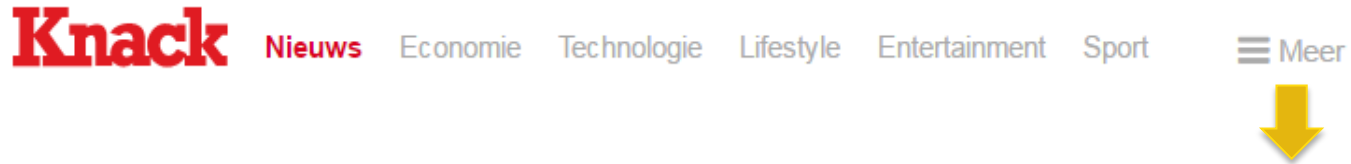


# NATIONAL WEBSITE



<b>Knack</b>	<b>Nieuws</b>
Opinie	België
	Wereld
	Wetenschap
<b>Trends</b>	<b>Economie</b>
<b>MoneyTalk</b>	<b>Beurs &amp; Geld</b>
<b>datanews</b>	<b>Technologie</b>
<b>weekend</b>	<b>Lifestyle</b>
<b>FOCUS</b>	<b>Entertainment</b>
<b>SPORT</b>	<b>Sport</b>
<b>Ik ga bouwen</b>	<b>Bouwen &amp; Renoveren</b>
<b>kanaal 7</b>	<b>KanaalZ</b>
<b>Plus</b>	<b>Plusmagazine</b>

**THE NEWS, BUSINESS & LIFESTYLE** websites of Roularta Media group











**ONE NEWS SITE**  
Divided in different sections

**SUBSCRIBER'S BENEFITS**  
Free Knack.be/levif.be account to manage newsletters & subscribers services



Actualité Economie Technologie Lifestyle Culture Sport  Plus



	Actualité
Belgique International Sciences Santé	
	Economie
	Bourse & Argent
	Technologie
	Lifestyle
	Culture
	Sport
	Construire & Rénover
	CanalZ
	Plusmagazine

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services







KNACK.BE/LEVIF.BE  
SECTIONS



FACTS & FIGURES

NEWS	
TRENDS	
DATANEWS	
PLUS	
WEEKEND	
SPORT	
CONSTRUCTION RENOVATION	



				
Real Users	<b>1.725.780</b>	1.101.029	315.350	1.072.854
Visits	<b>7.661.166</b>	3.740.656	883.657	3.036.853
Page Views	<b>17.387.817</b>	10.690.546	1.944.228	4.753.043



KNACK.BE/LEVIF.BE  
PROFILE ALL DEVICES



FACTS & FIGURES









	39,9% <i>18-44</i>	55,5% <i>Men</i>	
	61,4% <i>Active</i>	57,1% <i>Higher educated</i>	
	42,3% <i>Social groups 1-2</i>	67,5% <i>Social groups 1-4</i>	
	67,2% <i>Dutch-speaking</i>	12,4% <i>Executive</i>	



