



Print media in Belgium : magazines

Belgium : magazine market



Readership last period

| RLP-readers magazines | All readers | Dutch language readers | French language readers |
|------------------------------|-------------|---------------------------|----------------------------|
| Weeklies | 7 594 500 | 4 535 000 | 3 215 000 |
| Fortnightlies + Monthlies | 5 241 800 | 3 240 700 | 2 114 200 |

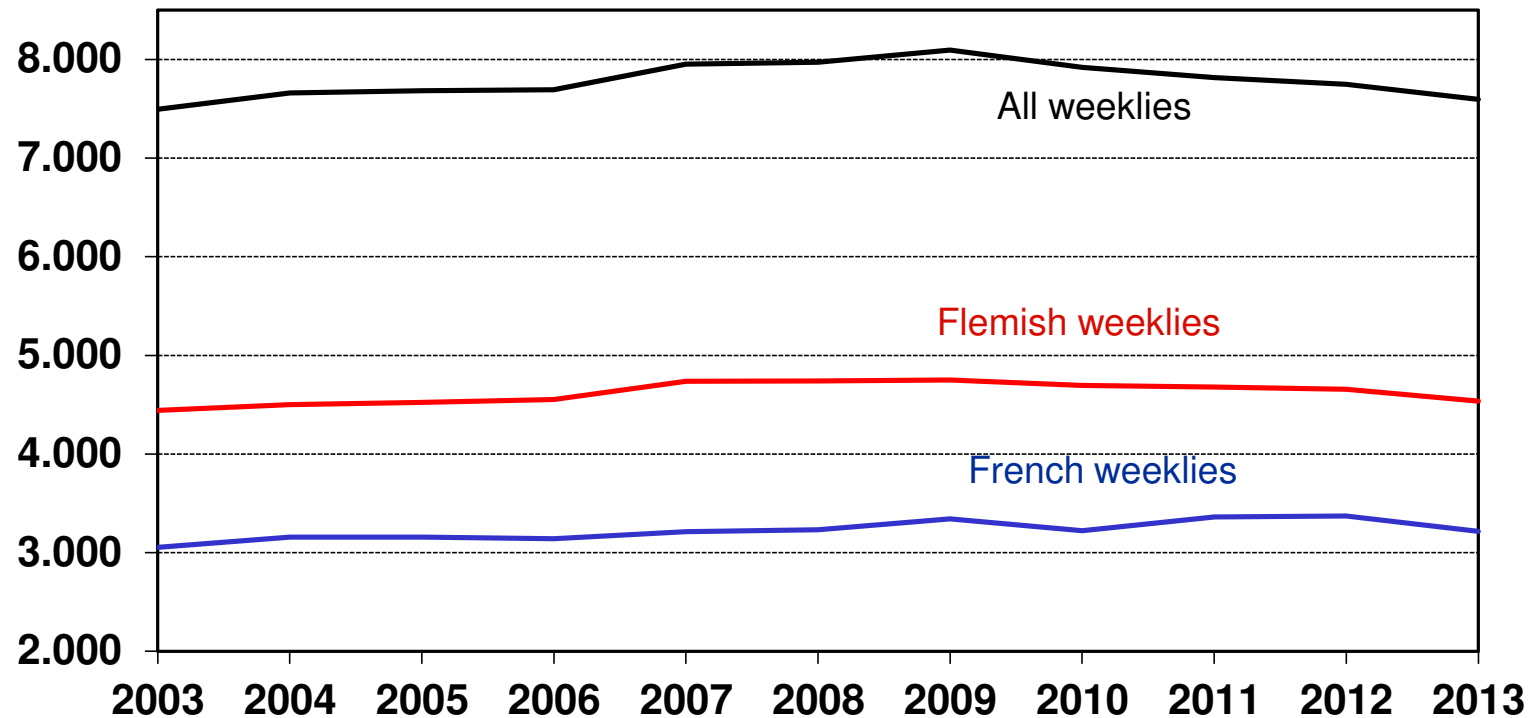
SOURCE: CIM Press 2013 / Reach Magazines (RLP) Print + Digital versions

