



**IN A NUTSHELL,
THE PROGRESSION
NP'S NEWSBRANDS
MADE IS BRILLIANT.
CHECK IT OUT!
CIM 2020**



NP CIM 2020



PRINT + DIGITAL

WEB SECTIONS & ROS + APP

BRAND

SOCIO-DEMO	REACH	PROFILE	SELECTIVITY	REACH	PROFILE	SELECTIVITY	REACH	PROFILE	SELECTIVITY
TOTAL CIM-READERS	4 386 260	100,0%	100	4 049 970	100,0%	100	6 069 960	100,0%	100
MAN	2 266 240	46,9%	106	2 100 980	43,4%	106	3 091 030	63,9%	104
WOMAN	2 120 020	42,0%	95	1 949 000	38,6%	94	2 978 930	59,0%	96
MAIN SHOPPER	2 909 800	44,2%	100	2 792 770	42,4%	104	4 098 110	62,3%	101
AGE INTERVIEWED PERSON									
12-17	235 950	5,4%	70	191 340	4,7%	62	329 380	5,4%	71
18-24	392 470	8,9%	96	263 610	6,5%	70	501 880	8,3%	89
25-34	543 820	12,4%	83	703 000	17,4%	116	889 380	14,7%	98
35-44	576 610	13,1%	88	750 710	18,5%	124	944 930	15,6%	104
45-54	702 950	16,0%	100	867 260	21,4%	134	1 068 380	17,6%	110
55-64	760 570	17,3%	114	665 530	16,4%	108	977 290	16,1%	106
≥ 65	1 173 880	26,8%	122	608 520	15,0%	69	1 358 720	22,4%	102
AGE INTERVIEWED PERSON									
< 45	1 748 860	39,9%	85	1 908 660	47,1%	100	2 665 570	43,9%	94
≥ 45	2 637 400	60,1%	113	2 141 320	52,9%	100	3 404 390	56,1%	106
SOCIAL GROUPS									
1 - 2	1 124 600	45,5%	102	1 188 490	48,1%	117	1 623 650	65,6%	107
3 - 4	1 109 990	47,6%	107	1 052 470	45,2%	110	1 525 780	65,0%	107
5 - 6	1 033 640	44,6%	101	993 170	42,9%	105	1 446 720	62,4%	102
7 - 8	1 118 030	40,5%	91	815 840	29,5%	72	1 473 810	53,3%	87
PROVINCES									
WALLOON BRABANT	103 530	2,4%	67	123 300	3,0%	86	172 250	2,8%	80
BRUSSELS 19	293 560	6,7%	65	295 600	7,3%	71	443 900	7,3%	71
ANTWERP	802 880	18,3%	113	763 340	18,8%	116	1 103 120	18,2%	112
FLEMISH BRABANT	476 900	10,9%	108	451 500	11,1%	111	661 930	10,9%	109
WEST FLANDERS	523 590	11,9%	112	489 170	12,1%	113	714 900	11,8%	111
EAST FLANDERS	730 850	16,7%	125	652 540	16,1%	121	952 590	15,7%	118
HAINAUT	413 830	9,4%	80	382 430	9,4%	80	603 160	9,9%	85
LIÈGE	333 320	7,6%	79	327 510	8,1%	84	504 180	8,3%	86
LIMBURG	423 630	9,7%	125	341 790	8,4%	109	538 960	8,9%	115
LUXEMBOURG	118 860	2,7%	110	92 870	2,3%	93	155 670	2,6%	104
NAMUR	165 300	3,8%	87	129 920	3,2%	74	219 290	3,6%	83
NEW HABITAT CIM									
NEW ANTWERP CIM	328 180	7,5%	116	307 720	7,6%	117	446 340	7,4%	114
NEW GHENT CIM	142 570	3,3%	125	141 820	3,5%	135	196 230	3,2%	125
NEW BRUSSELS CIM	443 740	10,1%	74	440 930	10,9%	79	657 270	10,8%	79
NEW CHARLEROI CIM	72 080	1,6%	65	72 740	1,8%	72	113 150	1,9%	74
NEW LIÈGE CIM	126 860	2,9%	69	137 380	3,4%	82	205 900	3,4%	82
NEW CITIES FLANDRES (N=30)	734 280	16,7%	116	673 860	16,6%	116	988 500	16,3%	113
NEW CITIES WALLONIA (N=13)	286 430	6,5%	90	262 520	6,5%	89	403 750	6,7%	91
NEW SMALL LOCATIONS FLANDRES CIM	829 570	18,9%	117	731 890	18,1%	112	1 102 080	18,2%	113
NEW SMALL LOCATIONS WALLONIA CIM	281 620	6,4%	86	243 000	6,0%	81	393 190	6,5%	87
NEW RURAL MUNICIPALITIES FLANDRES CIM	792 880	18,1%	116	718 250	17,7%	114	1 054 930	17,4%	112
NEW RURAL MUNICIPALITIES WALLONIA CIM	348 050	7,9%	81	319 860	7,9%	81	508 630	8,4%	86
PROFESSIONAL ACTIVITY INTERVIEWED PERSON									
EXECUTIVES	314 160	57,8%	130	317 400	58,4%	142	414 040	76,1%	124
SME & ARTISAN	148 930	41,3%	93	167 650	46,4%	113	223 520	61,9%	101
SME, ARTISAN & FARMER	171 920	3,9%	97	182 460	4,5%	112	249 590	4,1%	102
BIG COMMERCE, UPPER MANAGEMENT & LIBERAL	126 450	2,9%	135	119 200	2,9%	137	160 090	2,6%	123
MIDDLE MANAGEMENT	187 710	4,3%	127	198 210	4,9%	146	253 950	4,2%	124
EMPLOYEE	1 200 010	44,3%	100	1 406 020	51,9%	127	1 815 370	67,1%	109
WORKER	456 940	38,8%	87	558 210	47,3%	116	714 610	60,6%	99
HOUSEWIFE	144 680	3,3%	81	132 530	3,3%	80	215 270	3,5%	87
RETIREMENT	1 315 030	30,0%	123	740 580	18,3%	75	1 533 850	25,3%	104
UNEMPLOYED	103 650	2,4%	68	128 620	3,2%	91	171 240	2,8%	81
STUDENT	503 140	11,5%	81	391 230	9,7%	68	686 610	11,3%	80
OTHER	176 750	4,0%	80	192 920	4,8%	95	269 380	4,4%	88
WITH PROFESSIONAL ACTIVITY	2 143 020	44,4%	100	2 464 090	51,0%	125	3 193 600	66,1%	108
EDUCATIONAL LEVEL INTERVIEWED PERSON									
NEVER, PRIMARY, LOWER OR HIGHER SECONDARY	2 820 600	64,3%	96	2 491 690	61,5%	92	3 876 250	63,9%	96
BACHELOR, MASTER, MASTER AFTER MASTER, PHD	1 565 660	35,7%	107	1 558 280	38,5%	116	2 193 710	36,1%	109
CHILDREN									
TOTAL WITH CHILDREN	1 094 690	25,0%	87	1 272 840	31,4%	110	1 684 000	27,7%	97