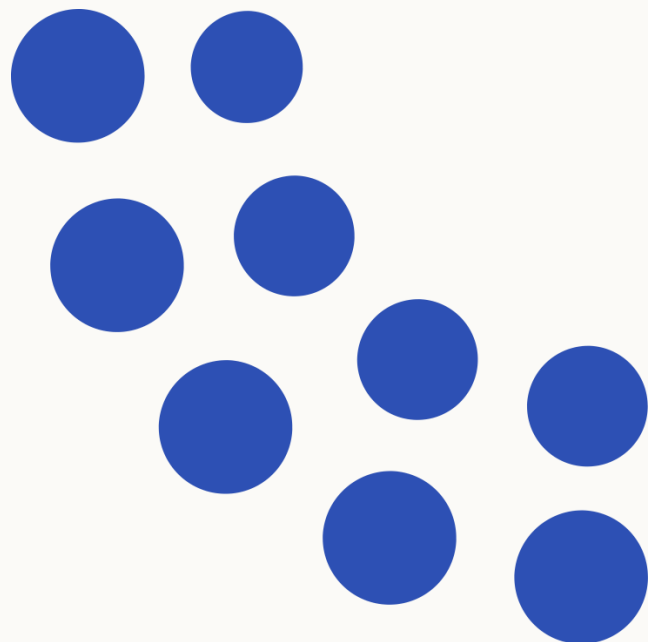




Media•analyse

Voorbeeldanalyse

Analyse 2024 - 2026

& teneur beknopt

Voorbeeldanalyse

Analyse 2024 - 2026

PRINT - WEB - RTV - PODCAST - SOCIAL

Introductie

Voor u ligt een kwantitatieve jaaranalyse van de media-aandacht over de periode 2024 tot en met 2026. Deze analyse geeft u inzicht in de totale berichtgeving die er gedurende de onderzoeksperiode in print, op internet, op sociale media, op podcasts en op radio en televisie is geweest.

De analyse geeft u inzicht in de media-aandacht uitgedrukt in aantal artikelen, uitzendingen, mediawaarde en bereik. Hierbij wordt gebruik gemaakt van grafieken die de ontwikkeling van het nieuws in beeld brengen. In de trendgrafiek van de media-aandacht zijn de meest opvallende pieken verklaard en voorzien van duiding. Het betreft ongelezen, niet beluisterde en niet gecodeerde artikelen en uitzendingen. Daarnaast wordt in deze analyse teneur uitgelicht.

Deze analyse is met grote zorg door Media Info Groep voor uw organisatie samengesteld en we vertrouwen erop dat deze aan uw wensen voldoet. Mocht er naar aanleiding van de analyse behoefte zijn aan een media-analyse waarbij de content door onze analisten is gelezen, bekeken en gecodeerd, dan informeren wij u graag welke mogelijkheden kwalitatieve media-analyse uw organisatie kan bieden.

Samenvatting

Gedurende de periode 2024 t/m 2026 bestaat de totale berichtgeving uit 13.899 nieuwsberichten; de totale mediawaarde bedraagt € 12.806.949 en het totale bereik* komt uit op 2.041.557.382.

Social (79%) draagt het meest bij aan de zichtbaarheid in de media; op grote afstand gevolgd door internet (14%) en print (5%). In 74% van de berichtgeving, waarin de klant een rol speelt, is de toon positief. Een aanzienlijk kleiner deel van de nieuwsberichten is neutraal (20%) of negatief (6%) van toon.

In 2025 verschijnen de meeste nieuwsberichten (6.631). De mediawaarde (€ 6.458.493) en het bereik (1.143.121.099) zijn het hoogst in 2026.

De media-aandacht vertoont een aantal opvallende pieken.

7 oktober 2025

Op deze dag zorgt actualiteit 1 voor een sterke toename in de berichtgeving. De berichtgeving hierover blijft beperkt tot deze ene dag.

6 oktober 2026

Berichtgeving over actualiteit 2 zorgt op deze dag voor een grote piek in de media-aandacht.

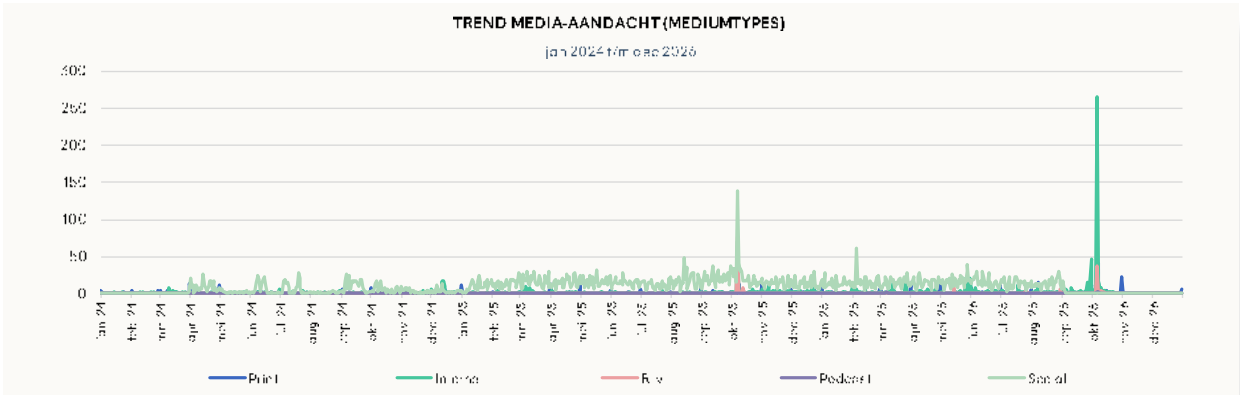
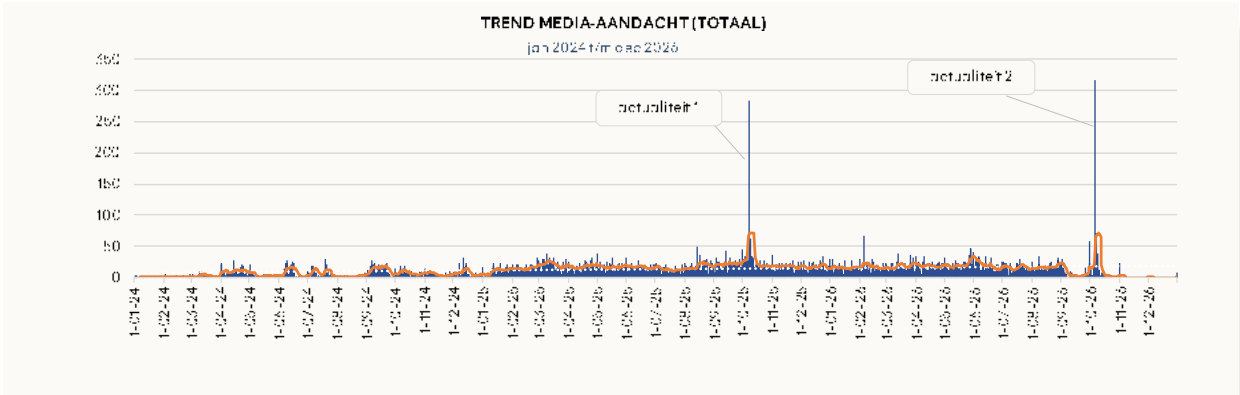
* De bereikcijfers zijn cumulatieve waarden en geven een indicatie van de potentiële contactmomenten

