

CIM Print 2012-2013/2 : the digital rescue

First biyearly publication for CIM Print survey (no cinema, publication limited to yearly figures). **Despite the smoothed figures (only 5,000 fresh interviews), the evolution of paper is not positive, with sometimes heavy – surprising- individual decreases** though topline audience is comparable to circulation results. **Digital reading however increases almost everywhere**, except for those who had already benefited from digital effects in the past publication.



Basics

New publication scheme

Field	1/6/2012 * to 31/5/2013		1/6/2013 to 31/5/2014		1/6/2014 to 31/5/2015	
	Sample size	n = 5.000	n = 5.000	n = 5.000	n = 5.000	n = 5.000
Publication :	CIM Print+cinema 2012-2013/1 Sep 2013	CIM Print 2012-2013/2 Mar 2014	CIM Print+cinema 2013-2014/1 Sep 2014	CIM Print 2013-2014/2 Mar 2015	CIM Print+cinema 2014-2015/1 Sep 2015	

Digital reading

Former interviewing process (2012-2013)

	Smartphone	Tablet	PC
PDF			
Application			
Website			

New (≥ Jun 2013)

PDF				
Application				
Website				

Newspapers: digital is growing, not print



Total paper circulation: -2%

(NL -2%; FR -3%)



Average AIR evolution: -2%



















(NL -1%; FR -4%)

Evolution per title

CIM 2012-2013/2		Paper	Paper+digital	Brand	Print audience	Paper circulation	Paper+digital	Total brand
Langu.	Title	Thd	Thd	Thd	evolution	evolution	aud evolution	evolution
NL	Het Laatste Nieuws	1.052	1.183	1.621	-2%	0%	1%	3%
NL	Het Nieuwsblad/Gentenaar	943	995	1.336	-4%	0%	-3%	0%
NL	Het Belang van Limburg	370	387	465	2%	-2%	3%	2%
NL	Metro NL	363	368	373	1%	-4%	2%	2%
NL	Gazet van Antwerpen	360	381	473	-6%	-2%	-4%	-5%
NL	De Standaard	317	360	540	-1%	-2%	2%	3%
NL	De Morgen	224	251	372	7%	-2%	9%	12%
NL	De Tijd	97	106	174	7%	-2%	3%	1%
NL	Newspapers NL	2.765	2.908	3.445	-1%	-1%	0%	1%
NL	Newspapers NL incl Metro	2.938	3.072	3.562	-1%	-2%	0%	0%
FR	Sud-Presse	520	536	618	-5%	-2%	-5%	-4%
FR	Metro FR	501	503	512	-3%	-5%	-2%	-2%
FR	L'Avenir	436	453	540	2%	-2%	3%	4%
FR	Le Soir	422	451	564	-12%	-4%	-12%	-8%
FR	La Dernière Heure	374	399	498	-15%	-5%	-14%	-13%
FR	La Libre Belgique	174	189	253	5%	-3%	5%	6%
FR	L'Echo	50	53	74	0%	-4%	-1%	-4%
FR	Newspapers FR	1.573	1.625	1.845	-4%	-3%	-4%	-4%
FR	Newspapers FR incl Metro	1.859	1.903	2.098	-4%	-3%	-4%	-3%
NL+FR	Newspapers	4.283	4.472	5.199	-2%	-2%	-2%	-1%
NL+FR	Newspapers + Metro	4.706	4.877	5.531	-2%	-2%	-2%	-1%

CIM 2012-2013/2		Paper	Paper+digital	Brand	Print audience	Paper circulation	Paper+digital	Total brand
Langu.	Title	Thd	Thd	Thd	evolution	evolution	aud evolution	evolution
NL	Krant van West-Vlaanderen	382	389	412	-3%	-1%	-3%	-2%
NL	De Zondag	1.615	1.618	1.631	4%	-1%		
FR	7 Dimanche	611	611	615	0%	4%		

