



**Roularta**  
Advertising

# DIGITAL

Monthly figures: December 2021



## Key words

### **Net reach # = Real User**

Visiteur Unique/Surfeur Unique/Unieke Bezoeker/Unieke Surfer

→ Internet user visiting a site identified by a CIM Metriweb cookie

### **Visits**

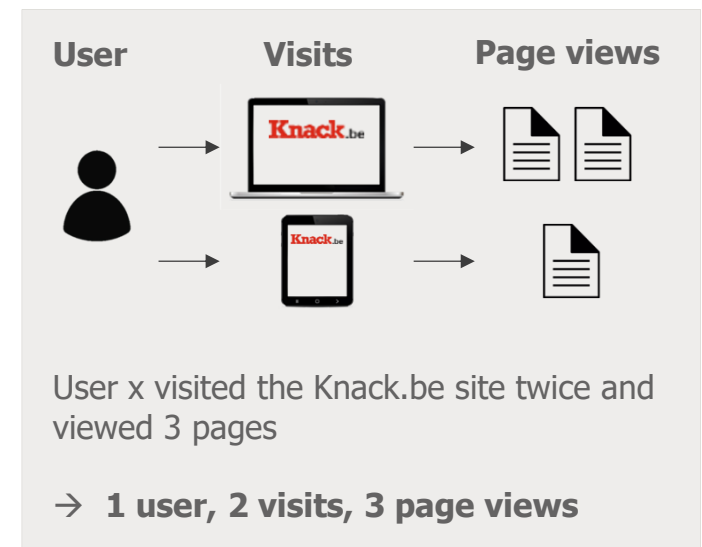
Visites/Bezoeken

→ Series of page requests made by the same visitor on the same site without interruption for more than 30 successive minutes

### **Page views = Impressions**

Pages vues/Bekeken pagina's

→ Number of web pages viewed during one or more visits





Online monthly figures

## Roularta online: Our digital offer

**NEWS** - Focusvif.be • Knack.be • Knackfocus.be • Levif.be • Sportmagazine.be D/F

**BUSINESS** - CanalZ.be • Datanews.be D/F • Initiedelabourse.be • Insidebeleggen.be • KanaalZ.be • Moneytalk D/F • Trends.be • Trendstendances.be

**WOMEN** - Femmesdaujourdhui.be • FemmesDélices.be • FemmesMaman.be • Flair.be D/F • Libelle.be • LibelleLekker.be • LibelleMama.be • Plusmagazine.be D/F

**LUXURY** - Feeling.be • Gael.be • TrendsStyle.be D/F • Weekend.be D/F

# 2021

## JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

## MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## MAY

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## JUNE

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## JULY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## SEPTEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## OCTOBER

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## NOVEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## DECEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Online monthly average figures

## Roularta online, 2021

3.030.000 unique surfers

70% D, 30% F

14.700.000 visits

24.700.000 page views



**1 surfer → 5 visits → 8 pages views**



Online monthly average figures

## Roularta online: Sites



Flair D/F	<b>1.115.357</b>	72%	28%
Libelle Lekker / Délices FdA	<b>912.236</b>	92%	8%
Knack / Le Vif	<b>892.730</b>	57%	43%
Trends / Tendances	<b>568.019</b>	60%	40%
Libelle / Femmes d'Aujourd'hui	<b>541.355</b>	78%	22%
KW.be	<b>492.223</b>	98%	2%
Feeling / Gael	<b>279.898</b>	82%	18%
Weekend Knack/LeVif	<b>179.828</b>	80%	20%
Libelle Mama / Mamans FdA	<b>141.287</b>	91%	9%
Sport Voetbal/Foot	<b>125.442</b>	66%	34%
Data News D/F	<b>81.784</b>	87%	13%
Plus D/F	<b>58.527</b>	74%	26%
Trends Style D/F	<b>4.186</b>	71%	29%



Source: CIM Internet Survey, monthly avg  
January to December 2021

Online monthly average figures

## Roularta online: Sites



80%



41%



13%

Flair D/F	87%	Plus D/F	57%	Lib. Lekker / Délices FdA	16%
Lib. Mama/Mamans FdA	84%	Trends / Tendances	54%	KW.be	13%
Knack / Le Vif	79%	Trends Style D/F	49%	Knack / Le Vif	12%
KW.be	77%	Data News D/F	45%	Plus D/F	11%
Feeling / Gael	76%	Weekend Knack/LeVif	44%	Libelle / Femmes d'Auj	11%

Home : 85%	Work : 25%
Trends/Tendances	37%
Data News D/F	34%
Plus D/F	12%







Source: CIM Internet Survey, monthly avg  
January to December 2021





## Roularta online (All sites)

### Key figures

				
All sites				
Real Users	<b>3.232.992</b>	1.308.972	434.952	2.641.884
Visits	<b>15.619.282</b>	3.316.983	1.458.712	10.843.587
Page views	<b>28.118.282</b>	8.380.482	2.918.544	16.819.256



## Roularta online: Profile



All sites

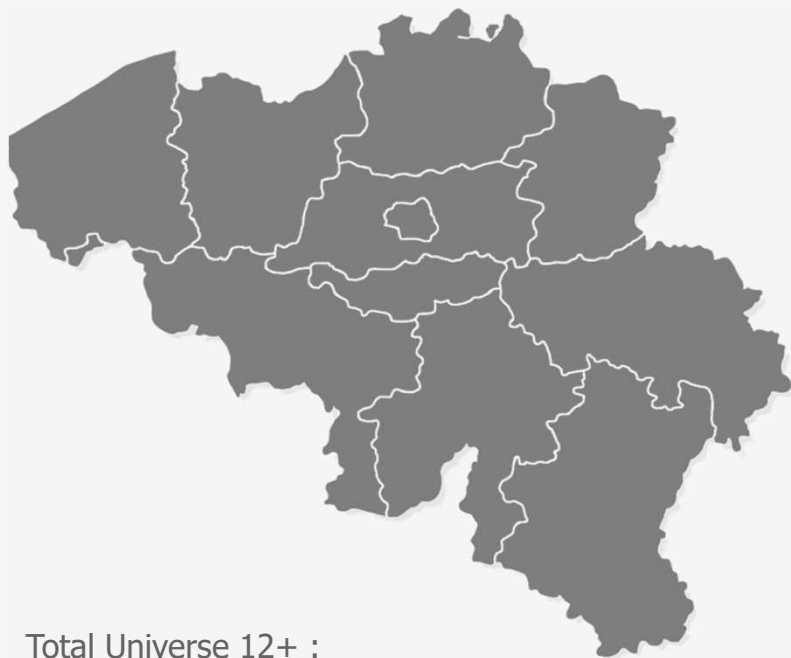
18-44 years old	<b>42,6%</b>	36,7%	13,7%	50,3%
Active	<b>64,3%</b>	63,9%	57,7%	65,6%
Social groups 1-2	<b>29,6%</b>	31,5%	26,8%	29,2%
Dutch speaking	<b>80,4%</b>	79,3%	88,3%	79,7%
Men	<b>34,8%</b>	42,9%	40,1%	29,8%
Higher educated	<b>42,6%</b>	44,9%	37,7%	42,3%
Social groups 1-4	<b>55,3%</b>	56,6%	51,4%	55,3%
Executives	<b>10,9%</b>	11,4%	12,1%	10,5%



# NEWS

NEWS - Focusvif.be • Knack.be • Knackfocus.be • Levif.be • Sportmagazine.be D/F  
BUSINESS - CanalZ.be • Datanews.be D/F • Initiedelabourse.be • Insidebeleggen.be • KanaalZ.be •  
Moneytalk D/F • Trends.be • Trendstendances.be
















Total Universe 12+ :  
**9.949.044**

Online monthly figures – NEWS & BUSINESS

## News & Business: Top newssites

#	Site	Reach %
1.	 HLN BE <small>24U NIEUWS &amp; SPORT</small>	28,6%
2.	 Nieuwsblad.be	27,7%
3.	 rtbf.be	20,4%
4.	 Sudinfo.be	20,1%
5.	 DH.be	19,1%
6.	 lesoir.be	16,5%
7.	 RTL info.be	16,2%
8.	 GAZET VAN ANTWERPEN	14,4%
9.	 l'avenir.net	14,0%
10.	 Knack.be  LE VIF.be <small>LEXPRESS</small>	13,9%













Source: CIM Internet Survey,  
 Avg from October 2021 to December 2021



Total Universe 12+ North:  
**5.542.740**

## News & Business: Top newssites











#	Site	Reach %
1.		48,0%
2.		47,0%
3.		25,3%
4.		23,3%
5.		21,8%
6.		15,5%
7.		14,1%
8.		7,1%
9.		1,7%
10.		1,5%





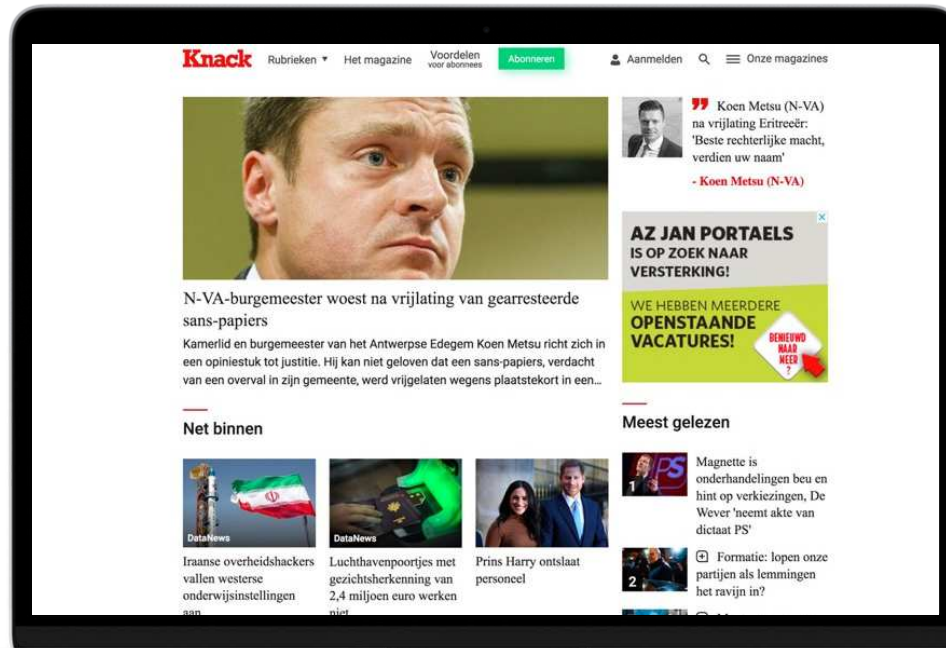
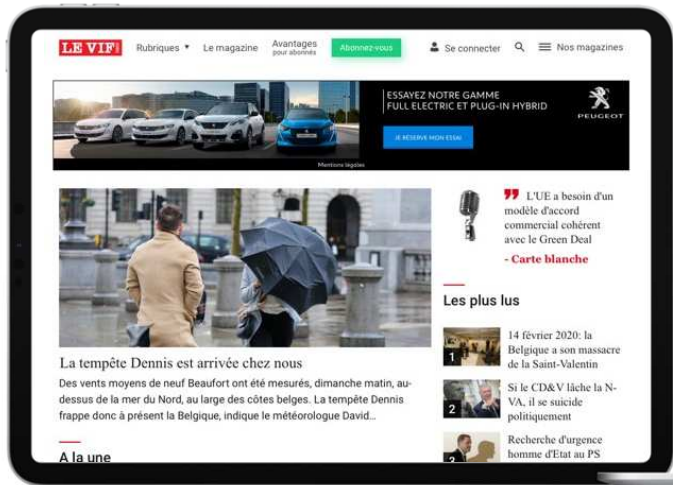
Total Universe 12+ South:  
**4.406.304**

## News & Business: Top newssites

#	Site	Reach %
1.		44,1%
2.		43,2%
3.		41,2%
4.		35,7%
5.		35,5%
6.		30,8%
7.		27,5%
8.		20,7%
9.		13,6%
10.		4,1%



# Knack.be/Levif.be News





Knack.be/LeVif.be

## Key figures



Real Users	<b>1.044.792</b>	310.884	100.800	874.608
Visits	<b>2.872.440</b>	716.729	243.852	1.911.858
Page views	<b>4.868.545</b>	1.549.703	443.067	2.875.774



