



## Database Overview

The Evolution of the Belgian Media Landscape

March 2018

# What's in?

- The way of classifying
- For each type of medium:
  - Top 20
  - Total number of titles and sales houses
  - Chart with a summary of the total # titles and sales houses
- Global summary: titles – sales houses (on 3/2018)
- Pareto Rule: 20% biggest sales houses – amount of titles

# What's what?

- **1 Title = 1 active product**
  - Medium (Le Soir)
  - Related cross-media products (Lesoir.be, Le Soir Newsletter ...)
  - Packages (PNU Dailies)
- Classification: based on '**Type of Medium**'
- Type of Medium = combination of several sub-classes

# Classification

- Magazines
  - Magazines
  - Sponsored Magazines
  - Magazines for members
  - Free Tabloids
  - Yearbook / Guide
  - Agenda
  - Newspaper Magazines
  - Inflight Magazines
  - Inserts
  - Catalogue
  - Discount coupons and booklets (offline)
  - Classifieds (offline)
- Newspapers
  - Newspapers (National Titles)
  - Newspapers (Regional Titles)
  - Newspapers (Regional Edition)
  - Newspapers (Headings, Sections, Various)
  - Newspaper (Combi, Packs)
- Trade Press
  - Trade Press (magazines)
  - Trade Press (newspapers)
  - Newsletter

# Classification

- Digital
  - Websites
  - E-News
  - On-line newspaper
  - On-line magazine
  - On-line trade press
  - On-line classifieds
  - On-line radio
  - On-line TV
  - Blogs / Influencers
  - Portals
  - Social network advertising
  - Webinar
  - Video platform
  - Music Platform / Online Music Player
  - Native Advertising
  - E-Commerce
  - E-Coupons
  - Classifieds (online)
- Mobile & Apps  
(Smartphones, tablets,...)

# Classification

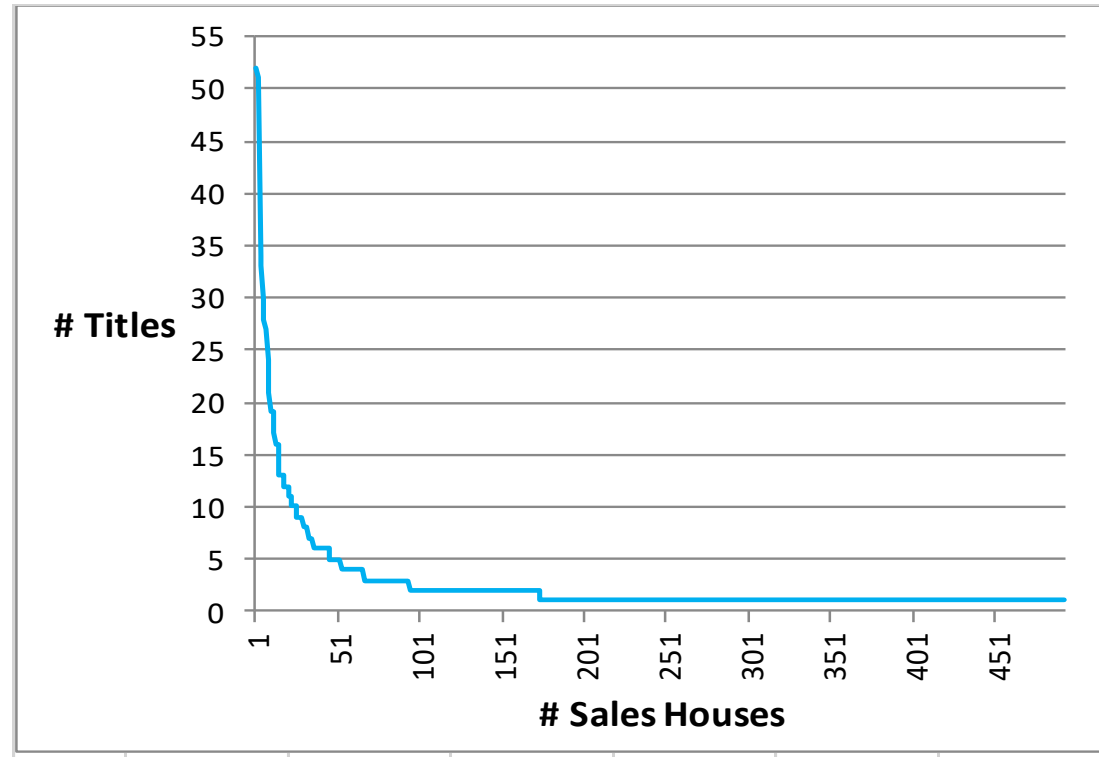
- Out-of-Home
- Radio
  - Radio – National
  - Radio – Regional Networks
  - Radio – Local
- Door-to-Door Media
  - Door-to-door distribution
  - Free Magazines (by mail)
  - Display Magazines
- Television
  - TV – National
  - TV – Thematic Networks
  - TV – Local
- Direct Marketing
  - Direct Marketing (addresses)
  - Direct Marketing (e-mail marketing)
  - SMS / VMS

# Magazines

Sales House	# Titles
1. Sanoma	52
2. Mediahuis Connect	51
3. Uni-Média Éditions (Hopitaux)	34
4. Roularta Media	33
5. Publicarto	30
6. Mediahuis Connect (rubrieken)	28
7. Mag Advertising	27
8. XL Communication	24
9. IPM Advertising	21
10. de Persgroep Advertising Magazines	19
11. Régie.lu	19
12. Trevi Plus	17
13. Maison Moderne Media Sales	16
14. Trustmedia	16
15. de Persgroep Advertising Dailies	13
16. Rekad	13
17. Rossel Advertising	13
18. Espace Médias	12
19. Jobat Media	12
20. Moizo	12