Media-aandacht

Aantal artikelen / uitzendingen

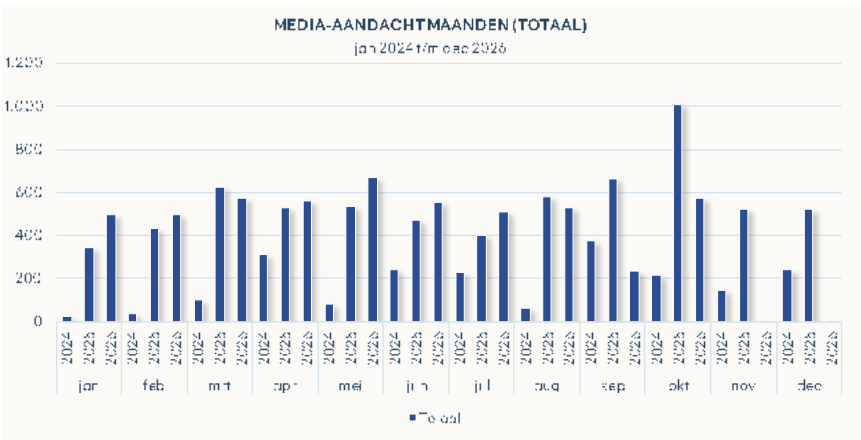
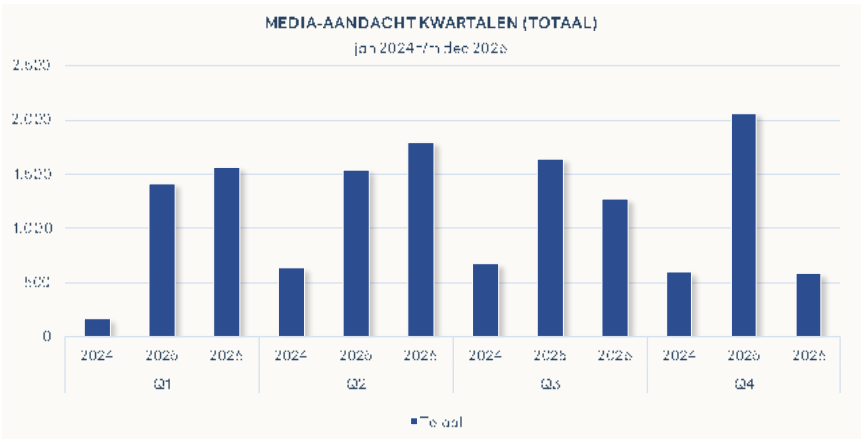
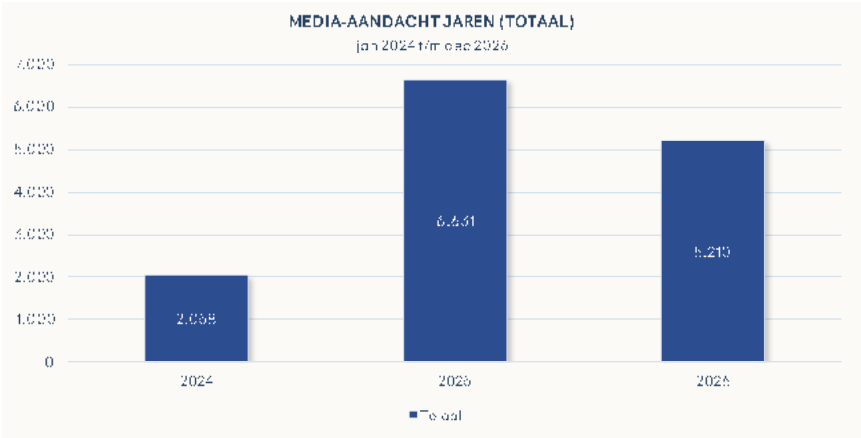
Media-aandacht