Digital audience (AIR) expansion

Title	CIM 2012-2013/1		CIM 2012-2013/2	
	Paper+digital	Total brand	Paper+digital	Total brand
De Tijd	113	191 	109	179 
De Standaard	110	164 	114	170 
De Morgen	110	159 	112	166 
Het Laatste Nieuws	109	146 	112	154 
Het Nieuwsblad/Gentenaar	105	137 	106	142 
Gazet van Antwerpen	103	130 	106	131 
Het Belang van Limburg	104	126 	105	126 
Newspapers NL	104	122 	105	125 
Metro NL	101	102 	101	103 

Title	CIM 2012-2013/1		CIM 2012-2013/2	
	Paper+digital	Total brand	Paper+digital	Total brand
L'Echo	108	155 	106	148 
La Libre Belgique	109	144 	109	145 
Le Soir	107	128 	107	134 
La Dernière Heure	106	131 	107	133 
L'Avenir	103	122 	104	124 
Newspapers	104	120 	104	121 
Sud-Presse	103	118 	103	119 
Newspapers FR	103	116 	103	117 
C Metro FR	100	101 	100	102 

Magazines & supplements: topline trend do fit

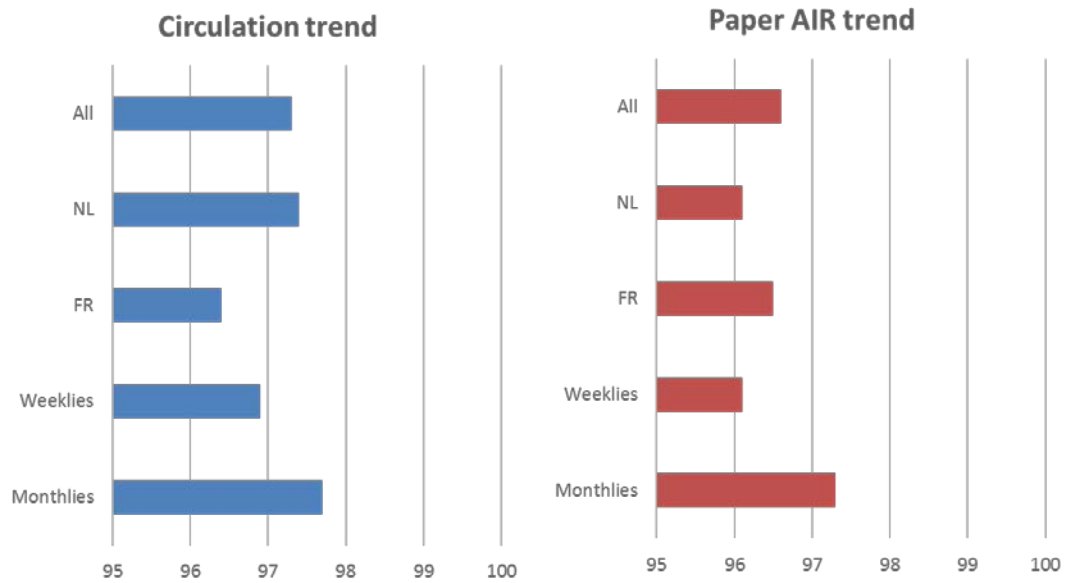
Out

Clickx
L'Événement
Omtrent
ZO Magazine

In

Data News NL+FR

Trends to previous publication (2012-2013/1 = 100)










Print audience evolution

See further: first weeklies (Dutch then French, then combination), then fortnightlies & monthlies with same language.

