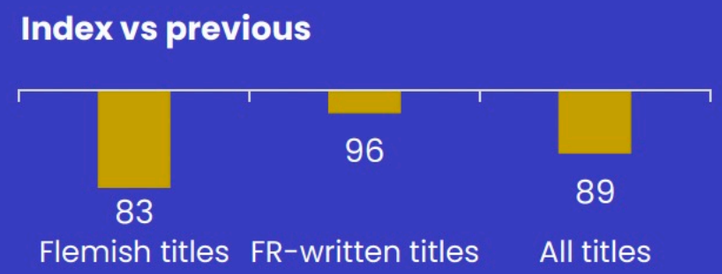
Newspapers supplements reported readership

Paper + replica

Titles	AIR % "2024"	AIR "2025" '000	% "2025"	AIR "2026" '000	% "2026"	Index vs previous
NL						
Billie	6.6%	615	6.3%	524	5.4%	86
Nina, bijlage van Het Laatste Nieuws	4.5%	456	4.7%	463	4.7%	100
Standaard Magazine, bijlage van De Standaard	3.5%	309	3.2%	219	2.2%	69
DS Weekblad, bijlage van De Standaard	3.5%	306	3.2%	213	2.2%	69
dm Magazine, bijlage van De Morgen	1.7%	151	1.6%	130	1.3%	81
FR						
So Soir, supplément du Soir	1.6%	193	2.0%	181	1.8%	90
Deuzio, IPM	1.5%	155	1.6%	166	1.7%	106
MAX, Sudinfo	0.8%	92	1.0%	87	0.9%	90
Combinations						
Mijn Geld+Mon Argent	1.6%	225	2.3%	250	2.6%	113
Sabato NL+FR	1.7%	163	1.7%	171	1.7%	100



Total brand (when relevant)

Titles	AIR % "2024"	AIR "2025" '000	% "2025"	AIR "2026" '000	% "2026"	Index vs previous
FR						
So Soir, supplément du Soir	3.2%	316	3.3%	289	2.9%	88
MAX	2.3%	215	2.2%	195	2.0%	91
Combinations						
Mijn Geld+Mon Argent	3.0%	442	4.6%	553	5.7%	124
Sabato NL+FR	1.8%	182	1.9%	199	2.0%	105

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