Knack.be/LeVif.be

## Profile

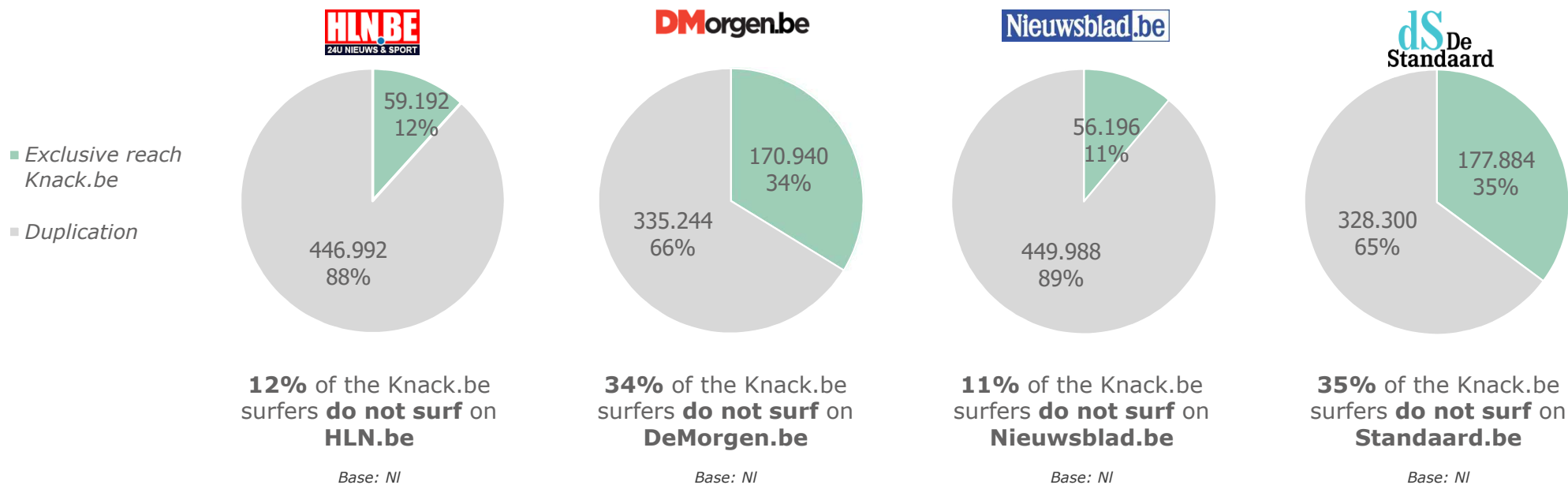


18-44 years old	<b>28,5%</b>	26,0%	12,2%	32,9%
Active	<b>61,2%</b>	61,6%	61,0%	61,1%
Social groups 1-2	<b>29,6%</b>	31,2%	32,2%	28,2%
Dutch speaking	<b>61,5%</b>	64,8%	69,7%	58,1%
Men	<b>61,5%</b>	62,2%	78,7%	58,1%
Higher educated	<b>42,3%</b>	44,9%	43,8%	40,5%
Social groups 1-4	<b>55,4%</b>	58,2%	58,4%	53,3%
Executives	<b>13,1%</b>	12,5%	16,7%	12,9%



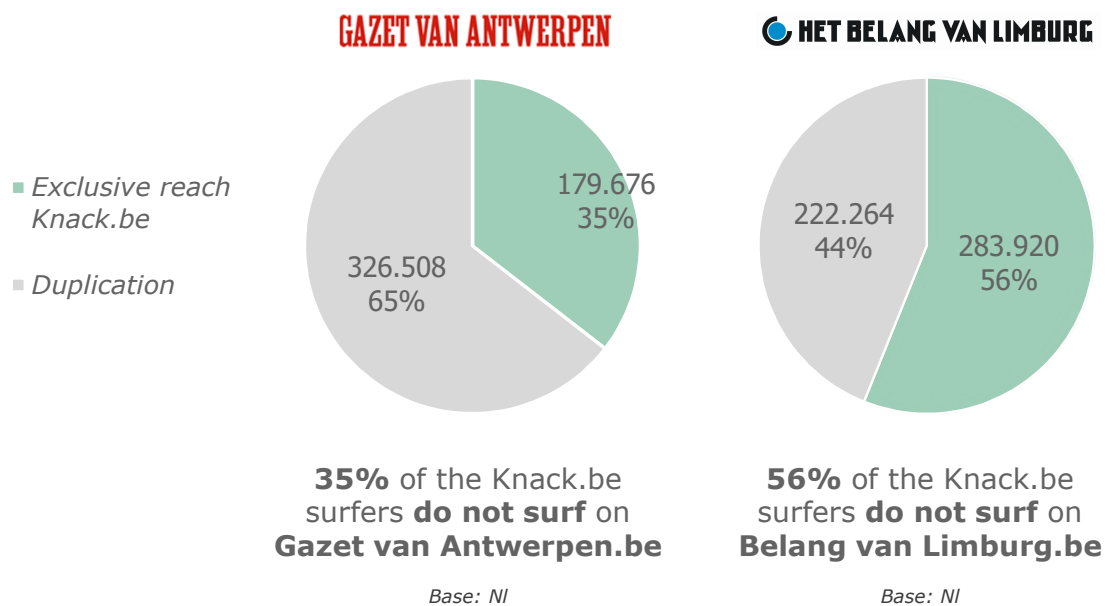
## Knack.be/LeVif.be

### Exclusive surfers & duplication (1/4)



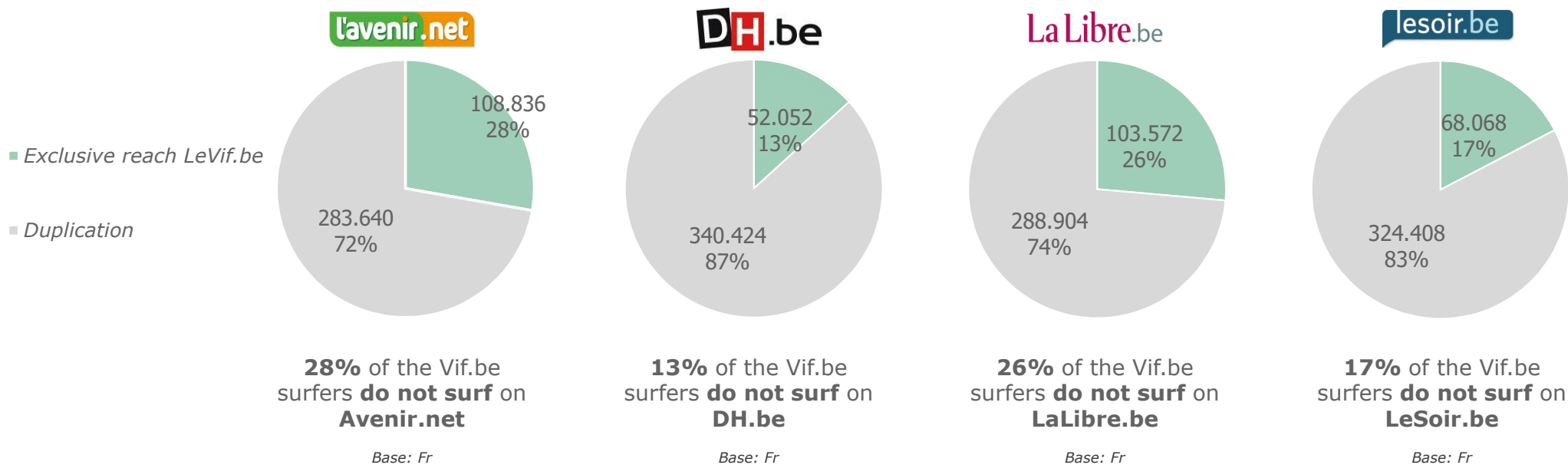
Knack.be/LeVif.be

## Exclusive surfers & duplication (2/4)



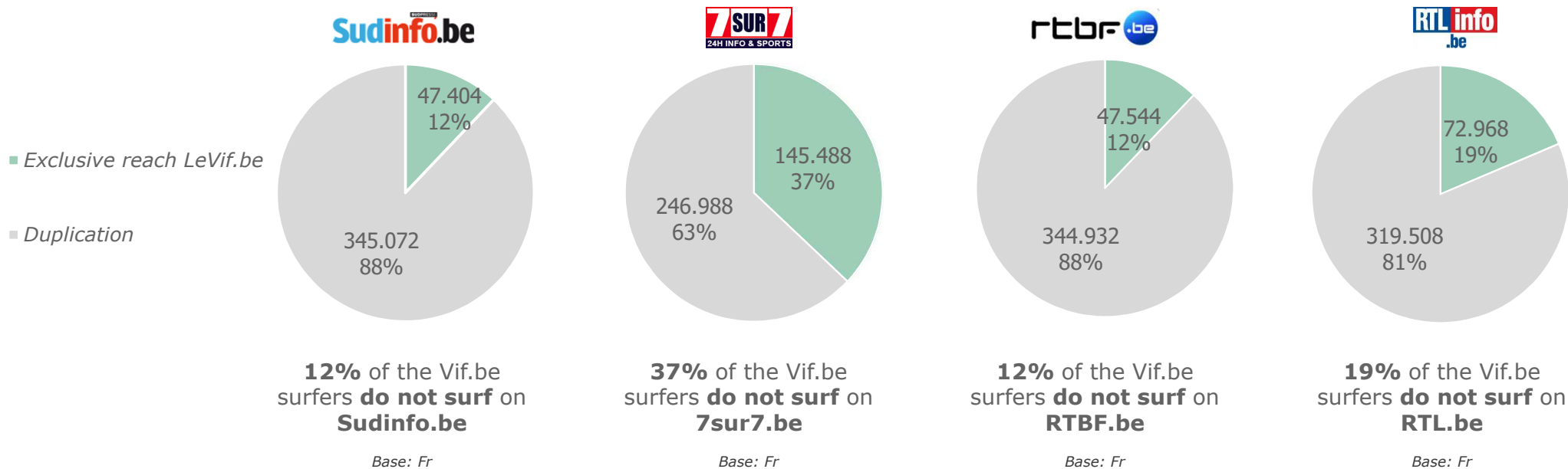
Knack.be/LeVif.be

## Exclusive surfers & duplication (3/4)

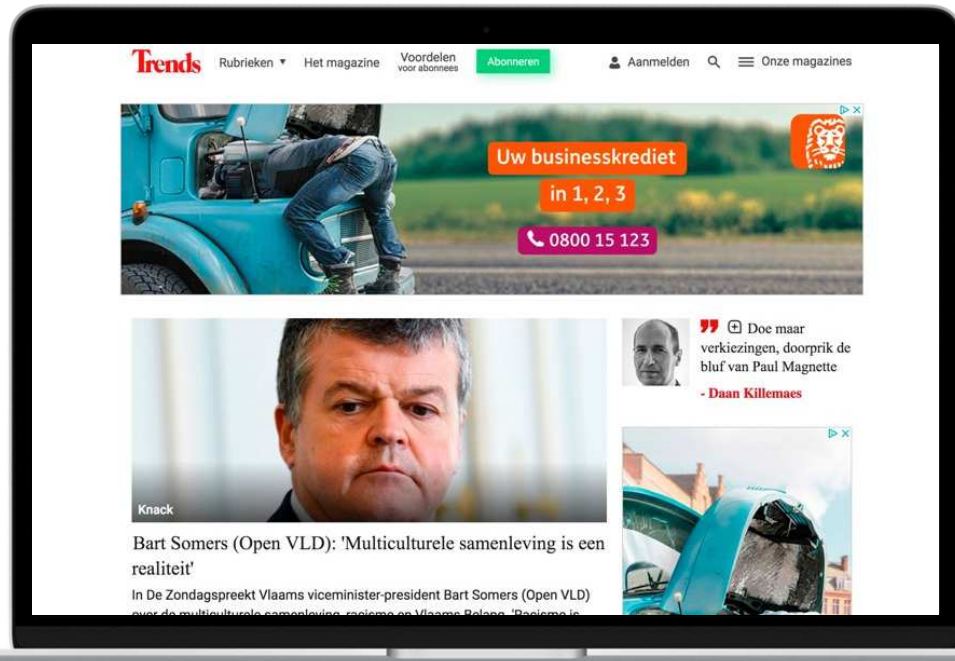
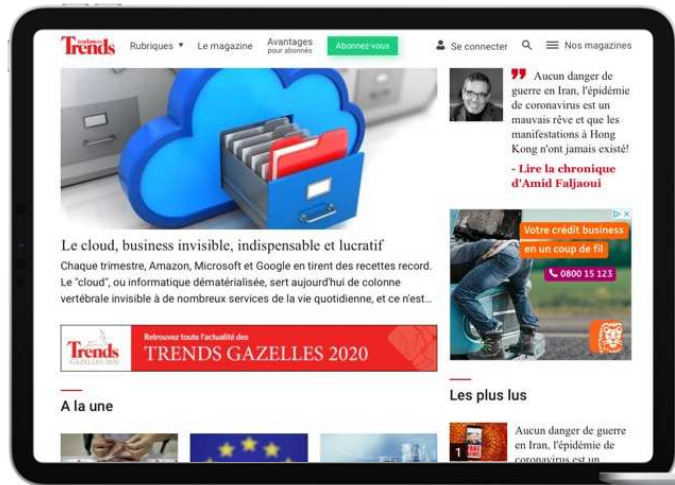


Knack.be/LeVif.be

## Exclusive surfers & duplication (4/4)



# Trends.be



## Trends.be Key figures



Real Users	<b>696.948</b>	268.716	38.220	485.268
Visits	<b>1.368.951</b>	531.366	95.149	742.435
Page views	<b>2.836.791</b>	1.587.183	167.428	1.082.180