# KNACK.BE/LEVIF.BE PROFILE PER DEVICE



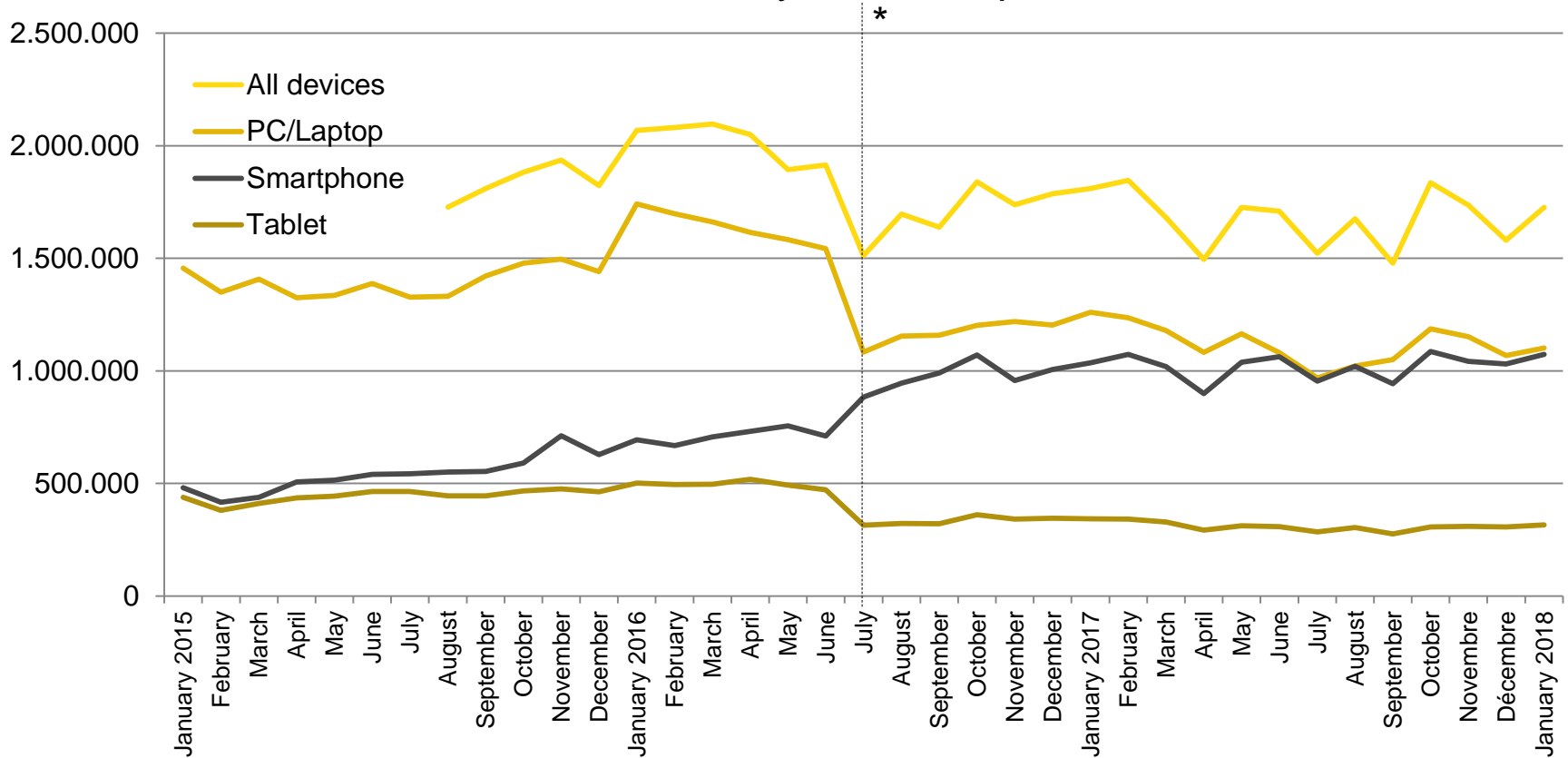
FACTS & FIGURES

				
	18-44	41,5%	32,5%	39,2%
	Active	61,7%	58,3%	62,1%
	SG1-2	43,4%	39,6%	40,7%
	Dutch	66,9%	69,8%	66,7%
	Men	54,8%	47,7%	60,5%
	Higher educated	59,6%	57,8%	51,3%
	SG 1-4	67,9%	67,3%	66,6%
	Executive	12,2%	14,0%	12,2%





## Real Users – Monthly evolution per device

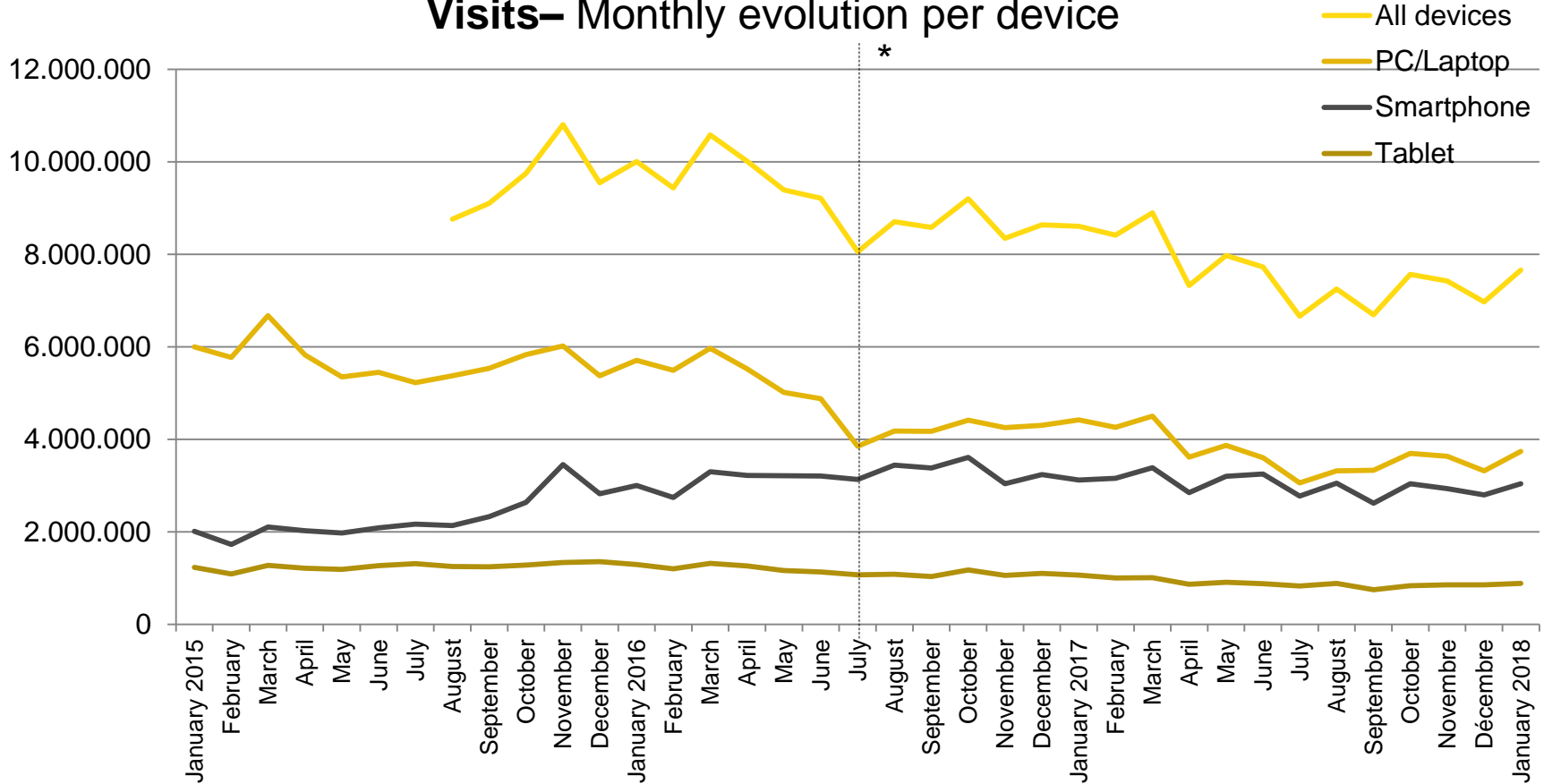


Source: CIM Internet Study 2015-2017  
\* July 2016 : Major change in the methodology