Aantal artikelen / uitzendingen



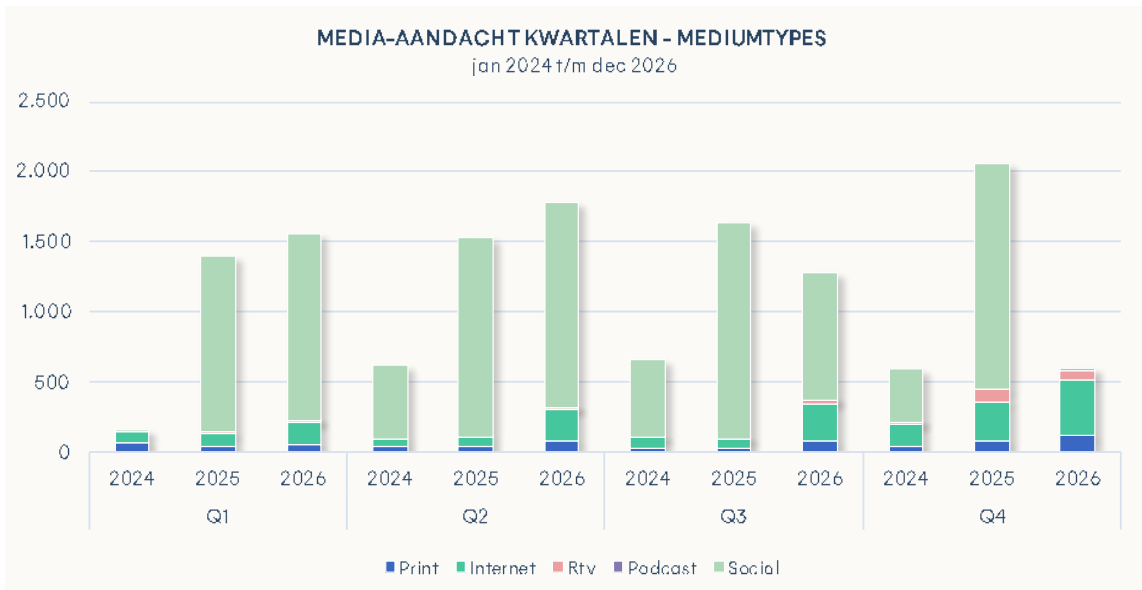
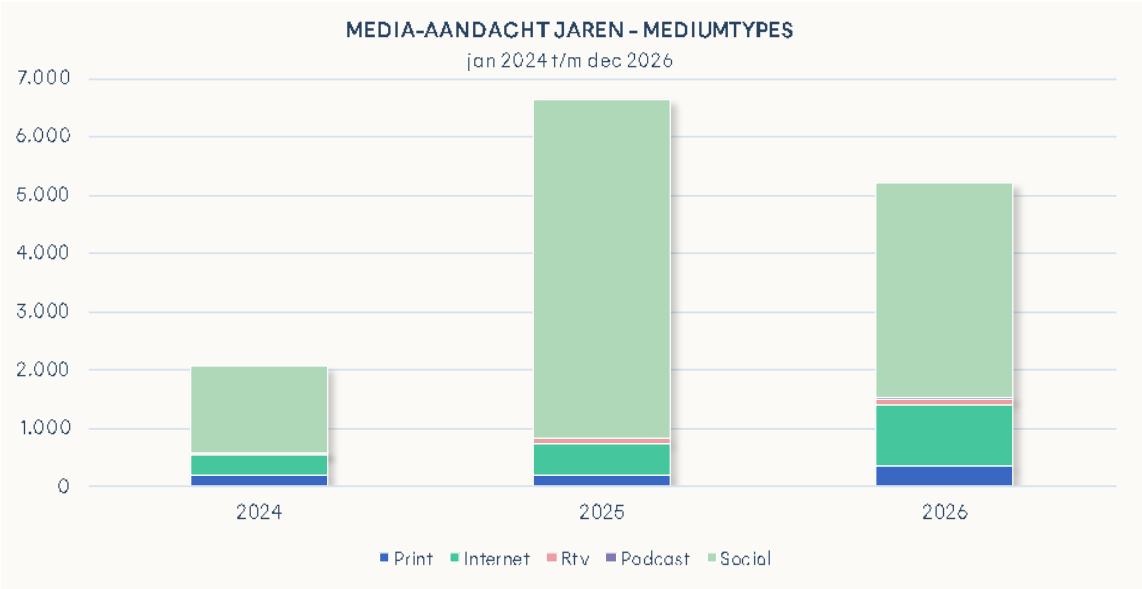
Media-aandacht

