



ONLINE 2019

Monthly figures:
November

OUR AUDIENCES



OUR DIGITAL OFFER

news
woman ict
business
seniors lifestyle
men sport



OUR DIGITAL OFFER

OUR DIGITAL NETWORK / OUR BRANDS

- **Knack.be / Levif.be** network since 2010
- 25 brands
- Welcome **Women Brands** since July 2018 !





OUR DIGITAL OFFER

OUR DIGITAL NETWORK / OUR BRANDS

Knack.be

LE VIF
L'EXPRESS

tendances
Trends

Flair

Knack **FOCUS**

kanaal
canal **Z**
POWERED BY Knack & Trends & LE VIF

feeling **Gael**

LE VIF **bodytalk**
→ Pour une vie active

Knack **MoneyTalk**

Libelle Femmes
D'AUJOURD'HUI

SPORT
VOETBALMAGAZINE

TECHNOLOGY IN BEST PRACTICE IN BUSINESS
datanews

Libelle **mama** Femmes **mamans**

Knack **weekend**

STYLE
Trends

Libelle *lekker* Femmes **délices**

nest

Plus
magazine

FASHIONISTA



OUR DIGITAL OFFER

KNACK.BE/LEVIF.BE - SECTIONS

	NATIONAL	
	NEWS	   
	TRENDS	        
	DATANEWS	
	PLUS	
	WEEKEND	  
	SPORT	 



OUR DIGITAL OFFER

WOMEN BRANDS - SECTIONS

	WOMEN BRANDS	
		 
		
		 
		
		
		 

NATIONAL WEBSITE



ROULARTA : ALL SITES

KEY FIGURES

	  			
Real Users	3.494.763	1.601.986	519.804	2.686.470
Visits	17.806.790	4.109.563	1.545.840	12.151.387
Page Views	30.642.422	10.008.082	2.797.269	17.837.071



ROULARTA : ALL SITES

PROFILE ALL DEVICES

	51,8%		33,9%
18-44		Men	
	63,8%		49,1%
Active		Higher Educated	
	39,1%		64,5%
SG 1-2		SG 1-4	
	79,1%		9,7%
Dutch-speaking		Executives	



ROULARTA : ALL SITES

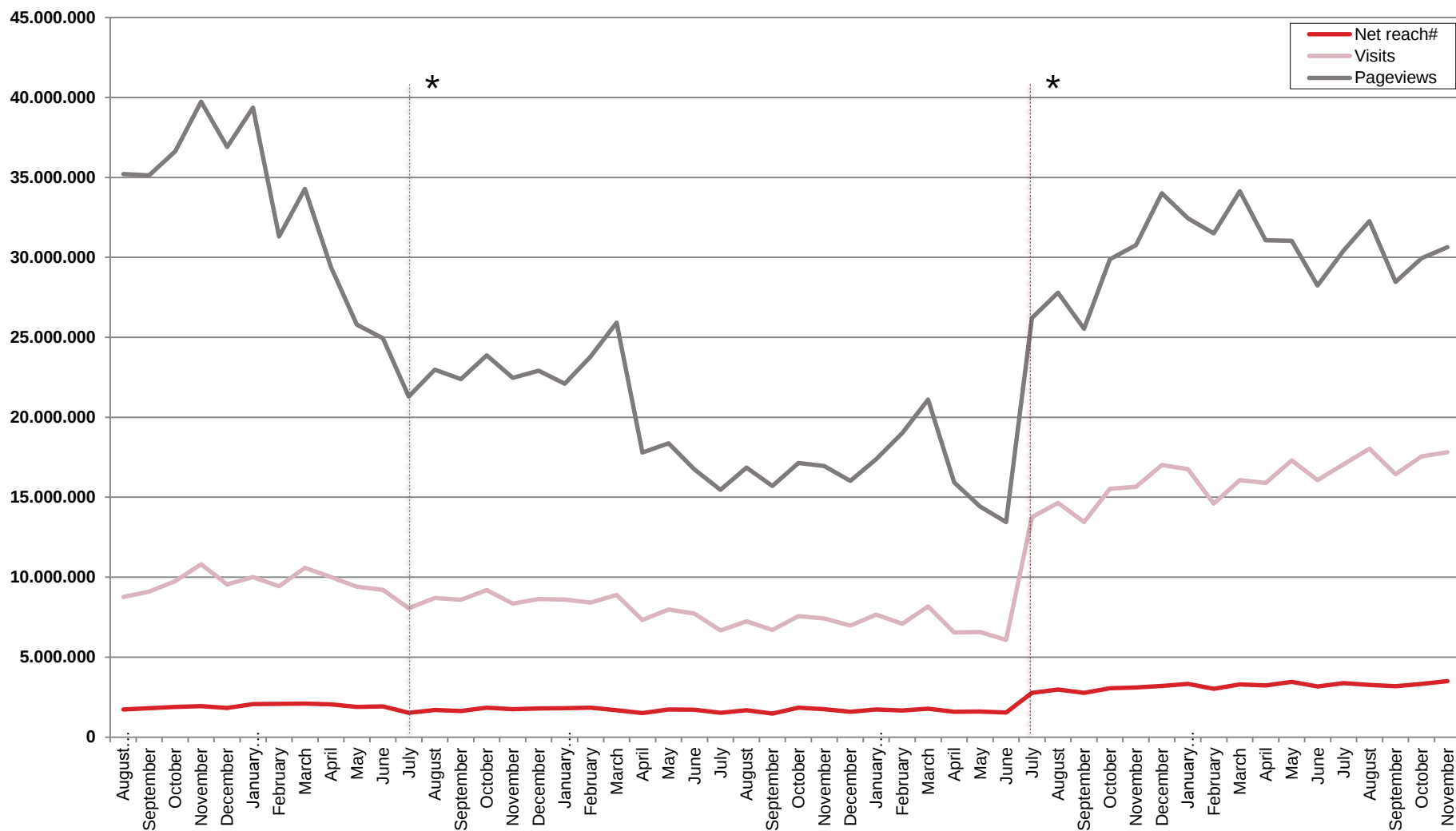
PROFILE PER DEVICE

	18-44	43,2%	30,1%	60,4%
	Active	63,2%	59,6%	64,9%
	SG1-2	42,4%	35,6%	37,9%
	Dutch	77,4%	83,9%	79,3%
	Men	44,6%	31,9%	28,1%
	Higher educated	59,2%	43,8%	44,2%
	SG 1-4	70,9%	61,0%	61,5%
	Executive	12,7%	10,2%	8,0%



ROULARTA : ALL SITES

KEY FIGURES – Monthly evolutions

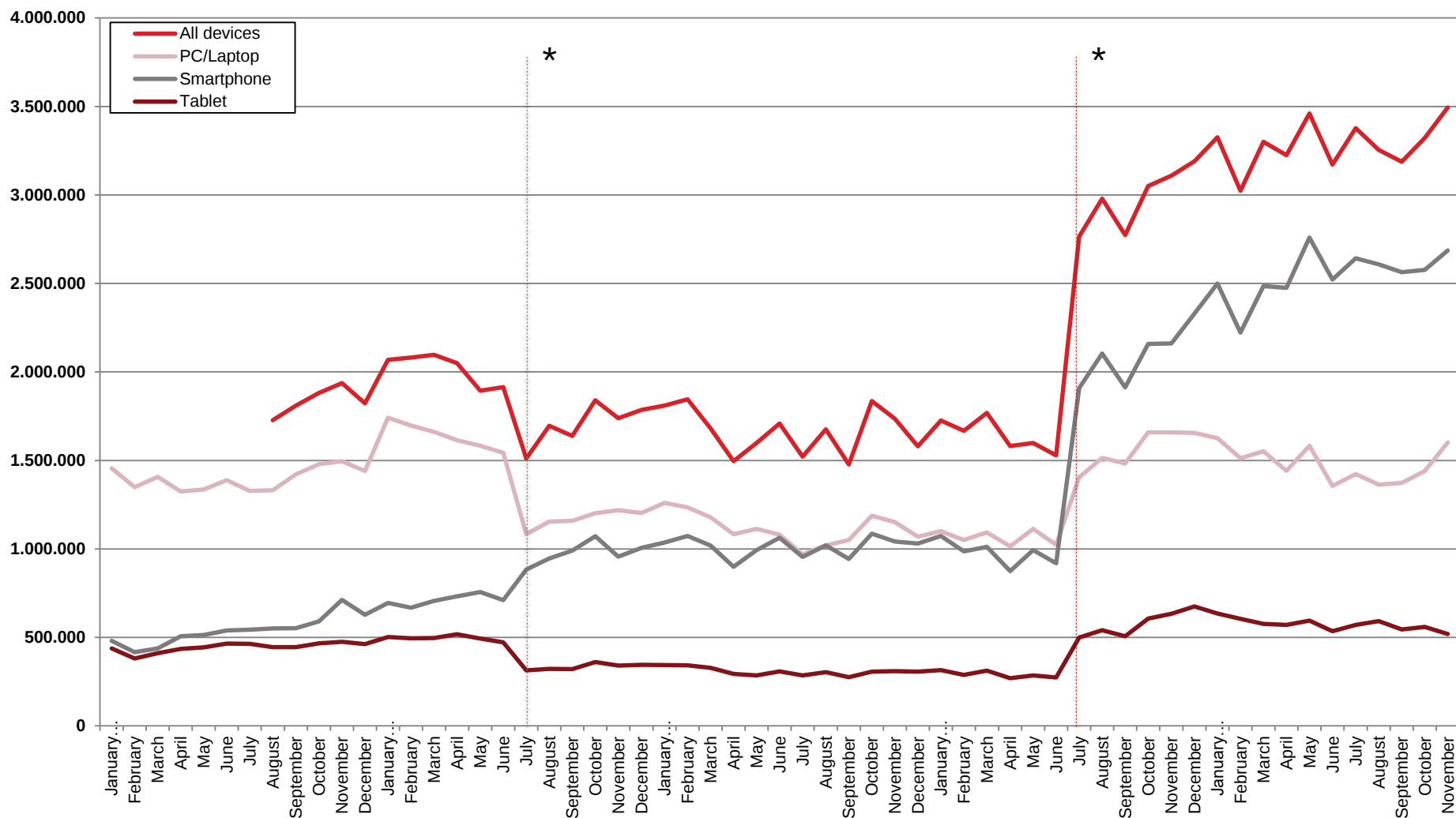


Source: CIM Internet Survey – 2015-2018 / * July 2016: major change in the methodology ; July 2018: Roularta+Women Brands



ROULARTA : ALL SITES

KEY FIGURES – REAL USERS - Monthly evolutions per device

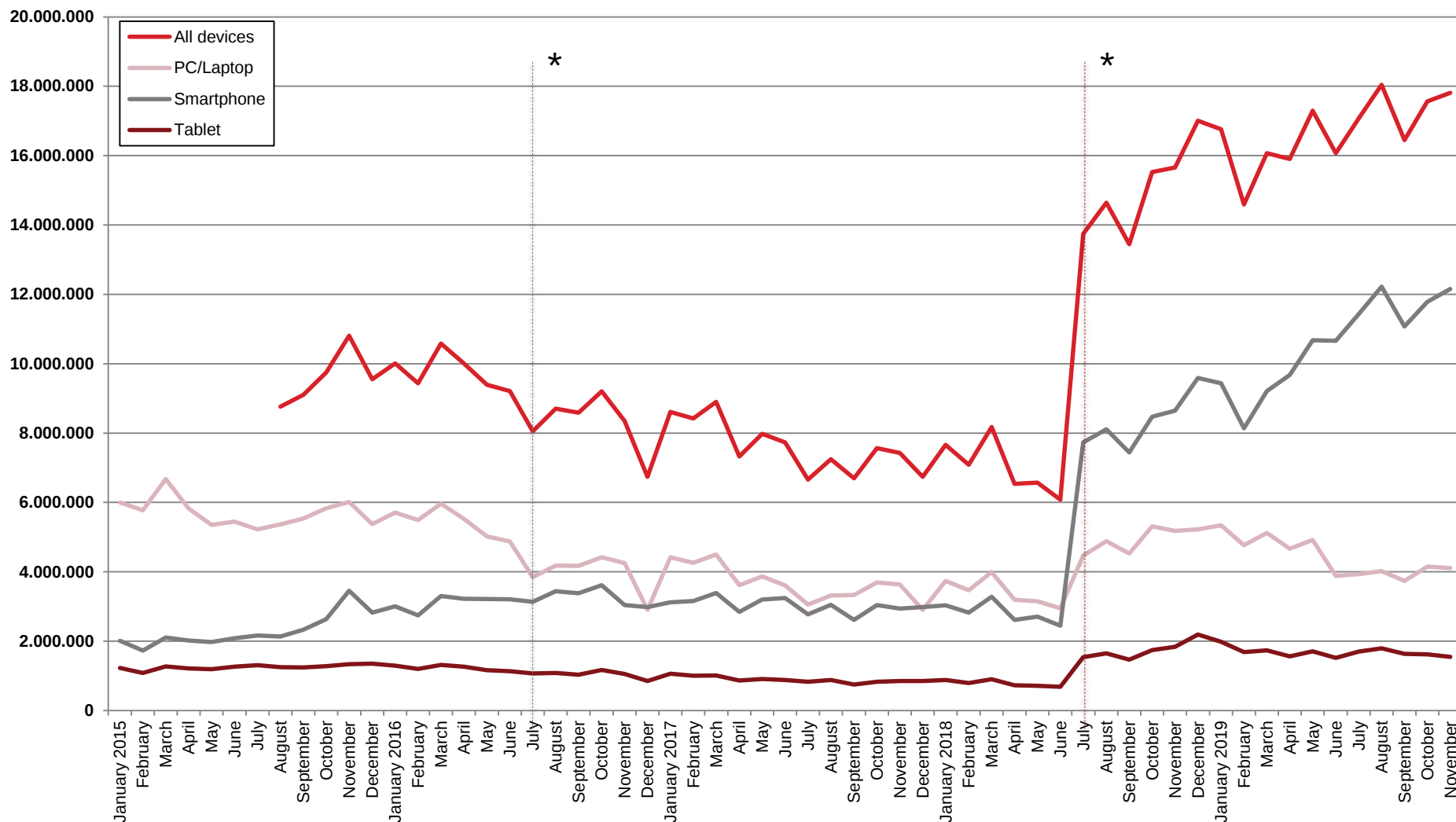


Source: CIM Internet Survey – 2015-2018 / * July 2016: major change in the methodology ; July 2018: Roularta+Women Brands



ROULARTA : ALL SITES

KEY FIGURES – VISITS - Monthly evolutions per device

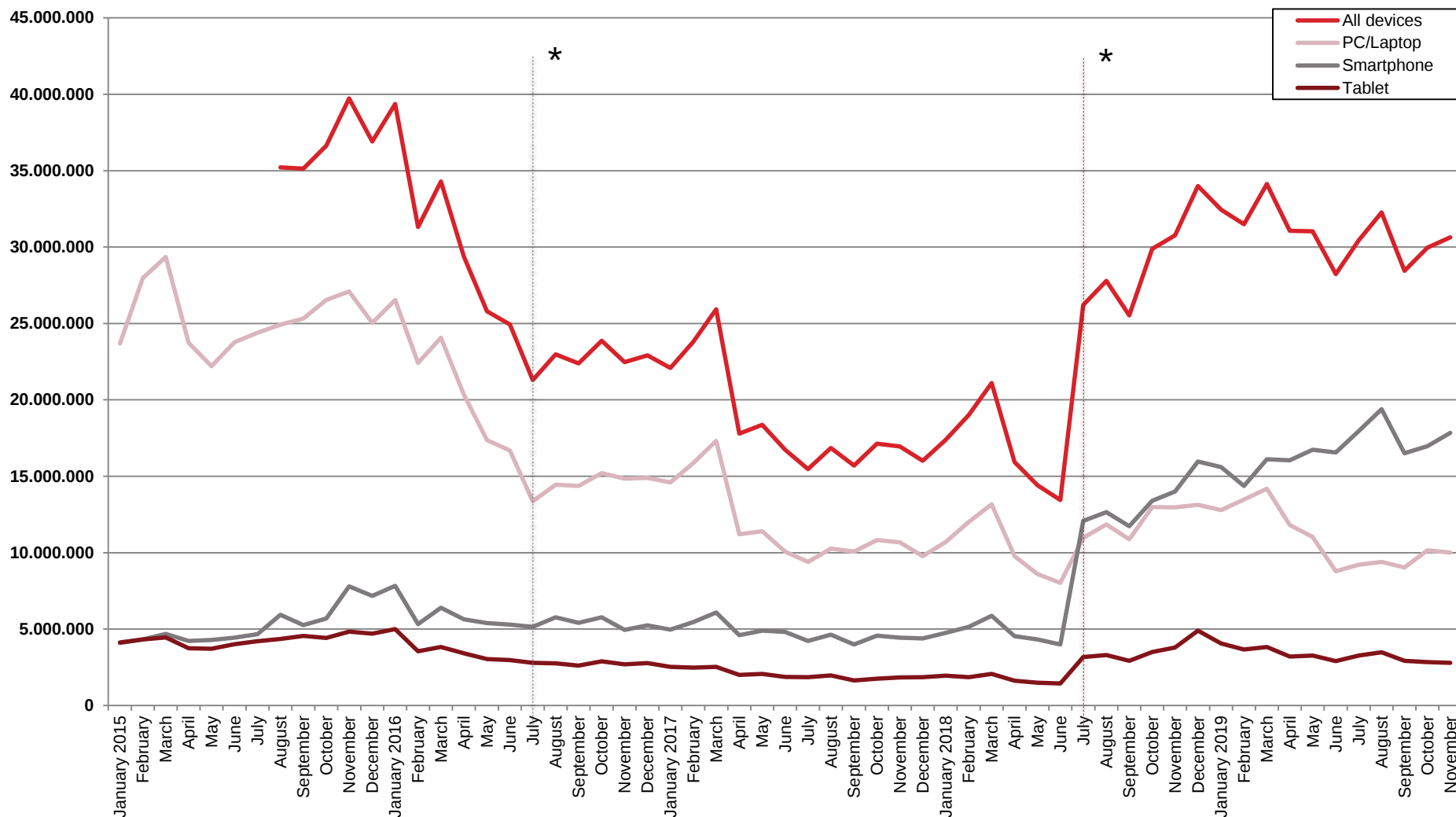


Source: CIM Internet Survey – 2015-2018 / * July 2016: major change in the methodology ; July 2018: Roularta+Women Brands