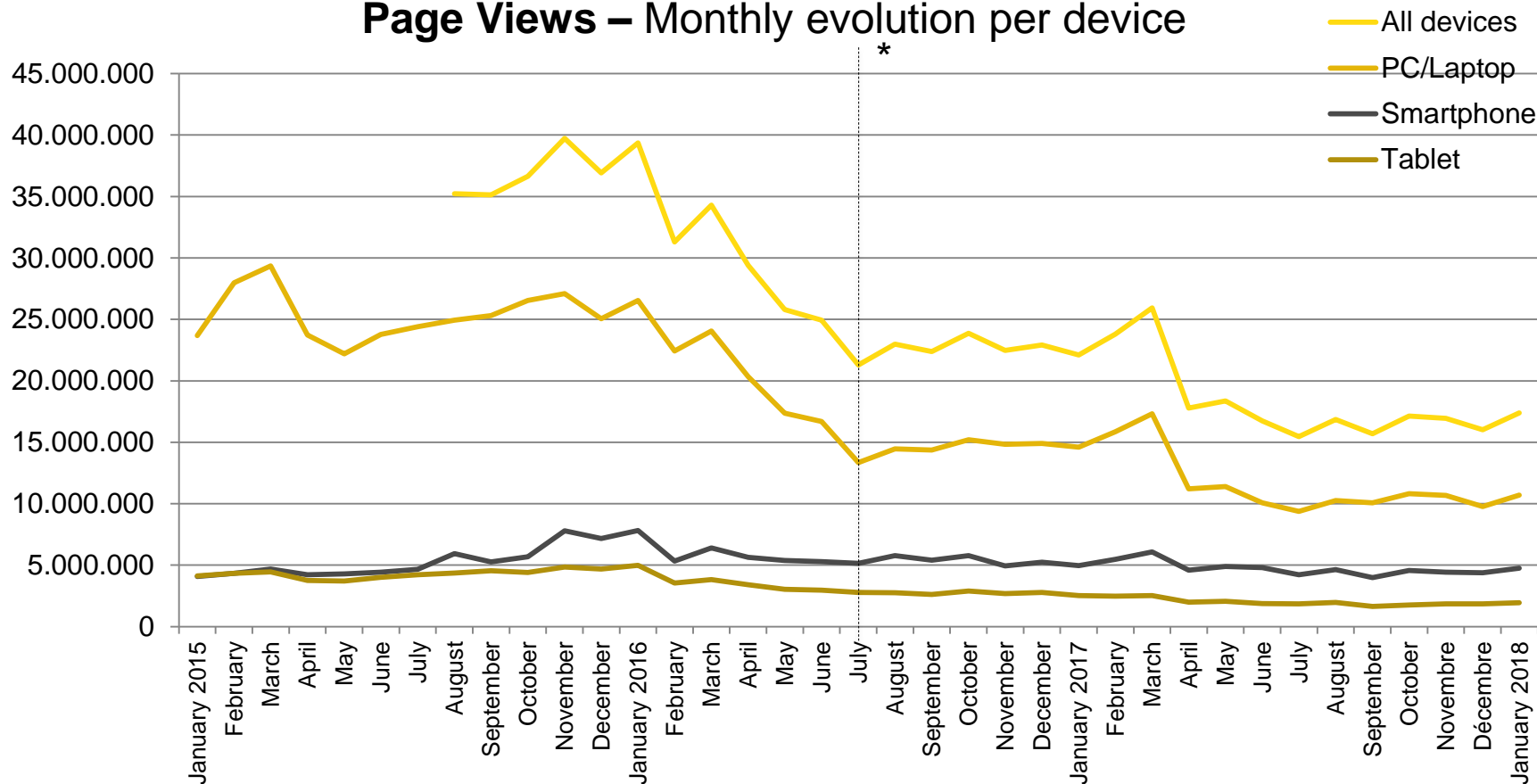
### Visits– Monthly evolution per device



Source: CIM Internet Study 2015-2017  
\* July 2016 : Major change in the methodology



