



FACTS & FIGURES

)NP(

Print run & diffusion

Total print run NP = 1.201.947 copies

Total measurable diffusion NP = 1.085.025



1.057.449



103.110

Reach: paper + digital versions



Daily readers NP paper = 4.394.865

45 %

Weekly readers NP paper = 6.089.102

63 %

Total readers NP paper = 6.774.195

70 %

)NP(

Reach: total brand



Daily readers NP total brand = 5.435.605

56 %

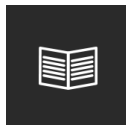
Weekly readers NP total brand = 7.154.542

74 %

Total readers NP total brand = 7.883.301

81 %

)NP(NP performances



NP1	GRP	=	REACH	x	OTS
12+	69	=	45 %	x	1,5
18-64	71	=	44 %	x	1,6
18-54 SG 1-4	77	=	46 %	x	1,7
PRP 18-54	65	=	40 %	x	1,6

NP5	GRP	=	REACH	x	OTS
12+	347	=	61 %	x	5,7
18-64	354	=	61 %	x	5,8
18-54 SG 1-4	383	=	63 %	x	6,1
PRP 18-54	326	=	59 %	x	5,6

NP3	GRP	=	REACH	OTS
12+	208	=	57 %	3,7
18-64	212	=	56 %	3,8
18-54 SG 1-4	230	=	59 %	3,9
PRP 18-54	196	=	53 %	3,7

NP7	GRP	=	REACH	x	OTS
12+	486	=	63 %	x	7,7
18-64	495	=	63 %	x	7,9
18-54 SG 1-4	536	=	66 %	x	8,2
PRP 18-54	456	=	61 %	x	7,4

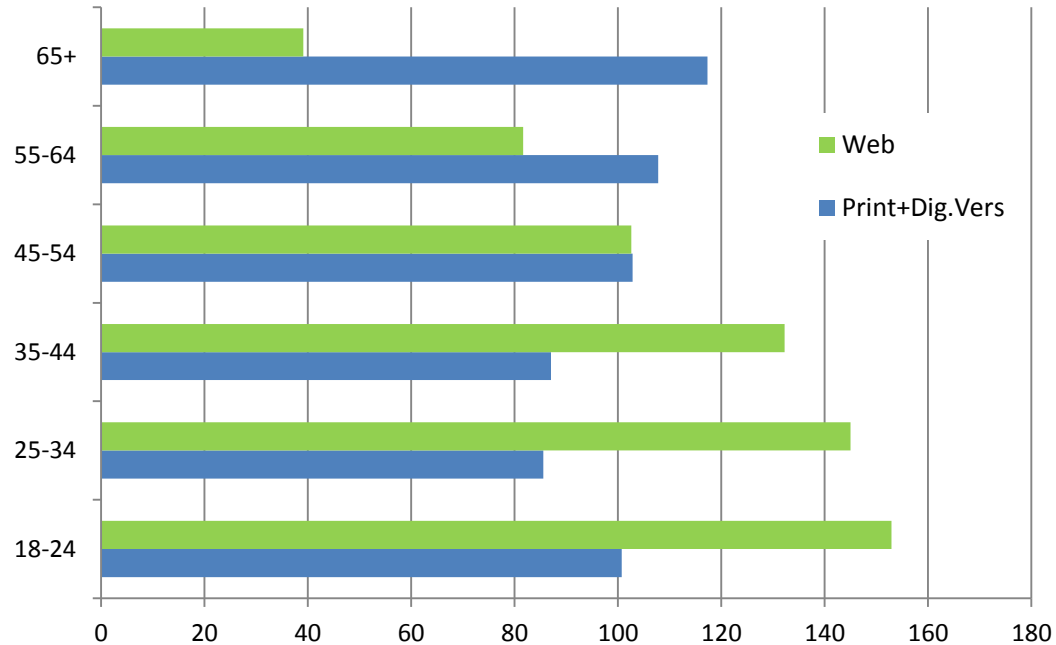
Source : CIM2017 Print, results on Paper+ (Paper+digital versions)

)NP(NP performances



	Q1 2018 (only valid Q1)		TARGET ALL, 18-54		
	INS	FORMAT	REACH	OTS	GRP
PAPER+	1	ART 1000	42%	1,7	70
DIGITAL	6 mio	HALFPAGE	27%	2,9	78
NPBOOST1			56%	2,6	148
PAPER+	3	ART 500	55%	3,8	210
DIGITAL	9 mio	LARGE LEADER	32%	3,7	117
NPBOOST3			66%	5,0	327
PAPER+	5	ART 250	60%	5,9	351
DIGITAL	12 mio	HALFPAGE	36%	4,3	156
NPBOOST5			70%	7,2	507

Selectivity NP on age



Selectivity NP on Social Groups

