

Press coverage Royal Wedding Bhutan Coverage in the Netherlands, October - December 2011

Dutch Press delegation, Erica Terpstra, Marianne Vos, Lem van Eupen, Matthijs de Jongh, Henk de Jong, contributed to articles, radio and TV items about the Royal wedding and Bhutan in general. This resulted in the following exposure in the Netherlands:

Radio - 5 interviews
TV – 5 interviews/reports, coverage: 3,490,000
Magazines/newspapers/Websites – 17 articles, coverage over 2,500,000
Twitter – 16,000

Marianne Vos
TV item 15 minutes for TV Zeeland – www.ctvzeeland.nl
350,000 viewers/day in the Province of Zeeland

2 articles, for *Nu.sport*, www.nu.nl // www.nusport.nl
NUsport magazine, incl Ipad version,
NUsport Magazine: 264.400, Sale: 40.000 (Weekly) Mobile Traffic p/month: Visits: 442.000 Page views: 1.950.000 iPhone App p/month: Downloads: 100.000 Page views: 2.412.000 Custom

EO – *Blauw Bloed*, Royalty TV program, Film coverage Royal Wedding, 5 minutes,
1.2 million viewers

Fiets: bicycle magazine, www.fiets.nl, publishes an article about cycling, sports program Bhutan and Marianne Vos in Bhutan at Royal Wedding, in December 2011
45,000 copies

Erica Terpstra
TV – WNL: www.omroepwnl.nl, interview about sports/Royal Wedding/Bhutan at Schiphol Airport

TV- RTL Boulevard: www.rtl.nl; 1 minute Telephone interview
899,000 viewers, Page views 7,381,000, unique viewers 1,066,000, video views 1,667,000

Radio interviews (2) - *De heer ontwaakt* (VARA): www.deheerontwaarkt.vara.nl
Radio interview – Goede morgen Nederland, KRO: www.dmn1.kro.nl

Matthijs de Jongh
Article for *De Pers*: www.depers.nl
Daily newspaper and website
250,000 free copies per day, in all capital cities, at universities and public transport
Website: over 500,000 unique viewers and 9,450,000 page views per month.

Lem van Eupen
Article for RNW, radio Netherlands Worldwide
Website: www.rnw.nl (Dutch / English / other languages) radio programs and news through the website. 5 million in 2009 web 46,000 / year

Interview local newspaper *Nieuws over de Bilt*: www.nieuwsover.nl/debilt/
Article for Nuffic, interview with Lyonpo Dorji Wangdi

Henk de Jong
2 x Interview *De Gelderlander*, regional newspaper – www.gelderlander.nl
Daily 500,000 readers, web site 533,400 unique viewers/ month, 10,9 million page views /month
Gelderlander falls under Wegener Media, other regional papers will copy articles.

Interview *De telegraaf*: www.detelegraaf.nl
600.000 copies per day, 289 million page views per month, 3.3 million unique visitors per month.

bhutan+partners – November 2011 www.bhutanandpartners.org

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Interview local glossy December 2011 - Eigen – 15,000 copies

TV – De Wereld Draait Door: www.dewerelddraaitdoor.vara.nl

Interview with Rudolf spoor about TV life report of Royal Wedding by BBS – 1,041 million viewers
Bhutan+partners sent info to Rudolf Spoor about program Royal Wedding, pictures and info BBS.

*Vorsten Royale - www.vorsten.nl, Royalty magazine – photograph/info
270,000 readers*

Supporter: magazine published by Arko Sports Media (www.sportsmedia.nl)