## Page Views – Monthly evolution per device

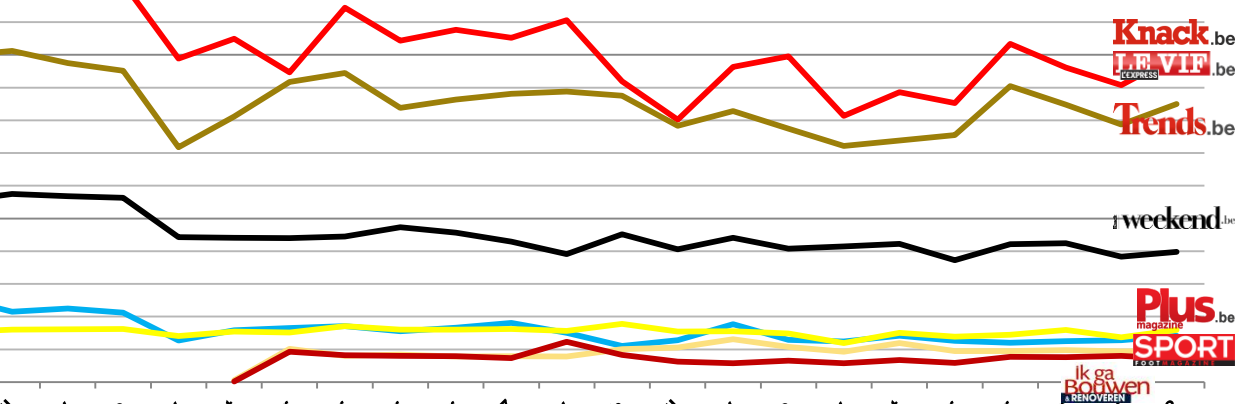
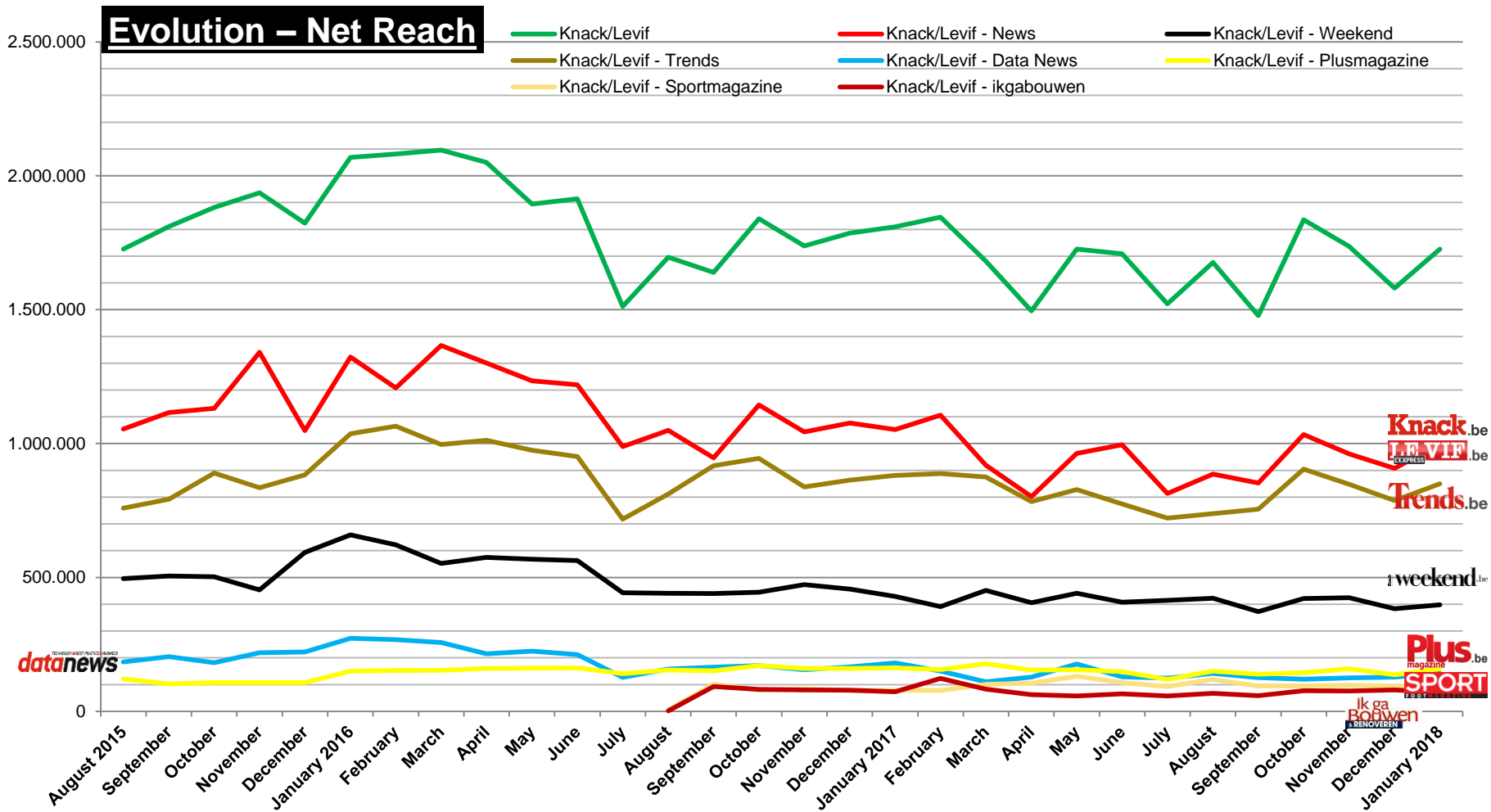


Source: CIM Internet Study 2015-2017  
\* July 2016 : Major change in the methodology

