



Database Overview

March 2015

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 3/2015)
- Recently launched & stopped: period 9/2014 – 3/2015

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
 - Display Magazines
 - Free Tabloids
 - Yearbook / Guide
 - Agenda
 - Inserts
 - Catalogue
 - Discount coupons and booklets (offline)
 - Classifieds (offline)
- Newspapers
- Door-to-Door Media
- 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
 - Portals
 - Social network advertising
 - Webinar
 - Video platform
 - Webcards
 - Music streaming service
- Mobile & Apps
(Smartphones, tablets,...)
- Direct Marketing:
 - Direct Marketing (addresses)
 - Direct Marketing (e-mail marketing)

Classification

- Out-of-Home
- Radio
 - Radio – Local / Regional
 - Radio – National
 - Radio – National Network with regional advertising
- Television
 - TV – Local
 - TV – National
 - TV – Thematic Networks
 - Teletext

Magazines

Sales House	# Titles
1. Sanoma	68
2. Roularta Local Media	45
3. Mediahuis Topicals & Classifieds	41
4. Maison Moderne Media Sales	37
5. Roularta Media (Zellik)	31
6. Publicarto	27
7. Gicom	21
8. IP Belgium (IP Press)	16
9. IPM Advertising	15
10. Rekad	15
11. Custom Regie	14
12. Mediahuis Connect	14
13. Cprojects & Advertising	13
14. Roularta Custom Media	12
15. XL Communication	12
16. Edition Ventures - Pôle High Level	11
17. Headline Publishing Agency	11
18. Jobat Media	11
19. Mediatopper	11
20. WeldonMagazines (ex Focus ²)	11