ROULARTA : ALL SITES

KEY FIGURES - **PAGE VIEWS** - Monthly evolutions per device

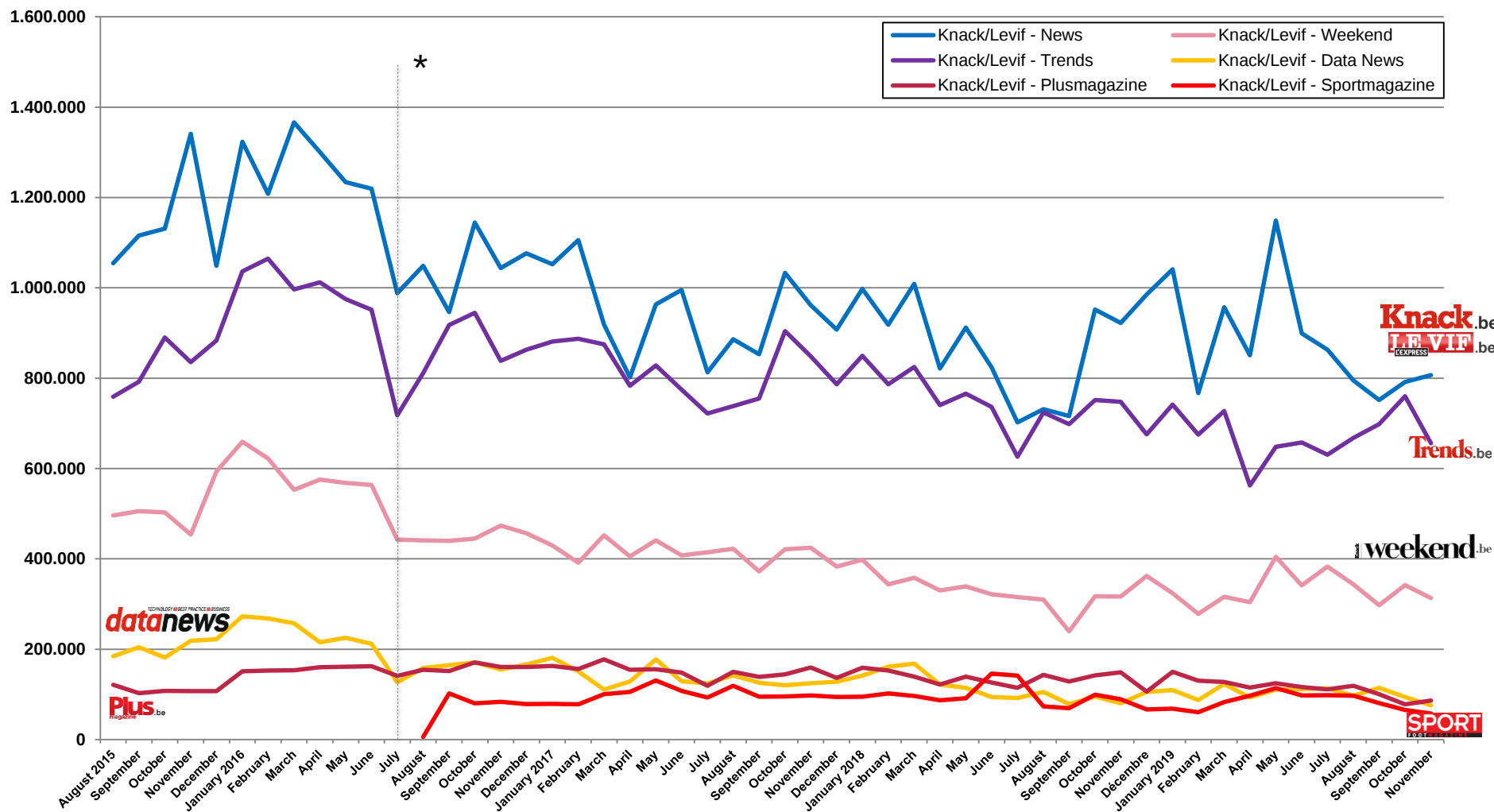


Source: CIM Internet Survey – 2015-2018 / * July 2016: major change in the methodology ; July 2018: Roularta+Women Brands



KNACK.BE/LEVIF.BE

KEY FIGURES - NET REACH - Monthly evolutions per section

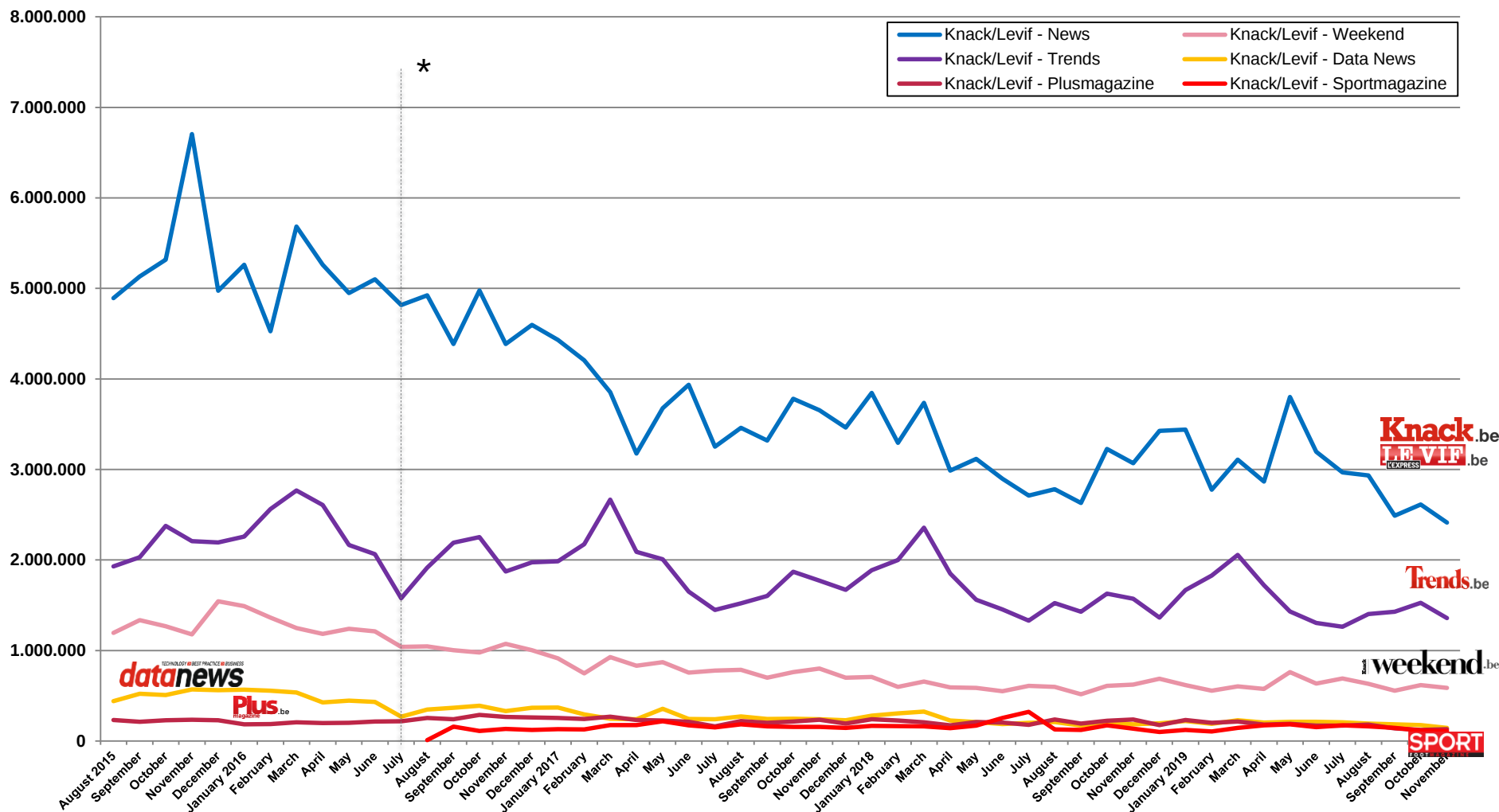


Source: CIM Internet Survey – 2015-2018 / * July 2016: major change in the methodology



KNACK.BE/LEVIF.BE

KEY FIGURES - VISITS - Monthly evolutions per section

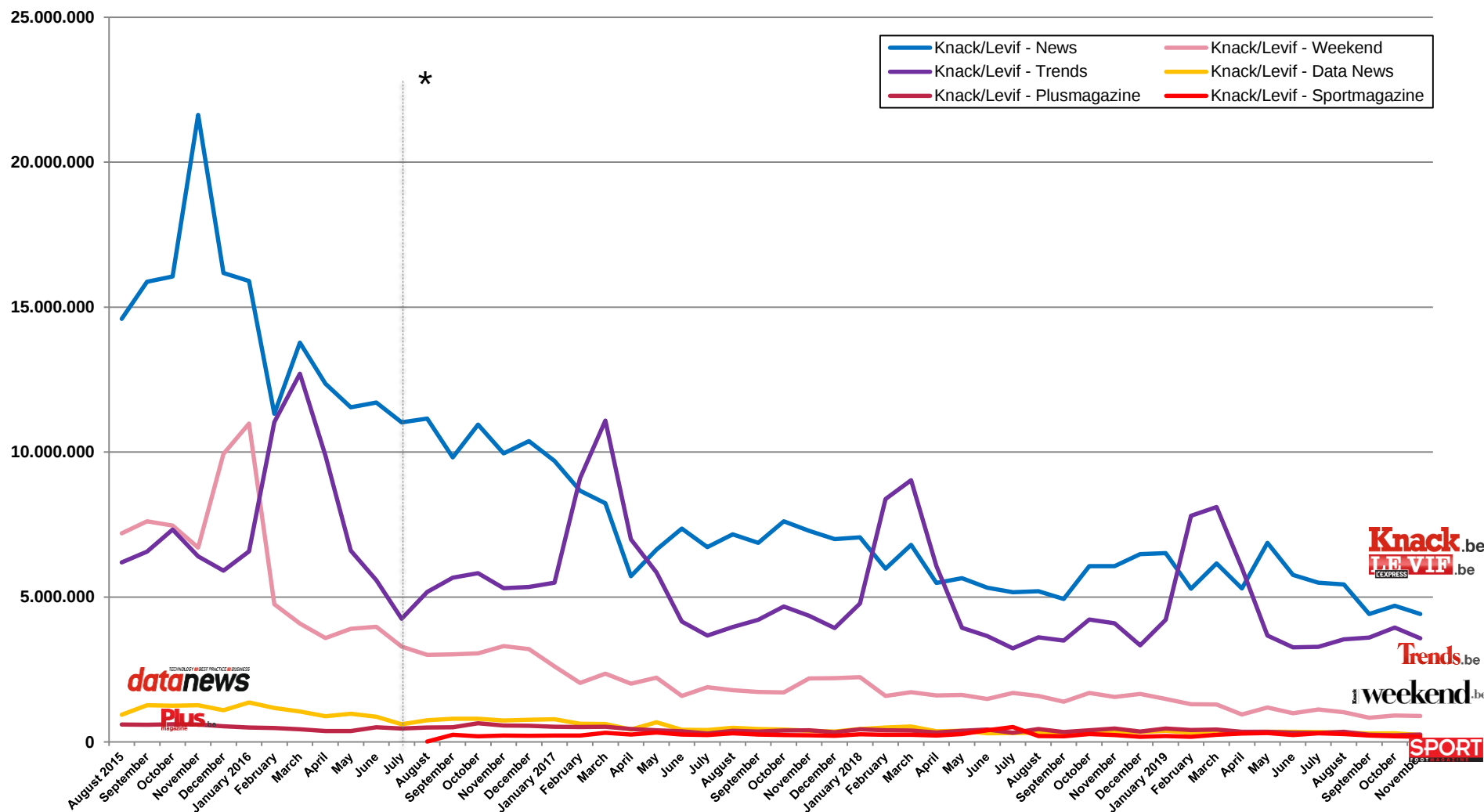


Source: CIM Internet Survey – 2015-2018 / * July 2016: major change in the methodology



KNACK.BE/LEVIF.BE

KEY FIGURES - PAGE VIEWS - Monthly evolutions per section



Source: CIM Internet Survey – 2015-2018 / * July 2016: major change in the methodology



KNACK.BE/LEVIF.BE

KEY FIGURES – TOP NEWSITES

TOP 10 NEWS WEBSITES

#	Site	Reach %
1	HLN.BE 24U NIEUWS & SPORT	34,4%
2	Nieuwsblad.be	31,4%
3	rtbf.be	19,6%
4	DH.be	19,3%
5	Sudinfo.be	19,3%
6	RTL info.be	18,9%
7	lesoir.be	18,1%
8	dS De Standaard	17,1%
9	Knack.be LEVIF.be EXPRESS	15,9%
10	GAZET VAN ANTWERPEN	15,6%



Total Universe 12+ : 9.772.333



KNACK.BE

KEY FIGURES – TOP NEWSITES

TOP 10 NEWS WEBSITES

#	Site	Reach %
1	 HLN BE 24U NIEUWS & SPORT	58,4%
2	 Nieuwsblad.be	54,0%
3	 dS De Standaard	29,4%
4	 GAZET VAN ANTWERPEN	27,3%
5	 DMorgen.be	24,9%
6	 Knack.be	18,3%
7	 HET BELANG VAN LIMBURG	18,1%
8	 FOCUS WTV	8,8%
9	 rtbf.be	1,7%
10	 lesoir.be	1,6%



Total Universe 12+ North : 5.500.031



LEVIF.BE

KEY FIGURES – TOP NEWSSITES

TOP 10 NEWS WEBSITES

#	Site	Reach %
1	 Sudinfo.be	42,6%
2	 rtbf.be	42,5%
3	 DH.be	42,3%
4	 RTL info.be	41,8%
5	 lesoir.be	39,4%
6	 lavenir.net	27,2%
7	 La Libre.be	23,4%
8	 7 SUR 7 24H INFO & SPORTS	22,6%
9	 LE VIF L'EXPRESS	12,8%
10	 HLN BE 24U NIEUWS & SPORT	3,5%



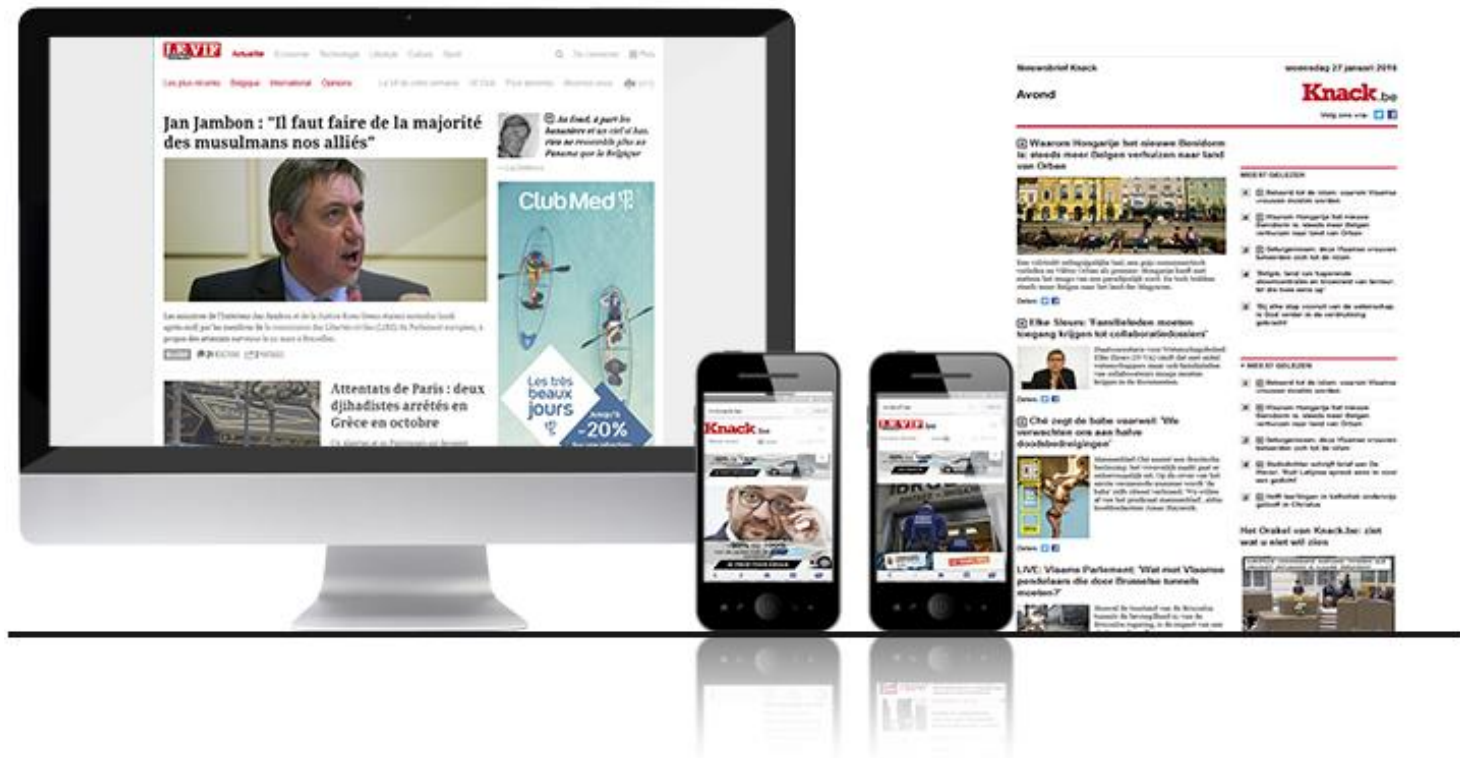
Total Universe 12+ South : 4.272.303

NEWS



KNACK.BE/LEVIF.BE

NEWS SECTION





KNACK.BE/LEVIF.BE NEWS

KEY FIGURES

	  			
Real Users	806.812	364.039	97.249	529.802
Visits	2.413.239	947.423	241.272	1.224.544
Page Views	4.417.777	2.092.650	427.215	1.897.911