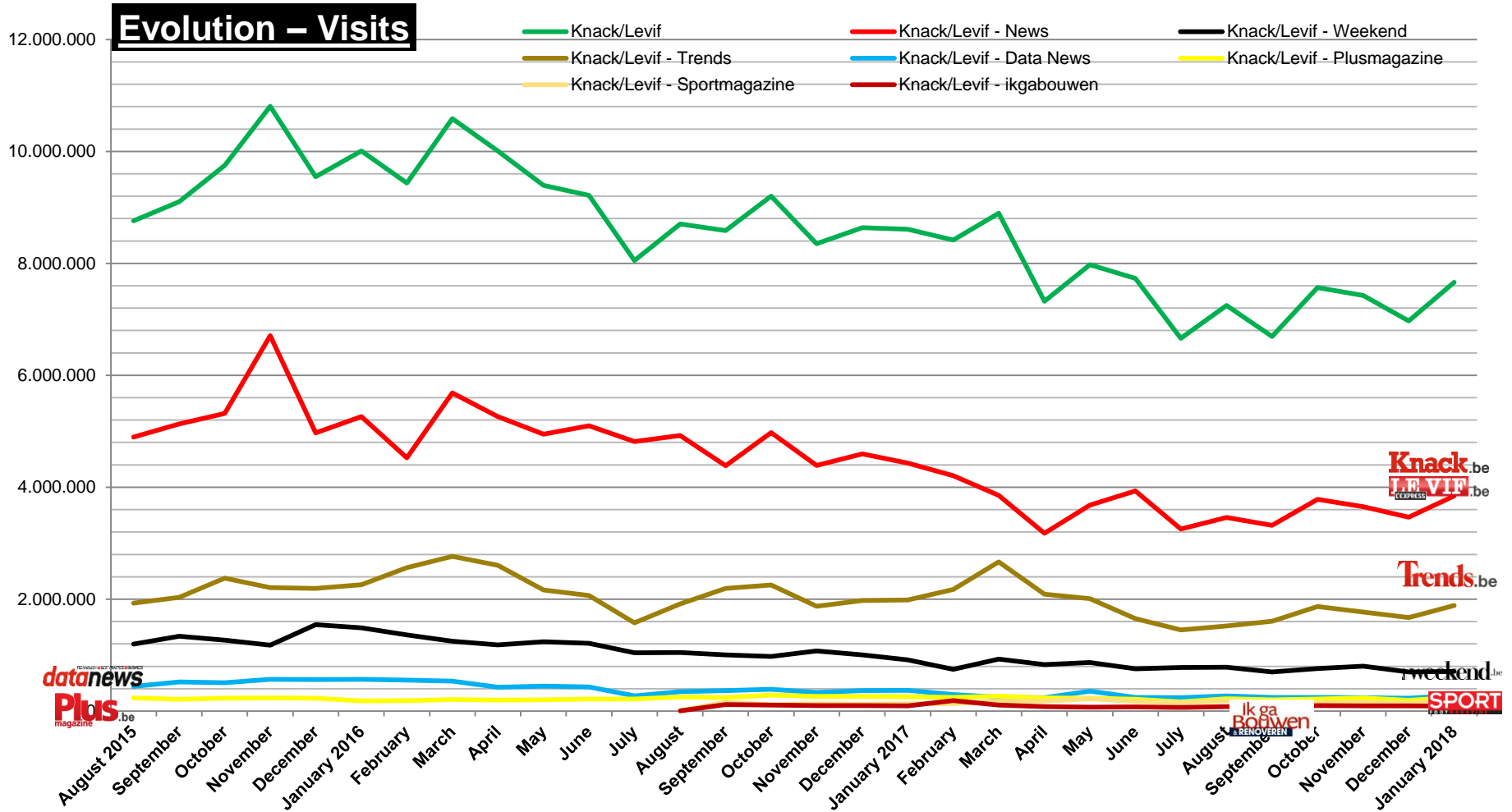


# KNACK.BE/LEVIF.BE

## KEY FIGURES



Source: CIM Internet Study 2015-2017  
\* July 2016 : Major change in the methodology



datanews  
Plus  
magazine

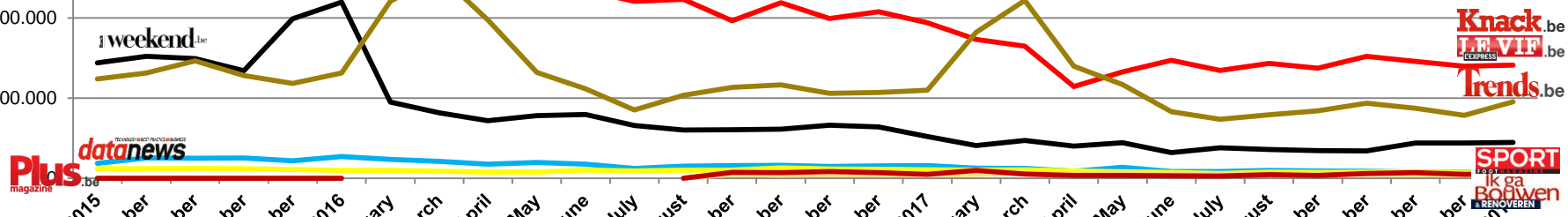
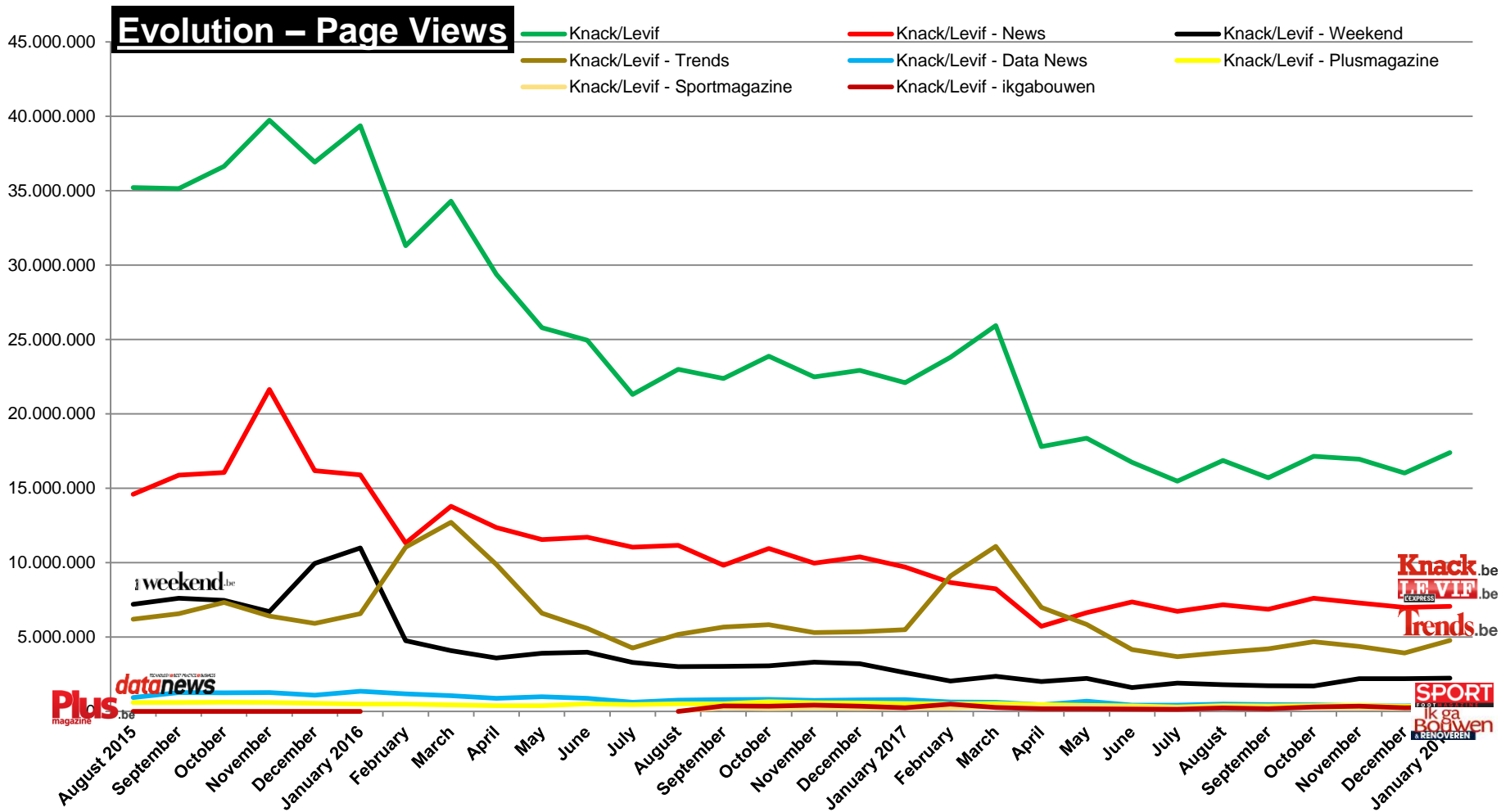
ik ga  
Rouwen  
RENOUVEREN