Belgium : magazine market



Evolution weeklies readership

Weeklies RLP reach in '000 readers



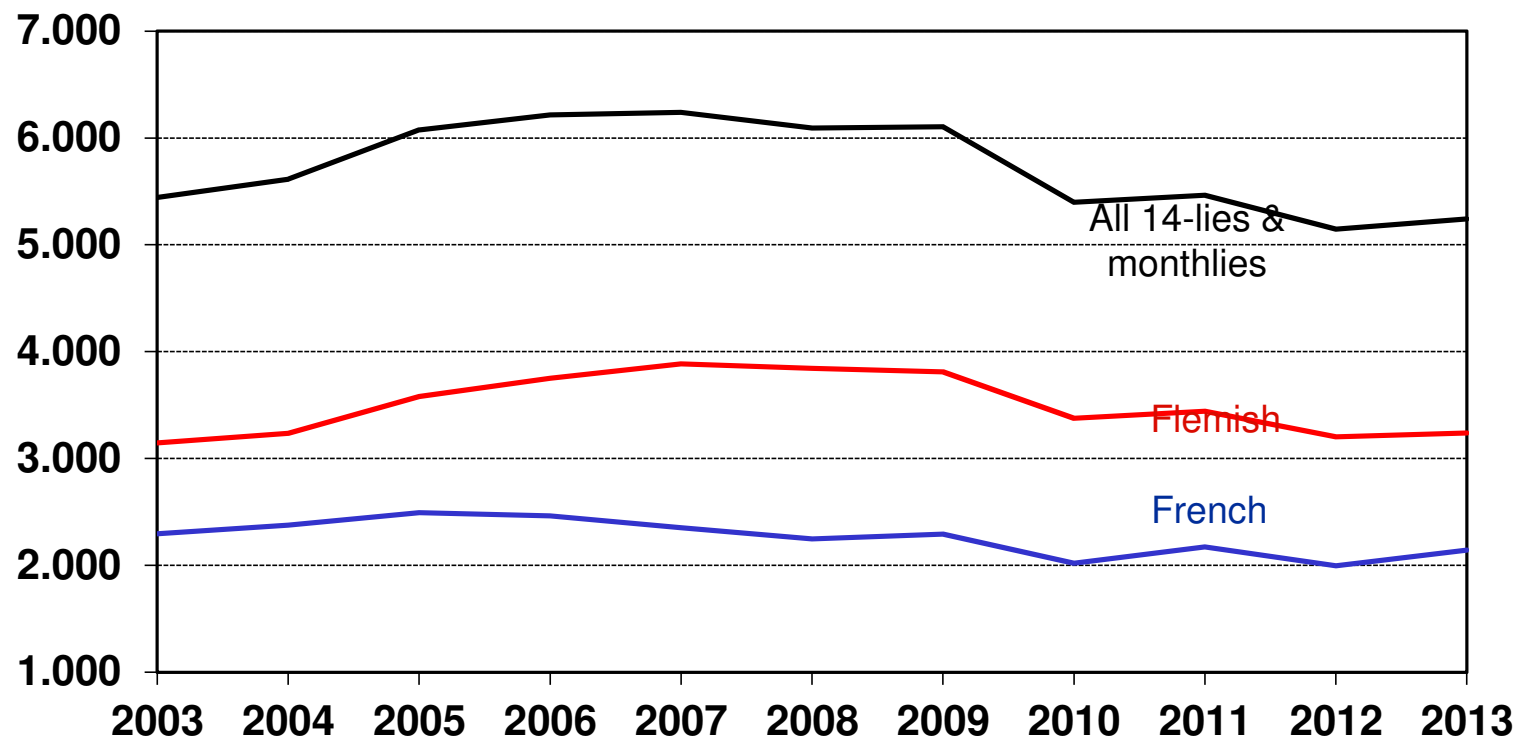
SOURCE: CIM Press 2013 / Reach Magazines (RLP) Print + Digital versions