# Sales Houses: 492

# Titles: 1.308

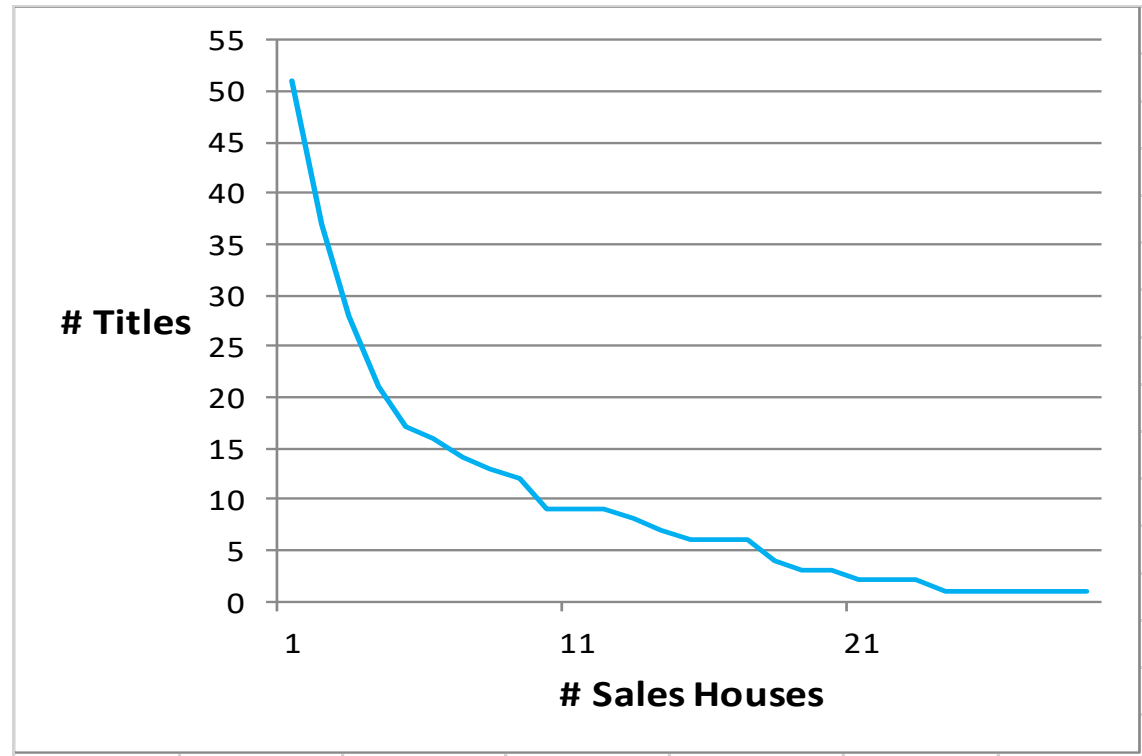


# Newspapers

Sales House	# Titles
1. Mediahuis Connect	51
2. IPM Advertising	37
3. Mediahuis Connect (rubrieken)	28
4. Rossel Advertising	21
5. Roularta Recruitment Solutions	17
6. de Persgroep Advertising Regional	16
7. de Persgroep Advertising Dailies	14
8. Sudpresse	13
9. Jobat Media	12
10. L'Avenir Advertising	9
11. Roularta Local Media	9
12. Trustmedia	9
13. LuxMediaHouse	8
14. Edita SA	7
15. de Persgroep Advertising Classifieds	6
16. Espace Médias	6
17. Jobs Régions	6
18. Zimmo	4
19. Mass Transit Media	3
20. Régie.lu	3

# Sales Houses: 29

# Titles: 291



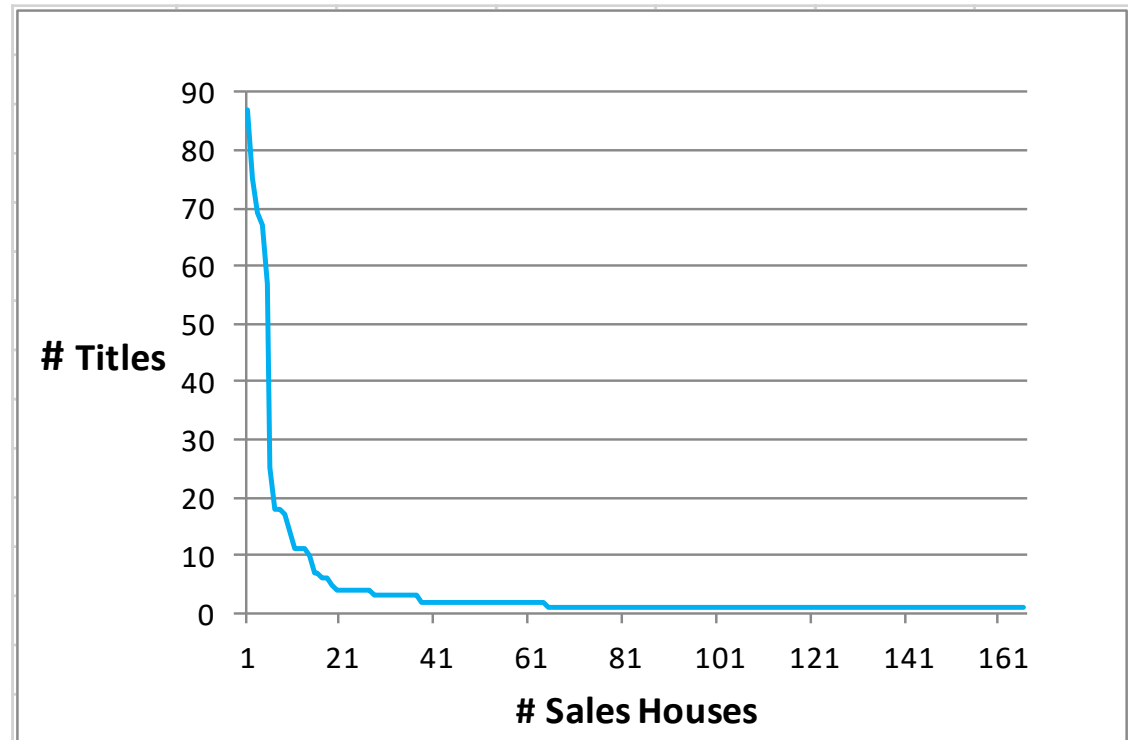


# Door-to-Door Media

Sales House	# Titles
1. Roularta Local Media	87
2. Rossel Advertising Régional	75
3. Corelio Connect Noord	69
4. Roularta Recruitment Solutions	67
5. L'Avenir Advertising	57
6. Sanoma	25
7. Philipsen & Partners	18
8. Uitgeverij InterMedia	18
9. Themamedia (Primetime Communicatio	17
10. Mediatopper	14
11. BD myShopi	11
12. Shopping Magazine bvba	11
13. welcome media (by bpost)	11
14. Crea-Druk Blondeel	10
15. Elite Reklaam - Crescendo nv	7
16. Magi-Hebdo	7
17. Jobs Régions	6
18. Mediahuis Connect	6
19. Goeiedag	5
20. Alpub	4