Aantal artikelen / uitzendingen



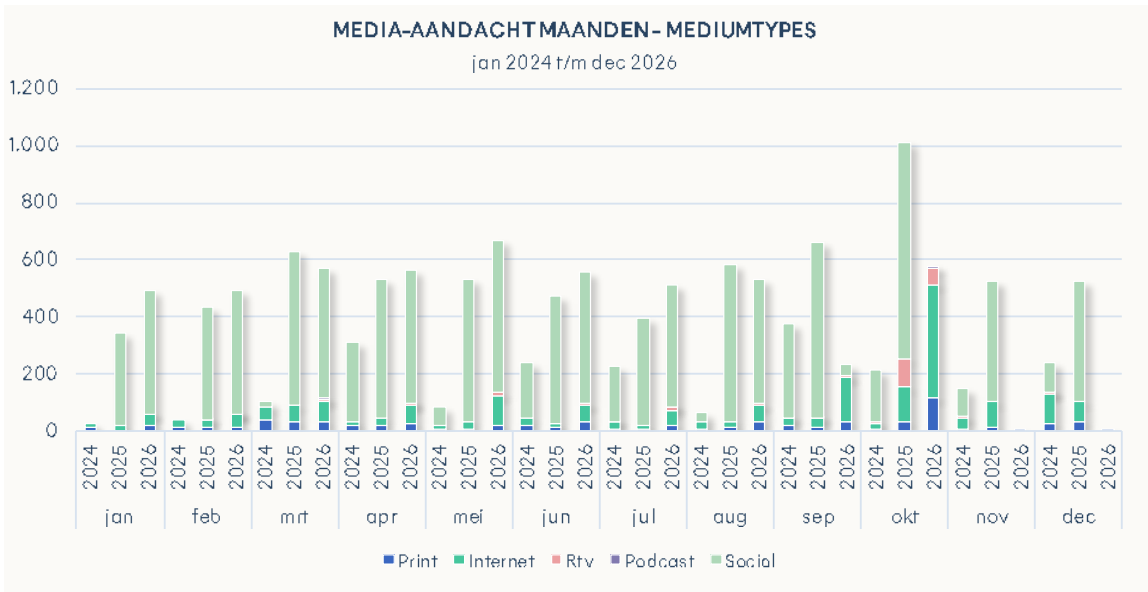
Media-aandacht

Aantal artikelen / uitzendingen

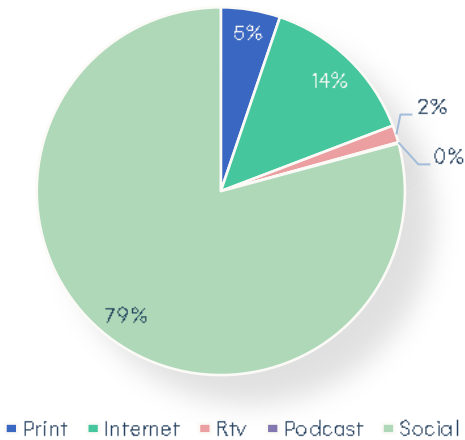


Media-aandacht

Aantal artikelen / uitzendingen



VERDELING MEDIA-AANDACHT - MEDIUMTYPES
jan 2024 t/m dec 2026



Media-aandacht

Aantal artikelen / uitzendingen

Media-aandacht

	Print	Internet	Rtv	Podcast	Social	Totaal
2021	179	373	11	1	1.191	2.058
2025	198	518	98	0	5.817	6.631
2026	317	1.051	102	12	3.695	5.210
Totaal	724	1.945	211	13	11.006	13.899
Gem.	241	648	70	4	3.669	4.633

Media-aandacht

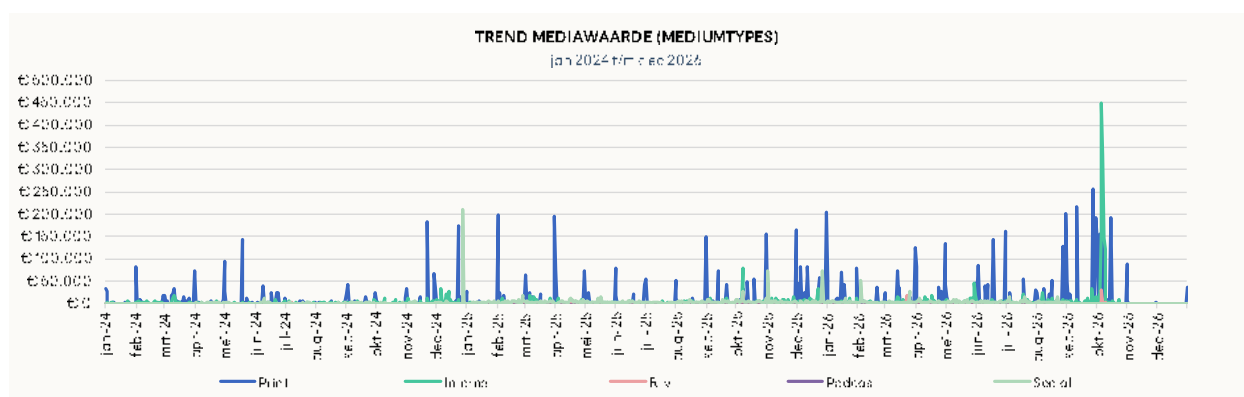
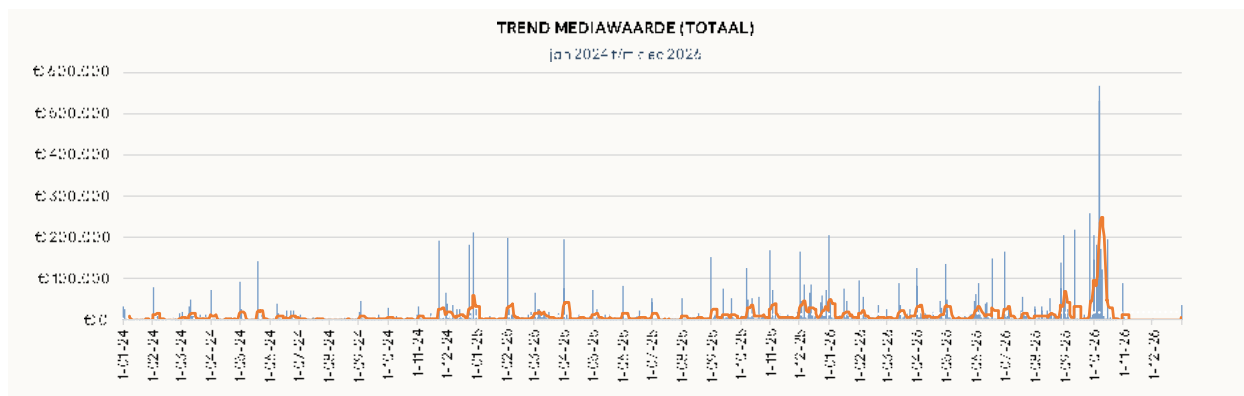
		Print	Internet	Rtv	Podcast	Social	Totaal
Q1	2021	65	85	0	0	11	161
	2025	12	99	3	0	1.260	1.104
	2026	57	162	10	3	1.328	1.560
Q2	2021	39	55	0	0	535	629
	2025	39	71	0	0	1.124	1.531
	2026	81	228	16	1	1.162	1.788
Q3	2021	33	71	1	0	560	668
	2025	35	65	1	0	1.537	1.638
	2026	81	266	20	1	905	1.276
Q4	2021	12	162	7	1	385	597
	2025	82	283	91	0	1.596	2.055
	2026	125	398	56	7	0	586
	Totaal	724	1.945	211	13	11.006	13.899
	Gem.	60	162	18	1	917	1.158

