

facts & figures 2012

	periodicity	language F=French D=Dutch	readership (RLP) (+12 years x 1000)	coverage on F/D universe	readers/issue	run	net paid circulation	national rate 1/1 2012
Feeling	monthly	D	297	5,5	4,2	119.369	71.039	€ 9.315
Femmes d'Aujourd'hui	weekly	F	508,5	12,2	5,2	129.471	97.831	€ 5.410
Flair (Fr.)	weekly	F	333,9	7,5	7,9	62.707	42.073	€ 4.450
Flair (VI.)	weekly	D	672,6	12,3	5,7	166.334	117.318	€ 11.150
Gael	monthly	F	306,3	7,4	8,2	63.517	37.292	€ 6.560
HUMO	weekly	D	1.017,1	18,9	4,9	254.986	205.558	€ 11.420
Kids Only (Fr.) ⁽¹⁾	2 issues/year	F	420,6	10,3	-	103.842	-	€ 6.450
Kids Only (VI.) ⁽¹⁾	2 issues/year	D	499,7	9,5	-	211.116	-	€ 7.900
Libelle	weekly	D	921,8	17,2	4,1	279.199	223.540	€ 11.930
Marie Claire Belgique	monthly	F	183,3	4,2	9,2	37.273	19.855	€ 4.950
Marie Claire Vlaamse editie	monthly	D	71,3	1,2	5,8	23.757	12.311	€ 3.300
Marie Claire 2 (Fr.) ⁽¹⁾	2 issues/year	F	-	-	-	25.000	-	€ 4.080
Marie Claire 2 (VI.) ⁽¹⁾	2 issues/year	D	-	-	-	25.000	-	€ 4.080
Moustique	weekly	F	481,1	11,5	5,3	122.735	91.263	€ 5.320
Njam!	4 issues/year	D	-	-	-	45.000	-	€ 4.030
Story	weekly	D	683,8	12,8	4,1	212.374	165.873	€ 5.800
Télé Pocket	weekly	F	131,2	3,1	3,2	51.261	40.914	€ 1.400
TeVe-Blad	weekly	D	345,9	6,5	2,6	155.814	134.509	€ 2.990
Vitaya	monthly	D	231,8	4,2	4,0	94.239	58.208	€ 6.000
Feeling Wonen/Gael Maison	9 issues/year	D/F	292,3	3,1	8,1	74.611	36.123	€ 6.225
TOTAL			4.136,8	44,1⁽²⁾			1.317.584	

Source (readership, coverage and readers/issue): CIM 2011 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 2010 - June 2011. Except for Kids Only, Marie Claire 2, Njam: Source = Sanoma Media Belgium. Rates: VAT not included. (1) No CIM figures available: Marie Claire 2, Njam!, Kids Only (FR.) in package with Gael and Marie Claire Belgique; Kids Only (NL) in package with Feeling, Marie Claire Vlaamse editie and Vitaya. (2) Without non-CIM titles: North 50,8% - South 34,2%