# Sales Houses: 166

# Titles: 739

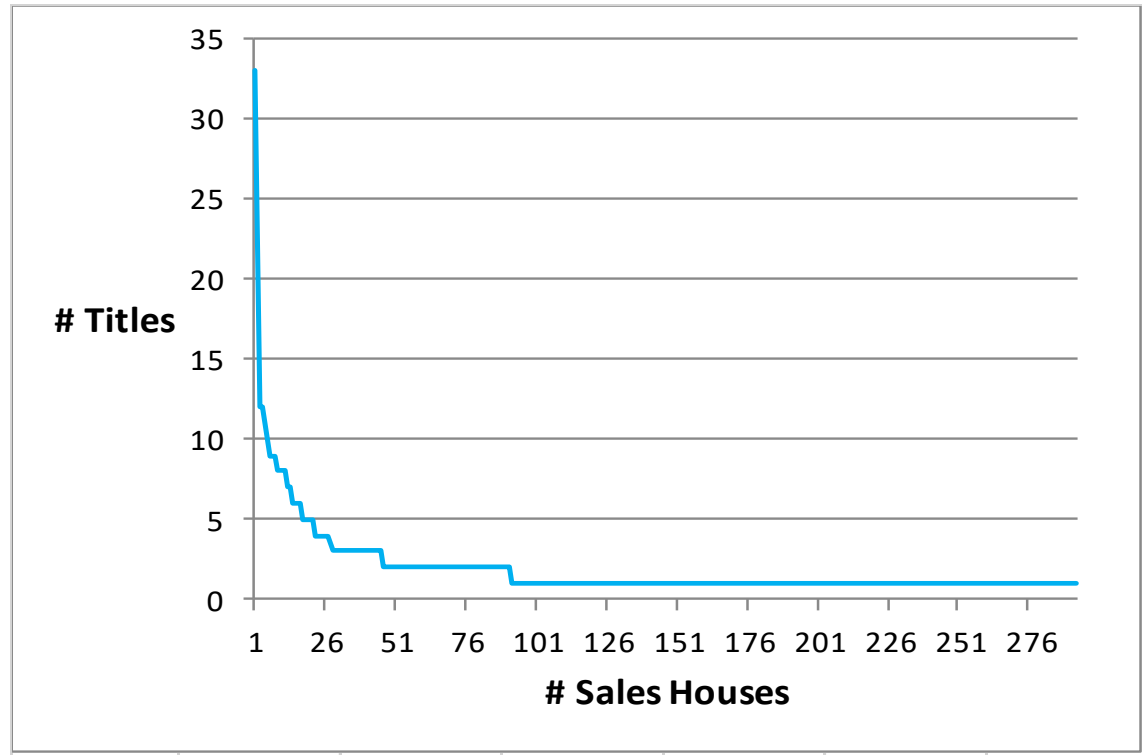


# Trade Press

Sales House	# Titles
1. Professional Media Group (PMG)	33
2. Rekad	12
3. RMN (Reflexion Medical Network)	12
4. Louwers Mediagroep bvba	11
5. Confederatie Bouw (Afwerking) - Con	10
6. Boerenbond Mediaservice	9
7. Trevi	9
8. Weldon	9
9. Centrale Vokaregie	8
10. Evolution Media Group	8
11. FCO Media	8
12. Larcier	7
13. Roularta Media Group (Schoten)	7
14. Effective Media	6
15. Kluwer Regie	6
16. Omicron	6
17. Uitgeverij Averbode	6
18. Propaganda	5
19. Target Advertising	5
20. ViVio	5