## Trends.be Profile

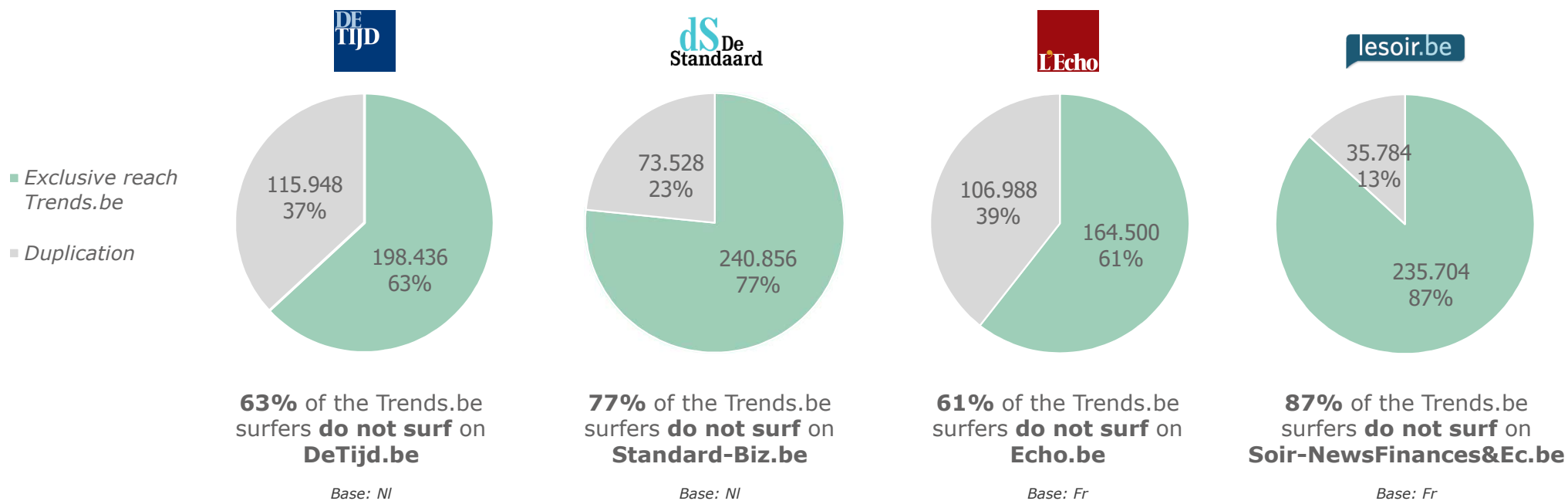


18-44 years old	<b>38,1%</b>	45,2%	7,2%	30,2%
Active	<b>66,1%</b>	69,7%	59,0%	60,8%
Social groups 1-2	<b>31,2%</b>	33,8%	26,6%	27,2%
Dutch speaking	<b>64,8%</b>	69,3%	64,2%	56,4%
Men	<b>60,5%</b>	57,7%	74,0%	63,3%
Higher educated	<b>45,1%</b>	48,8%	40,5%	39,1%
Social groups 1-4	<b>57,3%</b>	60,7%	51,7%	52,2%
Executives	<b>12,8%</b>	13,1%	11,0%	12,4%



## Trends.be

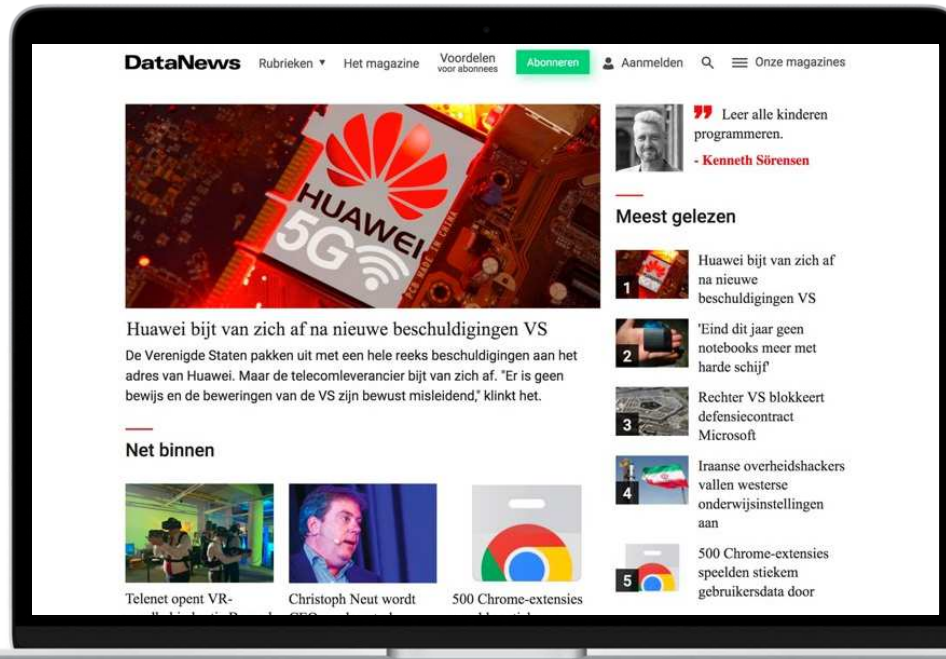
### Exclusive surfers & duplication



# Trends.be Mapping



# DataNews.be



## DataNews.be Key figures



Real Users	<b>69.636</b>	32.844	4.200	34.860
Visits	<b>127.929</b>	63.383	9.528	55.017
Page views	<b>223.056</b>	121.451	16.147	85.458



## DataNews.be Profile

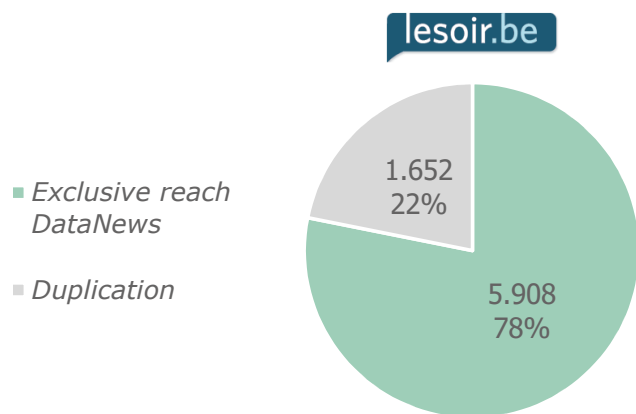


18-44 years old	<b>30,8%</b>	31,2%	4,9%	35,5%
Active	<b>67,5%</b>	69,8%	59,3%	65,8%
Social groups 1-2	<b>30,7%</b>	31,2%	27,8%	30,5%
Dutch speaking	<b>86,4%</b>	82,7%	87,3%	91,9%
Men	<b>77,8%</b>	81,6%	76,6%	72,3%
Higher educated	<b>41,9%</b>	42,8%	40,8%	40,6%
Social groups 1-4	<b>55,8%</b>	57,5%	62,1%	51,7%
Executives	<b>15,6%</b>	17,5%	12,7%	13,2%



DataNews.be

## Exclusive surfers & duplication

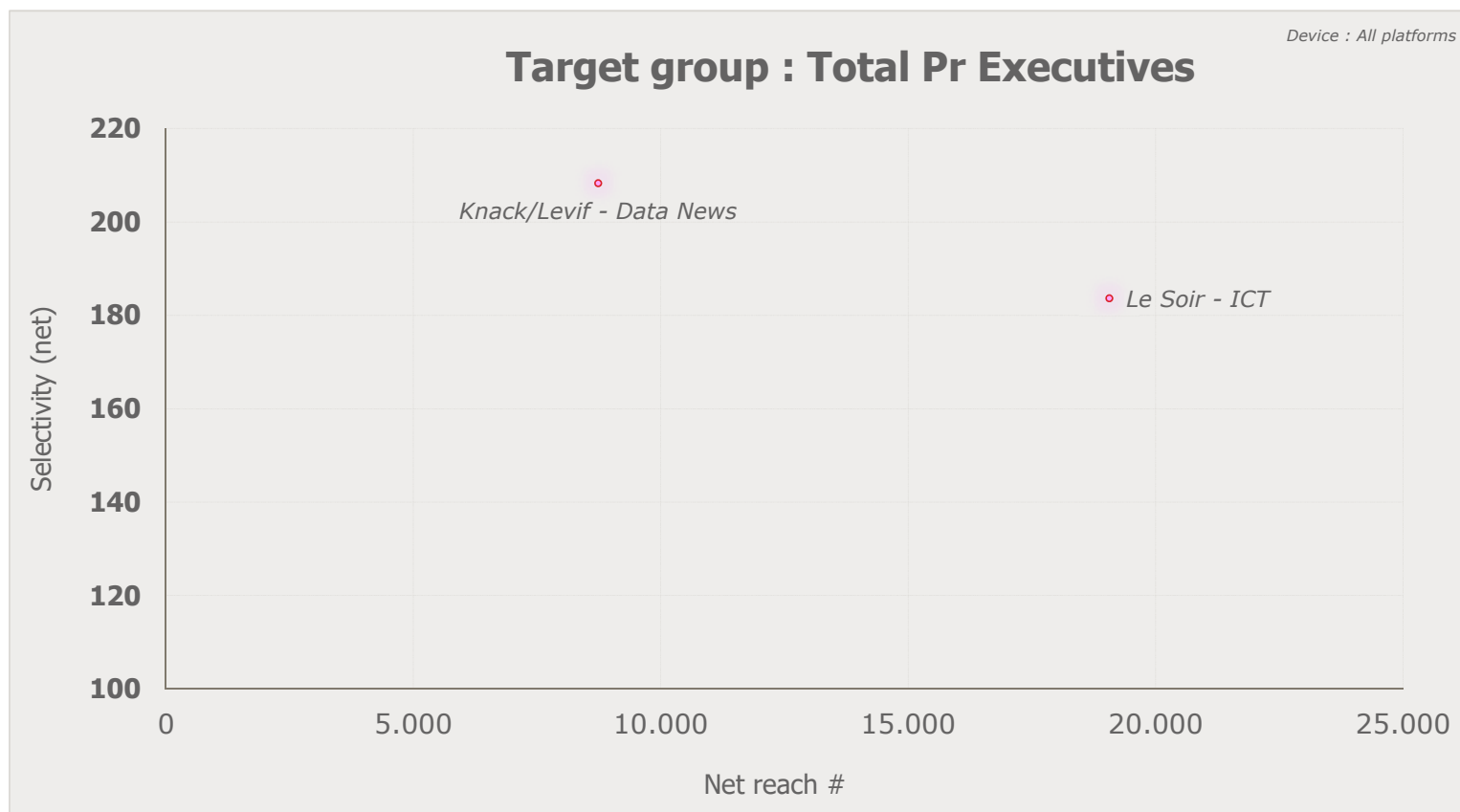


**78%** of the DataNews.be surfers **do not surf** on **LeSoir-ICT.be**

Base: Fr

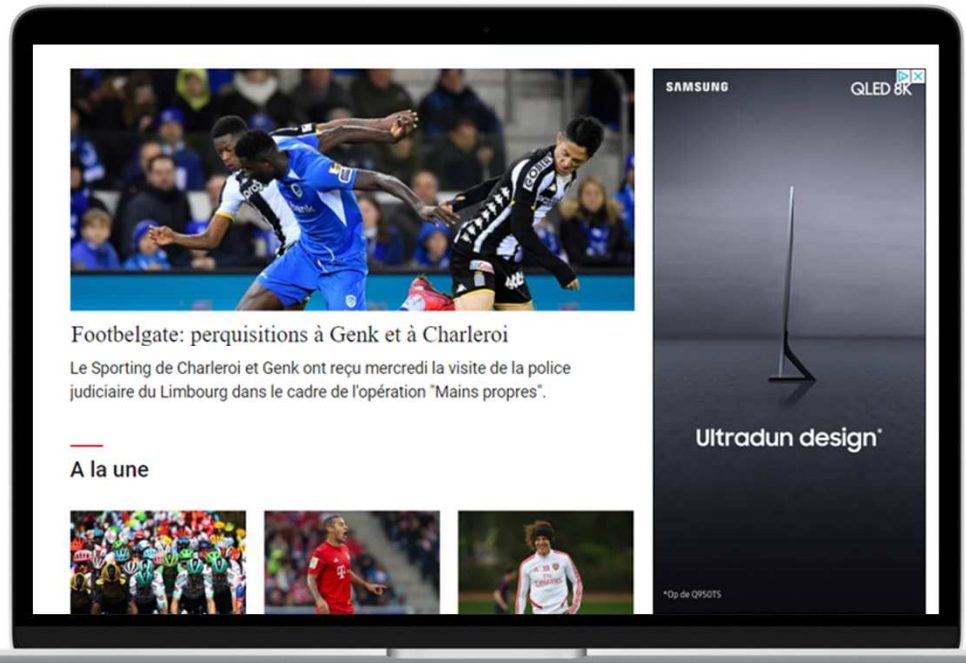
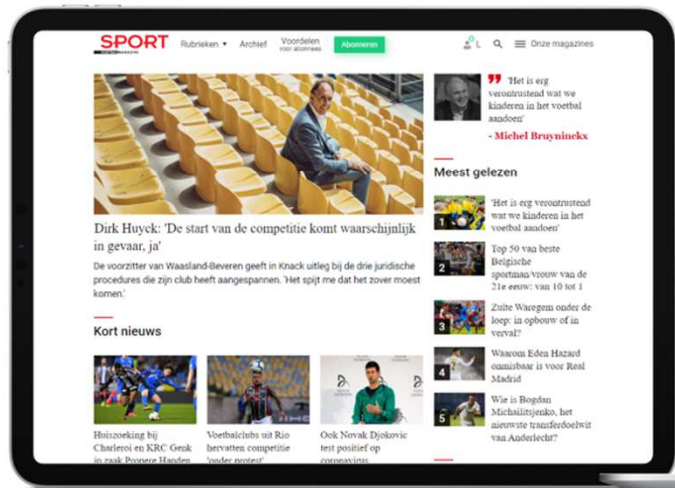


## DataNews.be Mapping





# Sportmagazine.be



Sportmagazine.be

## Key figures



Real Users	<b>123.816</b>	35.112	4.956	88.956
Visits	<b>251.960</b>	58.251	17.884	175.824
Page views	<b>373.166</b>	107.706	27.537	237.922