Mediawaarde

Euro's

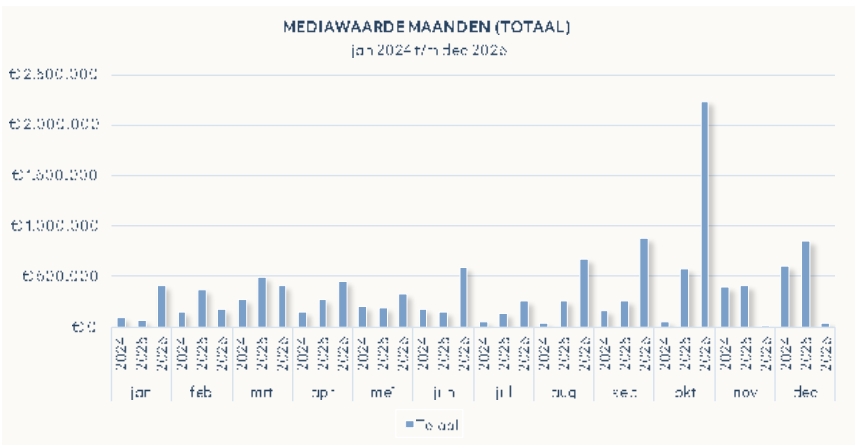
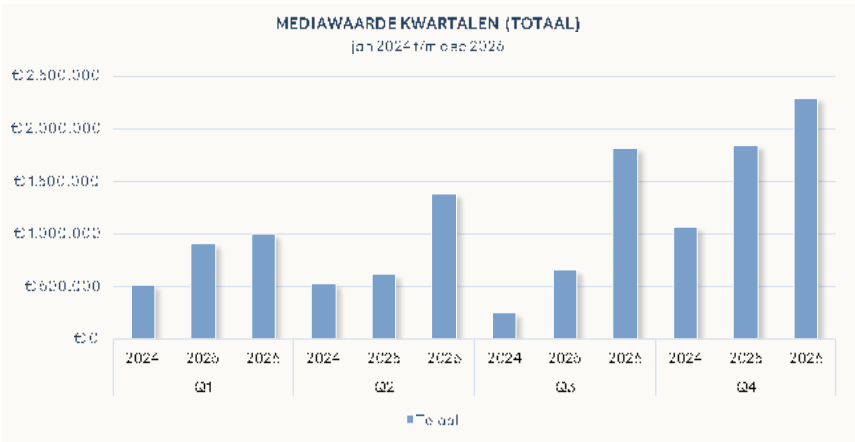
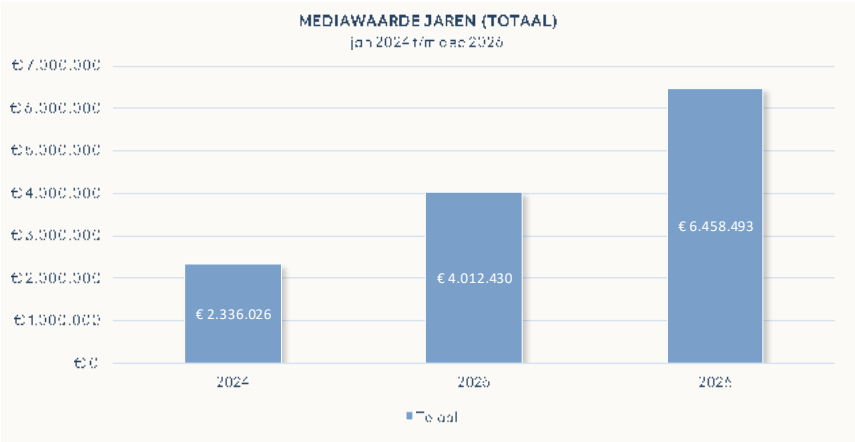
Mediawaarde

Euro's



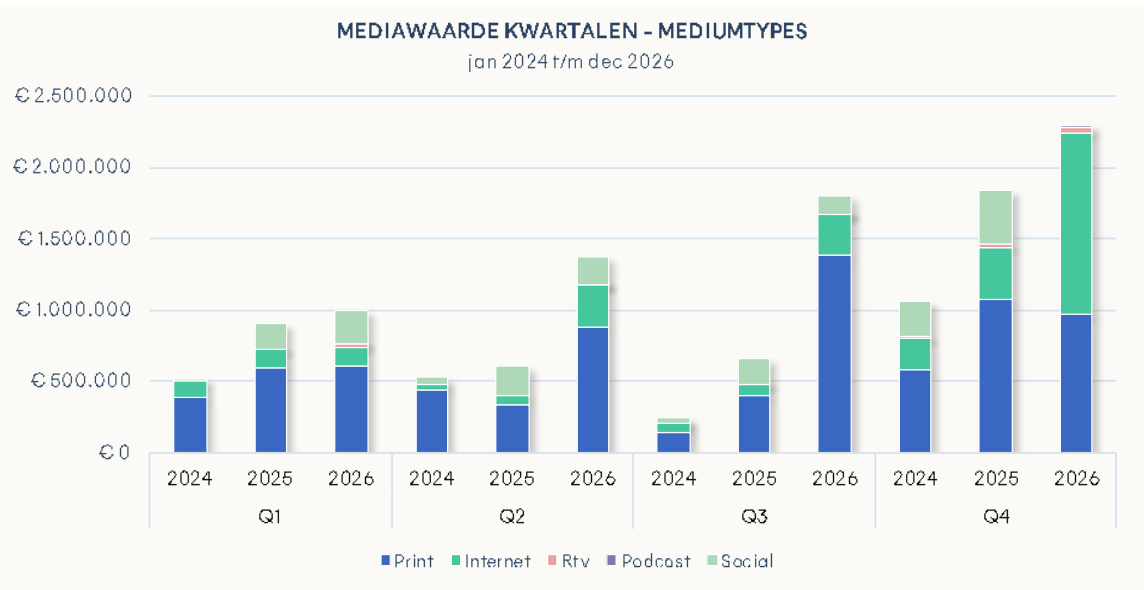
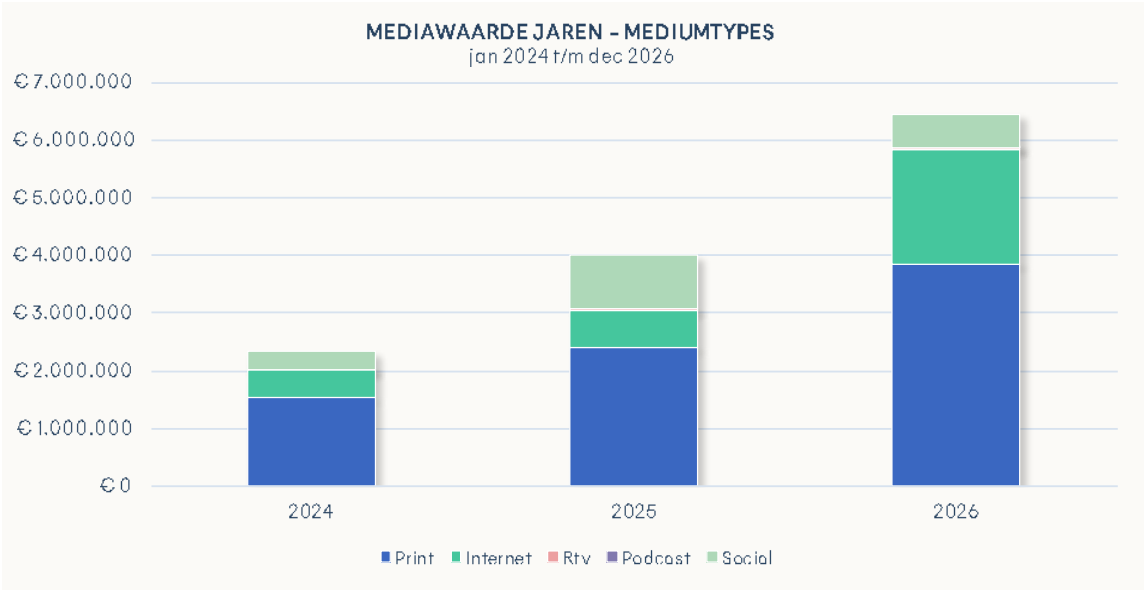
Mediawaarde

