

IN A NUTSHELL, THE RESULTS OF NP'S NEWSBRANDS FROM CIM 2026 CHECK IT OUT!

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News Power

NP
CIM 2026







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TOTAL BRAND

SOCIO-DEMO	REACH	REACH%	SELECTIVITY	REACH	REACH%	SELECTIVITY	REACH	REACH%	SELECTIVITY
TOTAL CIM-READERS	3.910.170	39,96%	100	3.119.350	31,88%	100	5.133.660	52,46%	100
MAN	2.054.420	42,87%	107	1.661.380	34,66%	109	2.657.500	55,45%	106
WOMAN	1.855.750	37,17%	93	1.457.960	29,20%	92	2.476.160	49,60%	95
MAIN SHOPPER	2.952.590	40,67%	102	2.441.160	33,62%	106	3.916.810	53,95%	103
AGE INTERVIEWED PERSON									
16-24	390.180	31,56%	79	186.210	15,06%	47	469.030	37,94%	72
25-34	445.530	29,45%	74	396.550	26,21%	82	629.920	41,64%	79
35-44	479.230	30,94%	77	510.410	32,95%	103	726.120	46,88%	89
45-54	647.160	42,50%	106	565.420	37,13%	117	865.330	56,83%	108
55-64	738.160	44,81%	112	650.860	39,51%	124	985.110	59,79%	114
≥ 65	1.209.910	52,22%	131	809.900	34,95%	110	1.458.140	62,93%	120
AGE INTERVIEWED PERSON									
< 45	1.314.940	30,59%	77	1.093.160	25,43%	80	1.825.080	42,46%	81
≥ 45	2.595.230	47,29%	118	2.026.180	36,92%	116	3.308.580	60,29%	115
SOCIAL GROUPS									
1 - 2	892.960	37,47%	94	795.760	33,39%	105	1.221.620	51,26%	98
3 - 4	1.076.990	44,34%	111	851.820	35,07%	110	1.383.320	56,95%	109
5 - 6	917.720	39,48%	99	736.620	31,69%	99	1.223.260	52,62%	100
7 - 8 or NSP	1.022.490	38,61%	97	735.140	27,76%	87	1.305.470	49,29%	94
PROVINCES									
WALLOON BRABANT	132.280	38,47%	96	68.290	19,86%	62	159.180	46,30%	88
BRUSSELS 19	356.010	35,02%	88	231.090	22,73%	71	443.310	43,60%	83
ANTWERP	655.930	41,51%	104	611.360	38,69%	121	908.650	57,51%	110
FLEMISH BRABANT	397.040	40,08%	100	358.550	36,19%	114	545.150	55,03%	105
WEST FLANDERS	424.180	40,58%	102	379.680	36,33%	114	579.470	55,44%	106
EAST FLANDERS	568.700	42,82%	107	494.630	37,24%	117	756.780	56,98%	109
HAINAUT	409.120	36,26%	91	291.630	25,85%	81	527.390	46,74%	89
LIÈGE	346.940	37,52%	94	226.130	24,46%	77	435.330	47,08%	90
LIMBURG	374.760	49,02%	123	302.140	39,52%	124	468.240	61,25%	117
LUXEMBOURG	90.680	37,37%	94	59.980	24,72%	78	116.200	47,88%	91
NAMUR	154.520	36,73%	92	95.860	22,78%	72	193.970	46,10%	88
NEW HABITAT CIM									
NEW ANTWERP CIM	290.680	45,65%	114	245.310	38,52%	121	380.540	59,76%	114
NEW GHENT CIM	112.450	42,28%	106	94.750	35,62%	112	146.440	55,06%	105
NEW BRUSSELS CIM	493.910	36,44%	91	329.240	24,29%	76	624.870	46,11%	88
NEW CHARLEROI CIM	74.000	31,15%	78	62.370	26,25%	82	101.610	42,77%	92
NEW LIÈGE CIM	145.950	37,06%	93	97.760	24,82%	78	184.670	46,89%	89
NEW CITIES FLANDRES (N=30)	639.180	43,86%	110	577.890	39,65%	124	845.750	58,04%	111
NEW CITIES WALLONIA (N=13)	270.030	38,63%	97	165.690	23,70%	74	334.020	47,79%	91
NEW SMALL LOCATIONS FLANDRES CIM	681.460	42,24%	106	579.630	35,93%	113	913.070	56,59%	108
NEW SMALL LOCATIONS WALLONIA CIM	266.350	36,94%	92	191.700	26,59%	83	344.360	47,76%	91
NEW RURAL MUNICIPALITIES FLANDRES CIM	603.990	41,16%	103	563.630	38,41%	121	839.100	57,18%	109
NEW RURAL MUNICIPALITIES WALLONIA CIM	332.160	35,42%	89	211.380	22,54%	71	419.230	44,70%	85
PROFESSIONAL ACTIVITY INTERVIEWED PERSON									
EXECUTIVES	317.580	45,22%	113	294.130	41,88%	131	430.940	61,36%	117
SME, FREELANCE & INDUSTRIAL, ARTISAN & FARMER	145.830	39,49%	99	126.850	34,35%	108	196.250	53,14%	101
BIG COMMERCE, UPPER MANAGEMENT & LIBERAL	110.870	42,76%	107	104.170	40,17%	126	151.160	58,30%	111
MIDDLE MANAGEMENT	206.710	46,66%	117	189.970	42,88%	135	279.780	63,16%	120
EMPLOYEE	1.086.930	35,78%	90	1.004.810	33,08%	104	1.534.130	50,50%	96
WORKER (QUALIFIED)	278.380	37,93%	95	257.160	35,03%	110	380.720	51,87%	99
WORKER (NO QUALIFIED)	112.110	39,17%	98	86.220	30,12%	95	143.270	50,05%	95
HOUSEWIFE	116.640	38,19%	96	87.080	28,51%	89	148.420	48,59%	93
RETIREMENT	1.298.720	51,48%	129	903.020	35,79%	112	1.583.640	62,77%	120
UNEMPLOYED	76.390	26,71%	67	63.230	22,11%	69	106.570	37,26%	71
STUDENT	283.420	29,41%	74	144.930	15,04%	47	350.070	36,32%	69
OTHER or Don't know	194.150	33,61%	84	151.910	26,29%	83	259.660	44,94%	86
WITH PROFESSIONAL ACTIVITY	1.940.840	37,84%	95	1.769.180	34,49%	108	2.685.300	52,35%	100
EDUCATIONAL LEVEL INTERVIEWED PERSON									
NEVER, PRIMARY, LOWER OR HIGHER SECONDARY	2.437.850	38,72%	97	1.890.790	30,03%	94	3.190.320	50,67%	97
BACHELOR, MASTER, MASTER AFTER MASTER, PHD	1.472.320	42,19%	106	1.228.560	35,21%	110	1.943.340	55,69%	106
CHILDREN									
TOTAL WITH CHILDREN	837.530	36,61%	92	726.910	31,78%	100	1.146.810	50,13%	96