

# Newspapers "total brand" average issue readership

| Language | Title                           | 2019-2020 % | 2021-2022 Abs | 2021-2022 % | 2022-2023 Abs | 2022-2023 % | Index |                                                                                     |
|----------|---------------------------------|-------------|---------------|-------------|---------------|-------------|-------|-------------------------------------------------------------------------------------|
| NL       | Het Laatste Nieuws              | 26,9%       | 2.066.900     | 21,8%       | 2.110.500     | 22,2%       | 102   |  |
| NL       | Het Nieuwsblad+Gentenaar        | 20,4%       | 1.611.300     | 17,0%       | 1.528.400     | 16,0%       | 94    |  |
| NL       | Gazet van Antwerpen             | 7,6%        | 601.800       | 6,4%        | 624.400       | 6,6%        | 103   |  |
| NL       | De Standaard                    | 9,0%        | 653.200       | 6,9%        | 600.600       | 6,3%        | 91    |  |
| NL       | Het Belang van Limburg          | 6,5%        | 510.500       | 5,4%        | 554.100       | 5,8%        | 107   |  |
| NL       | De Morgen                       | 5,7%        | 447.700       | 4,7%        | 450.400       | 4,7%        | 100   |  |
| NL       | Metro NL                        | 4,4%        | 405.200       | 4,3%        | 339.200       | 3,6%        | 84    |  |
| NL       | De Tijd                         | 3,6%        | 312.700       | 3,3%        | 337.700       | 3,5%        | 106   |  |
| FR       | Sudinfo                         | 12,4%       | 1.037.400     | 11,0%       | 995.400       | 10,4%       | 95    |  |
| FR       | Le Soir                         | 8,4%        | 826.300       | 8,7%        | 740.800       | 7,8%        | 90    |  |
| FR       | DH/Les Sports                   | 8,0%        | 633.400       | 6,7%        | 572.700       | 6,0%        | 90    |  |
| FR       | L'Avenir                        | 7,0%        | 620.700       | 6,6%        | 553.300       | 5,8%        | 88    |  |
| FR       | Metro FR                        | 5,0%        | 507.000       | 5,4%        | 459.300       | 4,8%        | 89    |  |
| FR       | La Libre Belgique               | 5,2%        | 477.900       | 5,0%        | 411.800       | 4,3%        | 86    |  |
| FR       | L'Echo                          | 1,9%        | 178.400       | 1,9%        | 180.700       | 1,9%        | 100   |  |
|          |                                 |             |               |             |               |             |       |                                                                                     |
| NL       | Groep Krant van West Vlaanderen | 6,5%        | 453.600       | 4,8%        | 479.100       | 5,0%        | 104   |  |