

## Flemish Newspapers from Belgium on microfilm

UMI pleased to offer on microfilm current subscriptions and backfiles of four Flemish-language newspapers from Belgium. Published by Vlaamse Uitgevers Maatschappij (VUM), these newspapers together represent nearly half of the Flemish newspaper market, with a joint circulation of approximately 450,000 copies daily.

### *De Standaard*

This is the leading newspaper in Belgium. Started in 1919, the newspaper was published continuously until 1976, when it failed financially, but it was successfully restarted later that same year. Circulation is now 80,000 and growing rapidly. *De Standaard* is the newspaper of reference when it comes to national and international political coverage. It offers daily special sections (for example: books, culture, and e-land) and recently expanded its financial coverage in a battle for readership with the leading financial daily in Belgium.

Years available: 1919-2000

Note that older runs are generally 12 reels/year. Runs in more recent years have been averaging 24 reels/year. Please inquire for specific years.

### *Het Nieuwsblad/De Gentenaar*

*Het Nieuwsblad* is the more general and popular sister of *De Standaard* and the most important sports newspaper in the Flemish market. First published in 1929, it knew its greatest success in the 1960s. Based on the strength of its reputation for sports coverage, *Het Nieuwsblad* (and its regional edition *De Gentenaar*) recently entered into an agreement with ISP Planet Internet to jointly build a national sports website called Sport24. The newspaper's current circulation (with *De Gentenaar*) is 270,000.

Years available: 1929-2000

Note that older runs are generally 12 reels/year. Runs in more recent years have been averaging 24 reels/year. Please inquire for specific years.

**Het Volk**

Originally owned by the Catholic labor movement (as distinguished from competitors owned by the Socialist labor movement) **Het Volk** was first published in 1891 as a weekly. The newspaper survived two world wars and had a daily circulation as high as 220,000 during the 1960s. VUM bought **Het Volk** in 1994 and is now restructuring the newspaper, which has suffered from declining circulation in recent years. **Het Volk** is the first newspaper in Belgium to have its own website, offering news and information seven days of the week. Today the daily circulation of the newspaper is between 110,000 and 115,000.

Year available: 1901-2000

Note that older runs are generally 12 reels/year. Runs in more recent years have been averaging 24 reels/year. Please inquire for specific years.

Note: All reels are silver positive microfilm.