Euro's



Mediawaarde

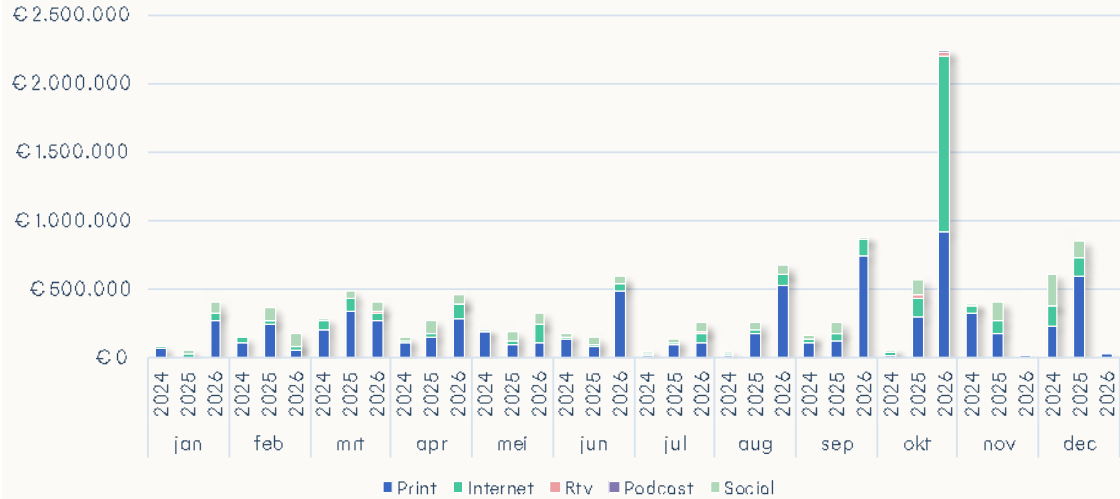
Euro's



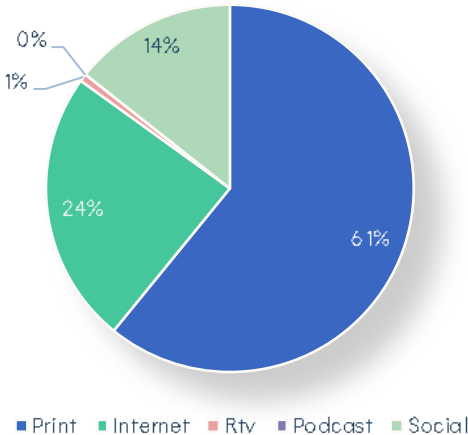
Mediawaarde

Euro's

MEDIAWAARDE MAANDEN - MEDIUMTYPES
jan 2024 t/m dec 2026



VERDELING MEDIAWAARDE - MEDIUMTYPES
jan 2024 t/m dec 2026



Mediawaarde

Euro's

Mediawaarde						
	Print	Internet	Rtv	Podcast	Social	Totaal
2021	€ 1.550.956	€ 151.801	€ 2.951	€ 0	€ 330.315	€ 2.336.026
2025	€ 2.108.161	€ 638.102	€ 25.251	€ 0	€ 910.310	€ 4.012.130
2026	€ 3.837.319	€ 1.993.551	€ 60.179	€ 185	€ 567.226	€ 6.458.193
Totaal	€ 7.796.769	€ 3.083.756	€ 88.388	€ 185	€ 1.837.851	€ 12.806.919
Gem.	€ 2.598.923	€ 1.027.919	€ 29.163	€ 62	€ 612.617	€ 4.268.983