Language	Title	AIR paper		AIR trend	Circulation trend
		CIM 2012-2013/1	CIM 2012-2013/2		
NL	Dag Allemaal+Expres	1.578	1.508	-4%	-5%
NL	Libelle NL	994	934	-6%	-2%
NL	HUMO	818	735	-10%	-11%
NL	Story	733	702	-4%	-7%
NL	Flair NL	660	616	-7%	-7%
NL	Kerk&Leven	594	578	-3%	-4%
NL	Nina	587	567	-3%	-1%
NL	Nieuwsblad Magazine	586	555	-5%	1%
NL	Knack NL	490	461	-6%	-3%
NL	Weekend Knack	403	367	-9%	-3%
NL	Tv-Familie+Blik	371	366	-1%	-5%
NL	Standaard Mag	328	325	-1%	-2%
NL	DS Weekblad	311	295	-5%	-2%
NL	TeVeBlad	292	293	0%	1%
NL	P Magazine	270	272	1%	-5%
NL	Joepie	272	263	-3%	-10%
NL	Primo	269	258	-4%	5%
NL	Sjiek	223	255	14%	-1%
NL	Focus Knack	286	240	-16%	-3%
NL	De Morgen Mag	227	232	2%	-2%
NL	Citta	183	179	-2%	-2%
NL	De Markt	162	155	-4%	-2%
NL	Landbouwleven	92	94	3%	-1%
NL	Boer&Tuinder	60	55	-8%	1%
FR	Ciné Télé Revue	1.484	1.398	-6%	-5%
FR	Femmes D'Aujourd'Hui	514	504	-2%	-3%
FR	Télépro	420	414	-1%	-2%
FR	Moustique	359	371	3%	-3%
FR	Paris Match	369	369	0%	-3%
FR	Le Vif-L'Express	401	369	-8%	-2%
FR	Téléstar	379	350	-7%	-5%
FR	Soir Magazine	343	343	0%	0%
FR	Flair FR	372	342	-8%	-6%
FR	Weekend Le Vif	252	229	-9%	-2%
FR	Public	206	203	-1%	-8%
FR	TV News	199	186	-6%	-2%
FR	Victoire	151	160	6%	-1%
FR	Deuzio	160	156	-3%	NA
FR	Focus Le Vif	145	142	-2%	-2%
FR	Point de Vue	133	133	0%	-3%
FR	Télépocket	115	114	-1%	0%
FR	Sillon Belge	85	82	-3%	-2%
FR	Dimanche	81	75	-8%	-20%
FR	Essentielle	69	67	-2%	-2%
NL+FR	Sport Magazine NL+FR	571	553	-3%	-1%
NL+FR	Trends NL+FR	179	194	9%	-1%
NL+FR	Netto + Mon Argent	110	120	10%	NA
NL+FR	Sabato NL+FR	88	100	13%	NA

Language	Title	AIR paper		AIR trend	Circulation trend
		CIM 2012-2013/1	CIM 2012-2013/2		
Fortnightlies					
FR	Moniteur Automobile	193	176	-9%	-2%
FR	Ligueur	146	128	-12%	-3%
NL	De Bond	448	472	5%	0%
NL	Autogids	171	165	-4%	2%
NL	Autowereld	177	162	-8%	-1%
NL+FR	Data News NL+FR		48	NA	2%
Monthlies					
NL	Libelle Lekker	544	521	-4%	-6%
NL	Goed Gevoel	536	494	-8%	-1%
NL	VAB Magazine	448	459	3%	0%
NL	Touring Explorer NL	361	360	0%	-1%
NL	Eos Magazine	306	304	-1%	-3%
NL	Feeling	319	284	-11%	-5%
NL	OKRA Magazine	290	272	-6%	-2%
NL	Vitaya	235	212	-10%	-5%
NL	Brieven jonge Ouders	193	191	-1%	-8%
NL	Vrouwen met Vaart	149	167	12%	-2%
NL	MO Mondiaal	151	160	7%	-2%
NL	Elle Belgie	142	149	4%	-1%
NL	Ché	154	140	-9%	-12%
NL	Grande NL	150	135	-10%	-8%
NL	Pasar	126	127	1%	-2%
NL	Femina	113	123	9%	-6%
NL	Psychologies Mag NL	109	98	-9%	-7%
NL	Motoren & Toerisme	126	98	-22%	-2%
NL	Marie Claire Belgie	78	91	16%	3%
NL	Menzo	54	53	0%	21%
FR	Top Santé	495	498	1%	-2%
FR	Be TV	420	394	-6%	-8%
FR	Touring Explorer FR	345	368	7%	-1%
FR	Gael	258	231	-10%	-7%
FR	Elle Belgique	216	192	-11%	-2%
FR	Marie Claire Belgique	175	179	3%	-9%
FR	Psychologies Mag FR	165	172	4%	-2%
FR	Art & Décoration	166	167	0%	-9%
FR	Elle Décoration	107	103	-4%	-6%
FR	Moto & Loisir	100	93	-7%	-8%
FR	Parents	69	67	-3%	-11%
NL+FR	Nest NL+FR	491	492	0%	-2%
NL+FR	Plus Magazine NL+FR	381	377	-1%	-2%
NL+FR	Feeling Wonen + Gael Ma	261	223	-15%	-5%
NL+FR	Tu Batis+Btr Verbouwen	183	197	7%	2%
NL+FR	Aktief Wonen+Deco Idee	223	188	-16%	0%
NL+FR	Ik ga bouwen/Je vais cons:	182	179	-1%	-9%
NL+FR	Royals NL+FR	152	166	9%	8%
NL+FR	Ambiance NL+FR	142	145	2%	4%