# Sales Houses: 293

# Titles: 559

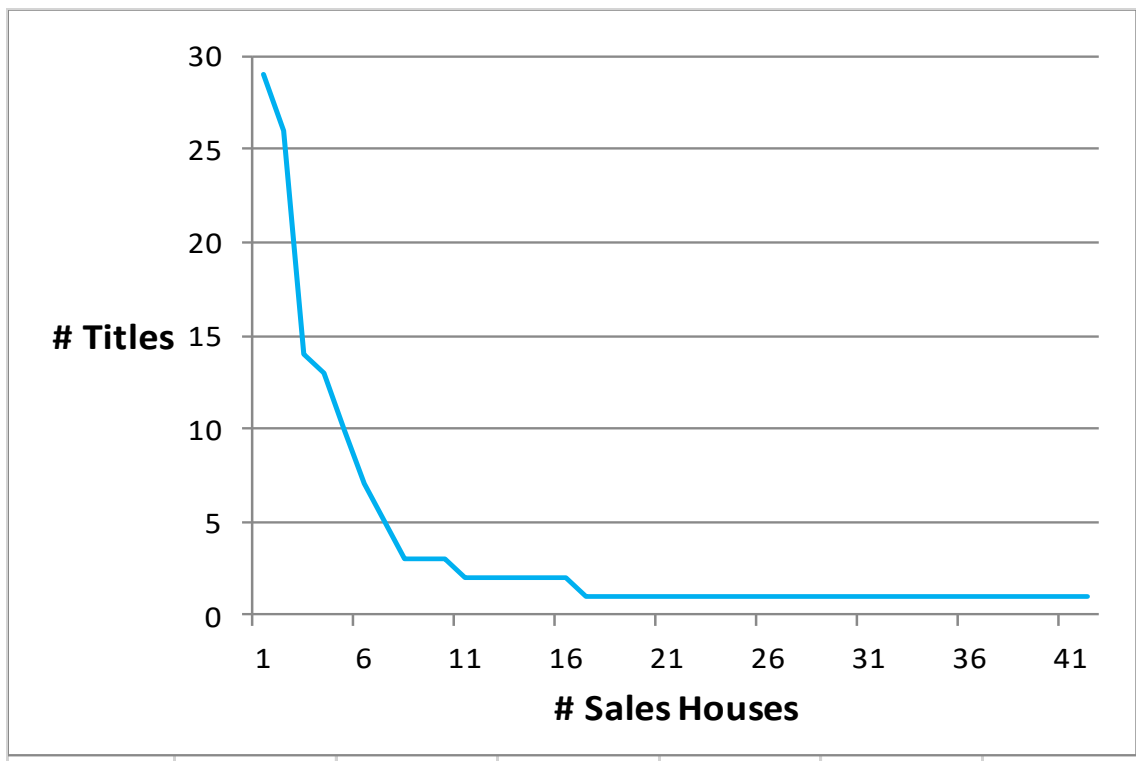


# Television

Sales House	# Titles
1. RMB TV	29
2. Transfer	26
3. IP Belgium (TV)	14
4. RTVM (Regionale TV Media)	13
5. MEDIALAAN TV	10
6. SBS Belgium	7
7. IP Luxembourg	5
8. Roularta Media	3
9. Transport Media	3
10. Var	3
11. ORR (Oost-Vlaamse Reclameregie)	2
12. Picstory	2
13. Proximus Skynet Advertising	2
14. Sanoma	2
15. Stories TV	2
16. Triade Media	2
17. Antenne Centre	1
18. ATV	1
19. BX1	1
20. Canal C	1

# Sales Houses: 44

# Titles: 153

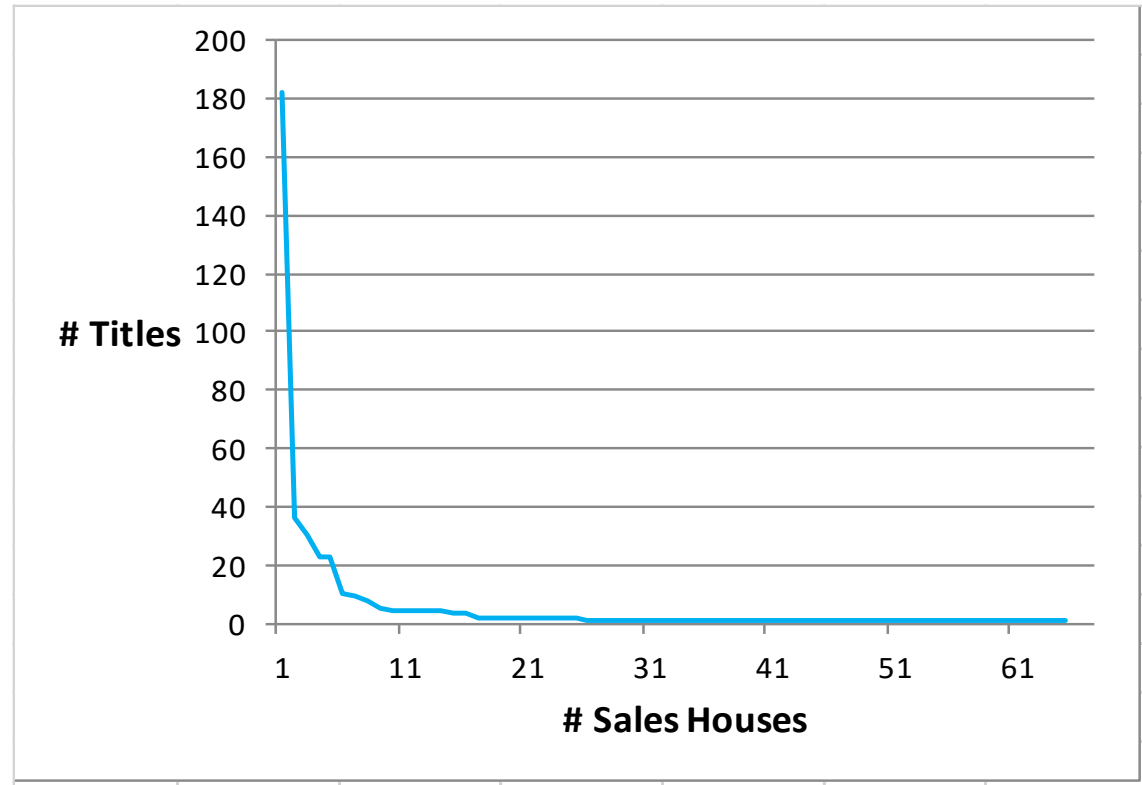


# Radio

Sales House	# Titles
1. IP Belgium (Radio)	182
2. Vlacora	36
3. RMB Radio	30
4. CFM nv	23
5. IPM Advertising	23
6. Var	10
7. Randstad FM	9
8. Huis Ter Beurze	8
9. RGR fm	5
10. Goeiedag	4
11. IP Luxembourg	4
12. MEDIALAAN Radio	4
13. Radio 2000 Exclusief	4
14. Regioradio	4
15. Radio M fm	3
16. Regiomedien AG	3
17. City Music	2
18. FM Gold	2
19. FM Goud VZW	2
20. LuxMediaHouse	2

