Newspapers reported readership

Paper + replica

Index vs previous

Titles	% "2024"	AIR "2025" '000	% "2025"	AIR "2026" '000	% "2026"	Index vs previous
NL						
Het Laatste Nieuws	11.0%	1,308	13.5%	1,311	13.4%	99
Het Nieuwsblad+Gentenaar	8.7%	944	9.7%	875	8.9%	92
Het Belang van Limburg	3.4%	345	3.5%	371	3.8%	109
Gazet van Antwerpen	3.8%	401	4.1%	345	3.5%	85
De Standaard	4.1%	381	3.9%	321	3.3%	85
De Tijd	2.2%	234	2.4%	275	2.8%	117
De Morgen	2.7%	266	2.7%	267	2.7%	100
Groep Krant van West-Vlaanderen	3.0%	320	3.3%	258	2.6%	79
Flemish daily newspapers	25.6%	**2,740**	**28.2%**	**2,598**	**26.6%**	**94**
FR						
Le Soir	5.7%	617	6.4%	655	6.7%	105
Sudinfo	5.5%	599	6.2%	564	5.8%	94
l'Avenir	4.2%	421	4.3%	442	4.5%	105
DH/Les Sports	3.4%	321	3.3%	289	2.9%	88
La Libre Belgique	2.6%	234	2.4%	223	2.3%	96
l'Echo	1.5%	168	1.7%	148	1.5%	88
French-written newspapers	15.1%	**1,582**	**16.3%**	**1,562**	**16.0%**	**98**
NL+FR						
All daily newspapers	39.9%	**4,187**	**43.1%**	**4,025**	**41.1%**	**95**

Total brand

Index vs previous

Titles	% "2024"	AIR "2025" '000	% "2025"	AIR "2026" '000	% "2026"	Index vs previous
NL						
Het Laatste Nieuws	22.3%	2,287	23.6%	2,278	23.3%	99
Het Nieuwsblad+Gentenaar	15.8%	1,537	15.8%	1,446	14.8%	94
Gazet van Antwerpen	7.0%	670	6.9%	599	6.1%	88
De Standaard	6.5%	596	6.1%	568	5.8%	95
Het Belang van Limburg	5.4%	499	5.1%	520	5.3%	104
De Morgen	5.0%	479	4.9%	501	5.1%	104
De Tijd	3.5%	332	3.4%	395	4.0%	118
Groep Krant van West-Vlaanderen	4.4%	447	4.6%	382	3.9%	85
Flemish daily newspapers	36.9%	**3,626**	**37.4%**	**3,456**	**35.3%**	**94**
FR						
Sudinfo	10.3%	946	9.7%	872	8.9%	92
Le Soir	8.3%	805	8.3%	844	8.6%	104
l'Avenir	6.2%	588	6.1%	602	6.1%	100
DH/Les Sports	6.4%	570	5.9%	525	5.4%	92
La Libre Belgique	4.2%	386	4.0%	381	3.9%	98
l'Echo	2.0%	198	2.0%	187	1.9%	95
French-written newspapers	21.0%	**2,028**	**20.9%**	**1,979**	**20.2%**	**97**
NL+FR						
All daily newspapers	56.4%	**5,449**	**56.1%**	**5,224**	**53.4%**	**95**

Source: CIM BPS 16+ adults . “2026”: 50% of data coming from previous BPS survey/50% "fresh" data (Sep 2025-May 2026)