscriptions.
- maintains a successful collaboration with advertisers (Mercur nomination 2007 for the Duckse Duiten case)

## History

The cheerful weekly magazine Donald Duck has been around for more than fifty years. In all those years, the unique concept has hardly changed. That does not mean that the magazine itself has not changed, however; Donald Duck has kept up with the times. Within the basic concept, the editors are continually able to express all the things that appeal to children and tie in with their experiences. Over the years, Donald Duck weekly magazine has changed from being a youth magazine to a family magazine.

## The magazine

Donald Duck has been around since 1952; entire generations have grown up with this cheerful weekly magazine. The unique success formula has hardly been changed throughout the years and still strikes a positive chord with the target group. Donald Duck is the biggest youth and children's magazine in the Netherlands and its reach within the core target group of 8 to 14 years is as much as 35%. This is to be expected, as the funny, thrilling adventure stories with the well-known Disney quality continue to enthral readers. While the Donald Duck weekend magazine doesn't pass over the educational elements and trends that appeal to its youthful audience, the magazine does give priority to amusing its readers - without overlooking the parents' sense of humour, either.

## Target

The magazine's aim is to provide relaxation through amusing and exciting adventure stories of renowned Disney quality, as well as to make a contribution in the areas of nature, history and many other elements. In all the stories, the editors like to take a humorous look at adults.

Although the entertainment value is paramount, educational elements are not neglected, nor are developments which appeal to the young readers.

## Editorial mainstays

- Disney comic strips
- interesting facts
- text stories

## Standard features

## Description

## Subject type

Uncle Donald's letter-box

Letters from children

informative/amusing

Donald Duck comic strip

Donald Duck and family

humour/adventure

Comic strip

Disney characters other than Donald Duck

Humour

Miscellaneous

Duck City Newspaper  
Donald Duck Club news  
Joke Box  
Prick-out Picture

informative/humour