



Facts & Figures 2009

	PERIODICITY	LANGUAGE F=FRENCH D=DUTCH	READER-SHIP (RLP) (+12 YEARS) x 1000	COVERAGE ON FR/ DUTCH UNIVERSE (%)	READERS/ ISSUE	RUN	NET PAID CIRCULATION	NATIONAL RATE 1/I F.C. 2009
BELGACOM TV MAGAZINE (1)	11 issues/year	F+D	-	-	-	305,967	-	€ 8,100 / € 7,200 (2)
EVITA	monthly	D	189	3.5	3.6	99,964	52,820	€ 4,000
FEELING	monthly	D	442	8.3	5.7	123,540	77,649	€ 9,200
FEELING WONEN	9 issues/year	D	208	3.9	8.6	51,170	24,268	€ 4,800
FEMMES D'AUJOURD'HUI	weekly	F	495	12.2	5.0	127,552	98,906	€ 4,650
FLAIR (FR.)	weekly	F	292	7.2	6.8	62,954	43,001	€ 3,650
FLAIR (VL.)	weekly	D	727	13.6	5.7	177,921	128,055	€ 10,100
GAEL	monthly	F	364	8.9	8.7	78,862	41,768	€ 5,700
GAEL MAISON	9 issues/year	F	167	4.2	8.2	45,033	20,373	€ 2,750
GLAM+IT	10 issues/year	D	141	2.6	4.6	60,035	30,537	€ 5,600
GOEDELE	monthly	D	-	-	-	100,000	-	€ 4,250
HUMO	weekly	D	1,196	22.3	5.1	285,000	233,966	€ 10,900
KIDS ONLY (FR.)	2 issues/year	F	565	13.6	-	125,000	-	€ 5,950
KIDS ONLY (VL.)	2 issues/year	D	639	11.9	-	226,000	-	€ 7,275
LIBELLE	weekly	D	1,010	18.9	4.6	266,432	219,654	€ 10,800
MARIE CLAIRE BELGIQUE	monthly	F	262	6.2	13.2	40,122	19,865	€ 4,600
MARIE CLAIRE VLAAMSE EDITIE	monthly	D	126	2.3	11.5	20,050	10,924	€ 3,700
MARIE CLAIRE 2 (FR.) (1)	2 issues/year	F	-	-	-	25,000	-	€ 4,000
MARIE CLAIRE 2 (VL.) (1)	2 issues/year	D	-	-	-	25,000	-	€ 4,000
MOSQUITO	weekly	F	570	14.1	5.3	139,238	106,631	€ 2,870
PINK RIBBON (FR.) (1)	1 issue/year	F	-	-	-	60,000	-	€ 3,500
PINK RIBBON (VL.) (1)	1 issue/year	D	-	-	-	110,000	-	€ 6,000
STORY	weekly	D	786	14.7	5.1	198,090	155,471	€ 5,100
TÉLÉ MOUSTIQUE	weekly	F	570	14.1	5.3	139,238	106,631	€ 4,800
TÉLÉ POCKET	weekly	F	171	4.2	3.4	60,733	49,568	€ 1,400
TEVE-BLAD	weekly	D	537	10.1	3.3	189,979	163,336	€ 3,300
TOTAL				51.0(4)		3,120,913	1,583,423	

SOURCE → (readership, coverage and readers/issue): CIM 2008.

READERSHIP → Readers Last Period (persons who read, went through or glanced through the magazine during the period of reference). Weekly = 1 week; Monthly = 1 month.

UNIVERSE → Dutch-speaking population of +12 years for Flemish titles, French-speaking population of +12 years for French titles.

SOURCE → (run and net paid circulation): CIM declaration, word of honour, July 2007 - June 2008. Except for Belgacom TV Magazine, Kids Only, Marie Claire 2, Goedele and Pink Ribbon: Source = Sanoma Magazines Belgium.

RATES → VAT not inclusive.

(1) No CIM figures available

(2) Cover 2 / Cover 3

(3) Coverage on national universe

(4) North 58.6%; South 39.5%