Knack  
LEVIF  
NEWS

Trends  
be

weekend  
be











SPORT



Source: CIM Internet Study 2015-2017  
\* July 2016 : Major change in the methodology



## TOP 10 NEWS WEBSITES











#	Site	Reach %
1	 24U NIEUWS & SPORT	26,7%
2		26,0%
3		17,3%
4		14,6%
5		13,7%
6		13,1%
7		12,2%
8		12,0%
9		11,5%
10		10,6%



Total Universe 12+ : 9.614.000

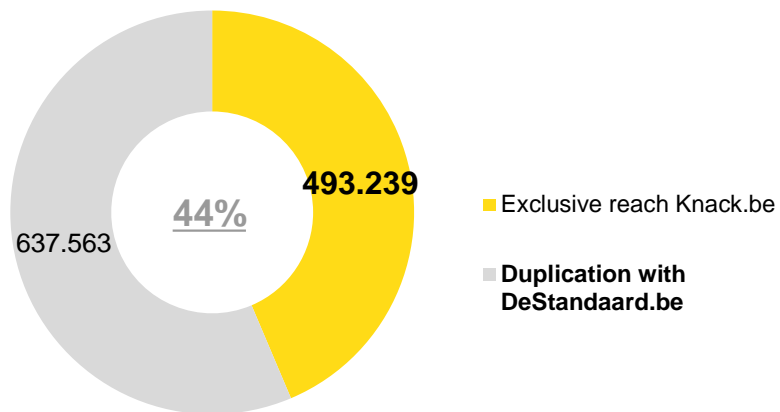


## TOP 10 NEWS WEBSITES

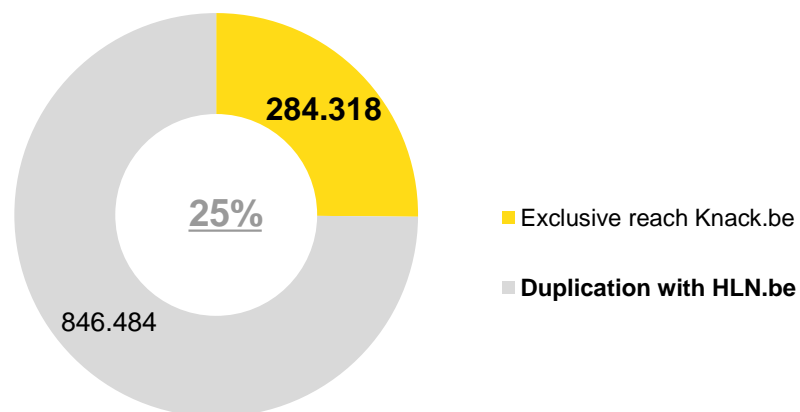
#	Site	Reach %
1	 24U NIEUWS & SPORT	46,0%
2		45,1%
3		25,2%
4		21,6%
5		20,8%
6		17,3%
7		13,5%
8		8,2%
9		4,6%
10		1,0%



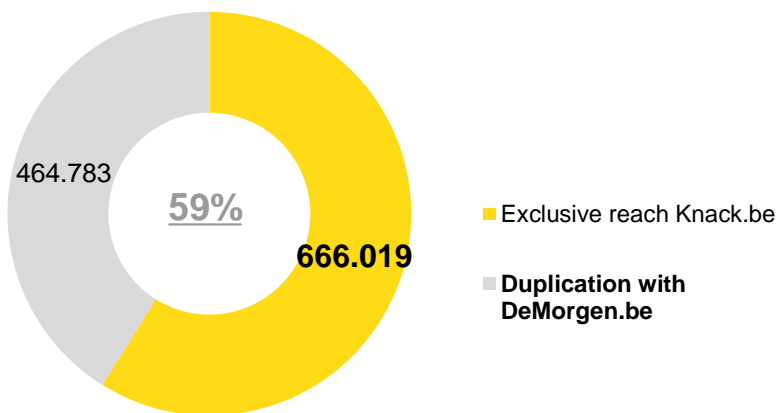
Total Universe 12+ North : 5.368.847



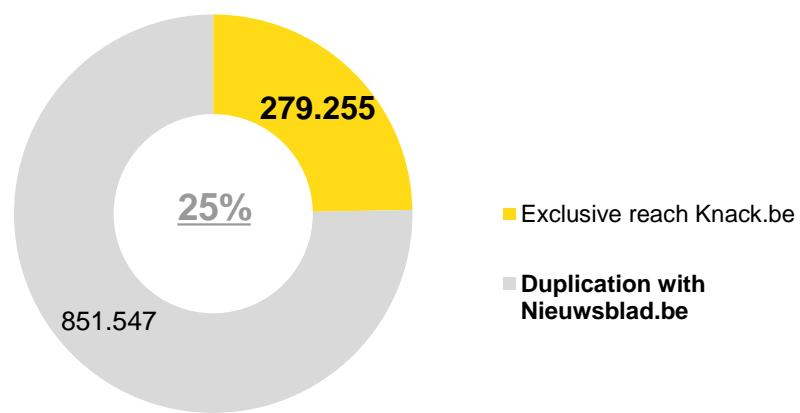
**44%** of the Knack.be surfers do not surf on DeStandaard.be