## Sportmagazine.be

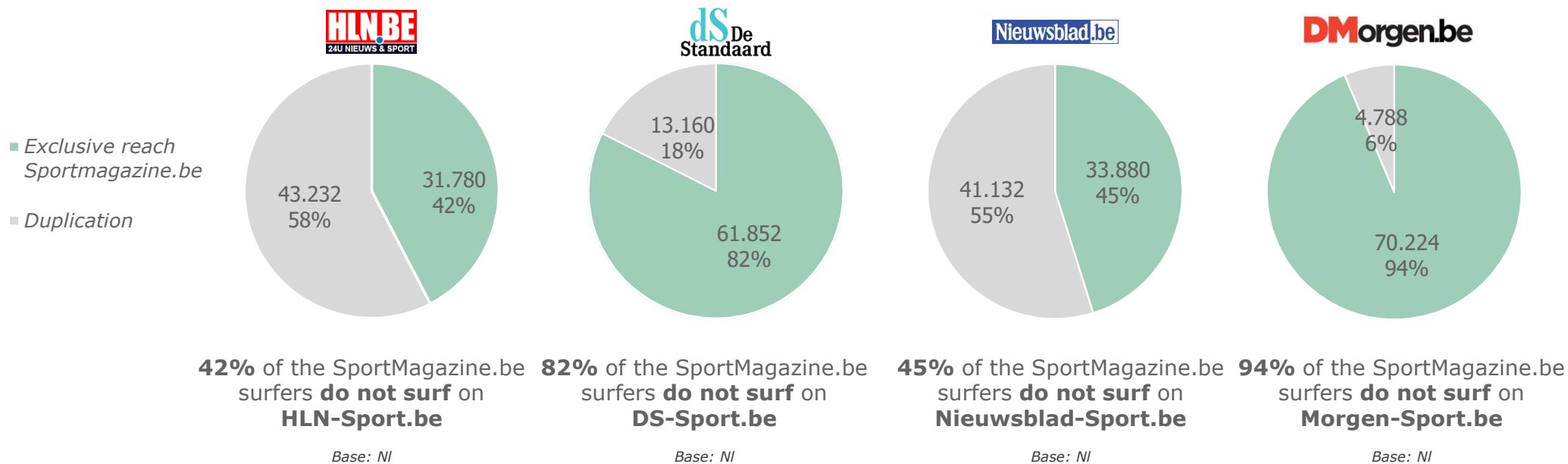
### Profile



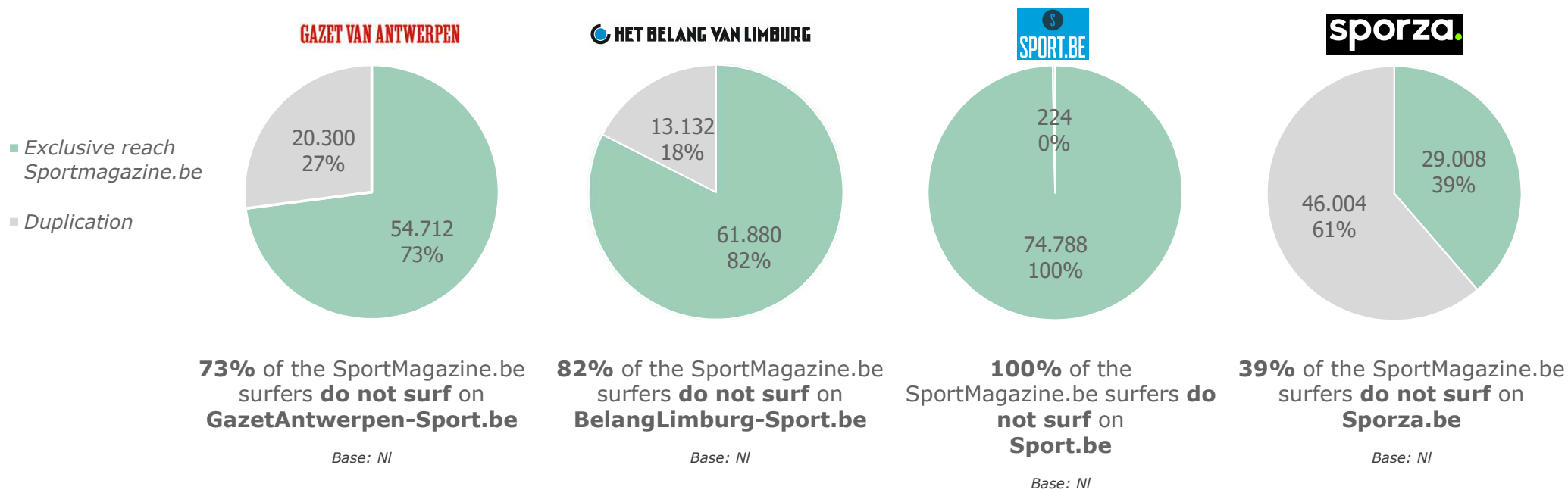
	<b>29,0%</b>	24,9%	2,1%	34,6%
18-44 years old	<b>29,0%</b>	24,9%	2,1%	34,6%
Active	<b>57,4%</b>	56,8%	53,8%	58,2%
Social groups 1-2	<b>26,4%</b>	29,0%	25,1%	25,1%
Dutch speaking	<b>67,9%</b>	69,2%	69,8%	67,0%
Men	<b>87,5%</b>	84,8%	91,1%	88,5%
Higher educated	<b>38,5%</b>	44,5%	41,6%	35,0%
Social groups 1-4	<b>51,4%</b>	53,2%	54,3%	50,0%
Executives	<b>14,2%</b>	12,0%	17,9%	14,8%



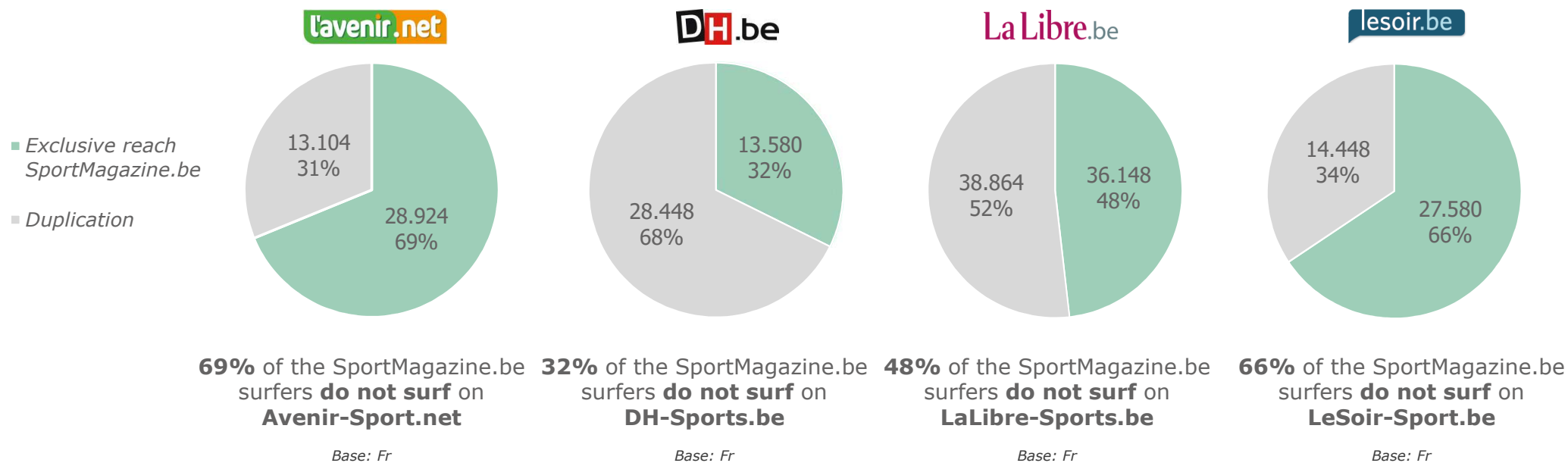
## Sportmagazine.be Exclusive surfers & duplication (1/5)



## Sportmagazine.be Exclusive surfers & duplication (2/5)

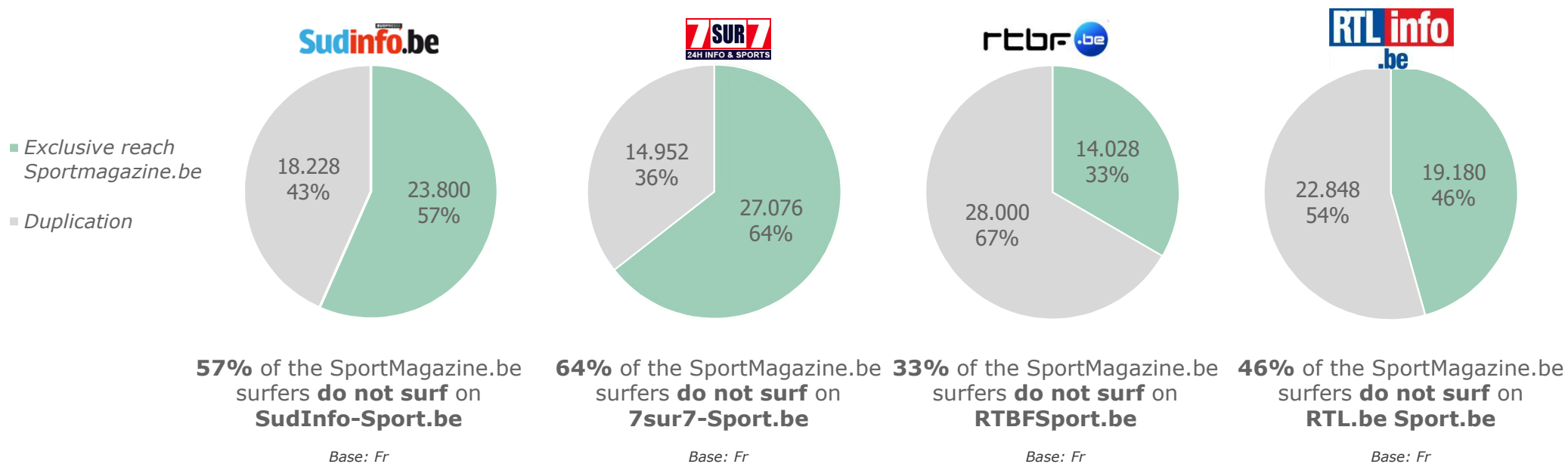


## Sportmagazine.be Exclusive surfers & duplication (3/5)



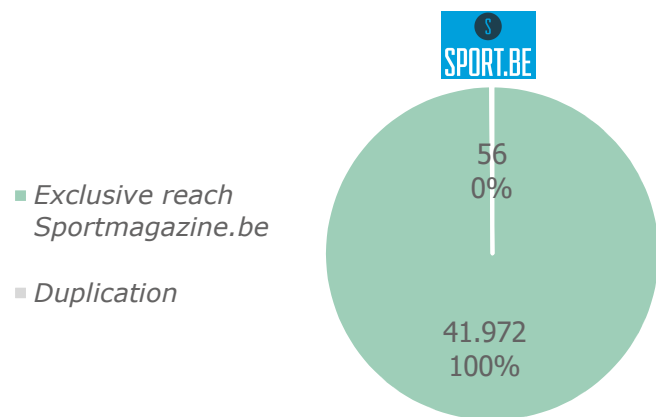
## Sportmagazine.be

### Exclusive surfers & duplication (4/5)



## Sportmagazine.be

### Exclusive surfers & duplication (5/5)



9% of the SportMagazine.be  
Surfers **do not surf** on  
**Sport.be**

Base: Fr





## Sportmagazine.be

## Mapping

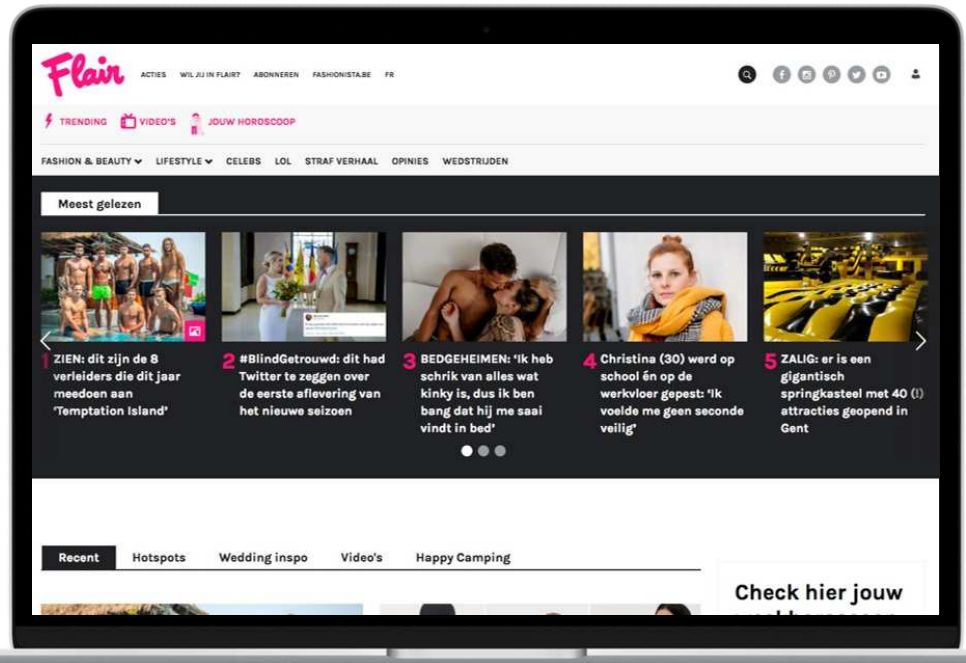
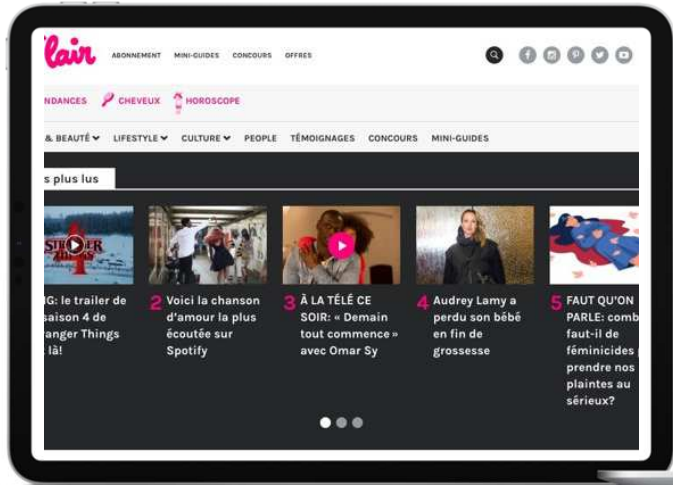