# Sales Houses: 65

# Titles: 410

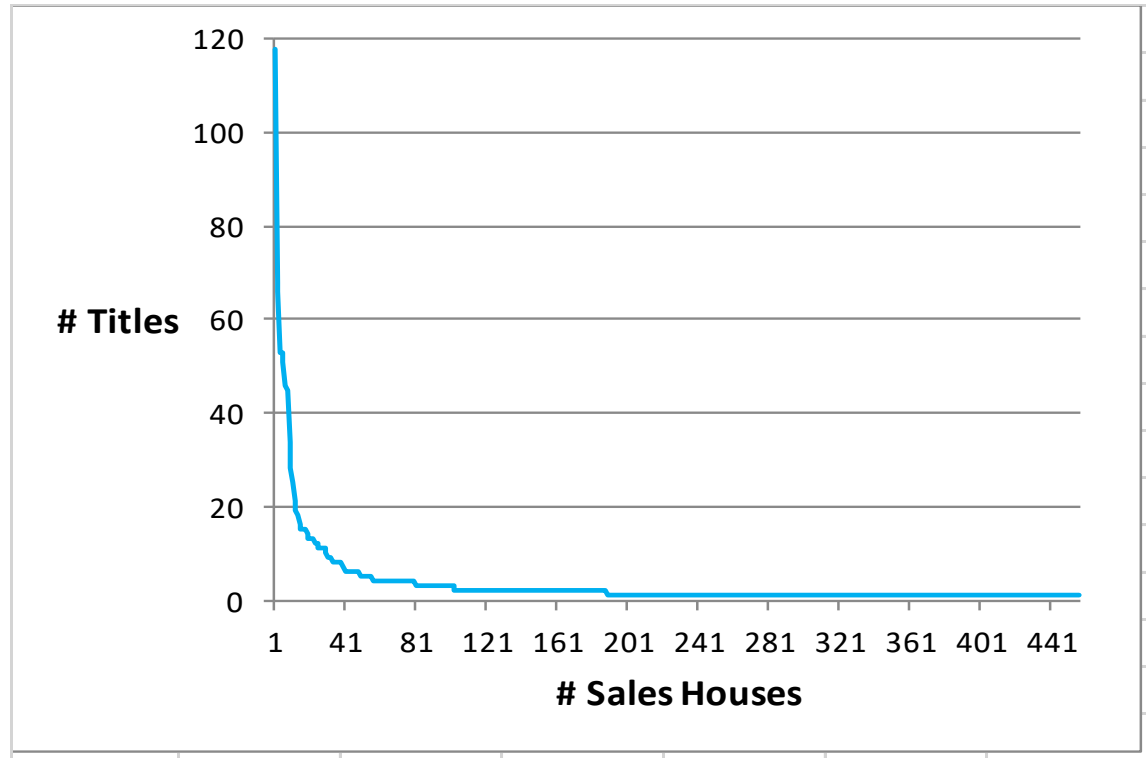


# Digital

# Sales Houses: 473

# Titles: 1.639

Sales House	# Titles
1. Pebble Media	118
2. Professional Media Group (PMG)	68
3. Rossel Advertising Online	66
4. Mediahuis Connect	53
5. Proximus Skynet Advertising	53
6. IPM Advertising	51
7. AdUX Belgium	46
8. de Persgroep Advertising Digital	45
9. Sanoma	34
10. Jobat Media	28
11. Roularta Media Online	25
12. RMB Digital	21
13. Roularta Business Leads	19
14. Trevi	18
15. FCO Media	16
16. Internet Publishers	15
17. Made in	15
18. Minoc Media Services	15
19. ProduPress	14
20. IP Luxembourg	13

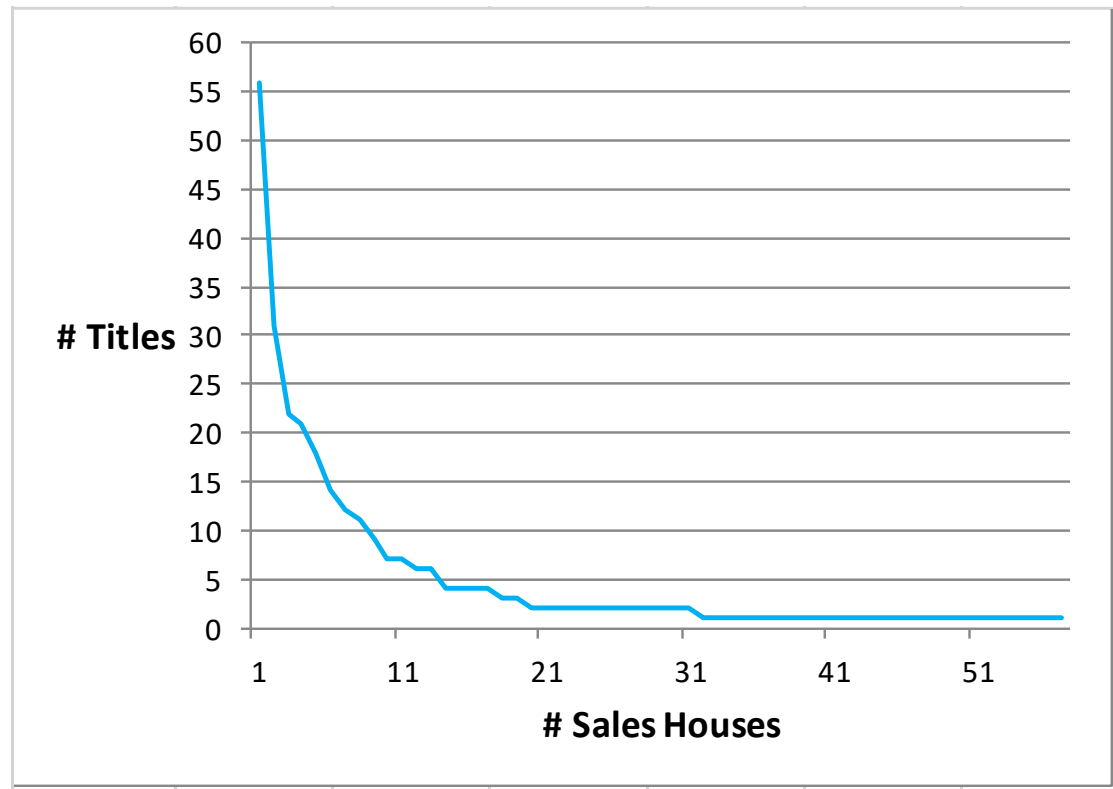


# Mobile & Apps (Smartphones, Tablets,...)

Sales House	# Titles
1. Pebble Media	56
2. AdUX Belgium	31
3. Rossel Advertising Online	22
4. Proximus Skynet Advertising	21
5. de Persgroep Advertising Digital	18
6. Mediahuis Connect	14
7. Roularta Media Online	12
8. RMN (Reflexion Medical Network)	11
9. IP Luxembourg	9
10. LuxMediaHouse	7
11. Weldon	7
12. IPM Advertising	6
13. Trustmedia	6
14. de Persgroep Advertising Dailies	4
15. Editus Luxembourg	4
16. Espace Médias	4
17. Maison Moderne Media Sales	4
18. Mag Advertising	3
19. ProduPress	3
20. Adforce	2