**25%** of the Knack.be surfers do not surf on HLN.be

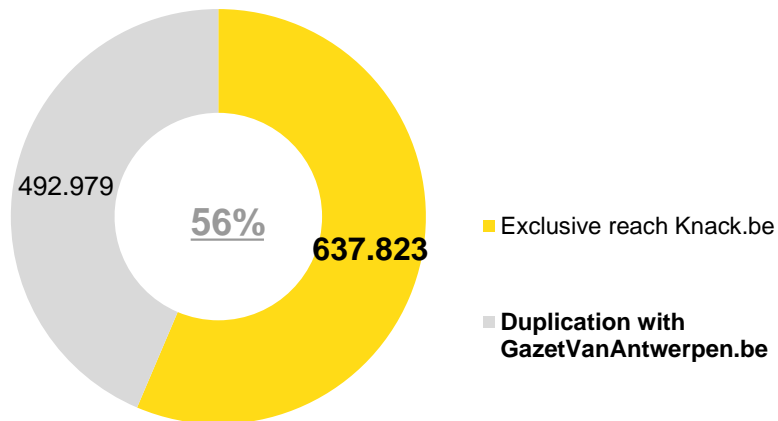


**59%** of the Knack.be surfers do not surf on DeMorgen.be

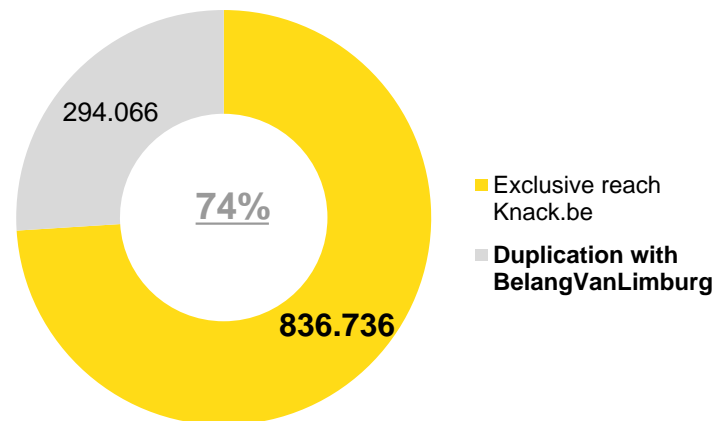


**25%** of the Knack.be surfers do not surf on Nieuwsblad.be















**56%** of the Knack.be surfers do not surf on GazetVanAnwerpen.be



**74%** of the Knack.be surfers do not surf on BvL.be

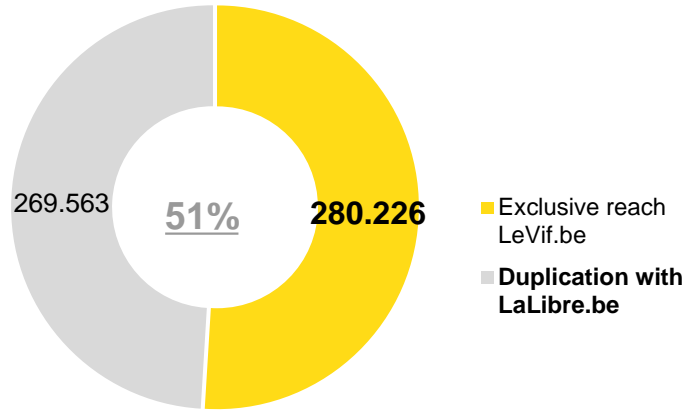


## TOP 10 NEWS WEBSITES

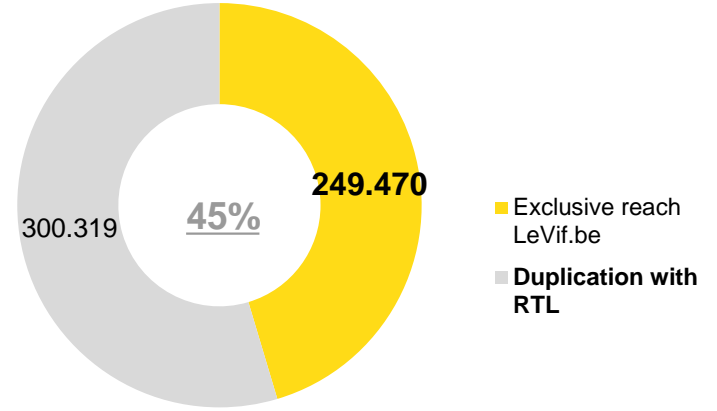
#	Site	Reach %
1	 rtbf.be	29,9%
2	 Sudinfo.be	29,1%
3	 RTL info.be	26,7%
4	 lesoir.be	25,1%
5	 DH.be	23,2%
6	 lavenir.net	18,3%
7	 La Libre.be	17,1%
8	 7 SUR 7 24H INFO & SPORTS	15,6%
9	 L'EXPRESS LEVIF.be	12,8%
10	 HLN BE 24U NIEUWS & SPORT	2,2%



