Push titles reported readership

Titles	AIR % "2024"	AIR "2025" '000	% "2025"	2025" '000	% "2025"	Index vs previous
NL						
Bruzz	1.1%	96	1.0%	125	1.3%	130
Zondag	13.7%	1,126	11.6%	1,173	12.0%	103
FR						
7 Dimanche **paper+replica**	4.9%	437	4.5%	476	4.9%	109
7 Dimanchev **total brand**	6.2%	557	5.7%	574	5.9%	104
Combination						
Delhaize Magazine FR+NL	33.8%	3,061	31.5%	3,065	31.3%	99

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