# Sales Houses: 59

# Titles: 294



# Out-of-Home

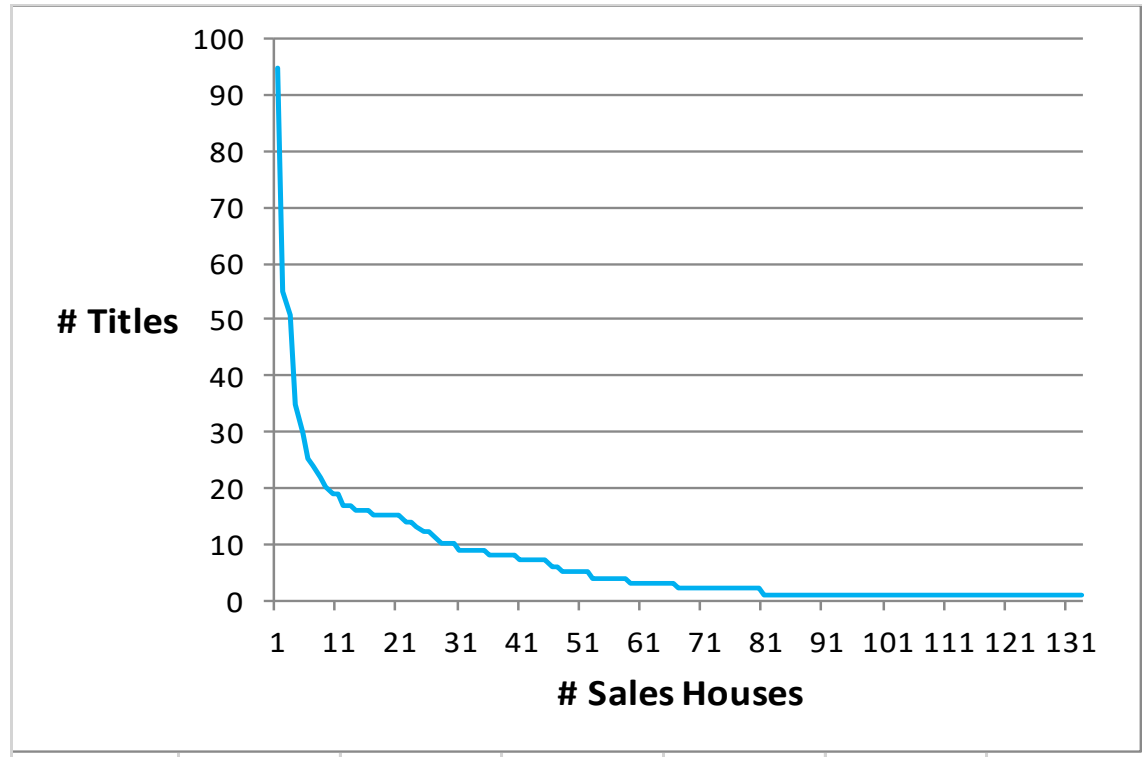
## Sales House

## # Titles

# Sales Houses: 137

# Titles: 948

1. JCDecaux Airport Belgium	95
2. JCDecaux Airport Luxembourg	55
3. Clear Channel Belgium	51
4. Publifer	35
5. Media Expo	30
6. LijnCom	25
7. JCDecaux Belgium	24
8. City Image	22
9. Brightfish	20
10. BHS Promotion	19
11. GUIDOOH	19
12. IP Luxembourg	17
13. N2com	17
14. Publilux	16
15. Rapid Media	16
16. Spicymotion	16
17. Euromobile	15
18. Gee Marketing	15
19. JCDecaux MetroBusTram Belgium	15
20. Liège Airport	15

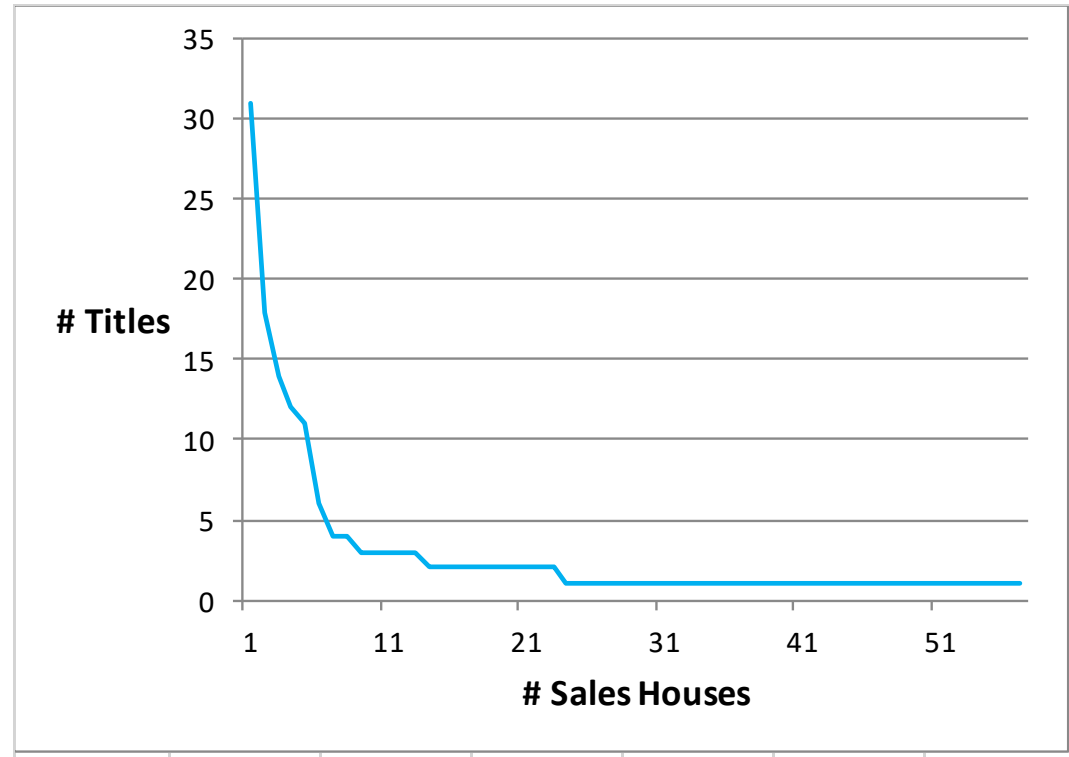


# Direct Marketing

Sales House	# Titles
1. Trends Business Information	31
2. Roularta Business Leads	18
3. Roularta Media Online	14
4. Bisnode	12
5. Willy Brillard sa/nv	11
6. Farvest Group	6
7. Jobat Media	4
8. Proximus Skynet Advertising	4
9. Custom Regie	3
10. N2com	3
11. Roularta HealthCare	3
12. Sanoma	3
13. Thomas Cook Media	3
14. Carrefour Belgium	2
15. Drukkerij De Bouwkroniek	2
16. Family Service	2
17. Mediahuis Connect	2
18. ProduPress	2
19. Rossel Advertising Online	2
20. Stepstone	2