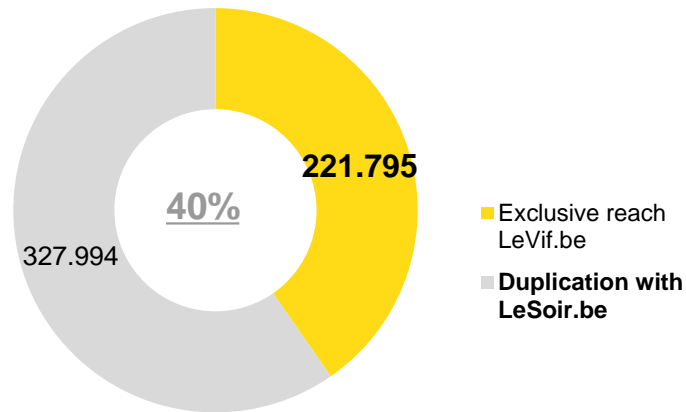
Total Universe 12+ South : 4.245.153



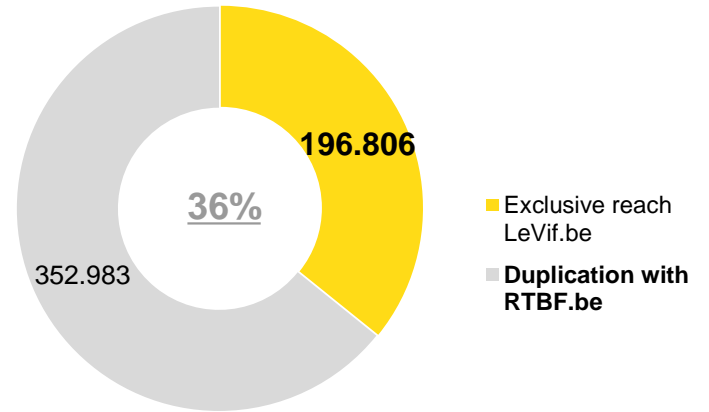
**51%** of the LeVif.be surfers do not surf on LaLibre.be



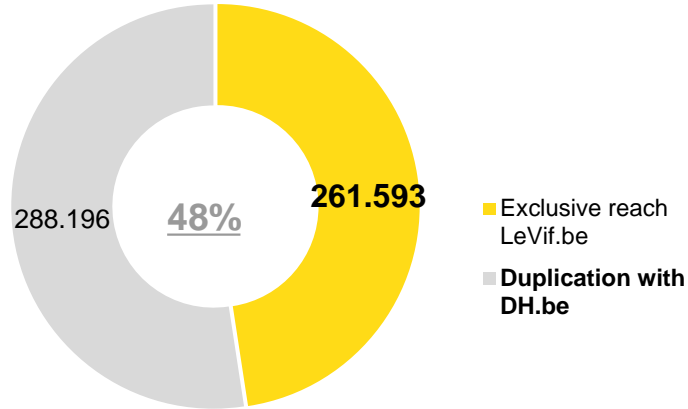
**45%** of the LeVif.be surfers do not surf on RTL.be



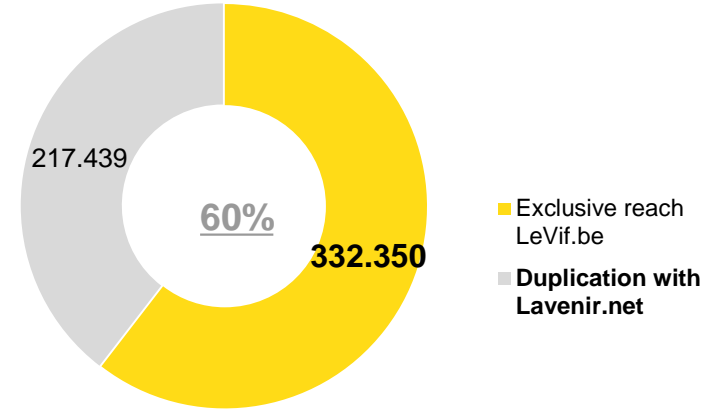
**40%** of the LeVif.be surfers do not surf on LeSoir.be



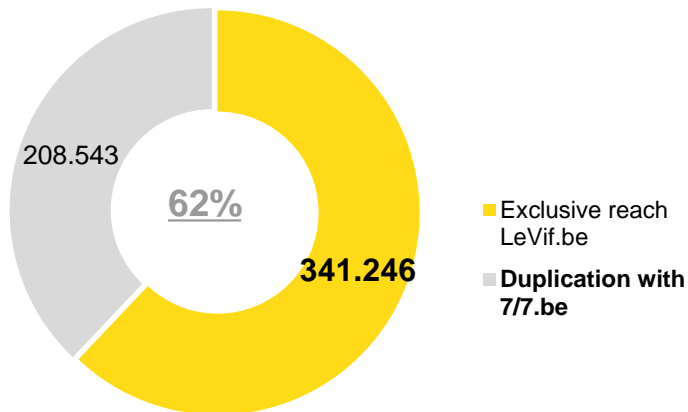
**36%** of the LeVif.be surfers do not surf on RTBF.be



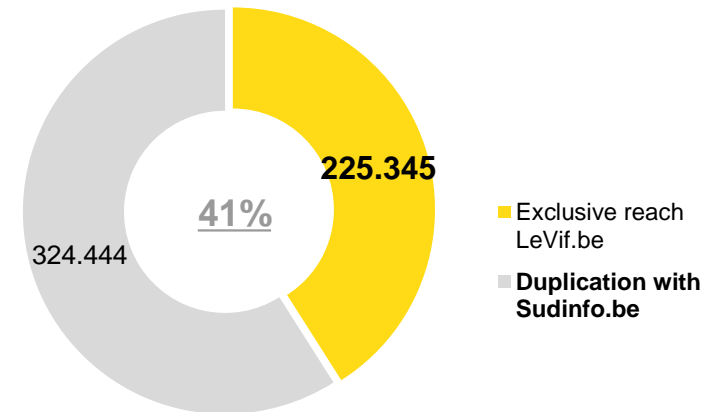
**48%** of the LeVif.be surfers do not surf on DH.be



**60%** of the LeVif.be surfers do not surf on Lavenir.net



**62%** of the LeVif.be surfers do not surf on 7sur7.be



**41%** of the LeVif.be surfers do not surf on Sudinfo.be