Belgium : magazine market



Evolution 14-lies + monthlies readership

RLP-reach 14-lies + monthlies in '000 readers



SOURCE: CIM Press 2013 / Reach Magazines (RLP) Print + Digital versions

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Belgium : magazine market

DEVELOPMENTS BELGIAN MAGAZINES & NEWSPAPER MAGAZINES



- Print media readers indicate that they have more time to read and therefore prefer to read magazines during the weekend
- During the week there is less and less time to read their magazine in a comfortable way

- All Belgian weekly and 2-weekly magazines, most of them issued on a week-day, have seen their circulation decreasing in 2011-13
- The only weekly magazines that **have increased their readership** in 2011-13, are **Saturday magazines** issued with quality newspapers



Source: research- Ivox & cim 2011-13

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Belgium : magazine market

NEWSPAPER MAGAZINES ARE RISING STARS

- Almost all newsbrand magazines of the have restyled their magazine to make them more appealing for both reader & advertisers.
- Structure & physical aspect of the newsbrand magazines has become close to the most successful lifestyle magazines on the market, even with the extra thick and glossy theme specials.
- De Standaard has doubled it's weekend magazine offer for the reader with the purpose to offer more and complementary news & lifestyle content



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Belgium : magazine market

Flemish language weekly magazines



| | Circulation 2013 | Readership 2013 | Magazine type |
|-----------------------|------------------|-----------------|---------------|
| Dag Allemaal+Expres * | 349.165 | 1.587.130 | TV |
| Libelle | 212.251 | 994.780 | Women |
| HUMO | 150.232 | 827.460 | TV |
| Story | 136.613 | 735.160 | People |
| Flair NL | 94.879 | 663.380 | Women |
| Nieuwsblad Magazine | 269.615 | 591.210 | Lifestyle |
| Nina | 317.174 | 590.180 | Lifestyle |
| Knack | 104.542 | 499.330 | News |
| Weekend Knack | 104.542 | 406.050 | Lifestyle |
| Tv Familie+Blik * | 90.635 | 370.830 | TV |
| De Standaard Magazine | 114.295 | 341.340 | Lifestyle |
| TeVe-Blad | 130.577 | 294.110 | TV |
| Focus Knack | 104.542 | 287.700 | Culture |
| Joepie | 48.396 | 271.600 | Youth |
| P-magazine | 34.854 | 269.990 | Men |
| Primo/TV Gids * | 102.332 | 268.490 | TV |
| De Morgen Magazine | 75.613 | 231.820 | Lifestyle |
| Sjiek (BVL Magazine) | 104.274 | 222.780 | Lifestyle |
| Citta (GvA Magazine) | 103.685 | 183.690 | Lifestyle |

*Compulsory combination

Het Nieuwsblad
magazine

dS De Standaard MAGAZINE

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SOURCE: CIM Press 2013 / Reach Magazines (RLP) Print + Digital versions

Belgium : magazine market

French language weekly magazines



| | Circulation 2013 | Readership 2013 | Magazine type |
|----------------------|------------------|-----------------|---------------|
| Ciné Télé Revue | 272.084 | 1.491.860 | TV |
| Femmes d'Aujourd'hui | 92.873 | 516.340 | Women |
| Télépro | 119.642 | 421.500 | TV |
| Vif L'Express | 65.689 | 409.500 | News |
| Télé Star | 72.521 | 379.450 | TV |
| Flair FR | 39.445 | 372.690 | Women |
| Paris Match | 46.919 | 371.250 | People |
| Télé Moustique | 70.416 | 364.120 | TV |
| Soir Magazine | 55.888 | 347.380 | People |
| Vif Weekend | 65.689 | 254.270 | Lifestyle |
| Public | 19.403 | 205.710 | People |
| TV News | 183.059 | 199.730 | TV |
| Victoire | 81.345 | 151.240 | Lifestyle |
| Point de Vue | 29.151 | 134.320 | Royalty |
| Focus Vif | 65.689 | 149.490 | Culture |