Mediawaarde							
		Print	Internet	Rtv	Podcast	Social	Totaal
Q1	2021	€ 392.312	€ 111.995	€ 0	€ 0	€ 276	€ 504.613
	2025	€ 596.187	€ 132.188	€ 582	€ 0	€ 180.118	€ 909.375
	2026	€ 601.777	€ 135.783	€ 19.651	€ 23	€ 210.802	€ 998.035
Q2	2021	€ 133.515	€ 17.528	€ 0	€ 0	€ 15.598	€ 526.611
	2025	€ 332.105	€ 70.012	€ 0	€ 0	€ 208.101	€ 610.520
	2026	€ 883.112	€ 290.982	€ 3.800	€ 8	€ 191.278	€ 1.372.179
Q3	2021	€ 115.689	€ 62.901	€ 1.139	€ 0	€ 33.679	€ 213.707
	2025	€ 100.029	€ 80.922	€ 180	€ 0	€ 171.022	€ 655.153
	2026	€ 1.386.691	€ 285.907	€ 3.266	€ 8	€ 132.116	€ 1.808.018
Q4	2021	€ 579.111	€ 229.377	€ 1.516	€ 0	€ 250.762	€ 1.061.065
	2025	€ 1.079.813	€ 351.980	€ 21.192	€ 0	€ 378.068	€ 1.837.383
	2026	€ 965.169	€ 1.280.883	€ 33.162	€ 117	€ 0	€ 2.279.961
	Totaal	€ 7.796.769	€ 3.083.756	€ 88.388	€ 185	€ 1.837.851	€ 12.806.919
	Gem.	€ 619.731	€ 256.980	€ 7.366	€ 15	€ 153.151	€ 1.067.216

Bereik

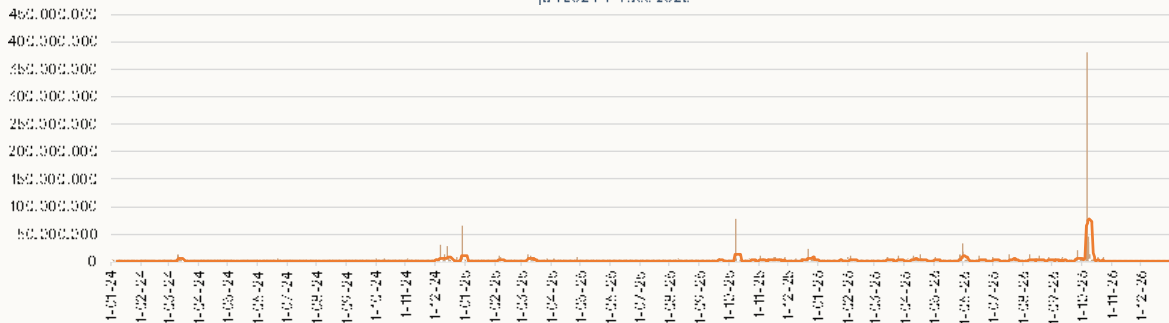
Personen

Bereik

Personen

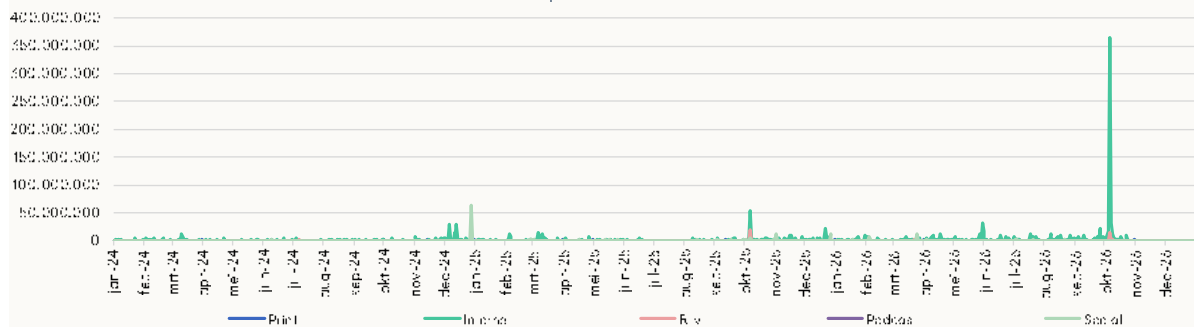
TREND BEREIK (TOTAAL)

jan 2024 t/m dec 2026



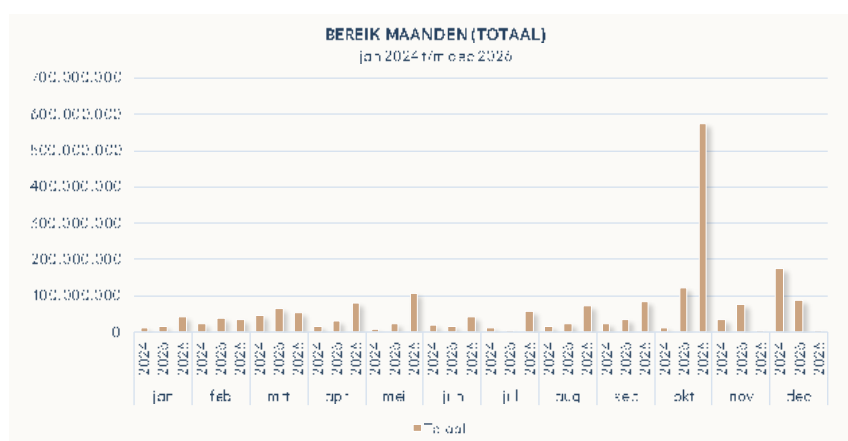
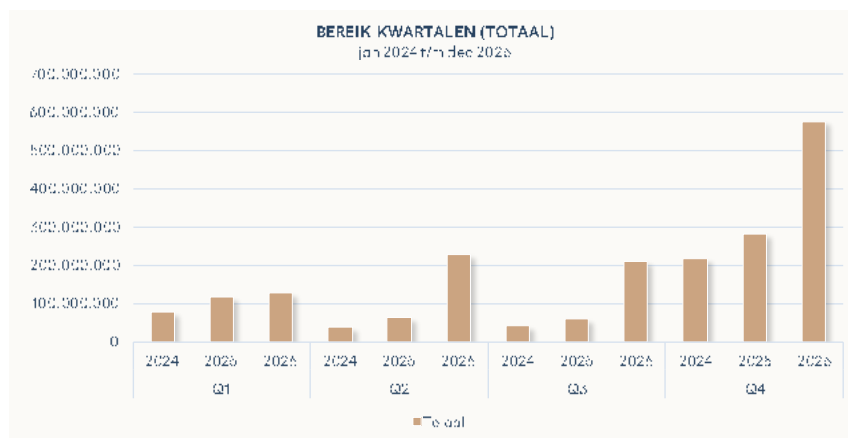
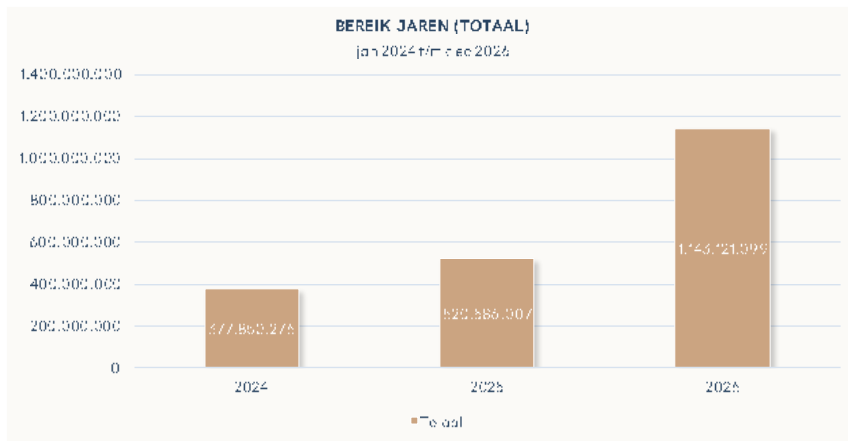
TREND BEREIK - MEDIUMTYPES