KNACK.BE/LEVIF.BE NEWS

PROFILE ALL DEVICES

	24,8%		71,0%
18-44		Men	
	51,3%		57,7%
Active		Higher Educated	
	35,8%		70,2%
SG 1-2		SG 1-4	
	63,8%		13,0%
Dutch-speaking		Executives	



KNACK.BE/LEVIF.BE

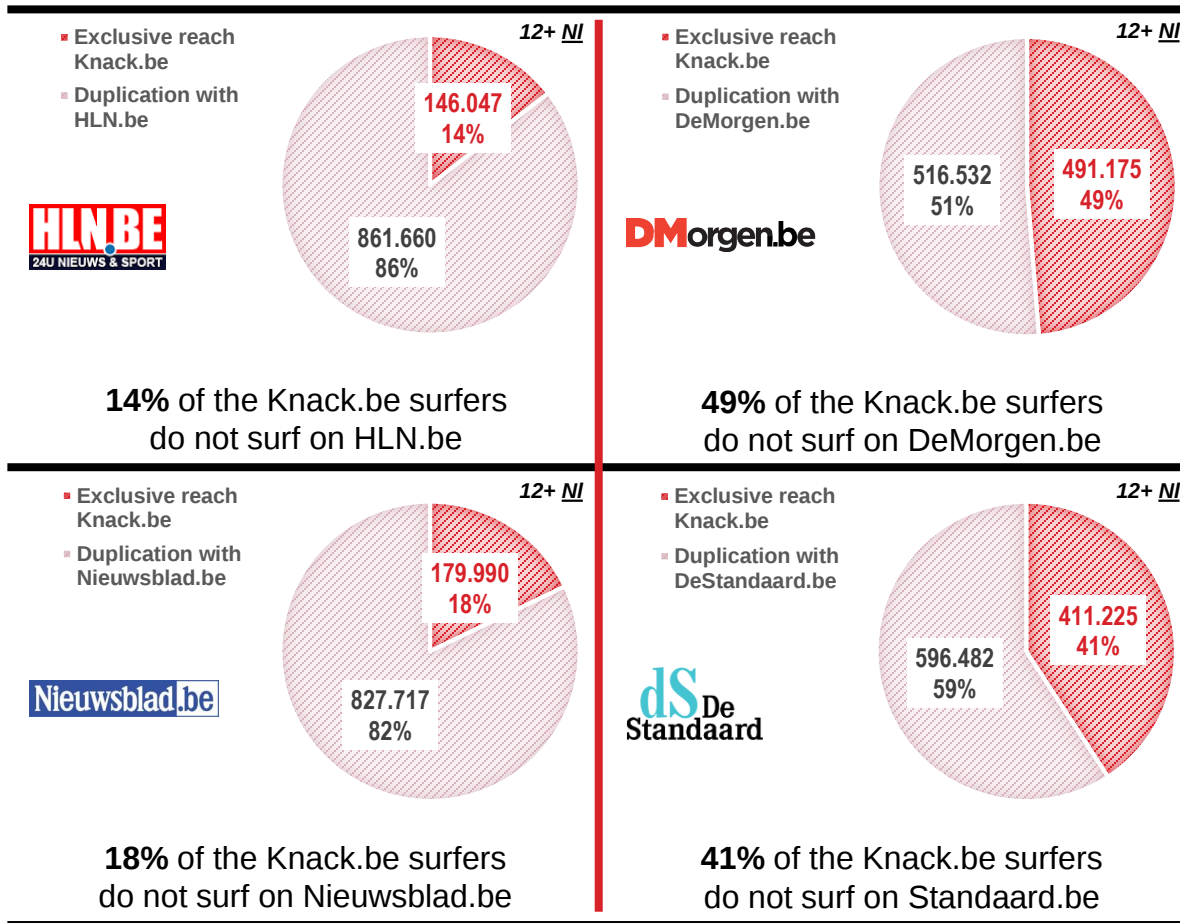
PROFILE PER DEVICE

	18-44	19,8%	11,0%	33,1%
	Active	45,3%	48,3%	58,0%
	SG1-2	38,4%	26,8%	35,3%
	Dutch	66,3%	65,1%	60,9%
	Men	66,9%	71,9%	74,9%
	Higher educated	63,8%	51,0%	53,1%
	SG 1-4	73,4%	66,7%	67,7%
	Executive	12,8%	10,7%	13,7%



KNACK.BE

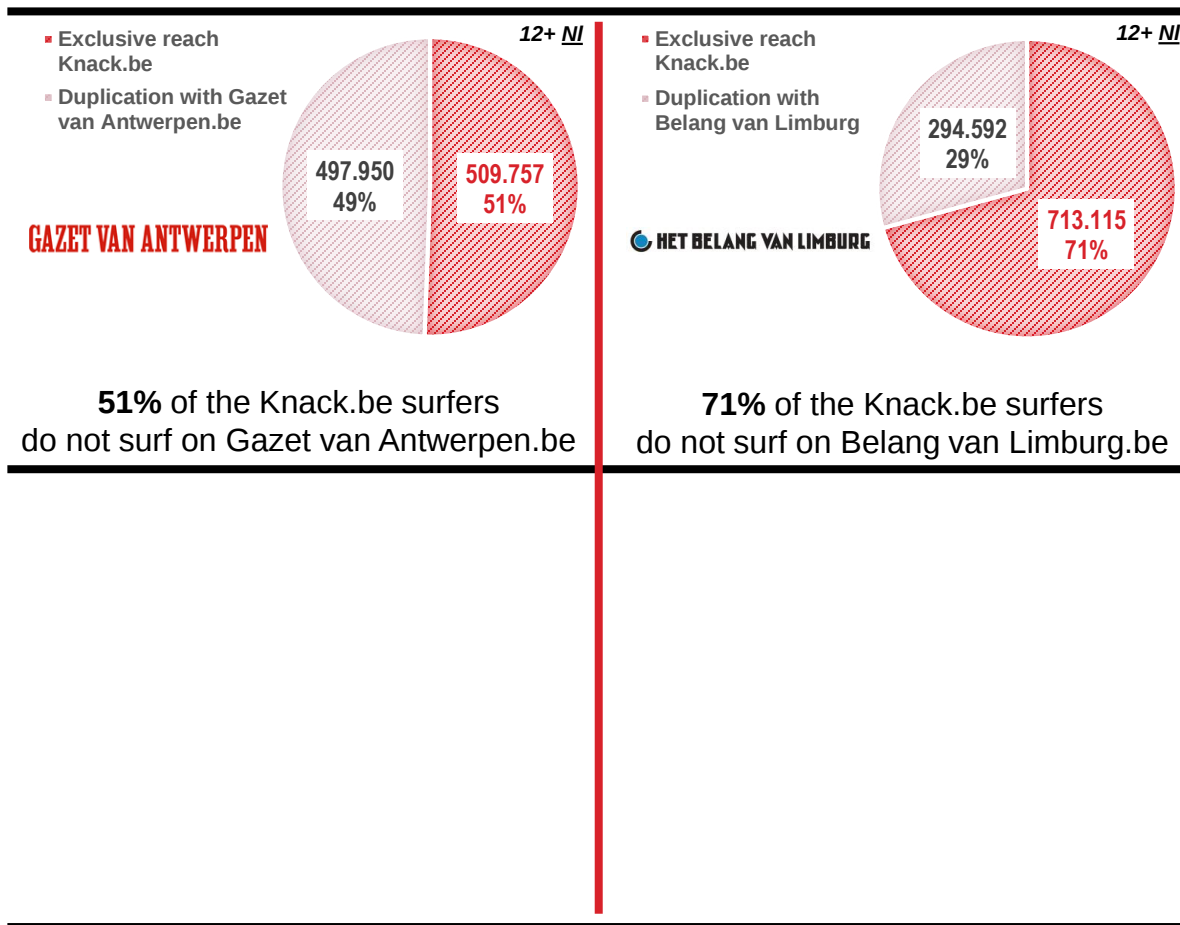
EXCLUSIVE SURFERS & DUPLICATION (1/4)





KNACK.BE

EXCLUSIVE SURFERS & DUPLICATION (2/4)

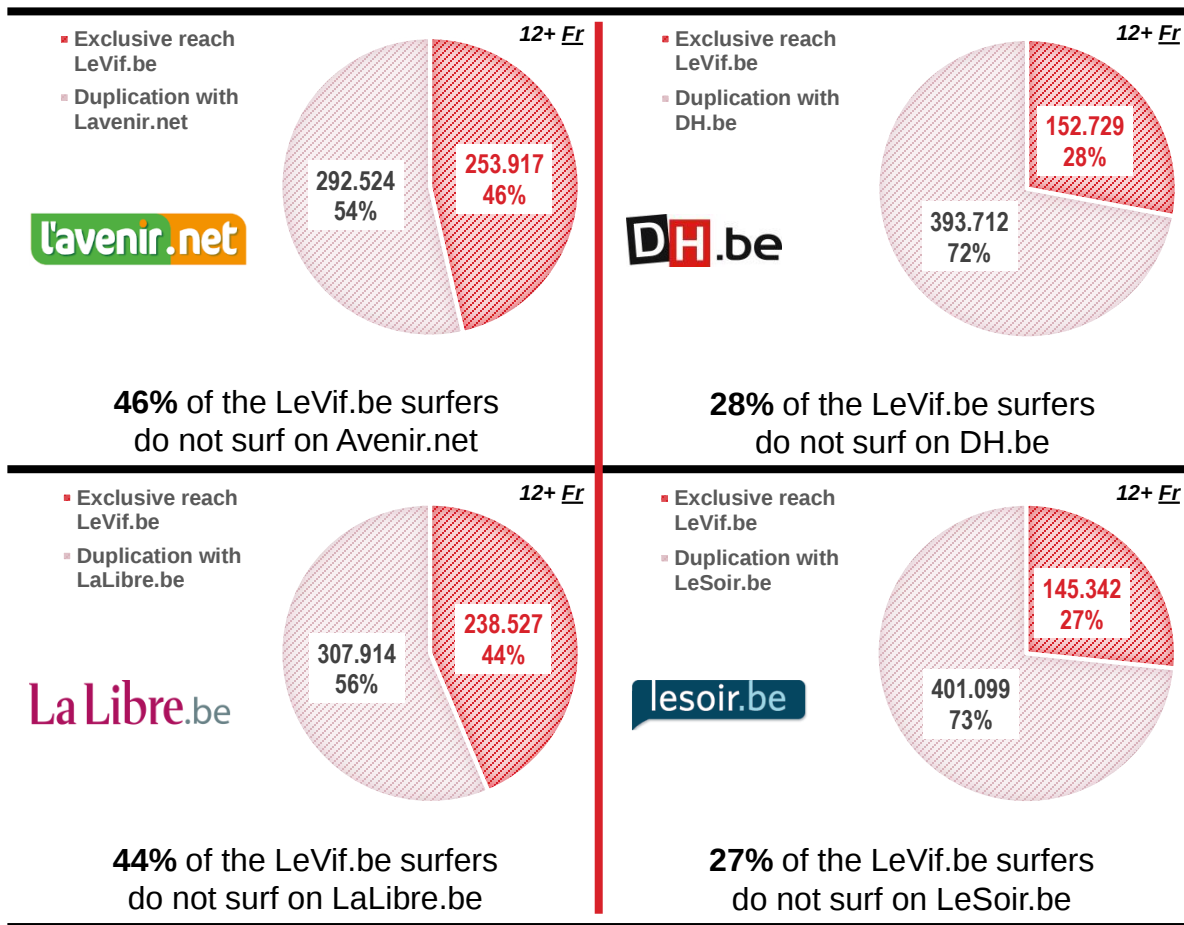


Source: CIM Internet Survey – Average from September 2019-November 2019



LEVIF.BE

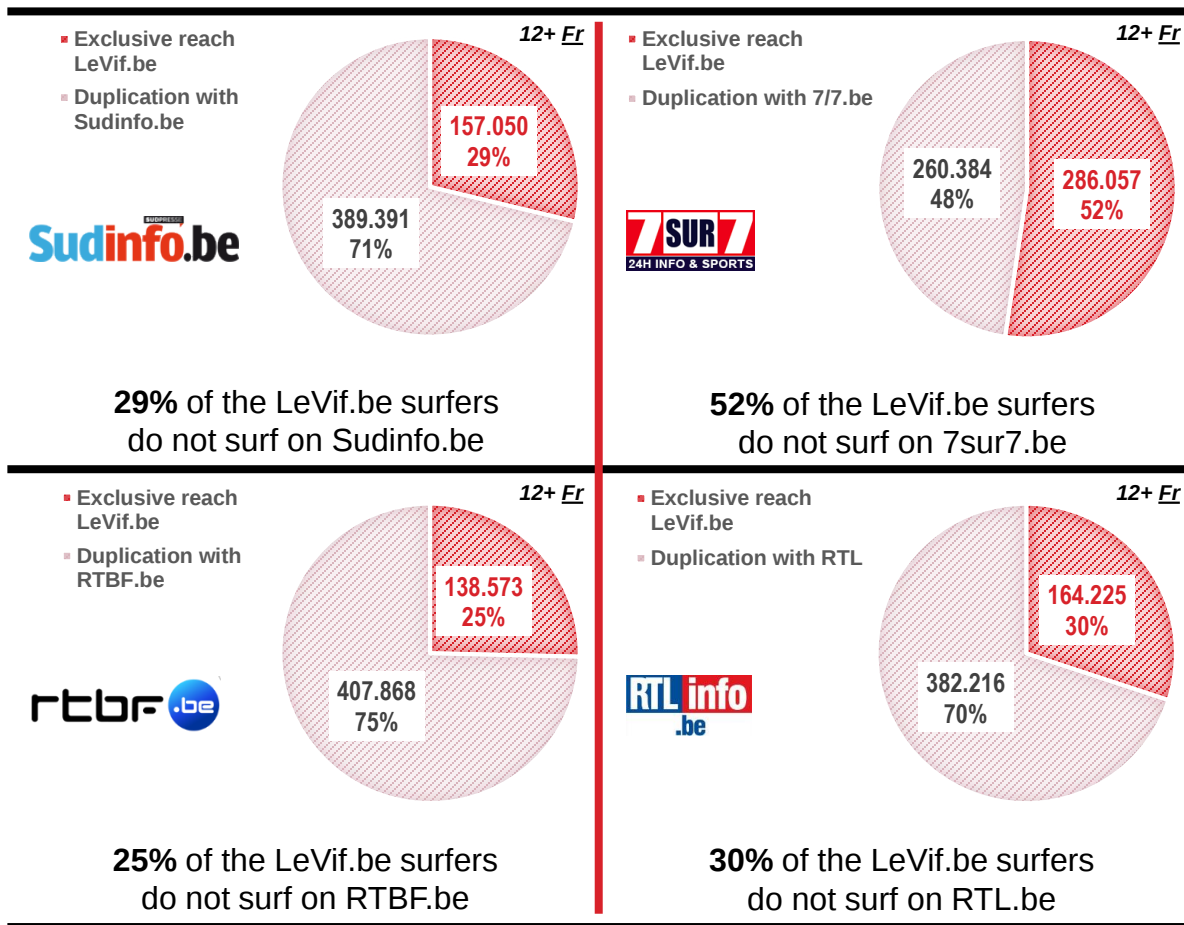
EXCLUSIVE SURFERS & DUPLICATION (3/4)