Sales Houses: 494

Titles: 1.334

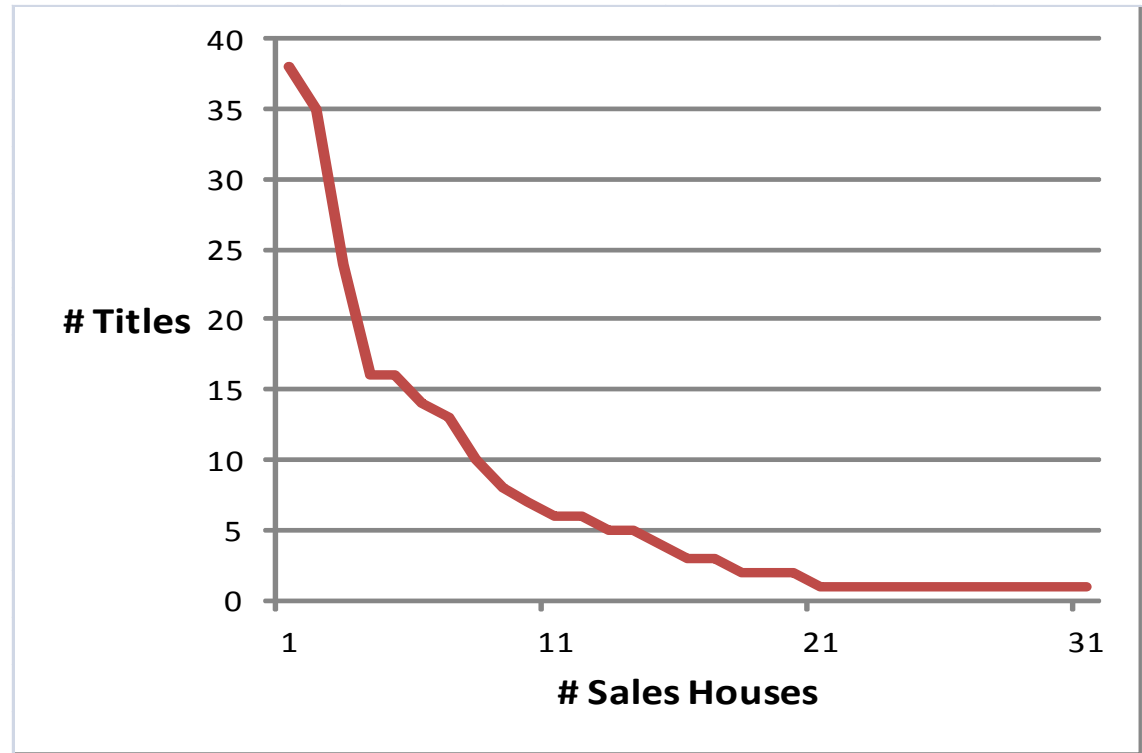


Newspapers

Sales House	# Titles
1. IPM Advertising	38
2. Mediahuis Connect	35
3. Rossel Advertising	24
4. de Persgroep Advertising Regional	16
5. Mediahuis Topicals & Classifieds	16
6. Roularta Local Media	14
7. Sudpresse	13
8. de Persgroep Advertising Dailies	10
9. L'Avenir Advertising	8
10. Edita SA	7
11. Espace Médias	6
12. Jobs Régions	6
13. IP Luxembourg	5
14. Trustmedia	5
15. de Persgroep Advertising Classifieds	4
16. Dynamique Media	3
17. Mass Transit Media	3
18. MGraphics Group	2
19. Presss sàrl	2
20. Régie.lu	2

Sales Houses: 31

Titles: 230

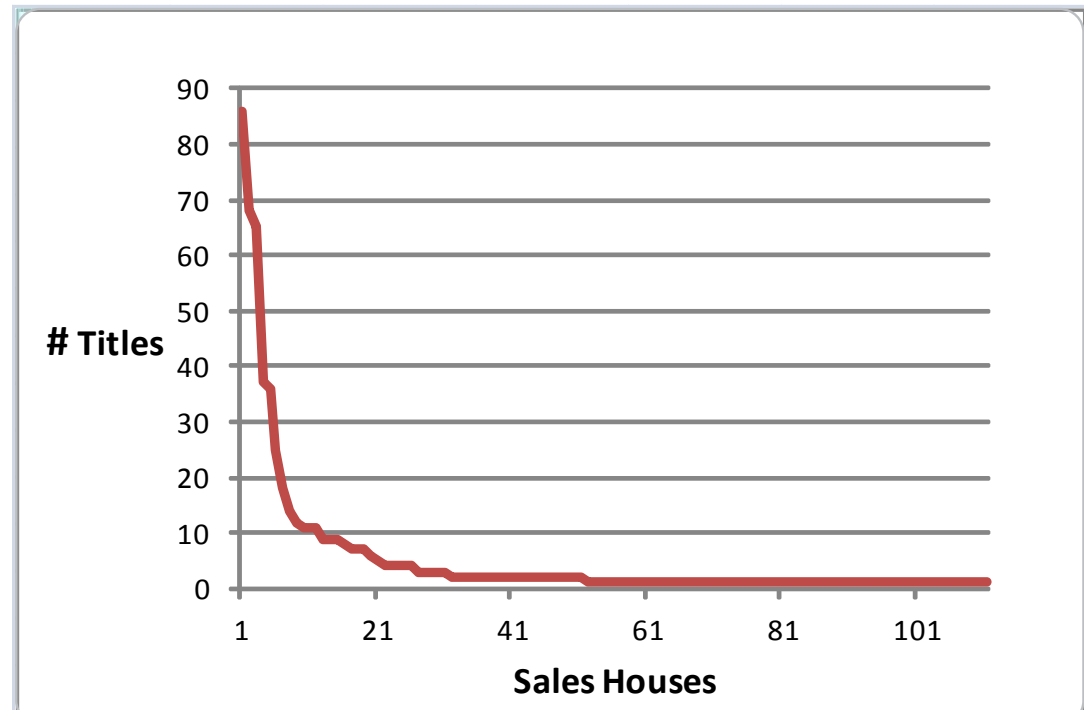


Door-to-Door Media

Sales House	# Titles
1. Roularta Local Media	86
2. Roularta Recruitment Solutions	68
3. Rossel Advertising (ex Regie Number One)	65
4. L'Avenir Advertising	37
5. Corelio Connect Regional	36
6. Sanoma	25
7. Philipsen & Partners	18
8. Mediahuis Connect	14
9. bpost	12
10. BD myShopi	11
11. Mediatopper	11
12. Shopping Magazine bvba	11
13. Magi-Hebdo	9
14. Themamedia (Primetime Communication Gr	9
15. Uitgeverij InterMedia	9
16. Evolution Media Group	8
17. Elite Reklam - Crescendo nv	7
18. Goeiedag	7
19. Kerkhofs Events	7
20. Jobs Régions	6

