

## Statistics Netherlands' Webmagazine: a new link in communication

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## Concept of the Webmagazine

- weekly magazine
- 4-5 articles every monday morning
- intended for the general reader
- high quality and reliability
- translated into English



## Impact of the Webmagazine

- visited 14,000 times a month on SN-website
- 1000 Webmagazine based items in Dutch press in 2002
- disseminated by a List-server
- important role for Dutch Press Agency (ANP)
- no competition with press releases



## Success factors

- condensed format
- diversity of subjects
- quality and reliability
- internal support
- professional communication with the press
- media attention



## Example of a complete article

[Pill still the most popular contraceptive](http://www.cbs.nl/en/publications/articles/webmagazine/2003/1279k.htm)

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