# Sales Houses: 57

# Titles: 169



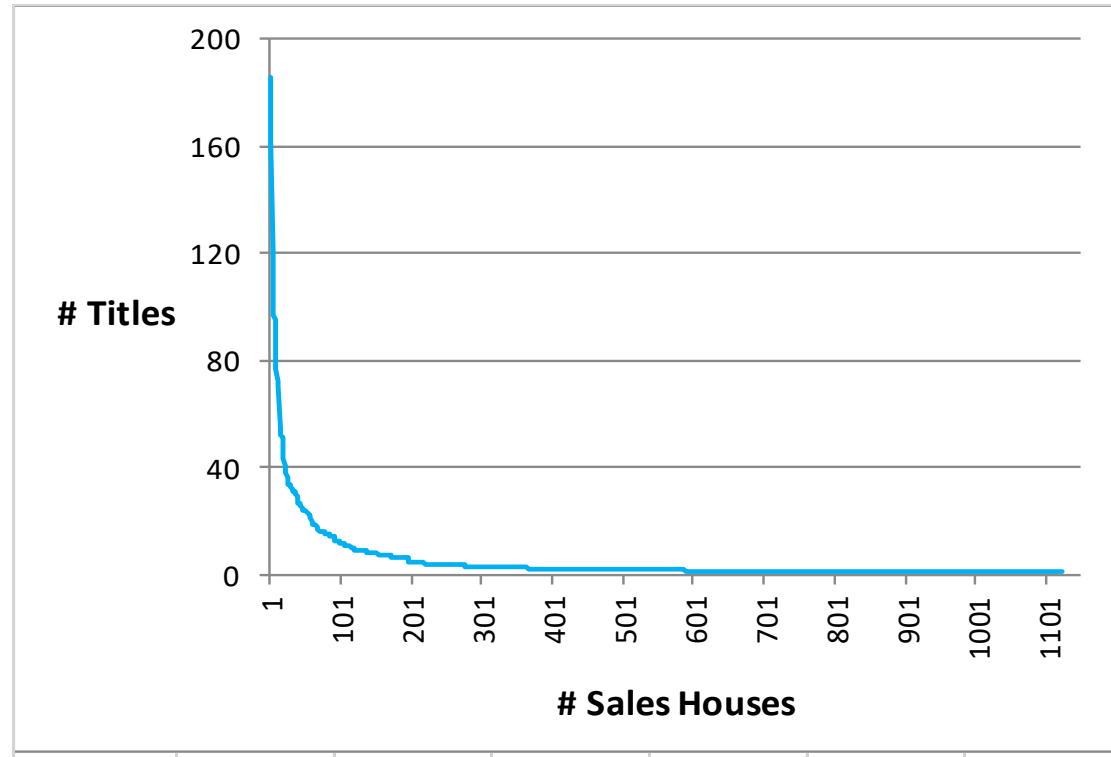


# All Media

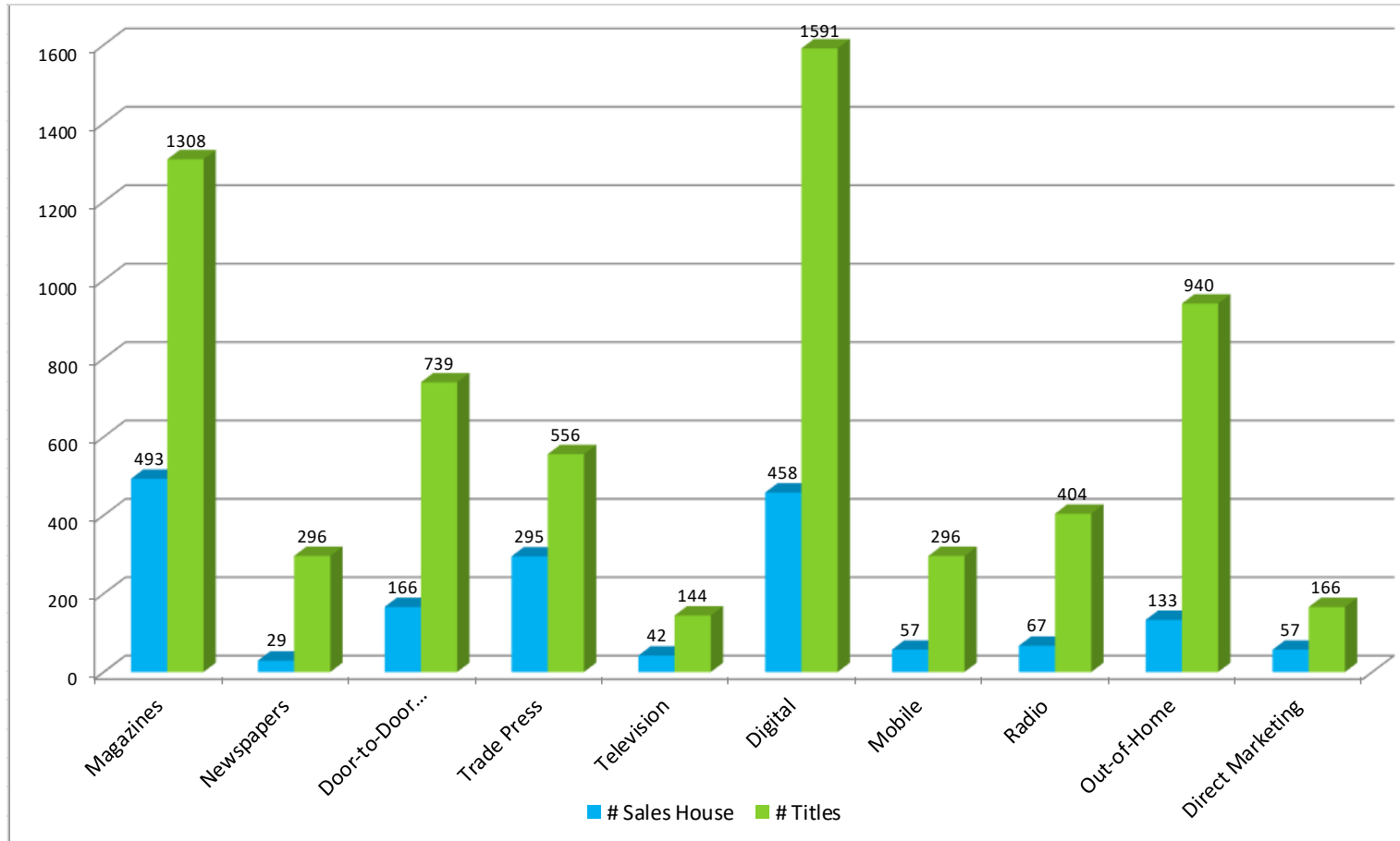
	<b>Sales House</b>	<b># Titles</b>
1.	IP Belgium (Radio)	186
2.	Pebble Media	170
3.	Mediahuis Connect	162
4.	IPM Advertising	121
5.	Sanoma	107
6.	Professional Media Group (PMG)	102
7.	Roularta Local Media	97
8.	JCDecaux Airport Belgium	95
9.	Rossel Advertising Online	81
10.	Rossel Advertising Régional	77
11.	L'Avenir Advertising	72
12.	Corelio Connect Noord	71
13.	Proximus Skynet Advertising	71
14.	Roularta Recruitment Solutions	71
15.	JCDecaux Airport Luxembourg	55
16.	de Persgroep Advertising Digital	53
17.	Roularta Media	52
18.	Clear Channel Belgium	51
19.	AdUX Belgium	47
20.	Maison Moderne Media Sales	46
21.	Publicarto	43
22.	Jobat Media	41
23.	Mag Advertising	41
24.	IP Luxembourg	38
25.	Vlacora	36