LEVIF.BE

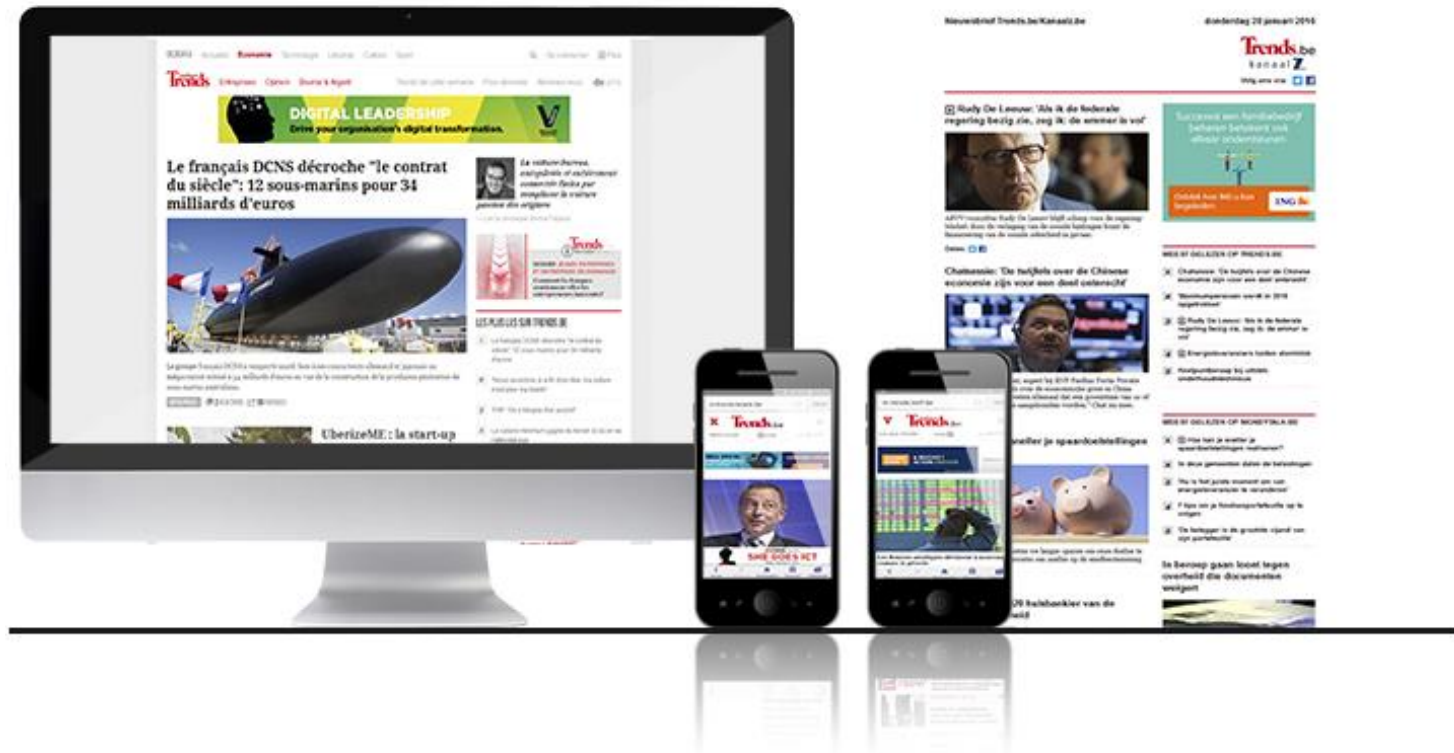
EXCLUSIVE SURFERS & DUPLICATION (4/4)



BUSINESS



TRENDS.BE





TRENDS.BE

KEY FIGURES

	  			
Real Users	655.933	401.997	64.412	330.513
Visits	1.357.065	774.287	93.410	489.368
Page Views	3.576.142	2.605.172	171.311	799.659



TRENDS.BE

PROFILE ALL DEVICES

 18-44	47,5%	 Men	56,9%
 Active	70,2%	 Higher Educated	59,9%
 SG 1-2	38,5%	 SG 1-4	71,8%
 Dutch-speaking	68,6%	 Executives	19,1%



TRENDS.BE

PROFILE PER DEVICE

	18-44	50,9%	17,6%	43,1%
	Active	74,6%	56,3%	59,1%
	SG1-2	41,2%	34,8%	30,4%
	Dutch	71,5%	67,3%	59,1%
	Men	52,3%	74,0%	67,8%
	Higher educated	65,4%	52,0%	43,7%
	SG 1-4	74,1%	71,8%	64,0%
	Executive	21,4%	14,5%	12,4%



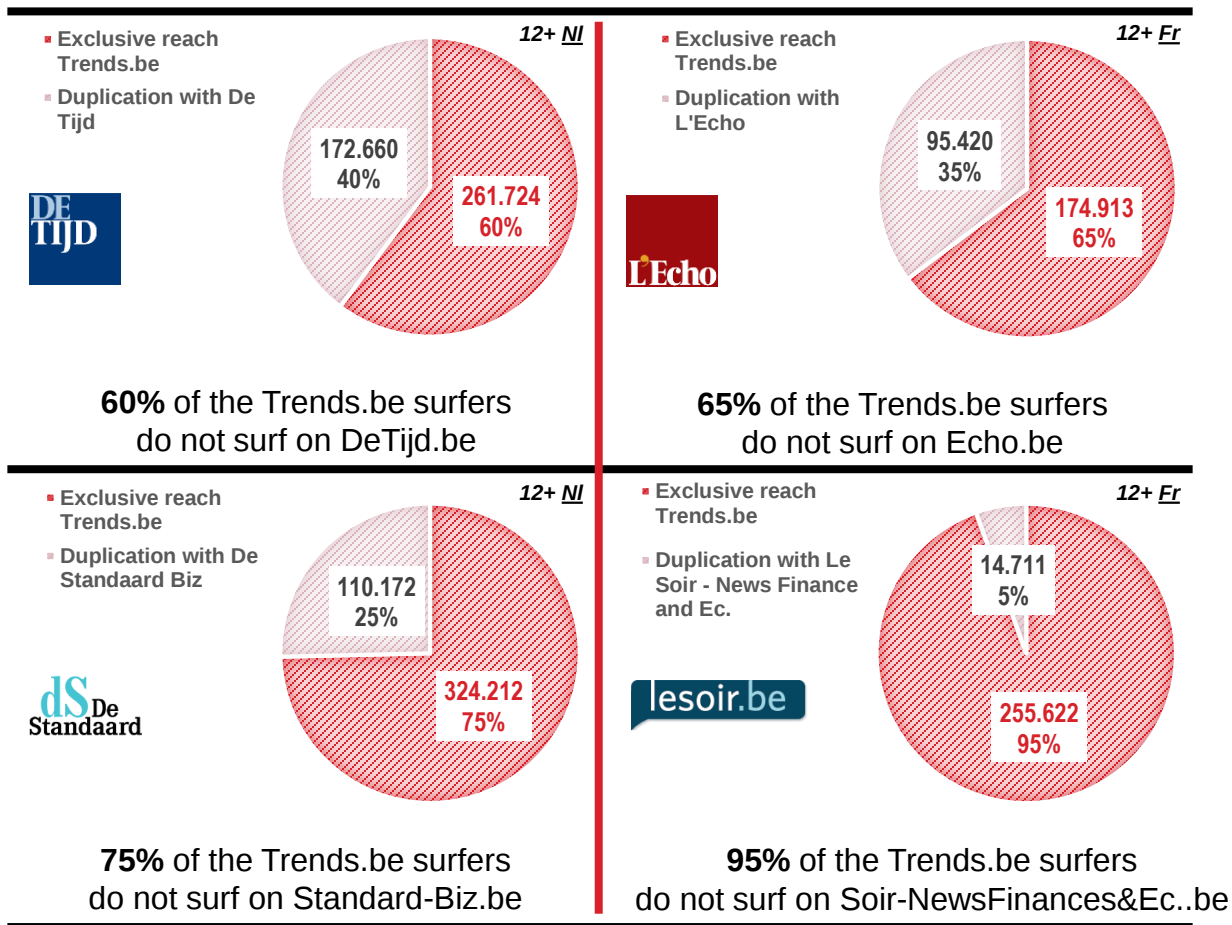
TRENDS.BE MAPPING





TRENDS.BE

EXCLUSIVE SURFERS & DUPLICATION (1/1)



TECHNOLOGY





DATANEWS.BE

KEY FIGURES

	  			
Real Users	75.811	43.677	7.843	28.760
Visits	144.408	83.491	7.932	52.985
Page Views	244.024	150.834	11.953	81.236



DATANEWS.BE

PROFILE ALL DEVICES

 18-44	33,6%	 Men	84,0%
 Active	65,3%	 Higher Educated	65,6%
 SG 1-2	47,3%	 SG 1-4	77,8%
 Dutch-speaking	83,8%	 Executives	12,2%



DATANEWS.BE

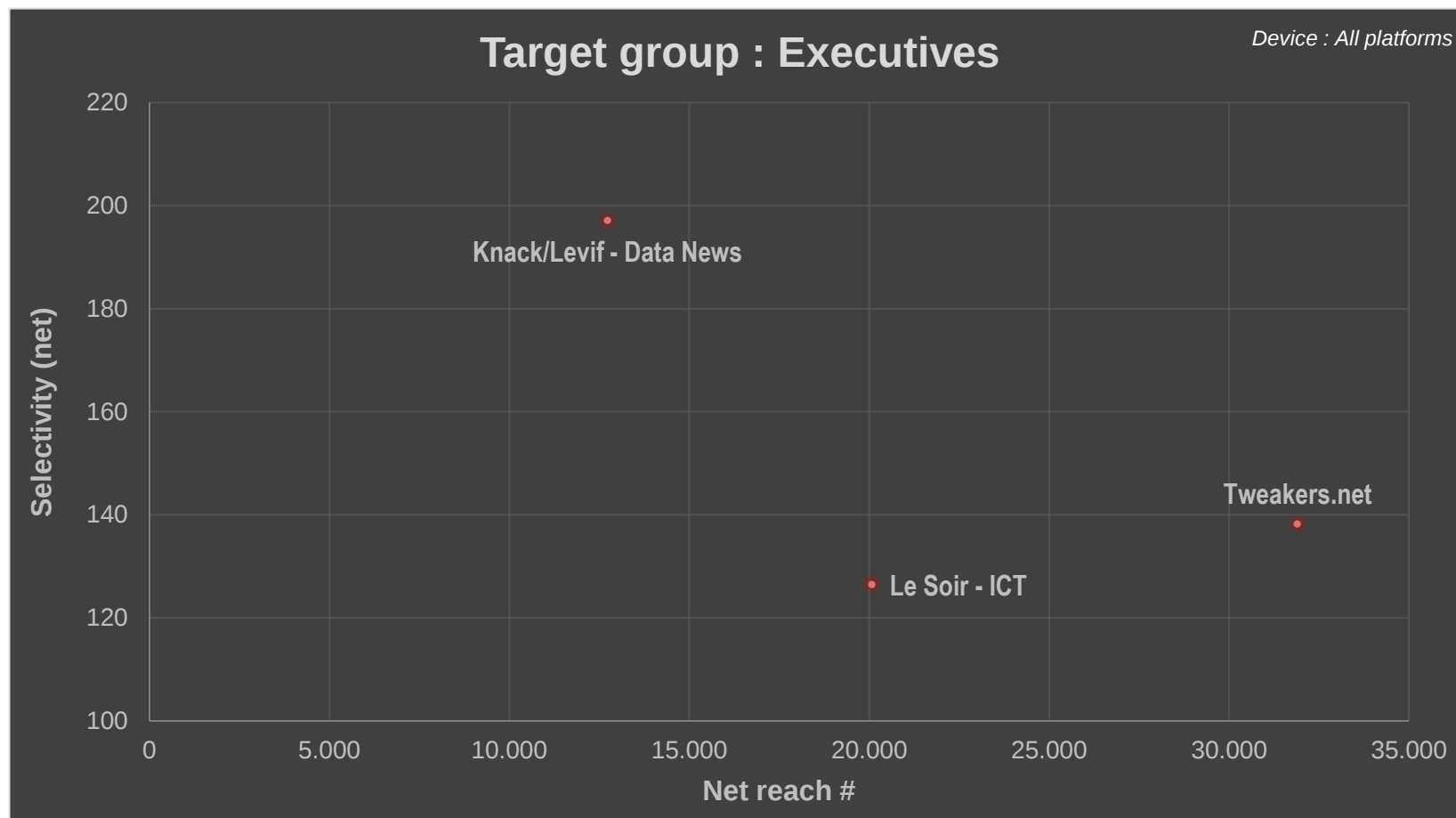
PROFILE PER DEVICE

	18-44	33,5%	26,8%	34,8%
	Active	67,9%	74,7%	59,4%
	SG1-2	54,4%	39,6%	36,9%
	Dutch	82,8%	84,9%	85,3%
	Men	77,8%	87,7%	93,6%
	Higher educated	72,2%	50,0%	57,4%
	SG 1-4	83,8%	80,0%	67,6%
	Executive	14,9%	20,2%	6,6%



DATANEWS.BE

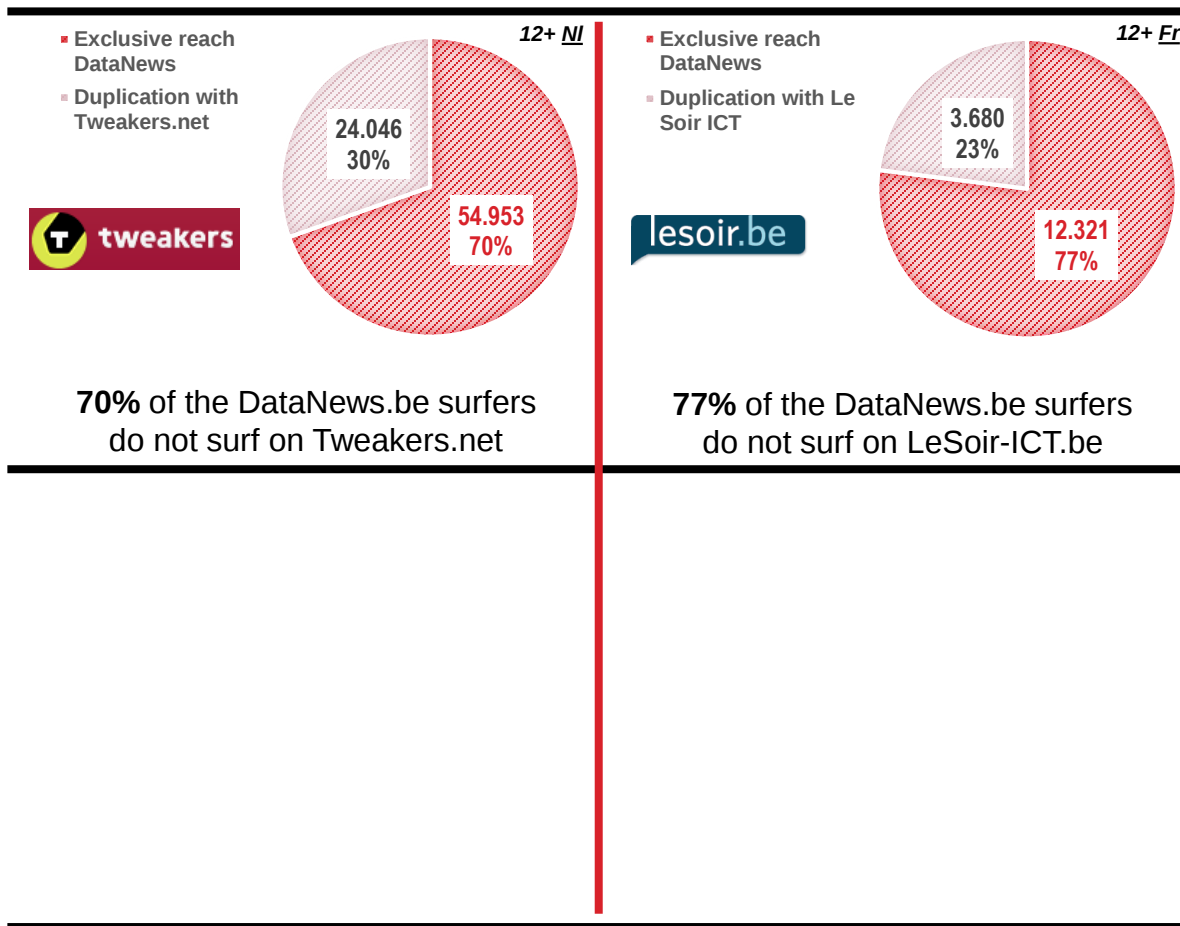
MAPPING





DATANEWS.BE

EXCLUSIVE SURFERS & DUPLICATION (1/1)



50+





PLUSMAGAZINE.BE

KEY FIGURES

	  			
Real Users	86.164	56.312	14.262	22.014
Visits	132.297	80.592	19.276	32.429
Page Views	262.564	170.735	34.689	57.139



PLUSMAGAZINE.BE

PROFILE ALL DEVICES

 50+	84,3%	 Women	51,6%
 Active	33,1%	 Higher Educated	44,7%
 SG 1-2	19,5%	 SG 1-4	53,7%
 Dutch-speaking	70,3%	 Grandparent	43,3%



PLUSMAGAZINE.BE

PROFILE PER DEVICE

	50+	83,9%	80,7%	88,0%
	Active	28,1%	51,8%	34,6%
	SG1-2	19,5%	25,4%	15,8%
	Dutch	69,6%	76,8%	67,9%
	Women	50,1%	52,0%	55,5%
	Higher educated	45,6%	40,9%	44,6%
	SG 1-4	53,1%	58,8%	52,0%
	Grandparent	48,8%	30,7%	36,6%

LIFESTYLE



WEEKEND.BE





WEEKEND.BE

KEY FIGURES

	  			
Real Users	313.125	152.669	42.326	170.066
Visits	587.005	247.283	65.892	273.831
Page Views	902.394	443.111	98.144	361.139