Sales Houses: 111

Titles: 596

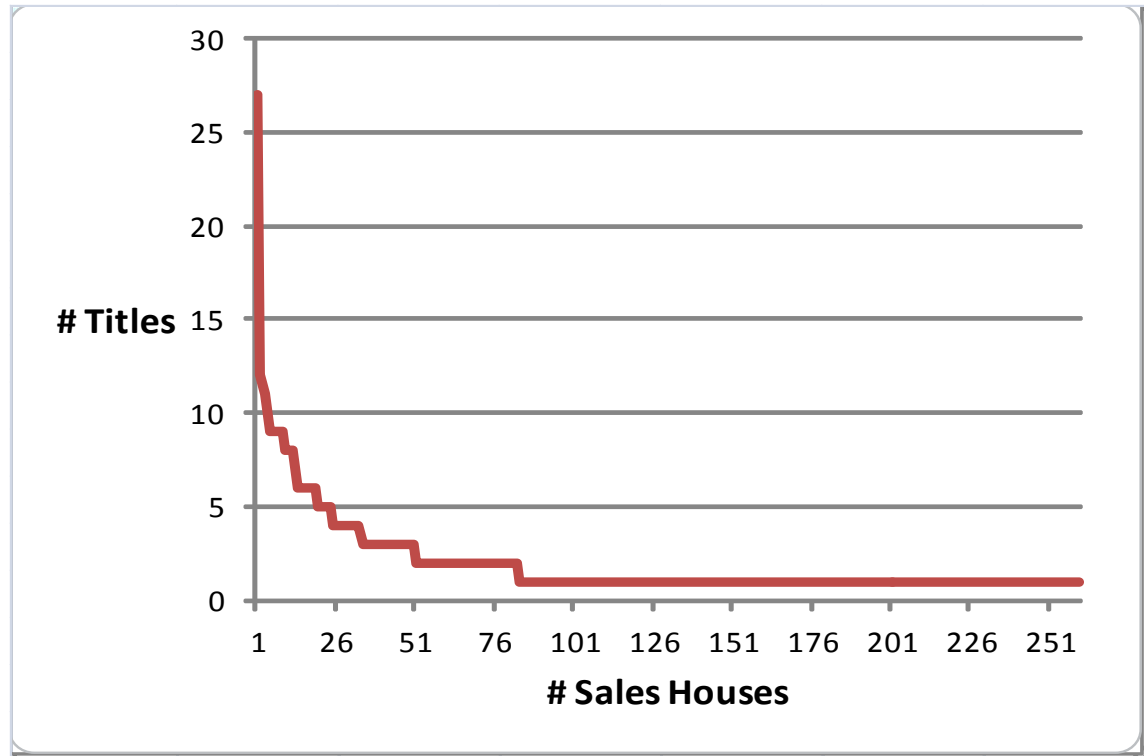


Trade Press

Sales House	# Titles
1. Professional Media Group (PMG)	27
2. RMN (Reflexion Medical Network)	12
3. Rekad	11
4. MMM Business Media	10
5. Boerenbond Media-Service	9
6. Centrale Vokaregie	9
7. Evolution Media Group	9
8. FCO Media	9
9. Trevi	9
10. Confédération Construction (Finition)	8
11. Kluwer Regie	8
12. Louwers Mediagroep bvba	8
13. Omicron	7
14. Charlie Mike	6
15. EMG (Editing Media Group)	6
16. Larcier	6
17. Maison Moderne Media Sales	6
18. Propaganda	6
19. Tenacs Publishing & Communication	6
20. Agora Press	5

Sales Houses: 260

Titles: 527



Television

Sales House	# Titles
1. IP Belgium (IP TV)	24
2. Transfer	14
3. Média13 sprl	11
4. Regionale TV Media (RTVM)	11
5. SBS Belgium	9
6. RMB TV	6
7. MEDIALAAN TV	5
8. Sanoma	4
9. CM Telecom (ex Paratel/MobileWe	3
10. IP Luxembourg	3
11. Roularta Media (Zellik)	3
12. Transport Media	3
13. Triade Media	3
14. VAR	3
15. Lint Media	2
16. Stories TV	2
17. TV Limburg	2
18. MENT Media	1
19. Actua-TV	1
20. Big Media Group	1