Digital expansion magazines: less than newspapers

Periodicity	Language	Title	CIM 2012-2013/1		CIM 2012-2013/2			
			Paper+digital	Total brand	Paper+digital	Total brand		
Weeklies	NL+FR	Netto + Mon Argent	108	189		107		167
Fortnightlies	NL	Autogids	103	150		103		164
Fortnightlies	NL	Autowereld	102	146		103		160
Weeklies	NL+FR	Trends NL+FR	107	139		109		143
Fortnightlies	FR	Moniteur Automobile	102	132		105		140
Monthlies	FR	Moto & Loisir	103	116		106		130
Monthlies	NL+FR	Ik ga bouwen/Je vais con:	100	120		100		128
Monthlies	NL	Vitaya	101	118		104		123
Weeklies	NL+FR	Sport Magazine NL+FR	103	118		105		122
Monthlies	NL+FR	Tu Batis+Btr Verbouwen	100	118		100		122
Monthlies	NL	Elle Belgie	100	113		102		119
Monthlies	NL	Motoren & Toerisme	101	112		105		119
Weeklies	FR	Soir Magazine	101	115		101		119
Monthlies	NL+FR	Actief Wonen+Deco Idee:	100	114		100		118
Weeklies	FR	Le Vif-L'Express	102	113		104		117
Weeklies	NL	Knack NL	102	114		103		117
Monthlies	NL	Menzo	100	118		103		116
Monthlies	NL	Ché	100	117		100		115
Weeklies	NL	De Morgen Mag	102	110		104		114
Monthlies	NL	Eos Magazine	101	112		102		114
Monthlies	FR	Be TV	100	112		101		114
Monthlies	NL	MO Mondiaal	102	113		104		114
Monthlies	FR	Psychologies Mag FR	101	112		102		113
Monthlies	NL	Libelle Lekker	101	108		102		112
Monthlies	NL+FR	Ambiance NL+FR	101	110		102		112
Weeklies	FR	Essentiele	100	106		101		112
Monthlies	FR	Elle Belgique	100	110		101		112
Monthlies	NL+FR	Plus Magazine NL+FR	101	110		102		111
Monthlies	NL+FR	Feeling Wonen + Gael Ma	101	107		103		110
Monthlies	NL	Psychologies Mag NL	100	110		102		110
Weeklies	NL	HUMO	101	108		102		110
		All magazines	101	107		101		108

















Other distribution: digital may help

Out

Regie Number One (as name)

In

Logic Immo
Proximag & Partners (= Journal du Centre)

Title	CIM 2012-2013/2			Index (paper = 100)	
	Paper	Paper+digital	Total brand	Paper+digital	Total brand
Streekkrant Group	2.789	2.791	2.810 	100	 101
Steps City Magazine	567	570	578 	100	 102
Logic Immo NL	111	118	162 	106	 146
Brussel Deze week			52		
Vlan	1.979	1.981	1.995 	100	 101
Proximag+Partners	1.086	1.087	1.087 	100	 100
Logic Immo FR	282	291	364 	103	 129
Zone Magazines	501	501	541 	100	 108
Agenda	59	59	73 	101	 125