# WOMEN

Femmesdaujourhui.be • FemmesDélices.be • FemmesMaman.be • Flair.be D/F •  
Libelle.be • LibelleLekker.be • LibelleMama.be • Plusmagazine.be D/F •



Flair.be



## Flair.be Key figures



Real Users	<b>1.044.540</b>	217.812	47.124	921.816
Visits	<b>3.154.906</b>	305.239	140.823	2.708.843
Page views	<b>4.336.030</b>	524.367	192.997	3.618.666



## Flair.be Profile

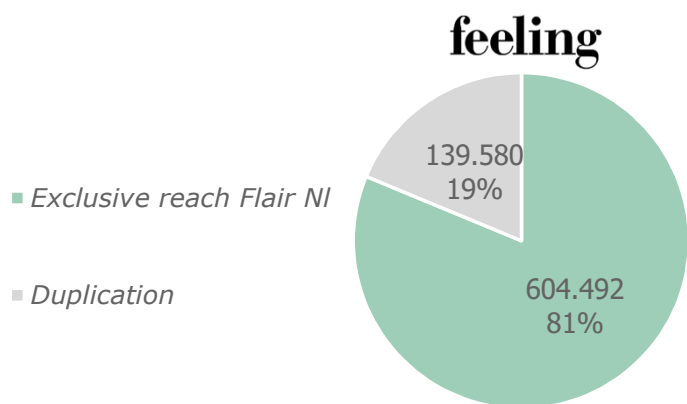


18-44 years old	<b>70,2%</b>	63,2%	11,6%	74,1%
Active	<b>67,8%</b>	62,9%	54,2%	69,1%
Social groups 1-2	<b>32,4%</b>	33,0%	25,3%	32,7%
Dutch speaking	<b>75,0%</b>	74,0%	80,7%	74,8%
Women	<b>84,6%</b>	81,9%	81,1%	85,2%
Higher educated	<b>46,2%</b>	46,9%	36,9%	46,6%
Social groups 1-4	<b>59,8%</b>	58,6%	49,4%	60,5%
Executives	<b>9,3%</b>	9,3%	11,7%	9,2%



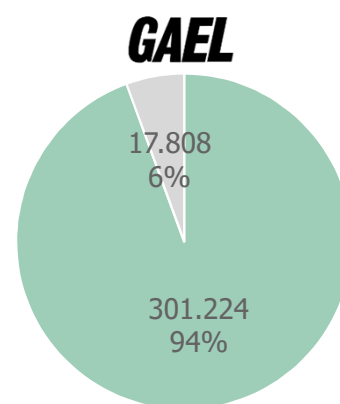
## Flair.be

### Exclusive surfers & duplication



**81%** of the Flair.be surfers **do not surf** on **Feeling.be**

Base: NI

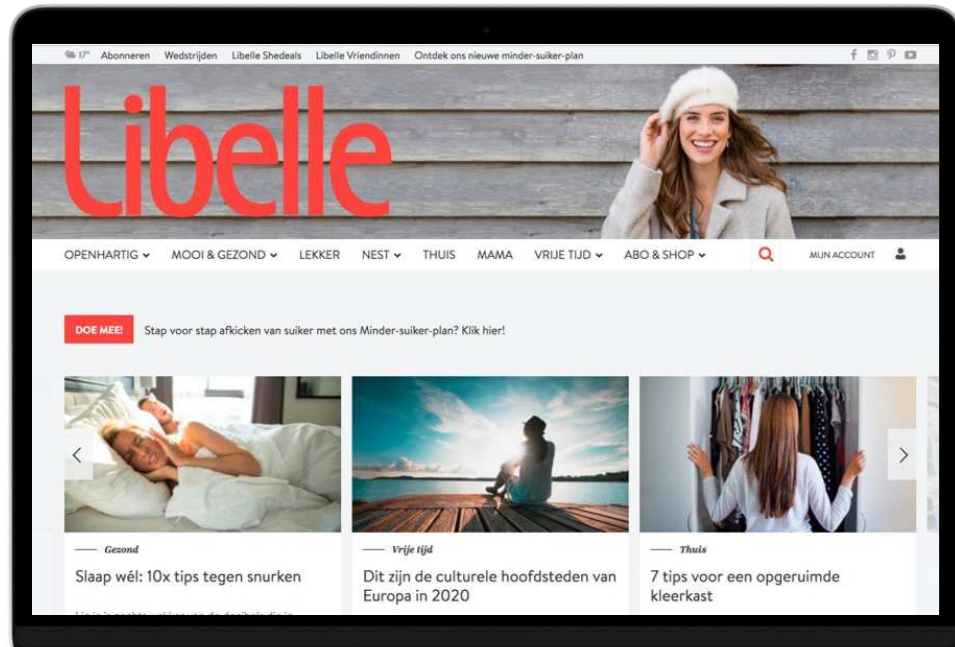
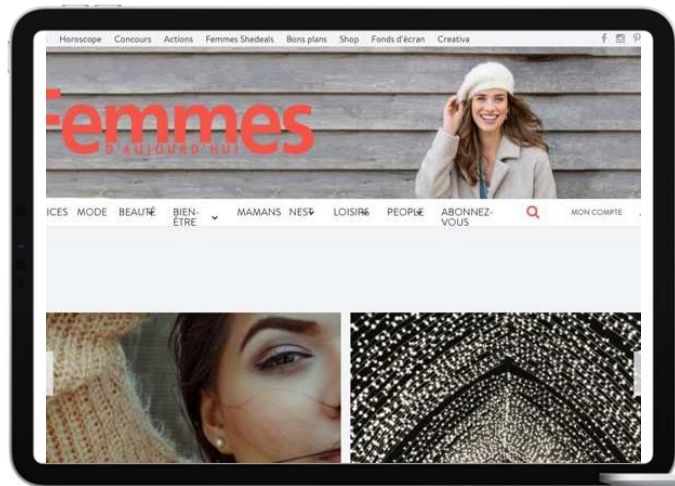


**94%** of the Flair.be surfers **do not surf** on **Gael.be**

Base: Fr



# Libelle.be Femmesdaujourdhui.be



## Libelle.be & Femmesd'Aujourd'hui.be

### Key figures



Real Users	<b>561.456</b>	193.872	60.480	404.040
Visits	<b>1.234.164</b>	288.731	139.068	806.366
Page views	<b>2.356.689</b>	663.346	279.884	1.413.459





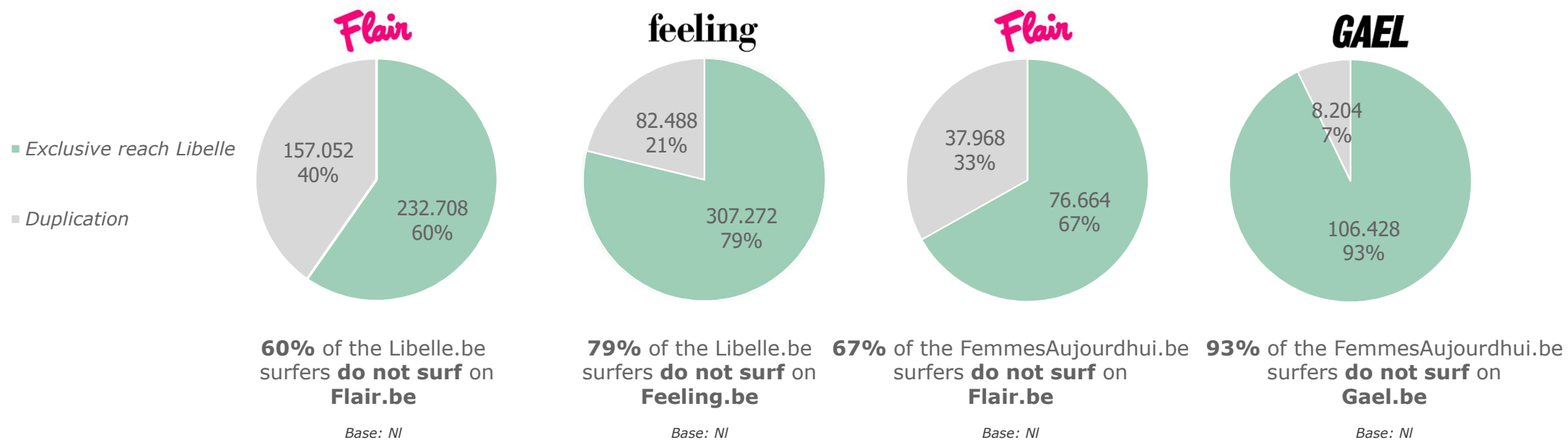
## Libelle.be & Femmesd'Aujourd'hui.be Profile



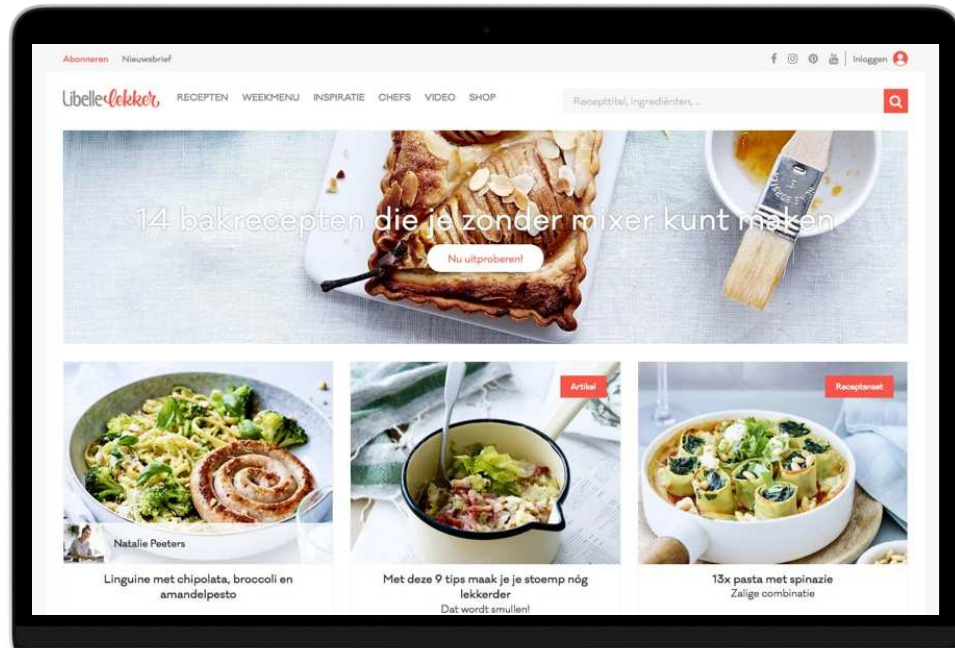
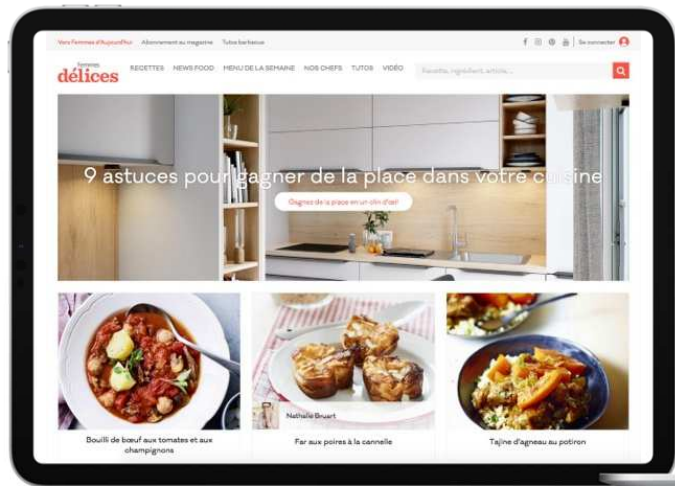
18-44 years old	<b>36,9%</b>	31,5%	5,6%	45,8%
Active	<b>61,4%</b>	58,8%	55,5%	63,7%
Social groups 1-2	<b>27,3%</b>	28,7%	24,2%	27,4%
Dutch speaking	<b>83,1%</b>	85,8%	94,0%	79,6%
Women	<b>86,8%</b>	83,6%	80,4%	89,5%
Higher educated	<b>40,0%</b>	41,4%	34,4%	40,5%
Social groups 1-4	<b>52,4%</b>	52,8%	47,5%	53,2%
Executives	<b>9,4%</b>	9,5%	10,7%	9,1%



## Libelle.be & Femmesdaujourdhui.be Exclusive surfers & duplication



# LibelleLekker.be FemmesDélices.be



## LibelleLekker.be & FemmesDélices.be

### Key figures



Real Users	<b>1.134.588</b>	461.832	200.256	786.660
Visits	<b>3.716.440</b>	763.909	533.161	2.419.370
Page views	<b>8.656.206</b>	2.610.331	1.346.689	4.699.186



