



Core data

Publisher
Sanoma Uitgevers b.v.

Category
Disney comics

Frequency
every 4 weeks + an extra big summer special

Number of pages
average 34 pages

Production
full colour / offset

Price per issue
newsstand sales: € 2.10
Subsequent a year € 25.35

Advertising rate
1/1 page (full colour): € 4,050

Circulation HOI

Q2/2007 thru Q1/2008

subscriptions	:	26,704
magazine portfolio	:	111
newsstand sales	:	34,905
total paid circulation	:	61,720
total circulation	:	62,365

Core readership

sex	:	boys and girls
age	:	9 to 15

Average reach

%

Absolute x 1,000

Cost per 1,000 readers 1/1 fc.

core readership girls and boys aged 9 to 15	11.4	160	€ 25.31
boys and girls aged 6 to 19	8.4	233	€ 17.36

Source: Jongerenonderzoek 2007

Readership

Donald Duck Extra has an average reach of 8% in the 9 to 15 age group (source: Jongeren 2003). The ratio between boys and girls is approximately 70:30.

History

The Donald Duck Extra was introduced in 1986 to supplement the Donald Duck weekly magazine.

The magazine

Donald Duck Extra

Some readers want more than just the Donald Duck: they *must* have an extra boost of comic strips. Donald Duck Extra is published especially for these diehards every four weeks. This magazine is full of extra long, extra exciting and extra funny comic stories. From Gyro Gearloose and Gladstone Gander to Uncle Scrooge and the Beagle Boys: readers get to see all the Duckburg characters in Donald Duck Extra, as well as Donald Duck and his nephews, of course! Donald Duck Extra readers (9 to 15) are usually a little older than Donald Duck readers.