Sales Houses: 31

Titles: 122



Radio

Sales House	# Titles
1. IP Belgium (IP Radio)	96
2. IPM Advertising	23
3. Vlacora	21
4. CFM nv	19
5. Sanoma	14
6. City Music	7
7. MEDIALAAN Radio	6
8. Randstad FM	5
9. VAR	5
10. IP Luxembourg	4
11. Media.concept GmbH	3
12. FM Goud VZW	2
13. Radio FG Belgium	2
14. Vrije Private Omroepvereniging Land van W	2
15. Airtime bvba	1
16. AraBel SA	1
17. Avrenim	1
18. Bingo VZW	1
19. Brasschaatse Radio Omroep VZW	1
20. Cercle Ben Gourion	1

Sales Houses: 45

Titles: 240

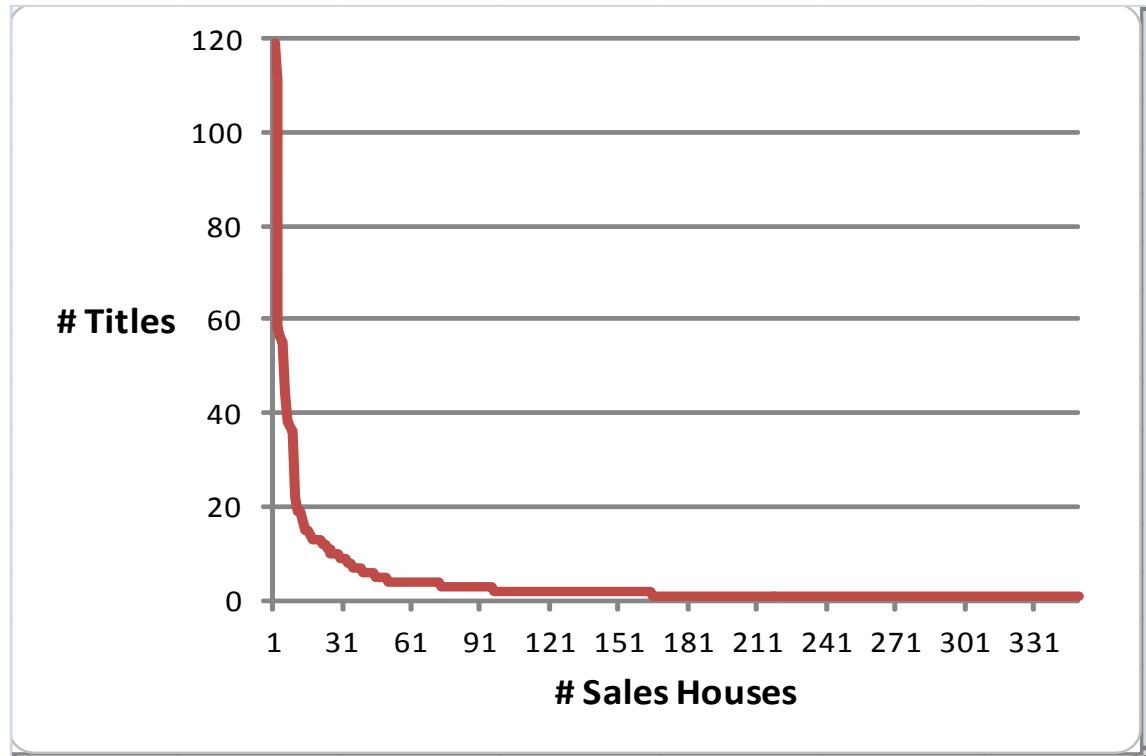


Digital

Sales House	# Titles
1. Pebble Media	119
2. HiMedia Belgium	111
3. Rossel Advertising Online	58
4. Professional Media Group (PMG)	56
5. Skynet Advertising	55
6. Mediahuis Connect	44
7. Sanoma	38
8. L'Avenir Advertising	37
9. Corelio Connect Regional	36
10. Gicom	22
11. Jobat Media	19
12. Think Media Digital	19
13. Roularta Media Online	17
14. Maison Moderne Media Sales	15
15. Trevi	15
16. Trustmedia	15
17. Stepstone	14
18. de Persgroep Advertising Digital	13
19. IP Belgium (New Media)	13
20. Kluwer Regie	13