WEEKEND.BE

PROFILE ALL DEVICES



31,0%

18-44



57,6%

Women



54,7%

Active



62,4%

Higher Educated



38,3%

SG 1-2



71,5%

SG 1-4



78,4%

Dutch-speaking



11,8%

Executives



WEEKEND.BE

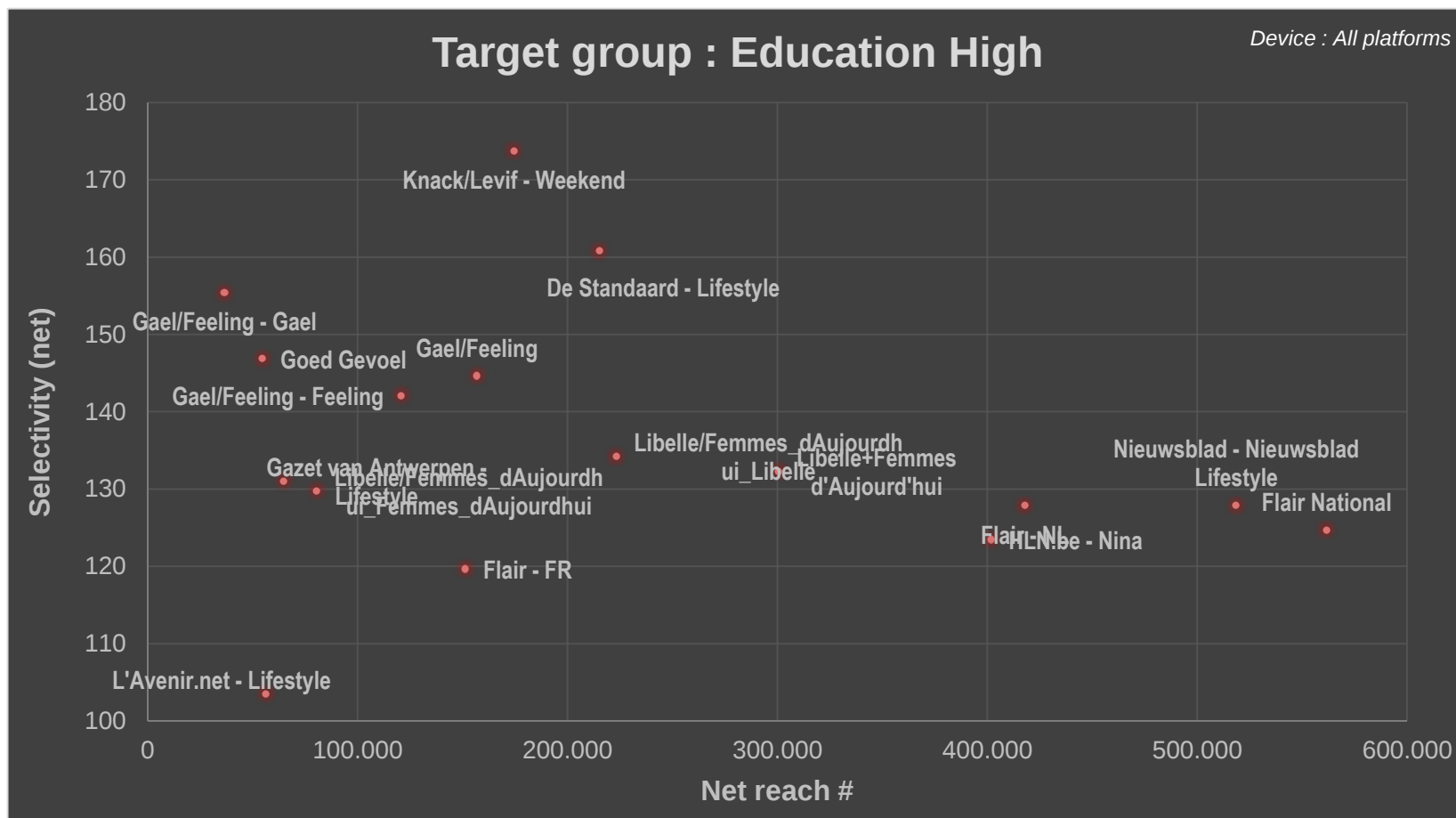
PROFILE PER DEVICE

	18-44	29,2%	15,3%	37,5%
	Active	54,0%	45,0%	58,2%
	SG1-2	41,6%	20,7%	39,4%
	Dutch	76,0%	81,8%	80,3%
	Women	54,7%	60,5%	60,2%
	Higher educated	73,4%	45,2%	54,4%
	SG 1-4	75,2%	65,3%	68,9%
	Executive	14,1%	9,4%	9,8%



WEEKEND.BE

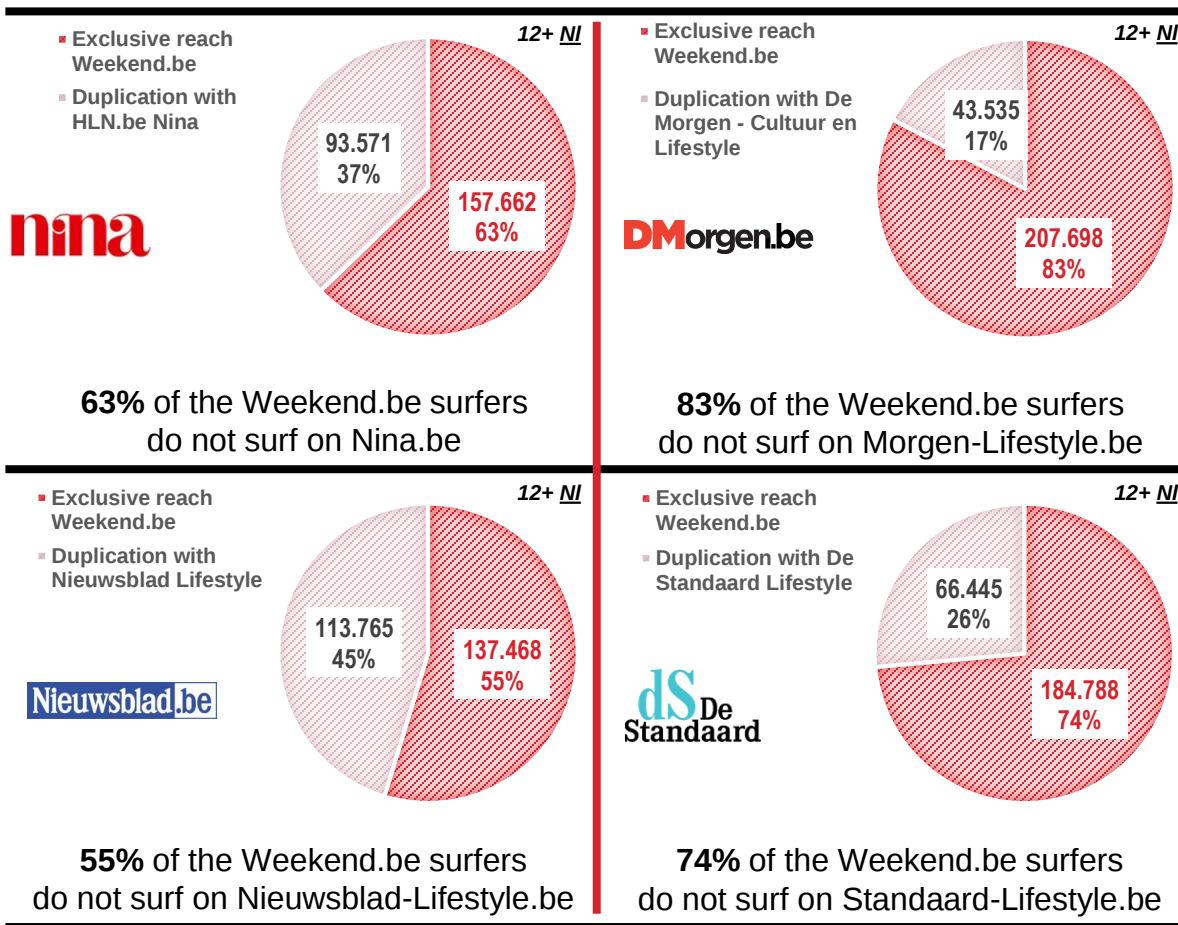
MAPPING





WEEKEND.BE

EXCLUSIVE SURFERS & DUPLICATION (1/5)





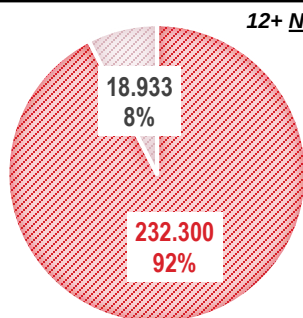
WEEKEND.BE

EXCLUSIVE SURFERS & DUPLICATION (2/5)

- Exclusive reach Weekend.be

- Duplication with Gazet van Antwerpen - Lifestyle

GAZET VAN ANTWERPEN

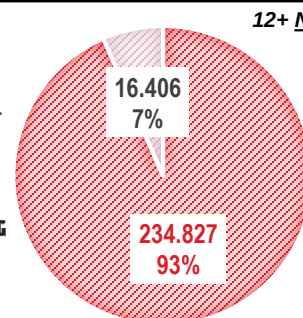


92% of the Weekend.be surfers do not surf on GazetAntwerpen-Lifestyle.be

- Exclusive reach Knack/Levif - Weekend

- Duplication with Het Belang van Limburg - Lifestyle

HET BELANG VAN LIMBURG

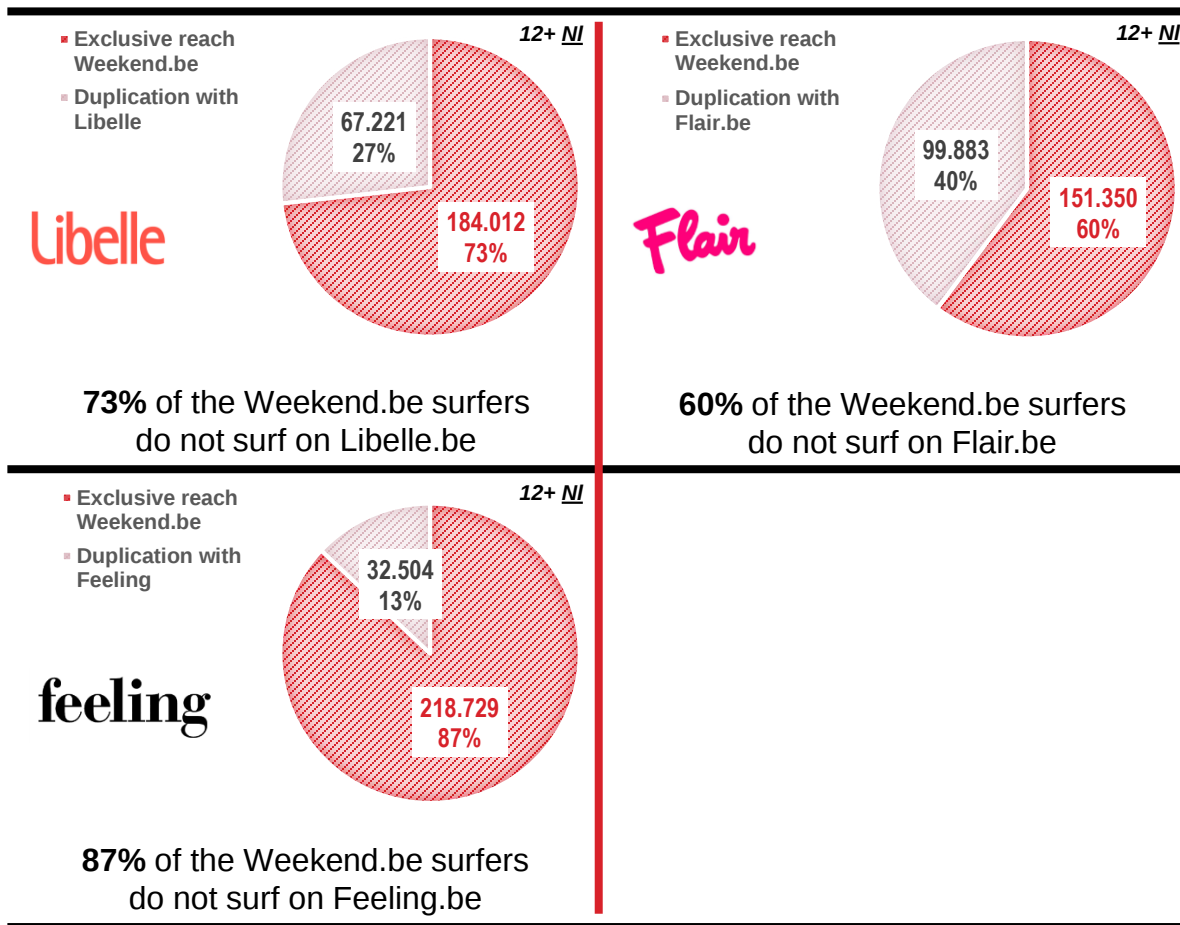


93% of the Weekend.be surfers do not surf on BelangLimburg-Lifestyle.be



WEEKEND.BE

EXCLUSIVE SURFERS & DUPLICATION (3/5)



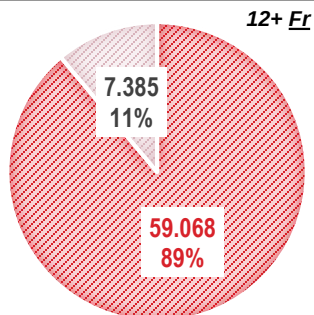


WEEKEND.BE

EXCLUSIVE SURFERS & DUPLICATION (4/5)

- Exclusive reach Weekend.be
- Duplication with L'Avenir.net - Lifestyle

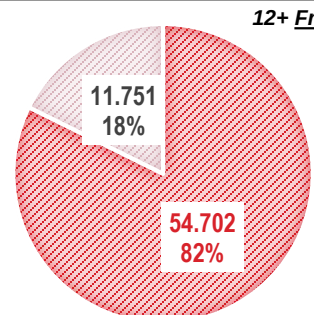
l'avenir.net



89% of the Weekend.be surfers do not surf on Avenir-Lifestyle.be

- Exclusive reach Weekend.be
- Duplication with DH.be - Lifestyle

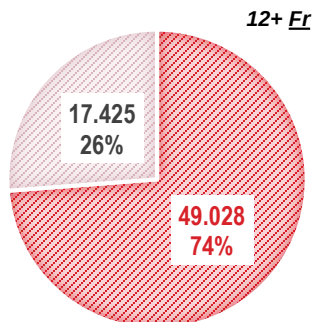
DH.be



82% of the Weekend.be surfers do not surf on DH-Lifestyle.be

- Exclusive reach Weekend.be
- Duplication with La Libre.be - Lifestyle

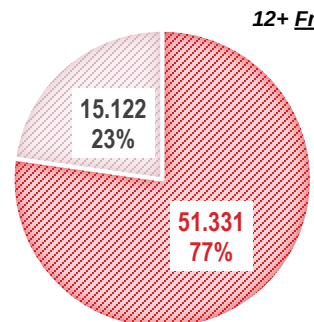
La Libre.be



74% of the Weekend.be surfers do not surf on LaLibre-Lifestyle.be

- Exclusive reach Weekend.be
- Duplication with Le Soir - SoSoir

So
SOIR



77% of the Weekend.be surfers do not surf on SoSoir.be

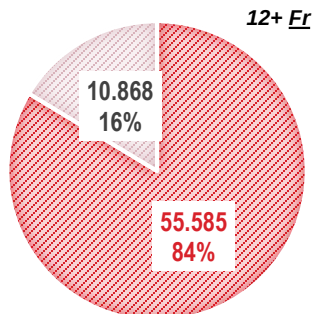


LEVIF.BE

EXCLUSIVE SURFERS & DUPLICATION (5/5)

- Exclusive reach Weekend.be
- Duplication with Femmes d'Aujourd'hui

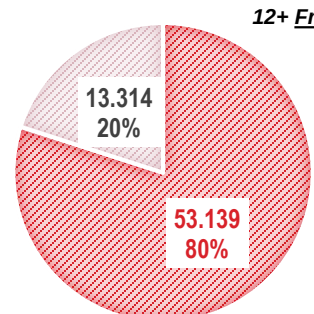
Femmes
D'Aujourd'hui



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

- Exclusive reach Weekend.be
- Duplication with Flair.be

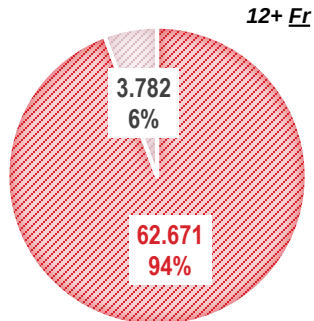
Flair



80% of the Weekend.be surfers do not surf on Flair.be

- Exclusive reach Weekend.be
- Duplication with Gael

Gael



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

SPORT





SPORTMAGAZINE.BE

KEY FIGURES

	  			
Real Users	57.899	26.511	6.791	29.532
Visits	110.015	49.579	9.041	51.396
Page Views	184.658	98.266	14.241	72.151



SPORTMAGAZINE.BE

PROFILE ALL DEVICES

 18-44	21,3%	 Men	91,6%
 Active	50,2%	 Higher Educated	50,6%
 SG 1-2	30,0%	 SG 1-4	62,8%
 Dutch-speaking	62,6%	 Executives	9,6%