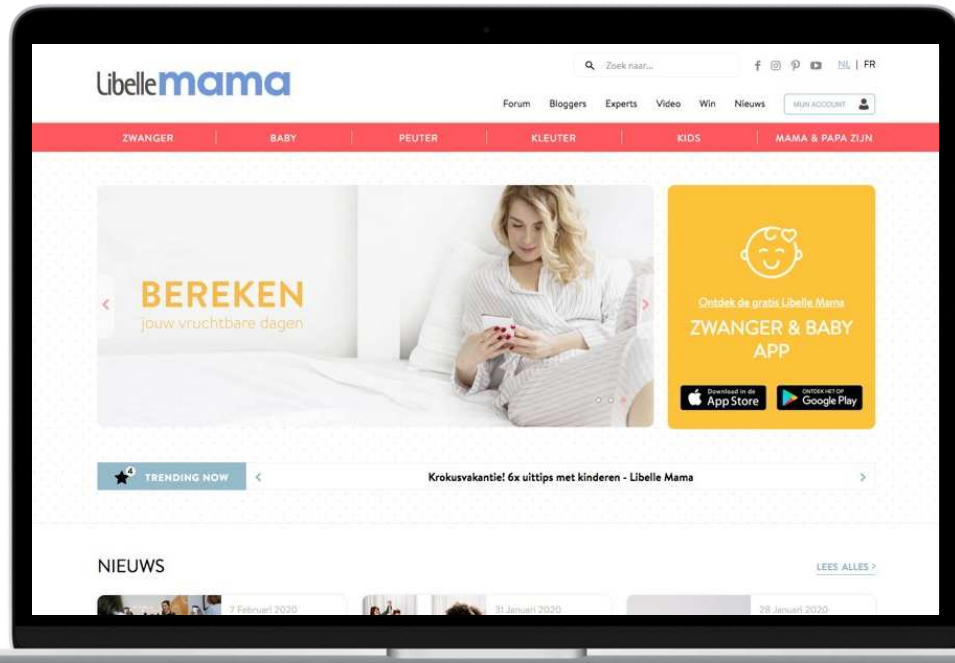
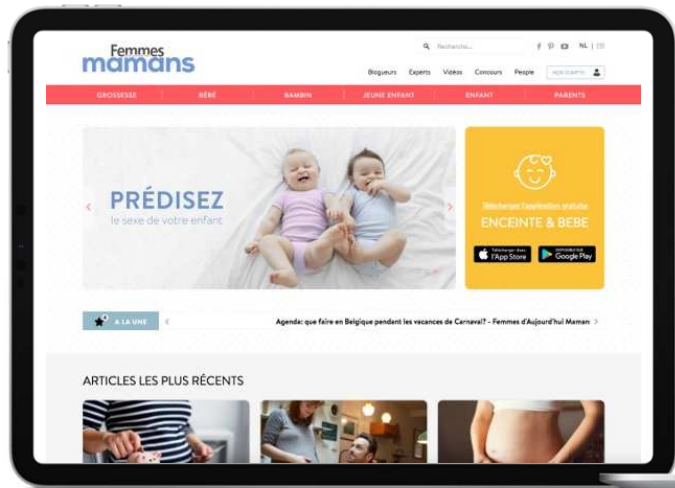
## LibelleLekker.be & FemmesDélices.be Profile



18-44 years old	<b>44,0%</b>	40,7%	16,3%	52,9%
Active	<b>65,3%</b>	64,0%	57,1%	68,0%
Social groups 1-2	<b>30,0%</b>	33,0%	25,2%	29,8%
Dutch speaking	<b>95,5%</b>	94,0%	98,6%	95,4%
Women	<b>77,6%</b>	78,3%	72,1%	78,6%
Higher educated	<b>42,7%</b>	45,7%	34,6%	43,3%
Social groups 1-4	<b>55,0%</b>	56,6%	49,0%	55,7%
Executives	<b>10,5%</b>	10,2%	10,8%	10,5%



Mama.libelle.be  
Mamans.femmes.be



## Mama.libelle.be & Mamans.femmes.be

### Key figures



Real Users	<b>76.104</b>	9.324	2.604	65.016
Visits	<b>118.966</b>	18.209	5.631	95.126
Page views	<b>183.922</b>	30.111	9.394	144.417



## Mama.libelle.be & Mamans.femmes.be Profile

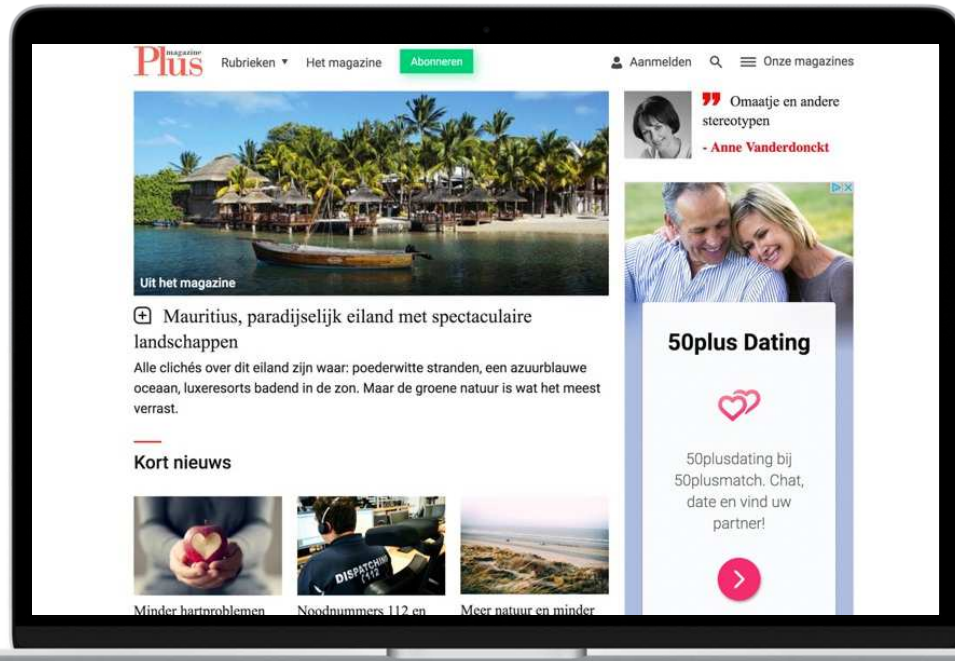
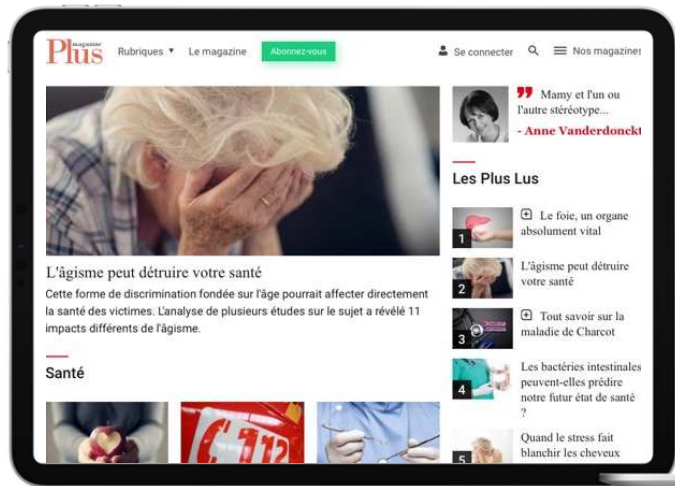


18-44 years old	<b>75,1%</b>	62,2%	3,7%	81,9%
Active	<b>78,0%</b>	73,9%	71,5%	79,2%
Social groups 1-2	<b>34,5%</b>	36,7%	32,1%	34,2%
Dutch speaking	<b>97,1%</b>	91,3%	89,1%	98,6%
Women	<b>89,7%</b>	79,6%	79,7%	92,2%
Higher educated	<b>51,5%</b>	54,7%	38,0%	51,8%
Social groups 1-4	<b>63,4%</b>	64,4%	47,3%	64,2%
Executives	<b>9,5%</b>	9,6%	9,3%	9,5%





# Plusmagazine.be



## Plusmagazine.be Key figures



Real Users	<b>42.084</b>	22.680	3.780	16.212
Visits	<b>78.333</b>	40.339	13.157	24.836
Page views	<b>157.088</b>	86.643	24.081	46.364



## Plusmagazine.be Profile



50 & + years old	<b>77,5%</b>	76,0%	83,6%	76,9%
Active	<b>55,0%</b>	57,4%	52,2%	52,0%
Social groups 1-2	<b>23,6%</b>	24,1%	24,7%	22,1%
Dutch speaking	<b>73,1%</b>	71,8%	70,3%	77,1%
Women	<b>52,8%</b>	53,7%	32,1%	62,0%
Higher educated	<b>36,9%</b>	38,7%	41,4%	31,3%
Social groups 1-4	<b>49,0%</b>	49,6%	57,1%	43,4%
Grandparents	<b>37,6%</b>	38,5%	38,1%	35,6%



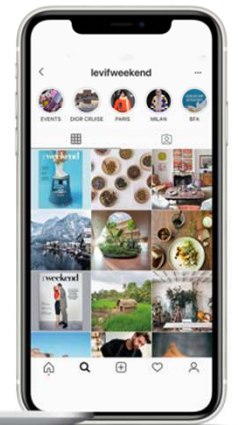
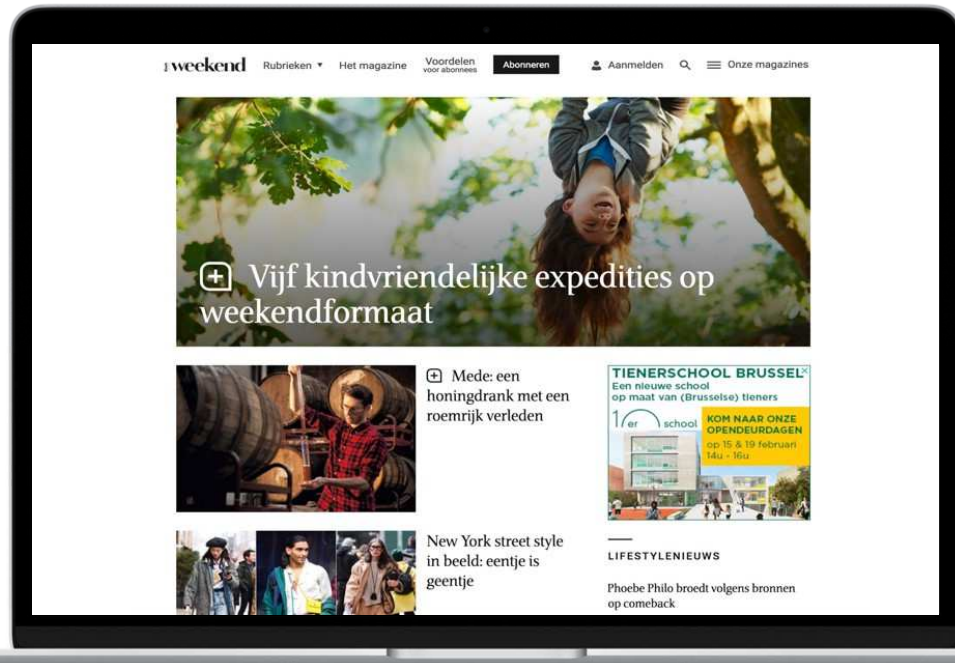
# LUXURY

A woman's face and jewelry are visible through the cutouts of the word 'LUXURY'. She is wearing a red earring and a necklace with red and black beads.