Sales Houses: 350

Titles: 1.448



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

Sales House	# Titles
1. HiMedia Belgium	60
2. Skynet Advertising	16
3. Rossel Advertising Online	15
4. Sanoma	14
5. Mediahuis Connect	12
6. Pebble Media	12
7. RMN (Reflexion Medical Network)	10
8. WeldonMagazines (ex Focus ²)	8
9. Roularta Media Online	7
10. de Persgroep Advertising Digital	6
11. IP Luxembourg	6
12. IPM Advertising	6
13. Rossel Advertising	6
14. Trustmedia	6
15. Maison Moderne Media Sales	5
16. de Persgroep Advertising Dailies	4
17. Régie.lu	3
18. Gicom	2
19. IP Belgium (IP Press)	2
20. IP Belgium (New Media)	2

Sales Houses: 50

Titles: 237



Out-of-Home

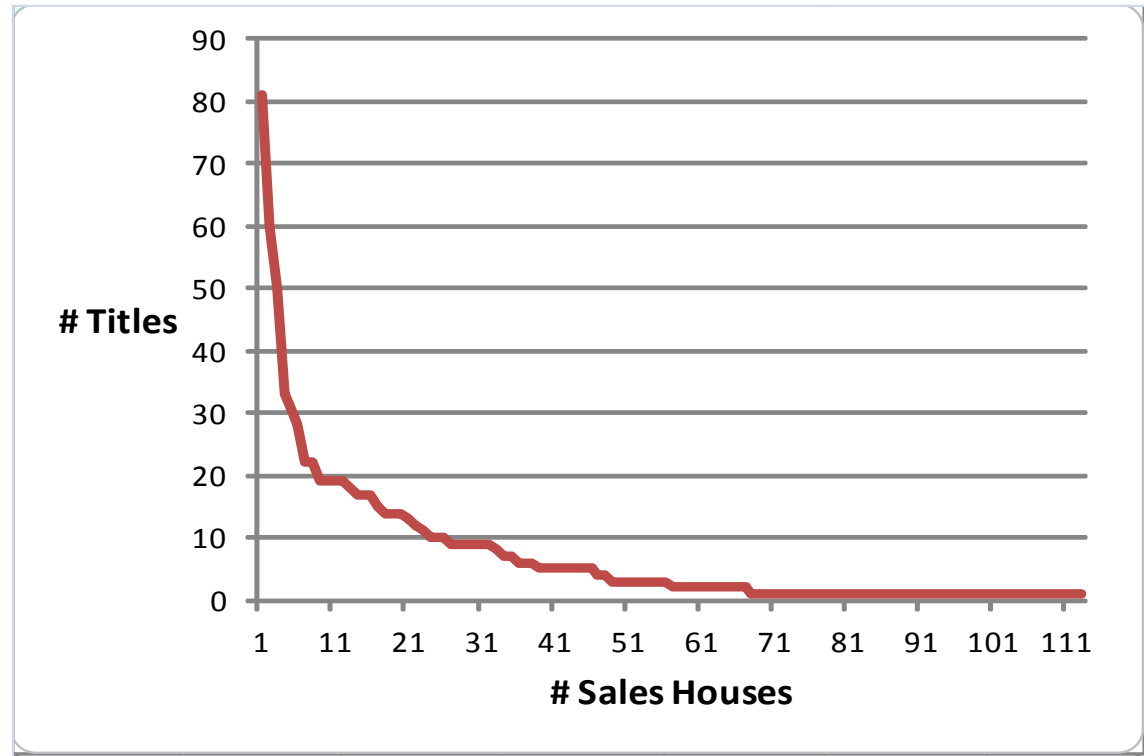
Sales House

Titles

Sales Houses: 113

Titles: 829

1. Clear Channel Belgium	81
2. JCDecaux Airport Belgium	60
3. JCDecaux Airport Luxembourg	50
4. JCDecaux Belgium	33
5. LijnCom	31
6. Media Expo	28
7. Brightfish	22
8. BHS Promotion	22
9. Rapid Media	19
10. Publilux	19
11. JCDecaux MetroBusTram Belgium	19
12. Euromobile	19
13. Boomerang Media	18
14. Roularta Media (Zellik)	17
15. IP Luxembourg	17
16. City Image	17
17. Gee Marketing	15
18. Moving Ideas	14
19. Carrefour Belgium	14
20. AMP	14