# Sales Houses: 1.124

# Titles: 5.944

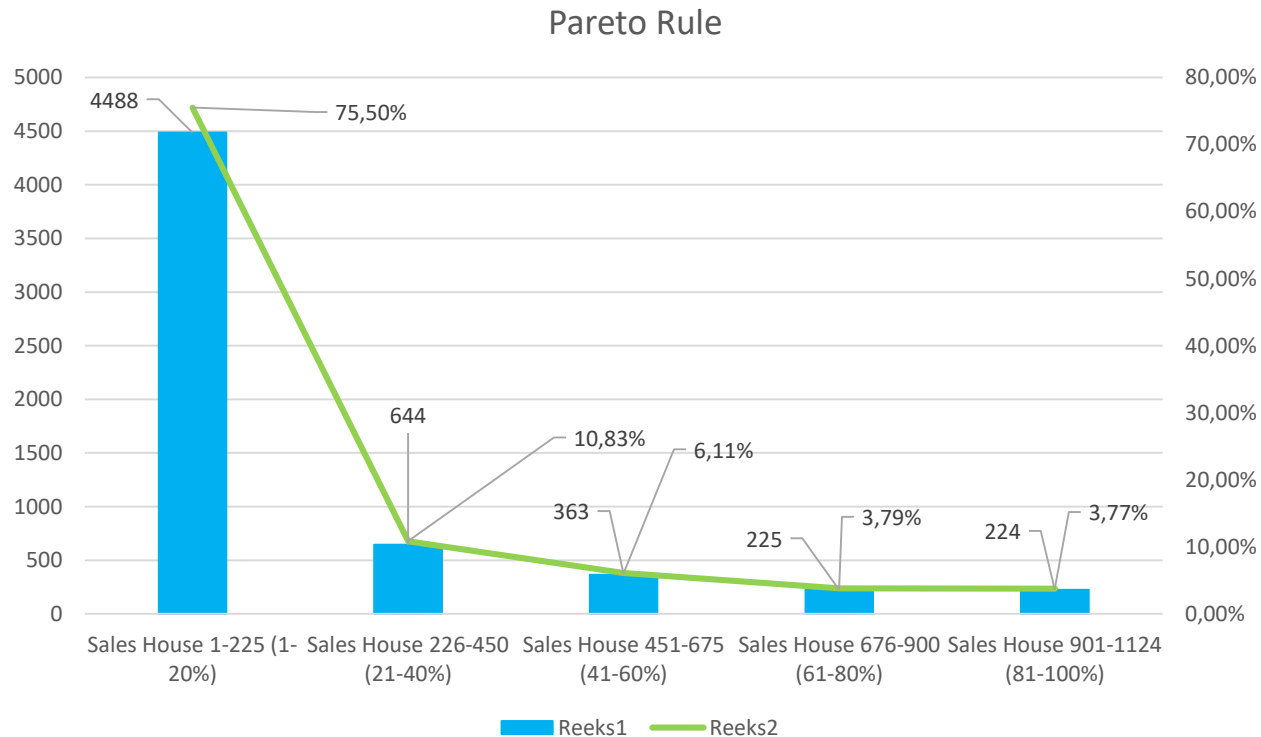
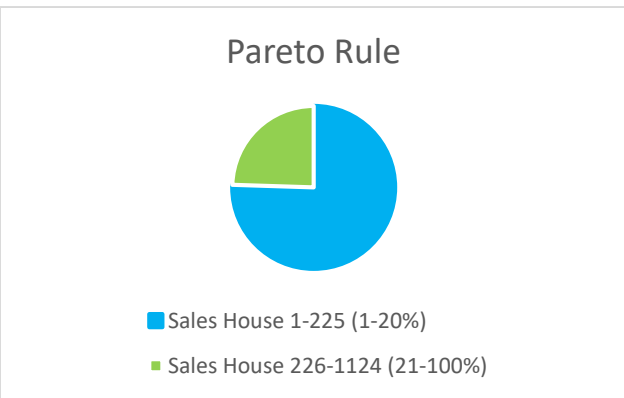


# All Media



# Pareto Rule

20% of the biggest sales houses represent 75,50% of the 5.944 media products.



# Info & feedback

[www.mediaspecs.be](http://www.mediaspecs.be)

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