Feeling.be • Gael.be • TrendsStyle.be D/F • Weekend.be D/F



Weekend.be



## Weekend.be Key figures



Real Users	<b>126.924</b>	50.148	10.752	72.828
Visits	<b>303.227</b>	116.837	40.083	146.306
Page views	<b>491.061</b>	212.746	64.684	213.630



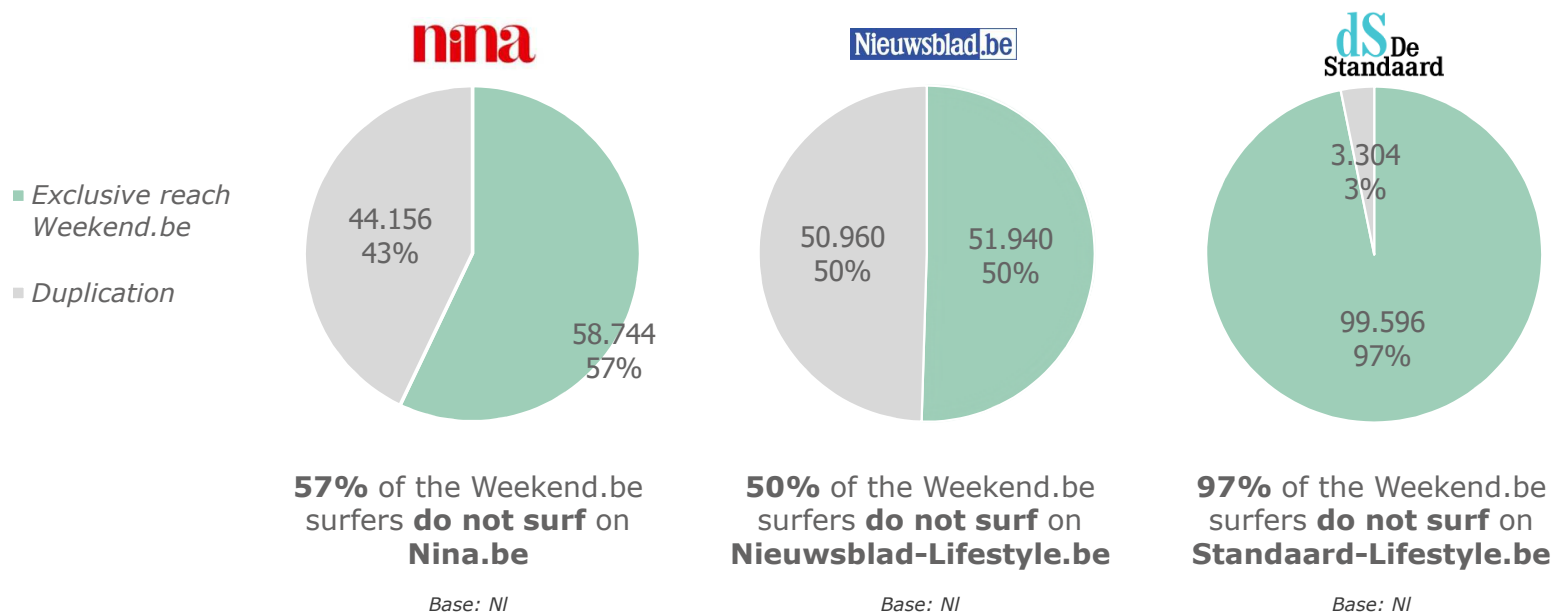
## Weekend.be Profile



18-44 years old	<b>22,9%</b>	20,9%	0,2%	31,6%
Active	<b>59,3%</b>	61,4%	51,8%	59,5%
Social groups 1-2	<b>29,4%</b>	31,5%	25,2%	28,6%
Dutch speaking	<b>77,9%</b>	76,5%	80,7%	78,4%
Women	<b>59,1%</b>	59,0%	35,6%	66,2%
Higher educated	<b>41,4%</b>	42,4%	38,1%	41,3%
Social groups 1-4	<b>54,9%</b>	56,6%	55,0%	53,1%
Executives	<b>12,4%</b>	13,3%	15,4%	10,6%



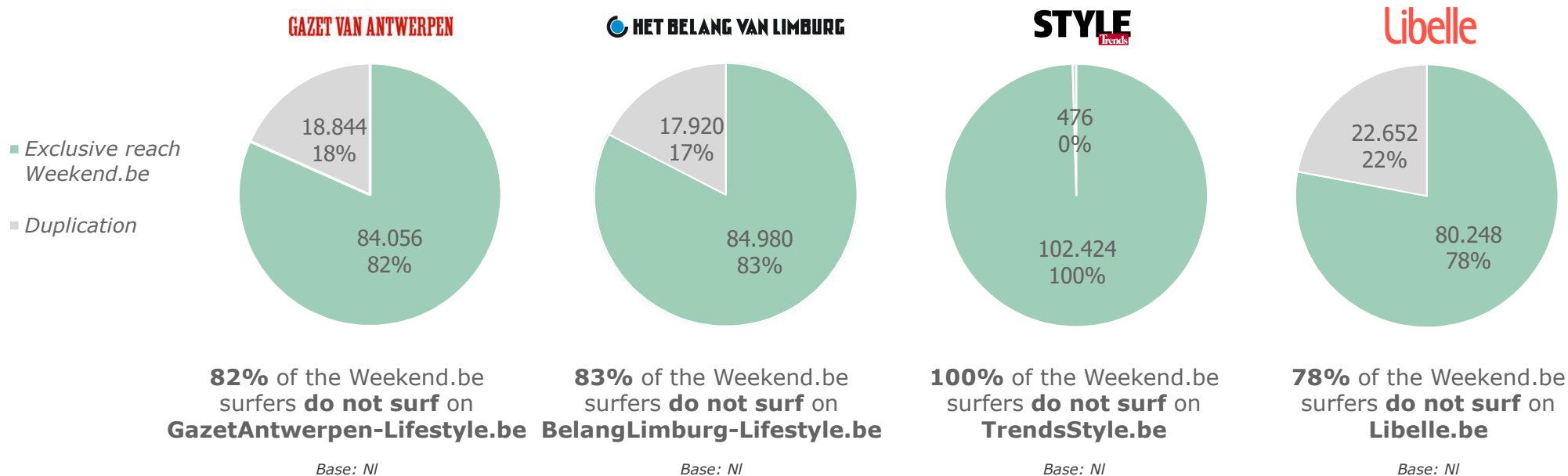
## Weekend.be Exclusive surfers & duplication (1/6)





## Weekend.be

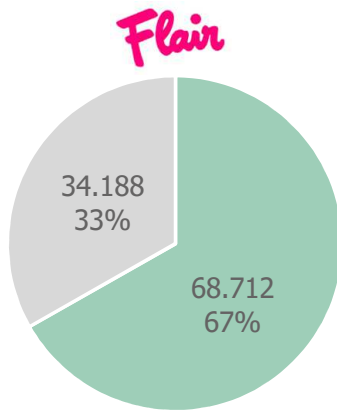
### Exclusive surfers & duplication (2/6)



## Weekend.be

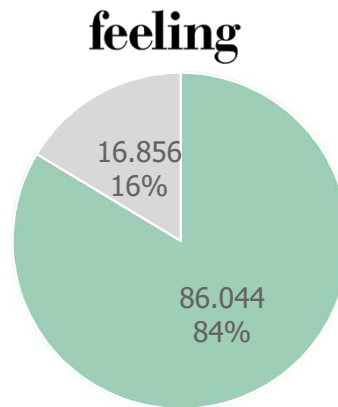
### Exclusive surfers & duplication (3/6)

- Exclusive reach Weekend.be
- Duplication



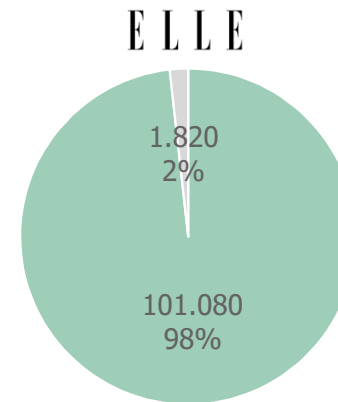
**67%** of the Weekend.be surfers **do not surf** on **Flair.be**

Base: NI



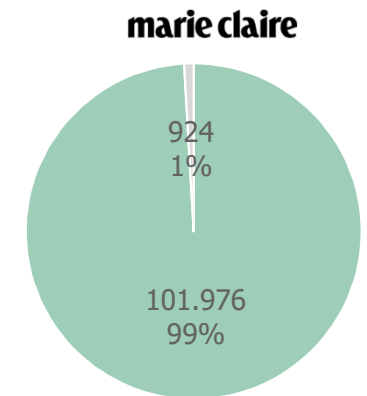
**84%** of the Weekend.be surfers **do not surf** on **Feeling.be**