Direct Marketing

Sales House	# Titles
1. Bisnode	47
2. B-information	31
3. Willy Brillard sa/nv	14
4. Roularta Media Online	11
5. Think Media Digital	9
6. Farvest Group	6
7. Jobat Media	3
8. Carrefour Belgium	2
9. Monster Belgium	2
10. ProduPress	2
11. Roularta HealthCare (ex ActuaMedica)	2
12. Skynet Advertising	2
13. Value Chain	2
14. 2dehands.be / 2ememain.be	1
15. bpost	1
16. Custom Regie	1
17. Dimijob sprl	1
18. Editus Luxembourg	1
19. Expatica	1
20. Family Service	1

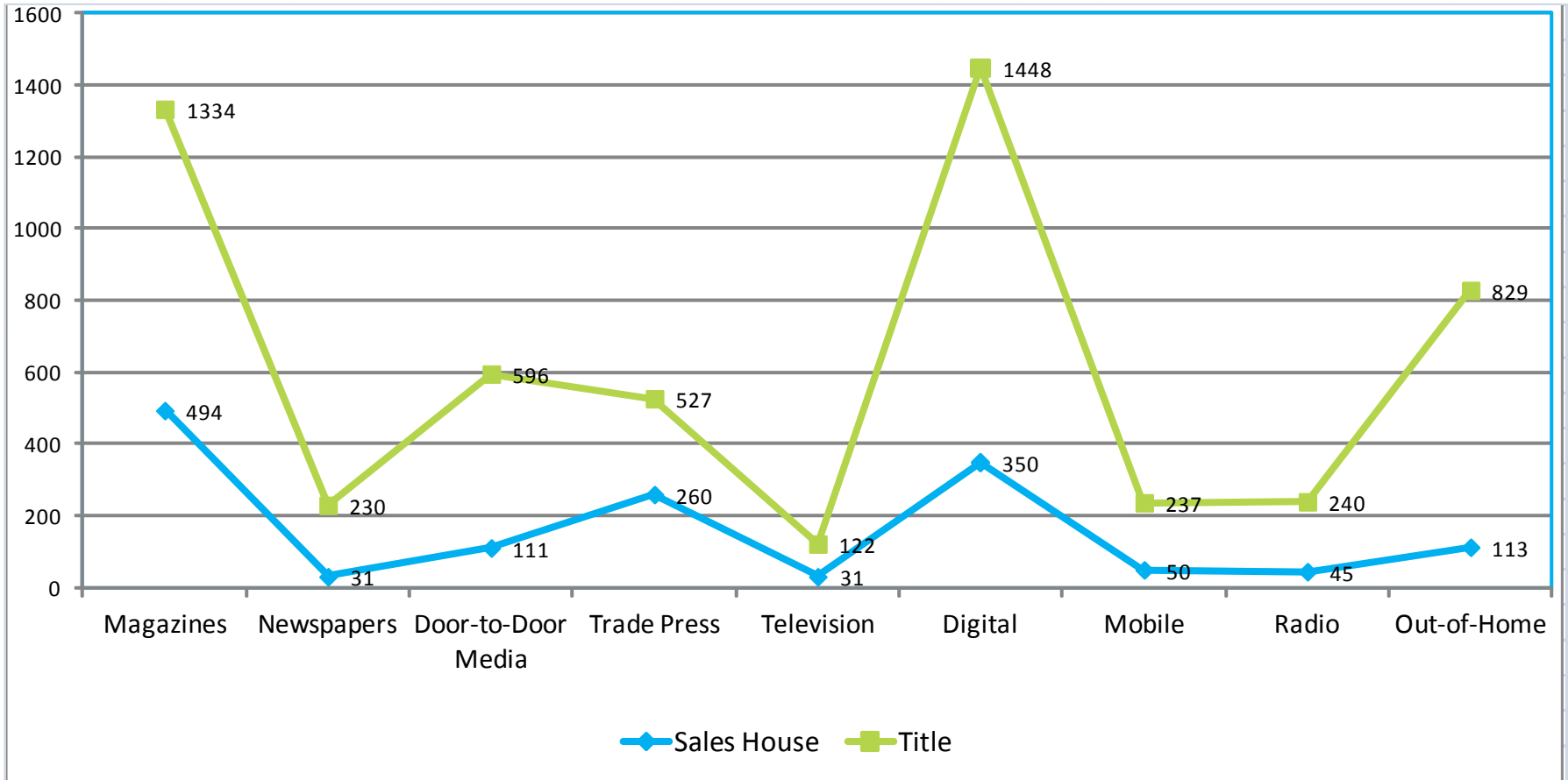
Sales Houses: 42

Titles: 162



All Media

All Media

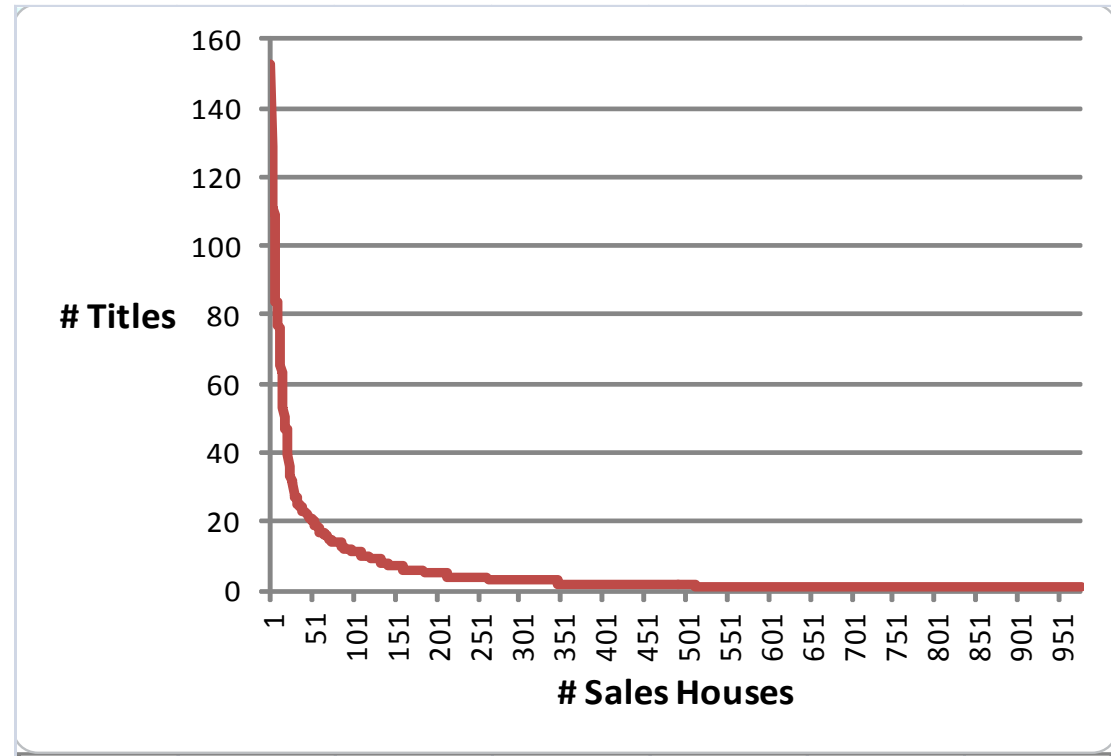


All Media

Sales House	# Titles
1. Sanoma	153
2. Pebble Media	129
3. Roularta Local Media	129
4. HiMedia Belgium	111
5. Mediahuis Connect	109
6. IP Belgium (IP Radio)	97
7. IPM Advertising	84
8. Professional Media Group (PMG)	84
9. Clear Channel Belgium	81
10. Rossel Advertising (ex Regie Number One)	77
11. Roularta Recruitment Solutions	76
12. Rossel Advertising Online	69
13. Skynet Advertising	65
14. Maison Moderne Media Sales	63
15. JCDecaux Airport Belgium	60
16. Roularta Media (Zellik)	53
17. JCDecaux Airport Luxembourg	50
18. L'Avenir Advertising	48
19. Bisnode	47
20. Mediahuis Topicals & Classifieds	47

Sales Houses: 976

Titles: 5.228



Recently Launched & Stopped

Info & feedback

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