SPORTMAGAZINE.BE

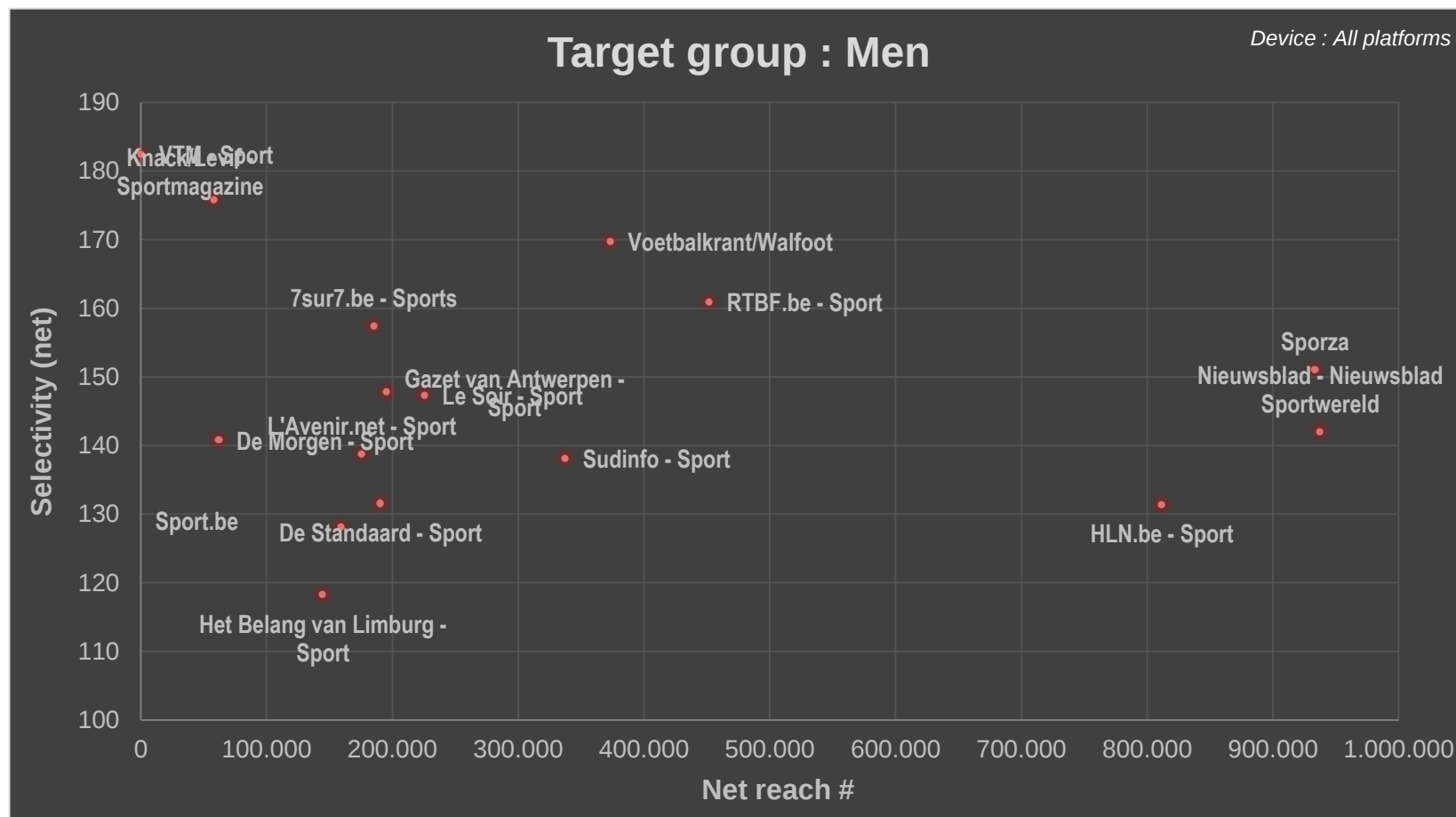
PROFILE PER DEVICE

	18-44	23,6%	0,2%	23,2%
	Active	51,0%	26,5%	54,5%
	SG1-2	30,8%	15,3%	32,3%
	Dutch	60,9%	65,4%	63,9%
	Men	89,5%	89,2%	94,5%
	Higher educated	50,4%	41,8%	52,7%
	SG 1-4	60,4%	61,6%	65,8%
	Executive	12,1%	5,1%	7,7%



SPORTMAGAZINE.BE

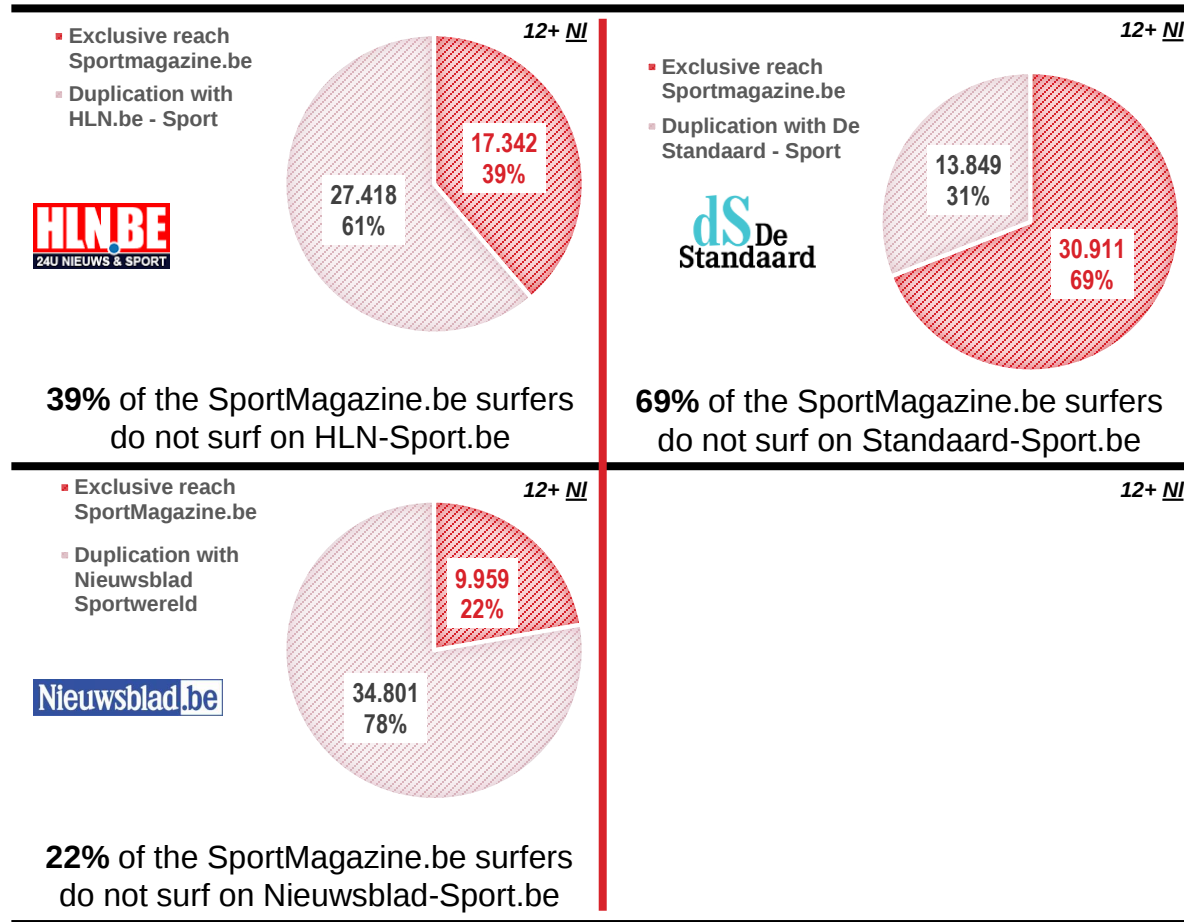
MAPPING





SPORTMAGAZINE.BE

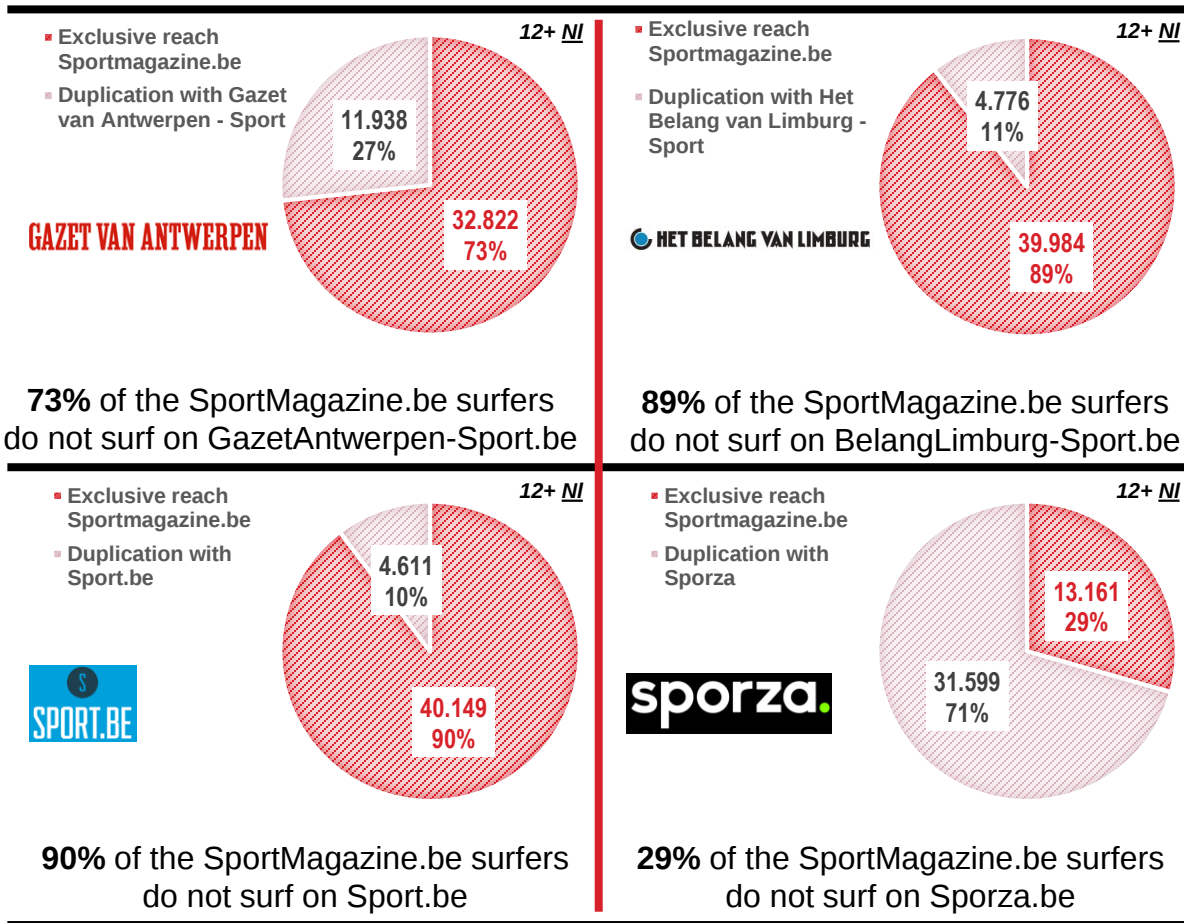
EXCLUSIVE SURFERS & DUPLICATION (1/4)





SPORTMAGAZINE.BE

EXCLUSIVE SURFERS & DUPLICATION (2/4)

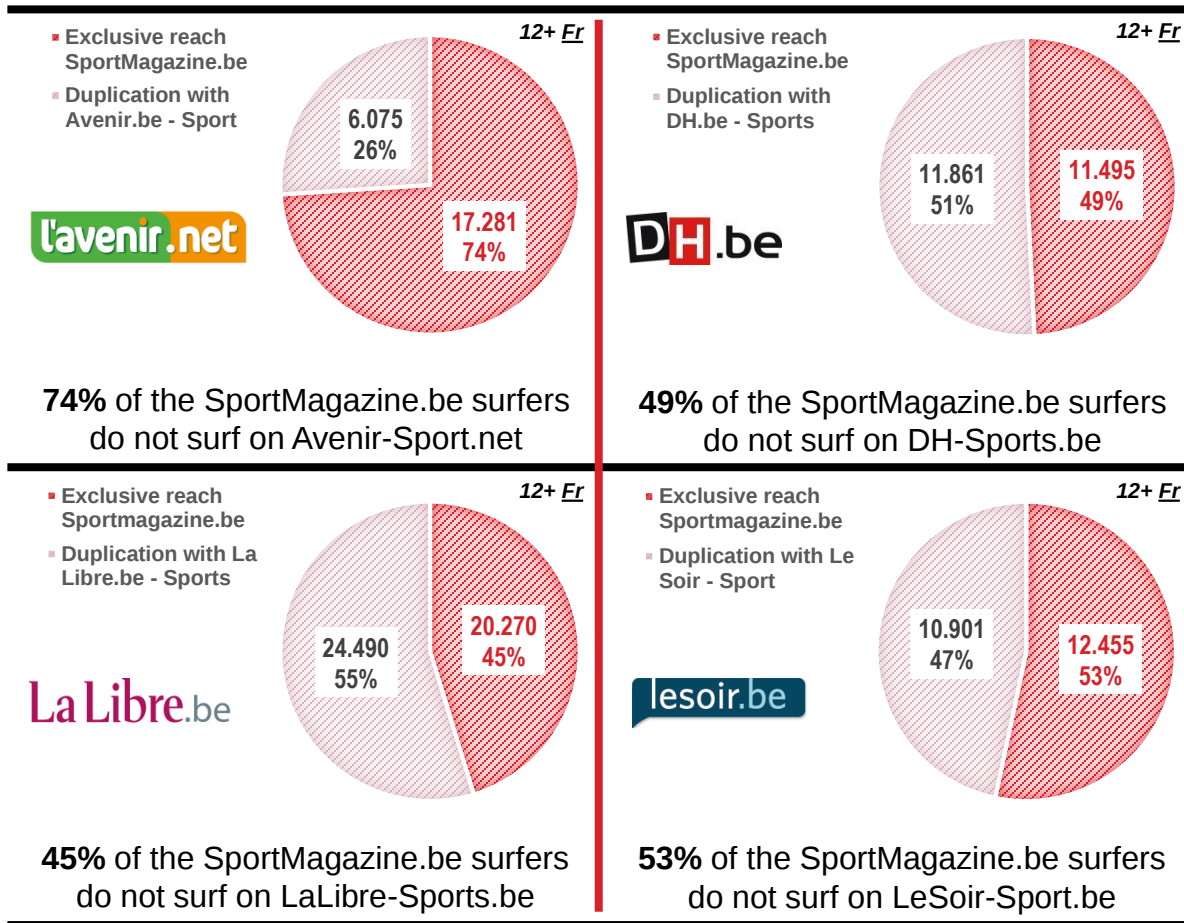


Source: CIM Internet Survey – Average from September 2019-November 2019



SPORTMAGAZINE.BE

EXCLUSIVE SURFERS & DUPLICATION (3/4)

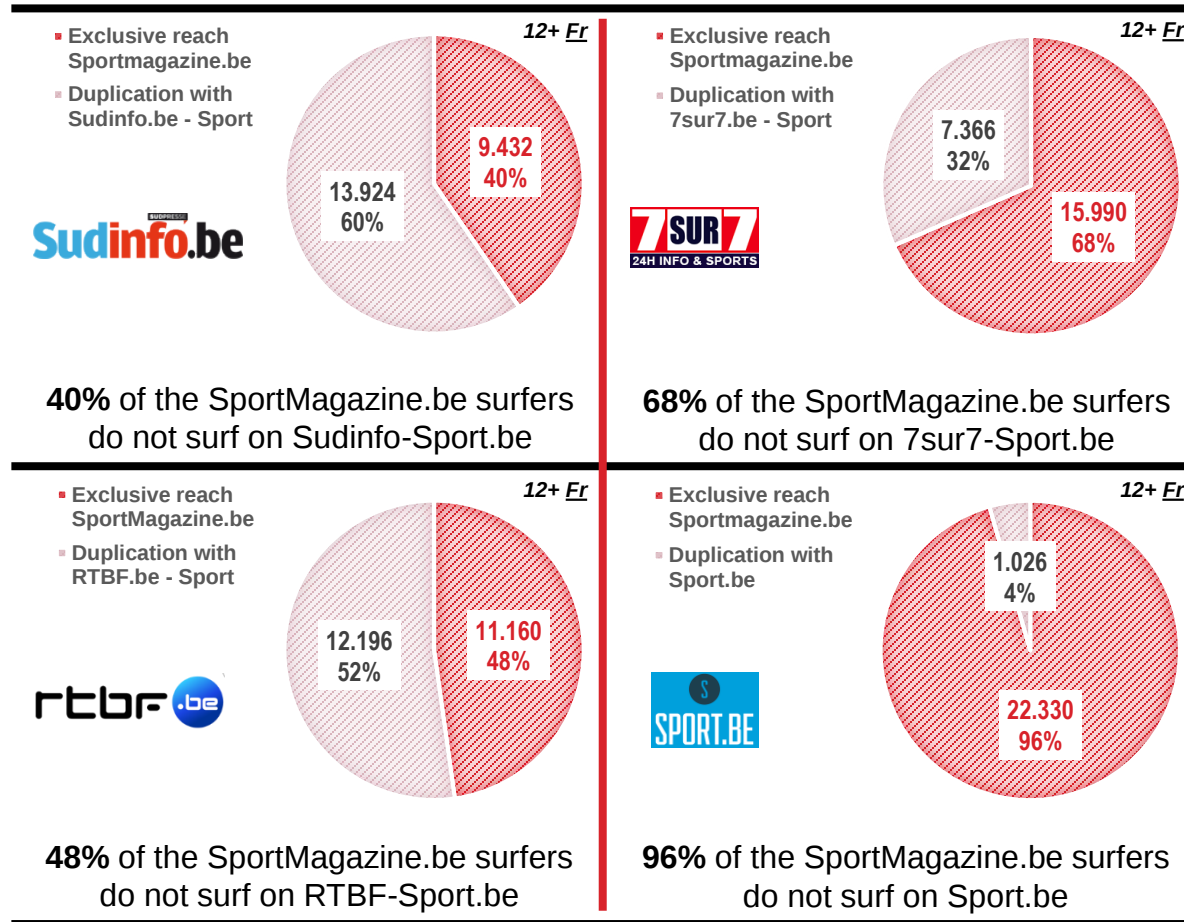


Source: CIM Internet Survey – Average from September 2019-November 2019



SPORTMAGAZINE.BE

EXCLUSIVE SURFERS & DUPLICATION (4/4)