Base: NI



**98%** of the Weekend.be surfers **do not surf** on **Elle.be**

Base: NI

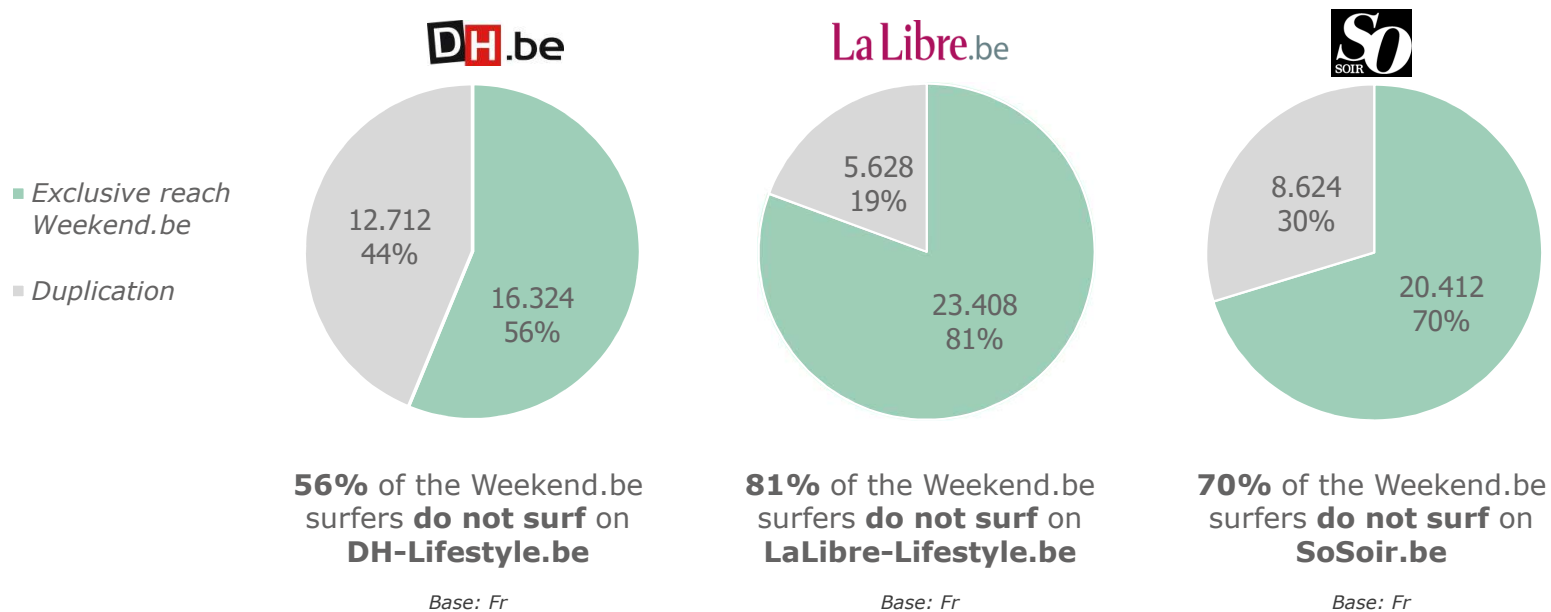


**99%** of the Weekend.be surfers **do not surf** on **MarieClaire.be**

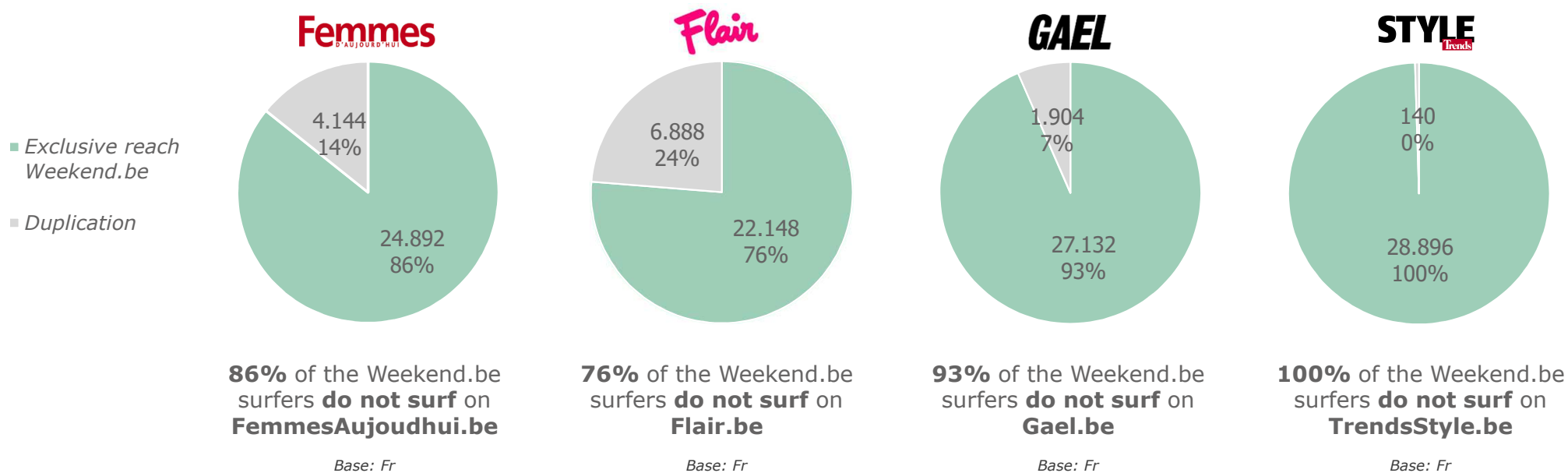
Base: NI



## Weekend.be Exclusive surfers & duplication (4/6)

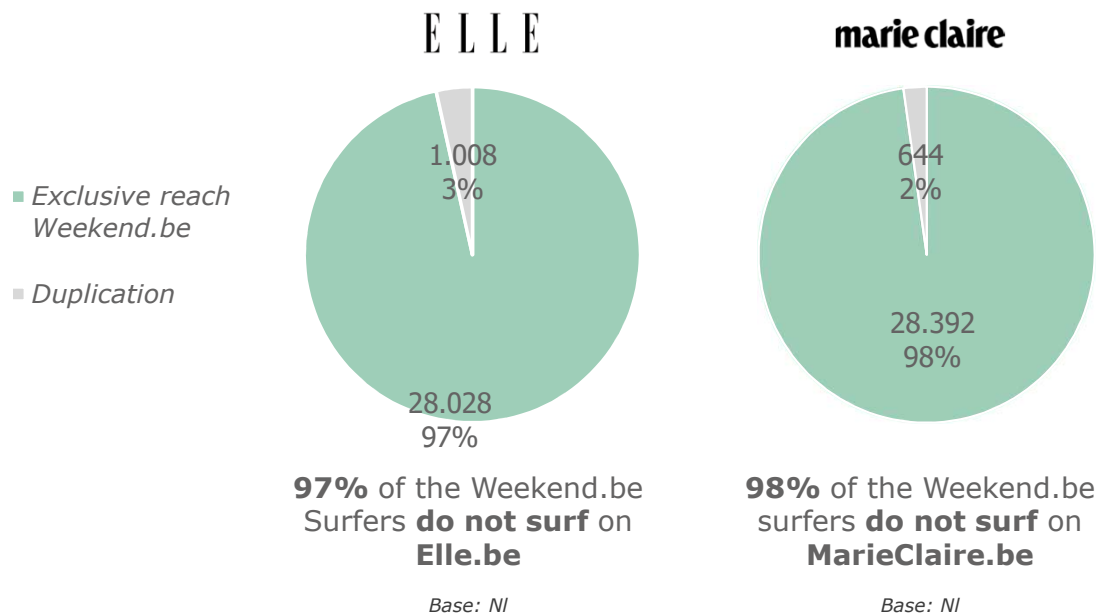


## Weekend.be Exclusive surfers & duplication (5/6)

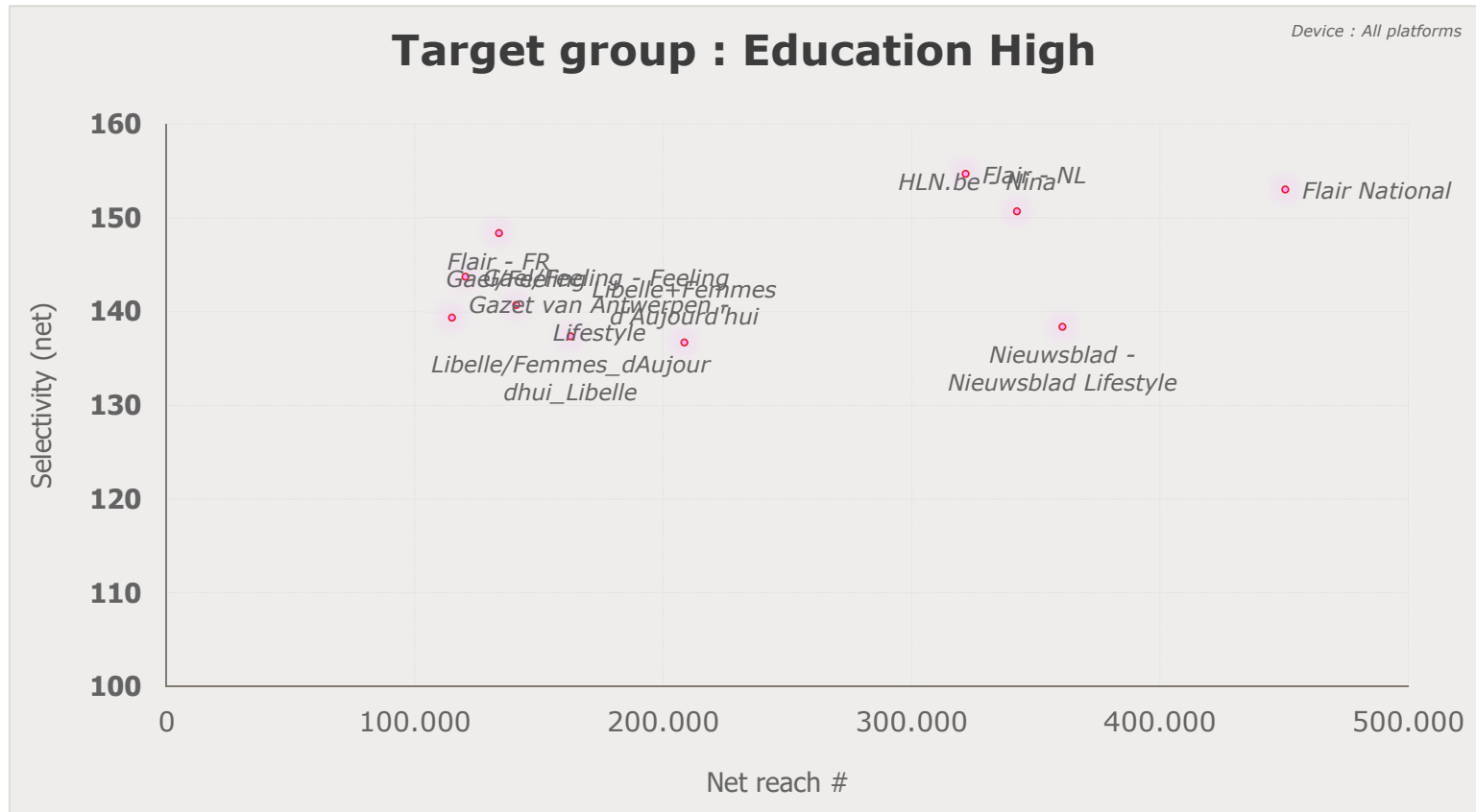


## Weekend.be

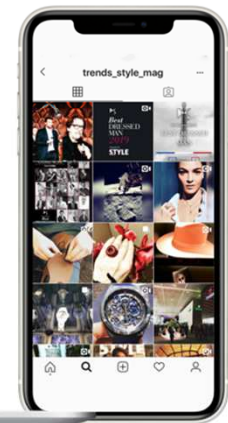
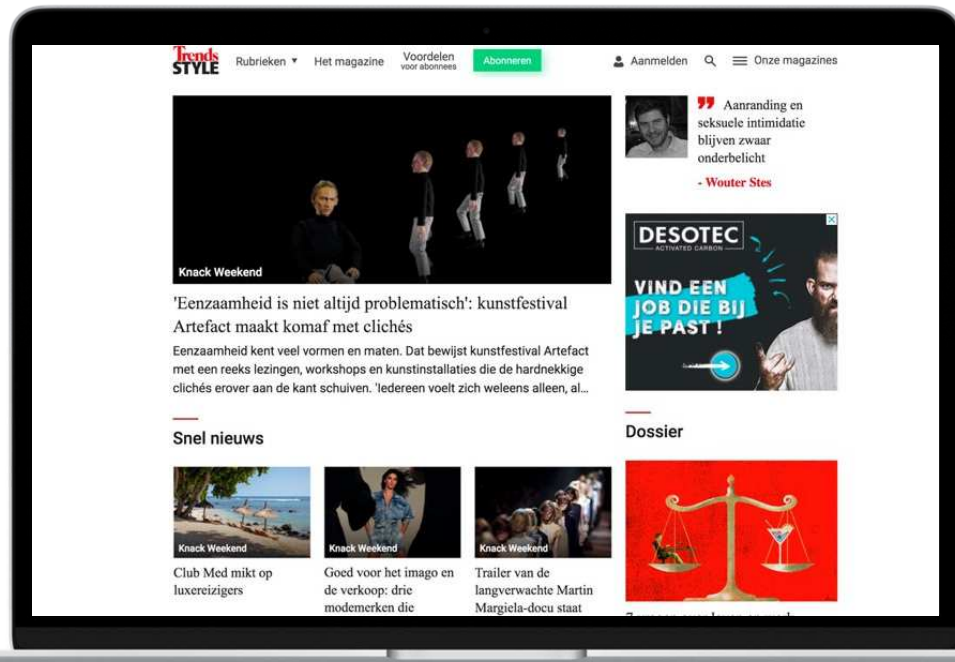
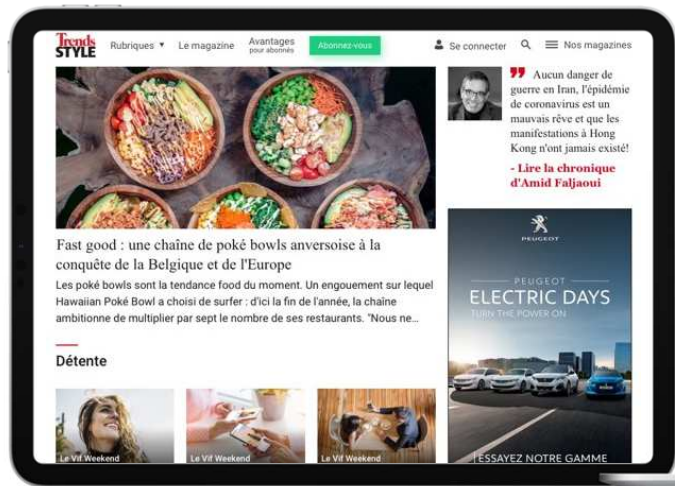
### Exclusive surfers & duplication (6/6)



## Weekend.be Mapping



# TrendsStyle.be



## TrendsStyle.be Key figures



Real Users	<b>2.772</b>	1.596	1.176
Visits	<b>3.952</b>	1.207	2.745
Page views	<b>5.950</b>	2.074	3.876





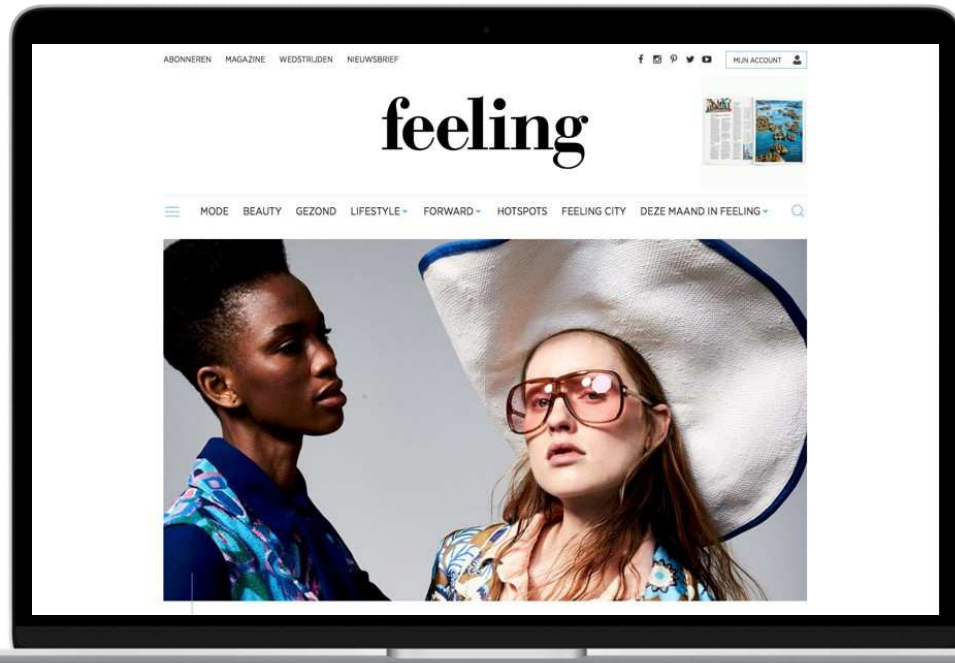
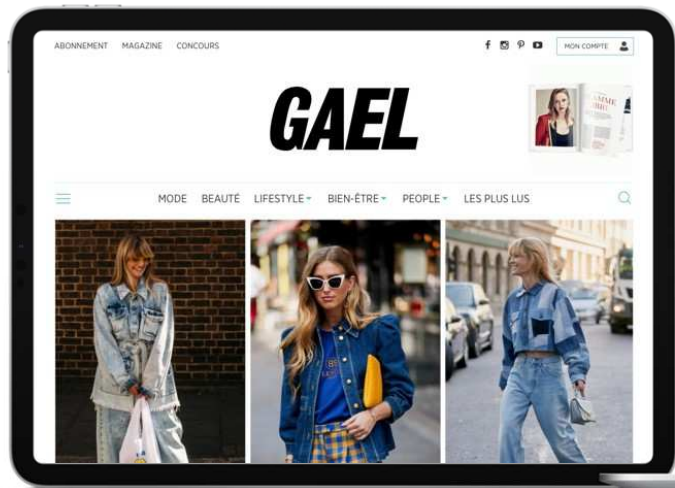
## TrendsStyle.be Profile



18-44 years old	<b>30,8%</b>	17,2%	0,0%	42,7%
Active	<b>74,6%</b>	62,9%	55,1%	84,3%
Social groups 1-2	<b>29,0%</b>	22,6%	26,6%	33,5%
Dutch speaking	<b>59,4%</b>	78,5%	91,1%	43,5%
Women	<b>42,5%</b>	39,2%	0,0%	48,3%
Higher educated	<b>55,4%</b>	34,0%	53,2%	70,3%
Social groups 1-4	<b>60,5%</b>	40,9%	72,8%	73,0%
Executives	<b>22,8%</b>	13,8%	8,9%	30,2%



Feeling.be  
Gael.be



## Feeling.be & Gael.be

### Key figures



Real Users	<b>331.296</b>	66.948	23.268	261.912
Visits	<b>788.387</b>	97.880	75.847	614.660
Page views	<b>1.106.136</b>	183.624	112.646	809.866



## Feeling.be & Gael.be Profile



18-44 years old	<b>46,7%</b>	44,2%	7,2%	52,8%
Active	<b>66,6%</b>	64,7%	54,7%	68,7%
Social groups 1-2	<b>29,7%</b>	29,3%	26,4%	30,2%
Dutch speaking	<b>86,4%</b>	81,8%	95,7%	86,2%
Women	<b>89,4%</b>	83,0%	80,5%	92,1%
Higher educated	<b>42,7%</b>	45,7%	35,7%	43,0%
Social groups 1-4	<b>56,5%</b>	56,0%	47,9%	57,9%
Executives	<b>9,3%</b>	8,5%	8,4%	9,6%





# Roularta Advertising

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