Compulsory FR+FL weekly magazines

| | Circulation 2013 | Readership 2013 | Magazine type |
|------------------------------|------------------|-----------------|---------------|
| Sport Voetbal Magazine NL+FR | 46.116 | 589.000 | Sport |
| Trends NL+FR | 44.351 | 191.310 | News |
| Sabato NL+FR | 63.141 | 91.740 | Lifestyle |

SOURCE: CIM Press 2013 / Reach Magazines (RLP) Print + Digital versions

Belgium : magazine market

Flemish language monthly & 14-ly magazines



| | Circulation 2013 | Readership 2013 | Magazine type |
|------------------------|------------------|-----------------|---------------------------|
| Goed Gevoel | 74.672 | 535.670 | Health |
| Touring Explorer NL | 187.727 | 361.970 | Travel (members magazine) |
| UIT-Magazine (VAB) | 296.972 | 451.960 | Travel (members magazine) |
| Feeling | 60.470 | 320.510 | Lifestyle / Women |
| Eos Magazine | 29.365 | 309.720 | Science |
| Vitaya (Evita) | 51.892 | 237.360 | Women |
| Autowereld | 15.390 | 180.680 | Cars |
| Autogids | 16.664 | 176.330 | Cars |
| Ché | 18.932 | 154.240 | Men |
| MO Mondiaal Magazine | 99.699 | 153.630 | News |
| Grande | 7.654 | 150.220 | Travel |
| Vrouwen Met Vaart | 101.208 | 149.260 | Women |
| Elle België | 19.187 | 142.430 | Women / Fashion |
| Pasar | 34.403 | 126.400 | Travel |
| Vrouw & Wereld / Femma | 66.556 | 112.680 | Women |
| Psychologies | 7.828 | 108.520 | Women/Health |
| Marie Claire NL | 11.165 | 78.430 | Women |
| Clickx Magazine | 13.103 | 72.000 | Computer |

SOURCE: CIM Press 2013 / Reach Magazines (RLP) Print + Digital versions

Belgium : magazine market

French language monthly & 14-ly magazines



| | Circulation 2013 | Readership 2013 | Magazine type |
|-----------------------|------------------|-----------------|---------------------------|
| Top Santé | 44.864 | 501.100 | Women |
| Be TV | 134.965 | 419.930 | TV (members magazine) |
| Touring Explorer FR | 212.136 | 346.290 | Travel (members magazine) |
| Gael | 27.771 | 259.990 | Women |
| Elle Belgique | 18.126 | 215.580 | Women |
| Moniteur Automobile | 20.794 | 196.090 | Cars |
| Marie Claire FR | 17.972 | 177.560 | Women |
| Psychologies Magazine | 14.188 | 166.890 | Women |
| Art et Décoration | 6.412 | 166.400 | Interior Design |
| Elle Décoration | 4.158 | 106.690 | Interior Design |
| Parents | 3.235 | 69.280 | Family |

Compulsory FR+FL monthly & 14-ly magazines

| | Circulation 2013 | Readership 2013 | Magazine type |
|---------------------------------------|------------------|-----------------|-----------------|
| Nest NL+FR (2-monthly) | 124.929 | 490.900 | Lifestyle |
| Plus Magazine NL+FR | 109.000 | 384.810 | Senior |
| Feeling Wonen + Gaël Maison | 29.823 | 264.540 | Interior Design |
| Actief Wonen + Déco Idées | 27.595 | 223.190 | Interior Design |
| Tu Bâtit, Je Rénove+Beter Bouwen en v | 14.662 | 183.250 | Construction |
| Ik Ga Bouwen+Je Vais Construire | 16.721 | 181.770 | Construction |
| Ambiance Culinaire FR+ NL | 20.788 | 143.090 | Gastronomy |
| Royals NL+FR | 28.174 | 152.130 | Royalty |
| Netto + Mon Argent | 67.586 | 117.800 | Finance |

SOURCE: CIM Press 2013 / Reach Magazines (RLP) Print + Digital versions