WOMEN BRANDS



OUR DIGITAL OFFER

OUR WOMEN BRANDS

Flair

feeling **GAEL**

Libelle Femmes
D'AUJOURD'HUI

Libelle **mama** Femmes **mamans**

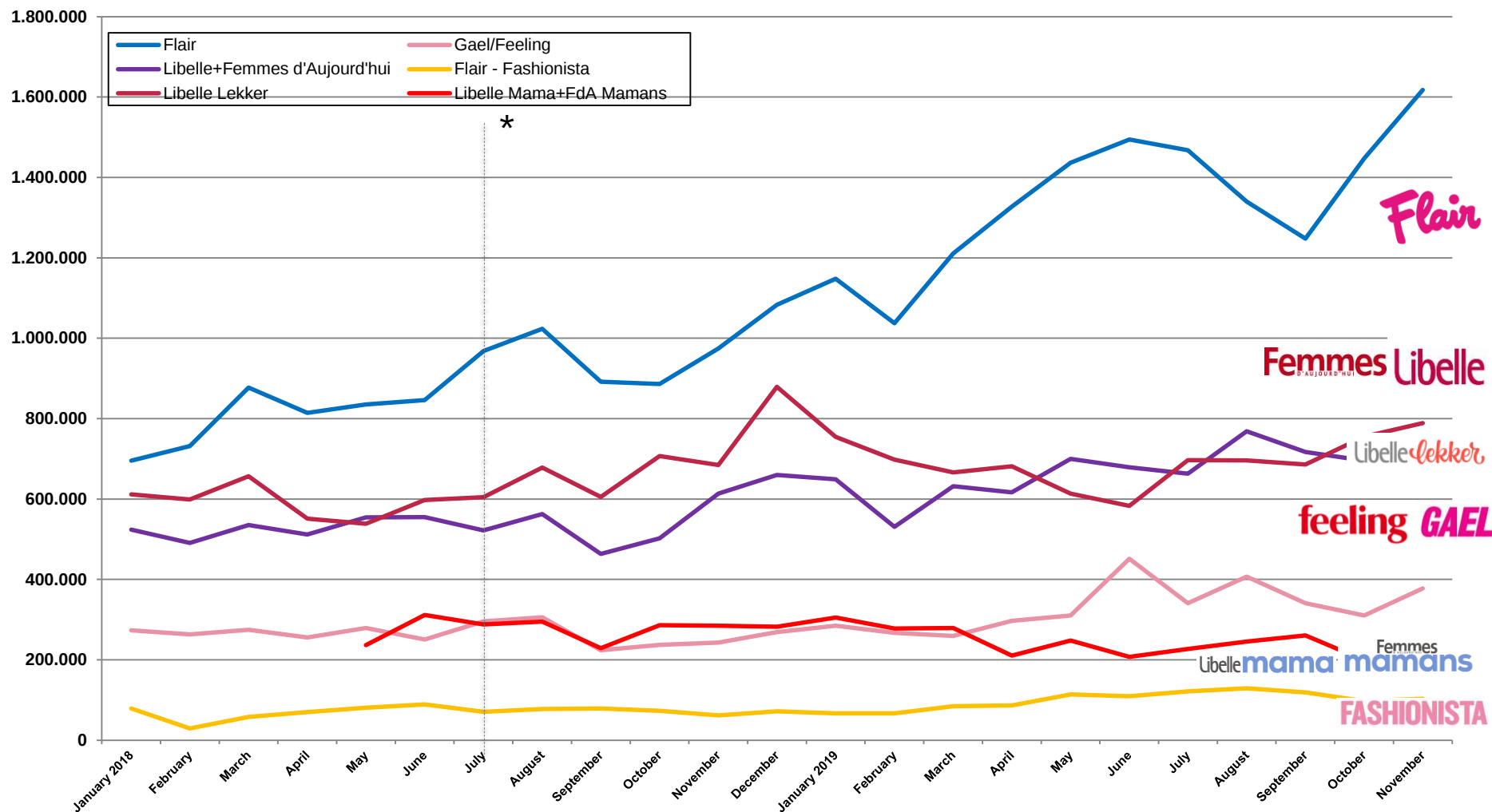
Libelle *lekker* Femmes **délices**

FASHIONISTA



OUR WOMEN BRANDS

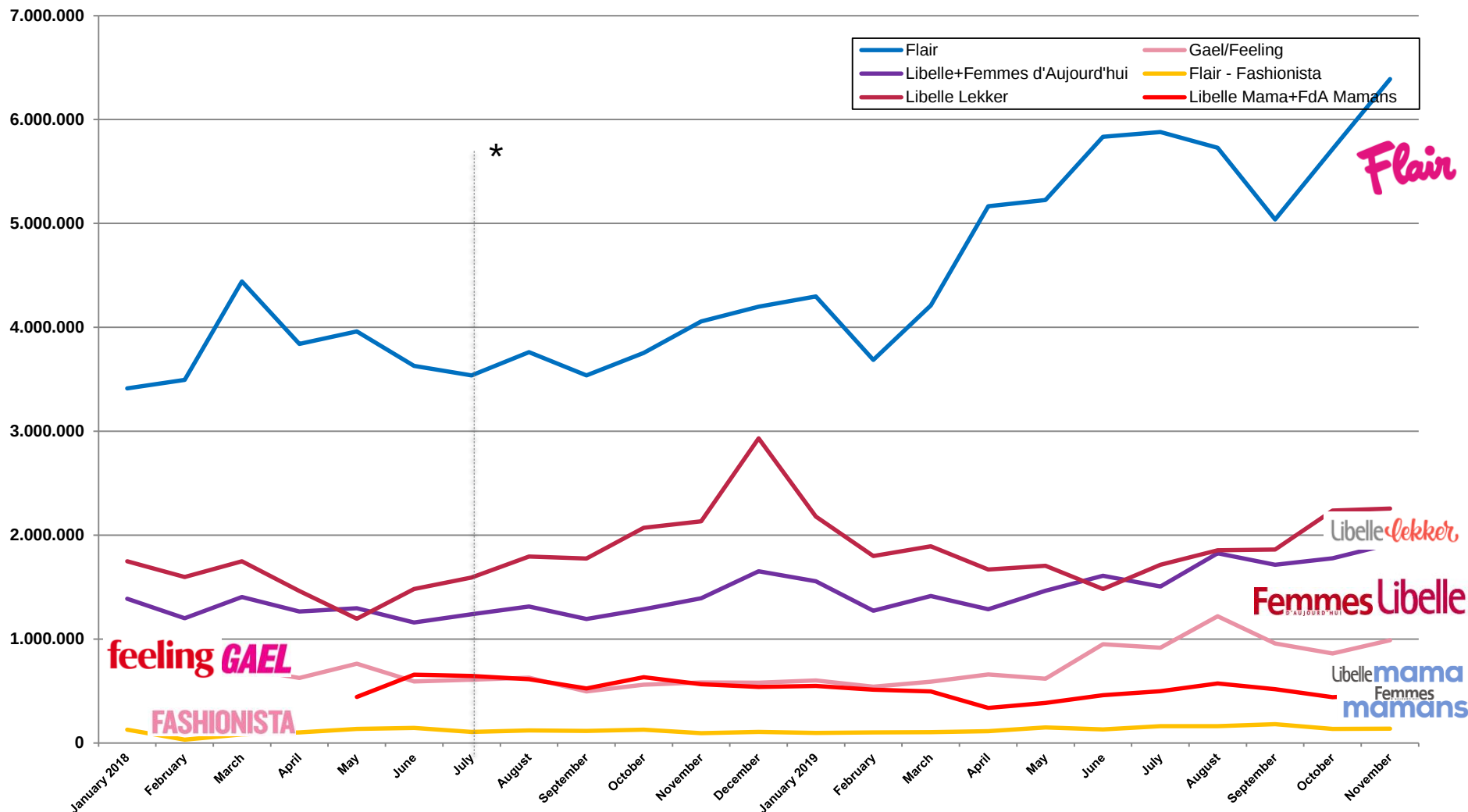
KEY FIGURES - **NET REACH** - Monthly evolutions per section





OUR WOMEN BRANDS

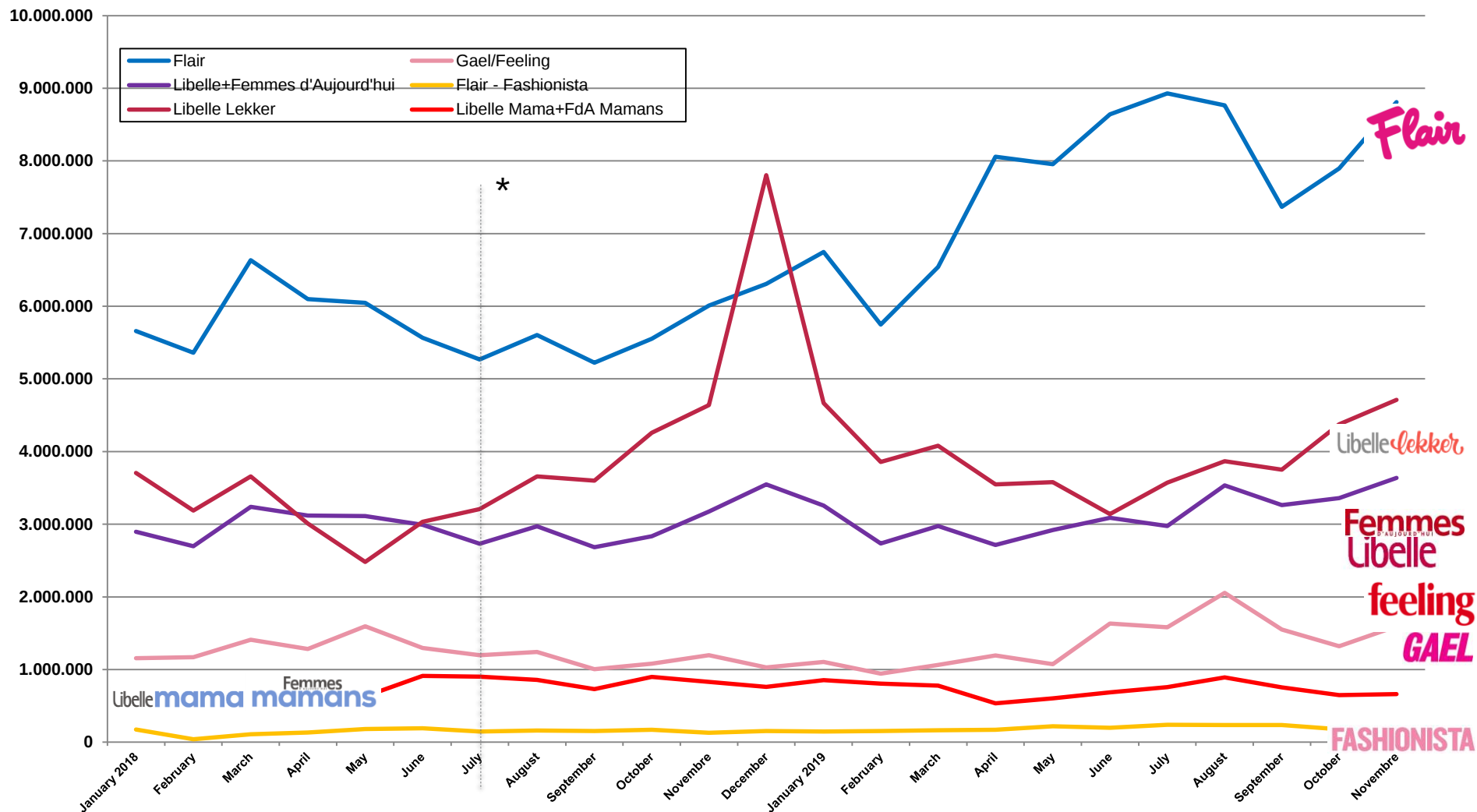
KEY FIGURES - VISITS - Monthly evolutions per section





OUR WOMEN BRANDS

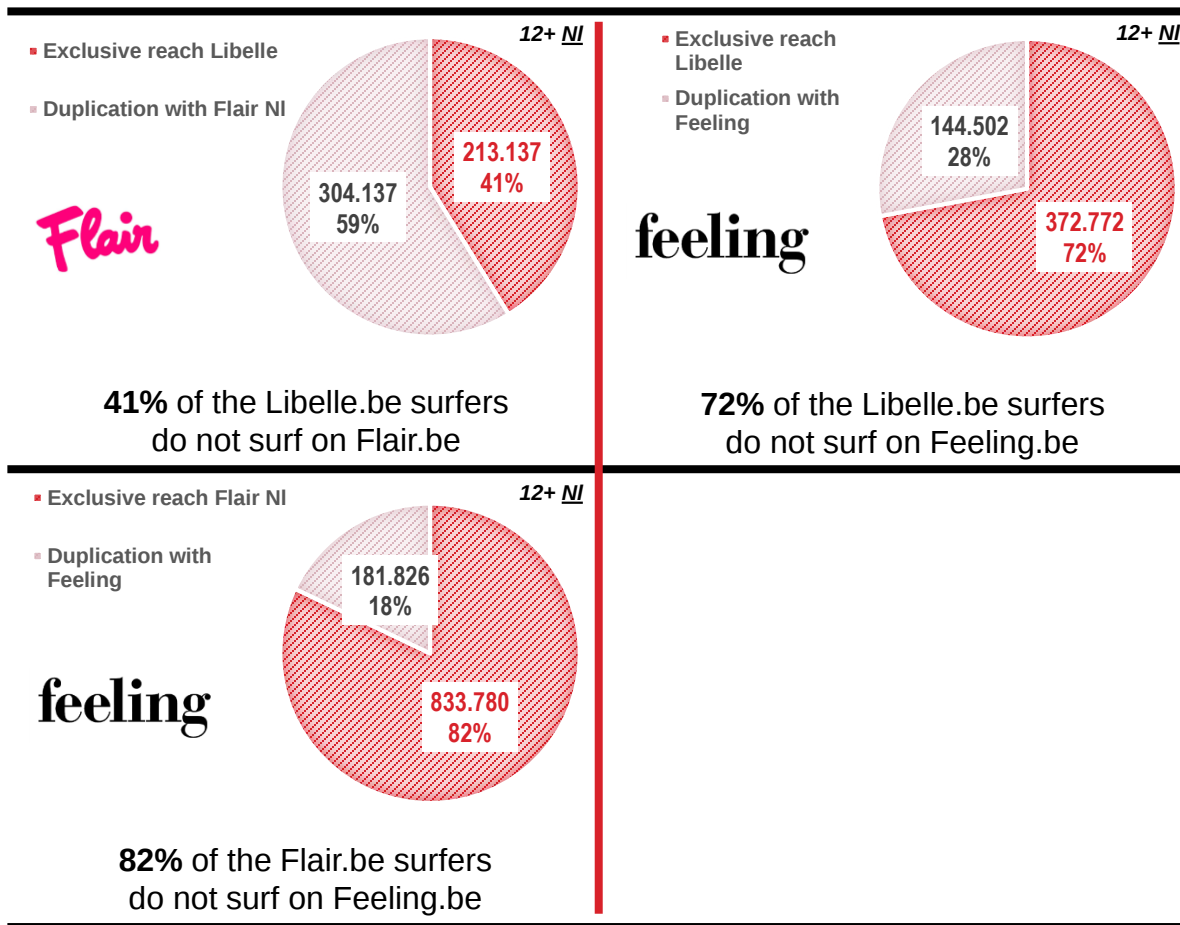
KEY FIGURES - PAGE VIEWS - Monthly evolutions per section





OUR WOMEN BRANDS

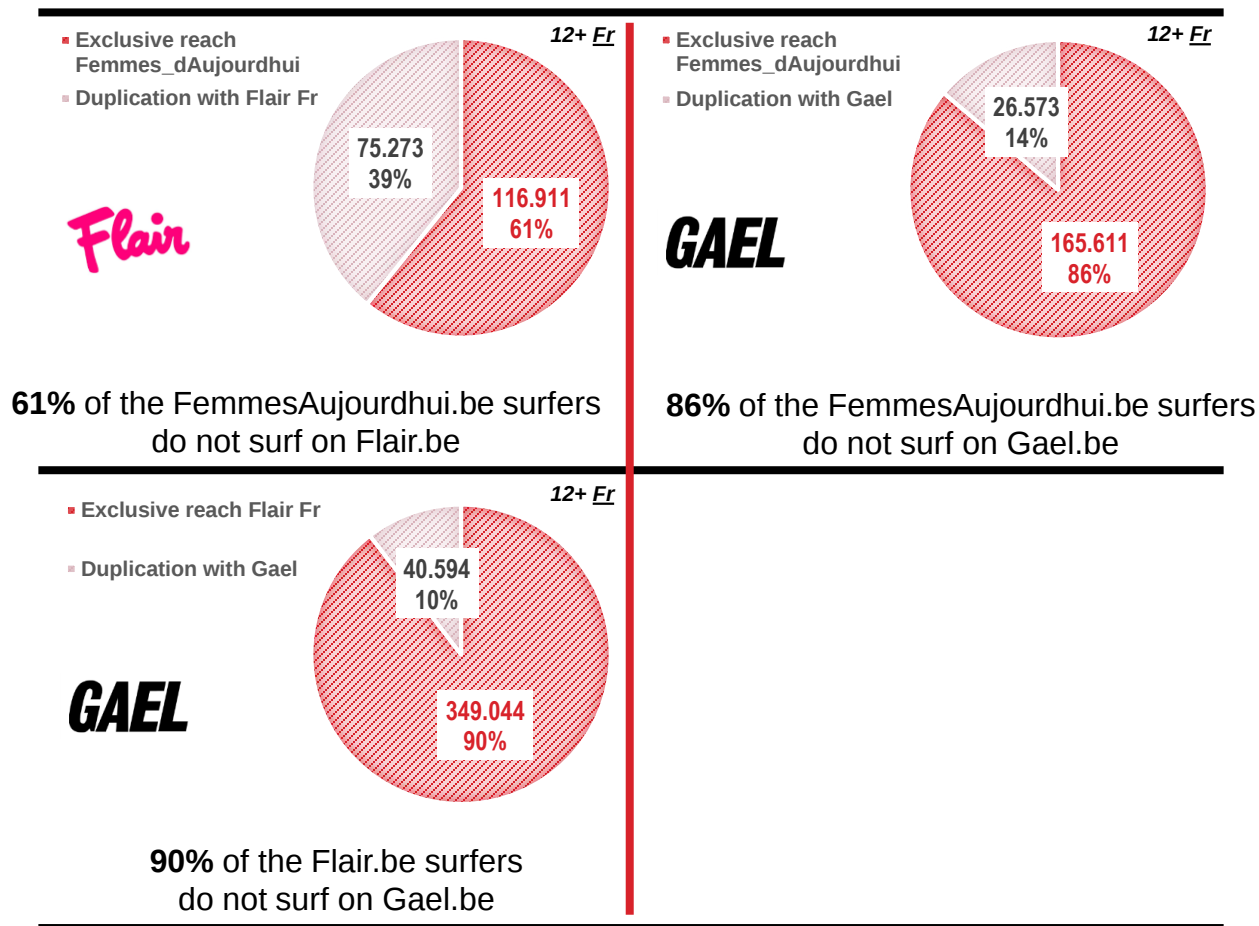
EXCLUSIVE SURFERS & DUPLICATION (1/2)





