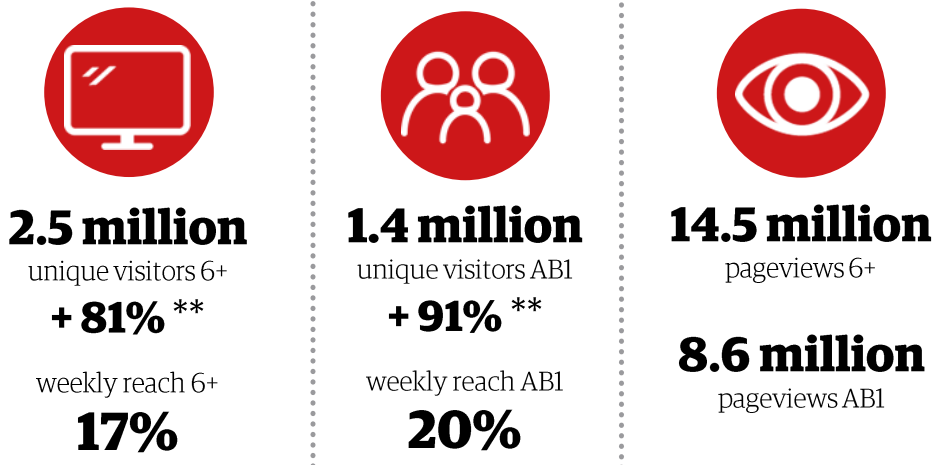
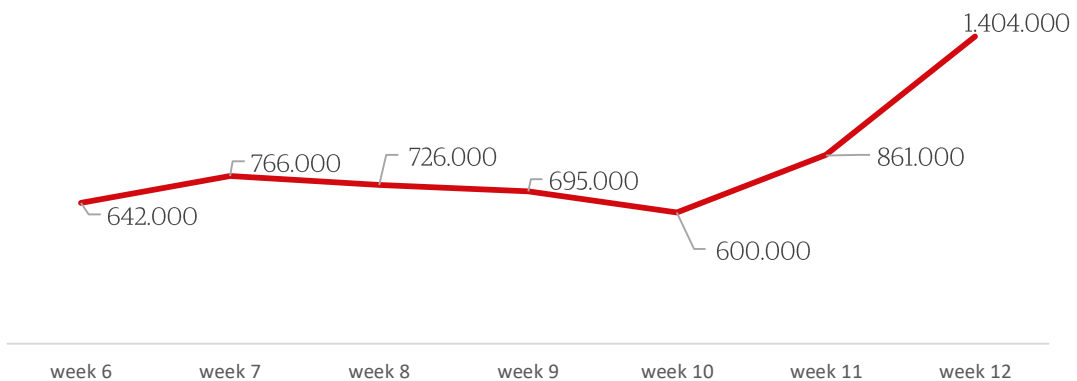


## Bringing the facts to light

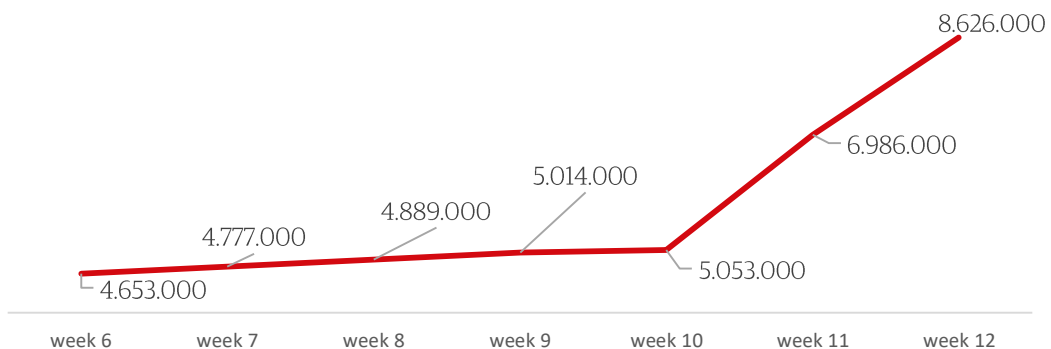
Newspapers continue to be regarded as the most trustworthy source of news by the Dutch public, with NRC also being among the most reliable news brands in the Netherlands. The need for reliable journalism is particularly high, especially at this time. With a reach of 2.5 million unique visitors and 14.5 million pageviews in one week \*, a growing number of Dutch people continue to find nrc.nl. This is an increase of 81% compared to the weekly average before the start of the crisis.



The average weekly reach in the target group AB1 increased by 91% \*\*



The number of pageviews in the target group AB1 increased by 86% \*\*



Source: NOBO week 1 – week 12 2020

\* Week 12, most recently measured week - \*\* Growth in week 12 relative to the weekly average before the onset of the crisis