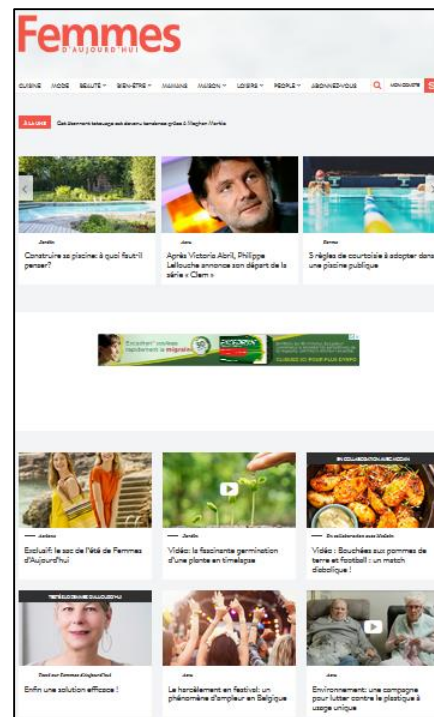
OUR WOMEN BRANDS

EXCLUSIVE SURFERS & DUPLICATION (2/2)





LIBELLE.BE/FEMMESDAUJOURDHUI.BE





LIBELLE.BE/FEMMESDAUJOURDHUI.BE

KEY FIGURES

	  			
Real Users	746.840	202.509	102.954	576.677
Visits	1.913.296	334.385	226.550	1.352.361
Page Views	3.638.465	923.287	483.802	2.231.376



LIBELLE.BE/FEMMESDAUJOURDHUI.BE

PROFILE ALL DEVICES

 18-44	49,3%	 Women	84,6%
 Active	68,2%	 Higher Educated	43,6%
 SG 1-2	38,5%	 SG 1-4	61,3%
 Dutch-speaking	74,7%	 Executives	6,6%



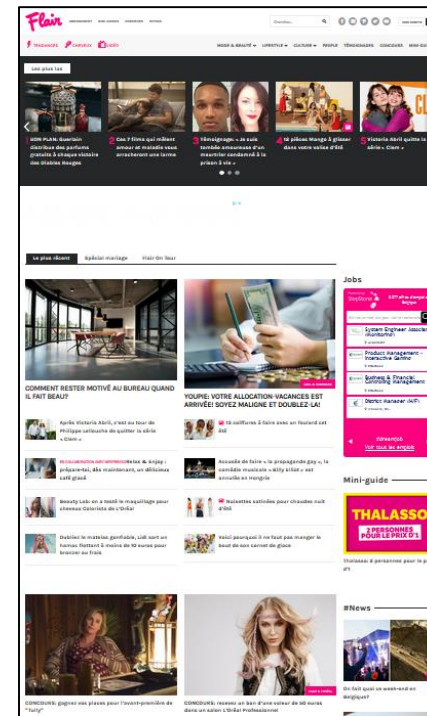
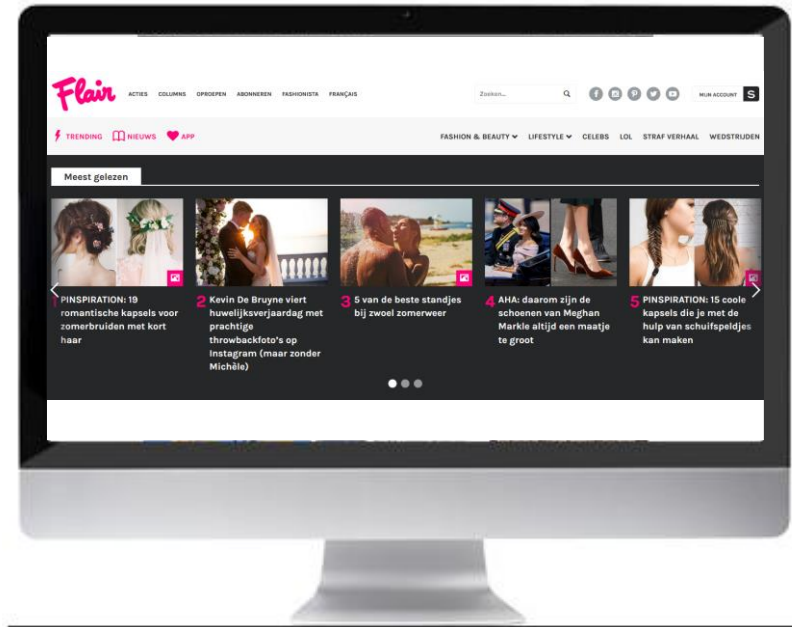
LIBELLE.BE/FEMMESDAUJOURDHUI.BE

PROFILE PER DEVICE

	18-44	46,0%	24,2%	56,6%
	Active	67,6%	65,7%	69,1%
	SG1-2	42,0%	38,9%	37,0%
	Dutch	74,3%	80,4%	73,5%
	Women	83,9%	87,9%	84,1%
	Higher educated	48,4%	39,7%	42,5%
	SG 1-4	62,7%	63,4%	60,2%
	Executive	6,1%	8,5%	6,3%



FLAIR.BE





FLAIR.BE

KEY FIGURES

	  			
Real Users	1.609.106	319.499	137.124	1.514.318
Visits	6.266.164	564.810	316.773	5.384.581
Page Views	8.632.414	1.013.754	450.708	7.167.952



FLAIR.BE

PROFILE ALL DEVICES

	74,7%		84,3%
18-44		Women	
	62,7%		42,7%
Active		Higher Educated	
	40,9%		59,9%
SG 1-2		SG 1-4	
	77,8%		6,4%
Dutch-speaking		Executives	



FLAIR.BE

PROFILE PER DEVICE

				
	18-44	79,2%	39,8%	76,3%
	Active	62,9%	55,9%	63,1%
	SG1-2	56,0%	43,9%	38,5%
	Dutch	77,9%	80,9%	77,7%
	Women	79,1%	89,9%	84,7%
	Higher educated	58,1%	41,9%	40,5%
	SG 1-4	77,4%	57,4%	57,5%
	Executive	4,8%	15,7%	6,1%



FEELING.BE/GAEL.BE





FEELING.BE/GAEL.BE

KEY FIGURES

	  			
Real Users	377.842	92.076	37.581	284.487
Visits	989.182	133.847	98.545	756.790
Page Views	1.596.771	270.524	164.452	1.161.795



FEELING.BE/GAEL.BE

PROFILE ALL DEVICES

 18-44	52,0%	 Women	89,3%
 Active	63,2%	 Higher Educated	44,2%
 SG 1-2	38,3%	 SG 1-4	60,6%
 Dutch-speaking	80,9%	 Executives	8,1%

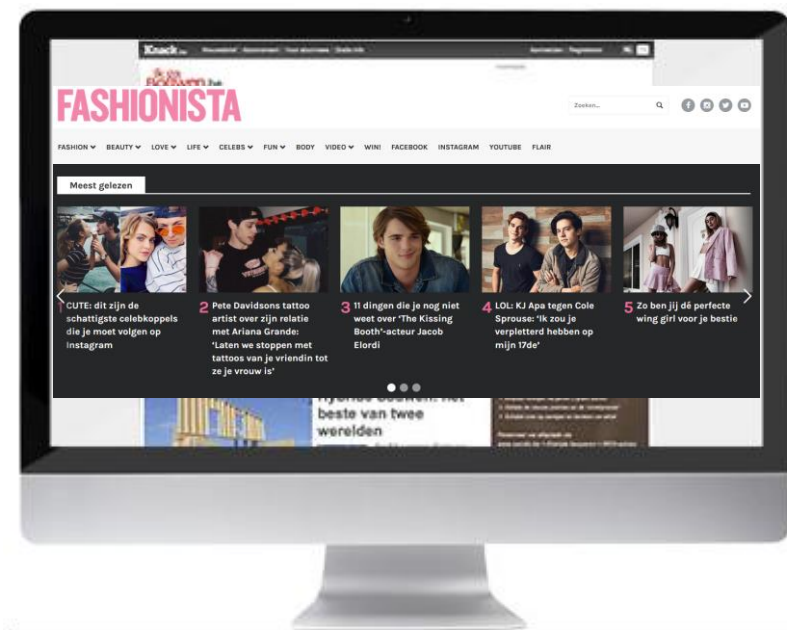


FEELING.BE/GAEL.BE

PROFILE PER DEVICE

	18-44	50,5%	14,6%	58,1%
	Active	77,7%	48,2%	61,8%
	SG1-2	54,9%	34,3%	34,7%
	Dutch	75,7%	88,8%	80,9%
	Women	86,8%	96,5%	88,8%
	Higher educated	59,3%	38,9%	41,2%
	SG 1-4	76,4%	50,5%	58,2%
	Executive	10,6%	8,8%	7,3%

FASHIONISTA.BE





FASHIONISTA.BE

KEY FIGURES

	  			
Real Users	102.893	14.445	3.044	86.688
Visits	136.548	19.691	5.094	111.762
Page Views	178.167	31.456	7.101	139.610



FASHIONISTA.BE

PROFILE ALL DEVICES

 18-44	66,6%	 Women	88,8%
 Active	40,3%	 Higher Educated	27,0%
 SG 1-2	36,0%	 SG 1-4	60,5%
 Dutch-speaking	99,5%	 Executives	4,7%



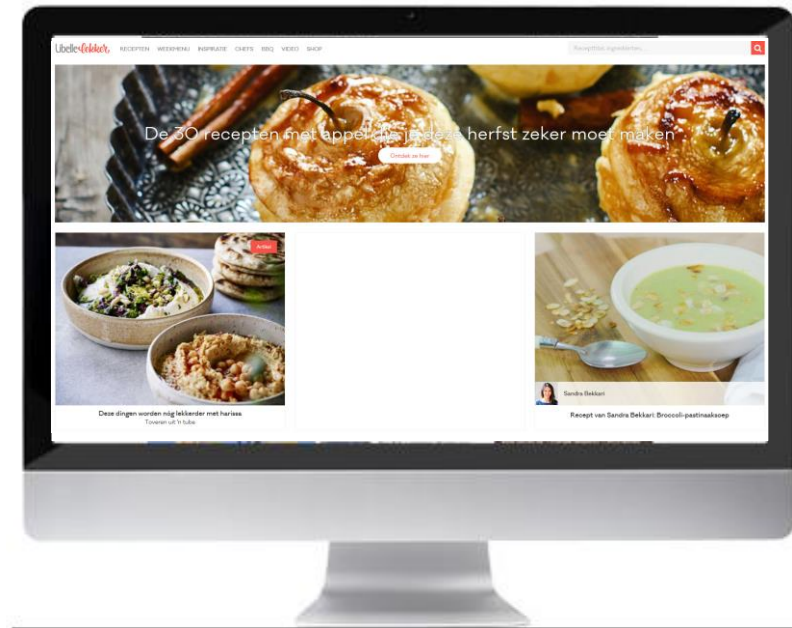
FASHIONISTA.BE

PROFILE PER DEVICE

	18-44	87,2%	9,6%	65,8%
	Active	53,9%	9,1%	39,4%
	SG1-2	36,9%	6,0%	37,4%
	Dutch	97,0%	100,0%	100,0%
	Women	72,8%	98,5%	91,4%
	Higher educated	49,3%	7,3%	23,8%
	SG 1-4	77,8%	8,5%	60,1%
	Executive	1,6%	1,1%	5,5%



LIBELLE-LEKKER.BE





LIBELLE-LEKKER.BE

KEY FIGURES

	  			
Real Users	788.670	293.120	156.861	606.590
Visits	2.255.764	539.473	321.177	1.395.115
Page Views	4.711.033	1.531.310	714.391	2.465.331



LIBELLE-LEKKER.BE

PROFILE ALL DEVICES

 18-44	52,9%	 Women	79,1%
 Active	71,7%	 Higher Educated	52,3%
 SG 1-2	45,3%	 SG 1-4	68,8%
 Dutch-speaking	98,8%	 Executives	8,5%



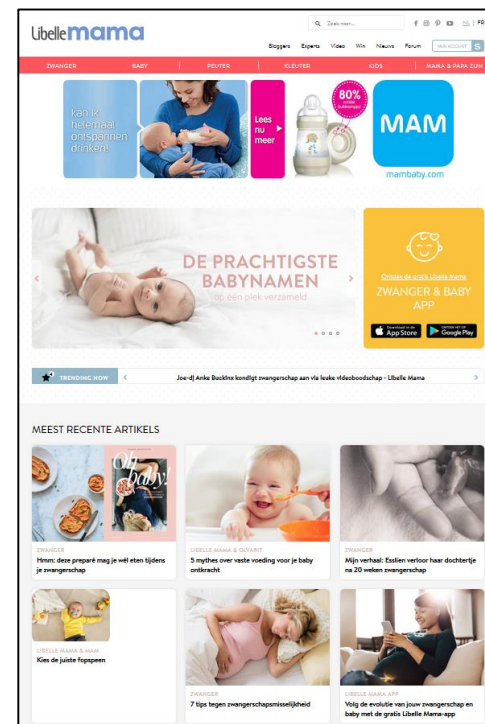
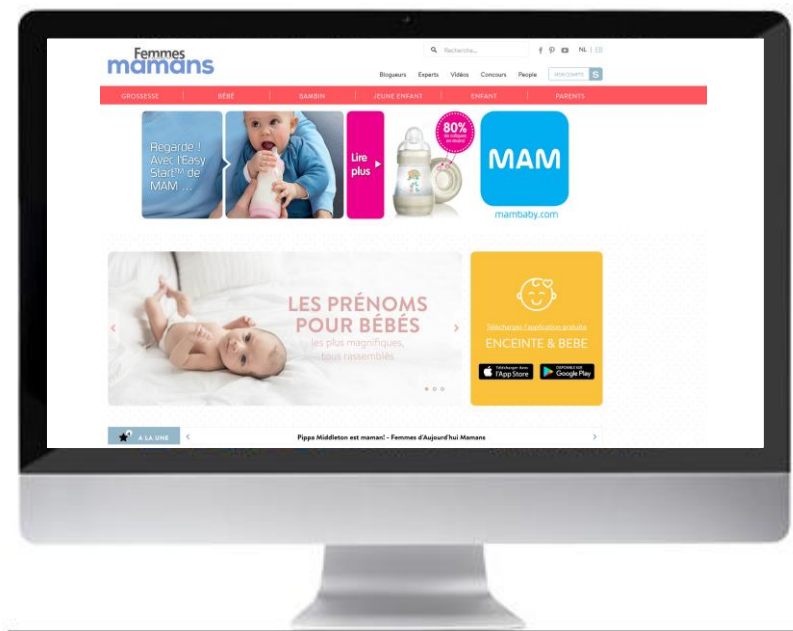
LIBELLE-LEKKER.BE

PROFILE PER DEVICE

	18-44	50,0%	42,0%	57,8%
	Active	73,1%	69,5%	71,5%
	SG1-2	51,2%	41,3%	43,0%
	Dutch	98,3%	100,0%	98,8%
	Women	81,9%	74,2%	79,0%
	Higher educated	59,1%	45,8%	50,2%
	SG 1-4	73,1%	63,9%	67,8%
	Executive	9,9%	10,3%	7,2%



MAMA.LIBELLE.BE/MAMANS.FEMMESDAUJOURDHUI.BE





MAMA.LIBELLE.BE/MAMANS.FEMMESDAUJOURDHUI.BE

KEY FIGURES

	  			
Real Users	218.727	35.225	15.933	183.493
Visits	470.661	44.222	27.018	399.420
Page Views	662.885	73.819	39.121	549.944



MAMA.LIBELLE.BE/MAMANS.FEMMESDAUJOURDHUI.BE

PROFILE ALL DEVICES



18-44

79,9%



Women

92,8%



Active

80,7%



Higher Educated

55,0%



SG 1-2

44,9%



SG 1-4

68,8%



Dutch-speaking

90,4%



Executives

7,1%



MAMA.LIBELLE.BE/MAMANS.FEMMESDAUJOURDHUI.BE

PROFILE PER DEVICE

	18-44	80,7%	46,1%	82,2%
	Active	82,2%	60,7%	82,0%
	SG1-2	57,3%	29,1%	44,4%
	Dutch	86,6%	91,6%	90,8%
	Women	90,0%	95,3%	93,0%
	Higher educated	67,0%	46,5%	54,1%
	SG 1-4	87,2%	43,4%	68,3%
	Executive	10,2%	6,3%	6,8%

THANK YOU FOR
YOUR ATTENTION

www.roulartamedia.be