jan 2024 t/m dec 2026



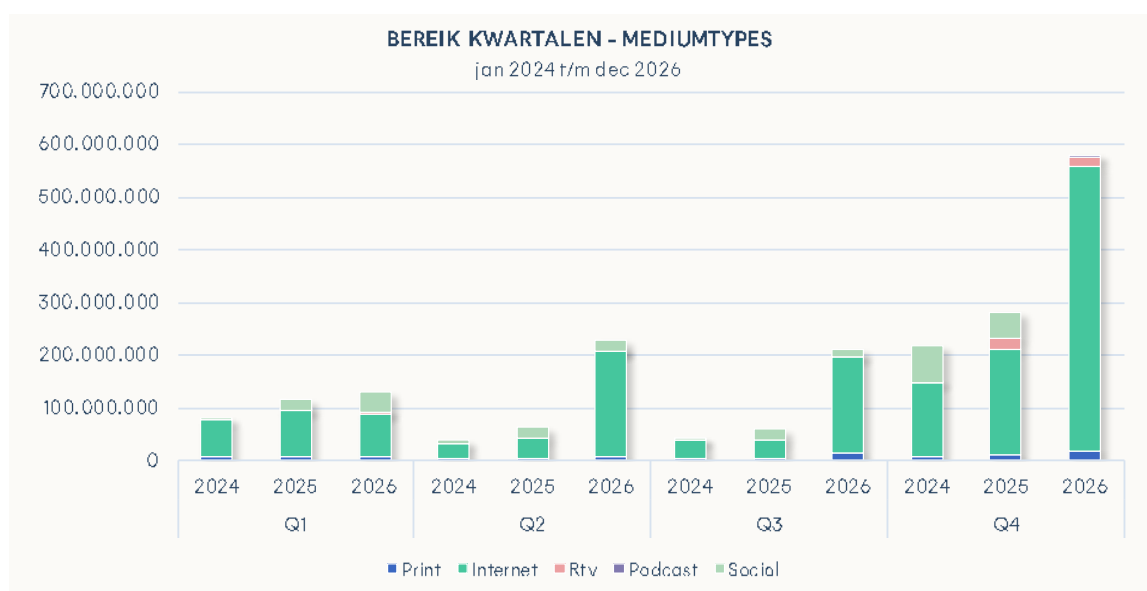
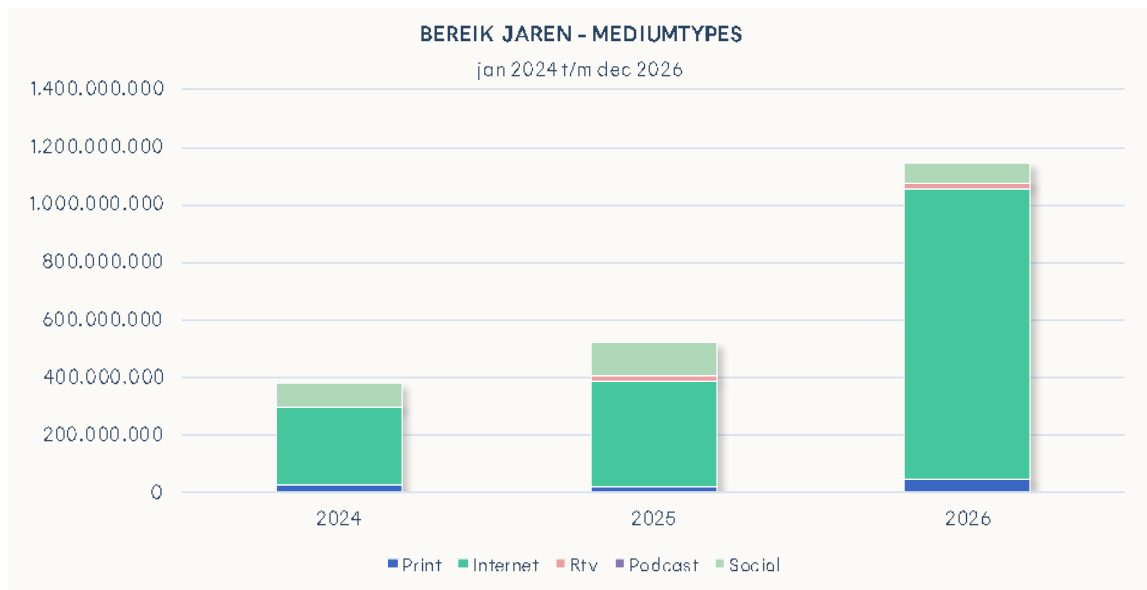
Bereik

Personen



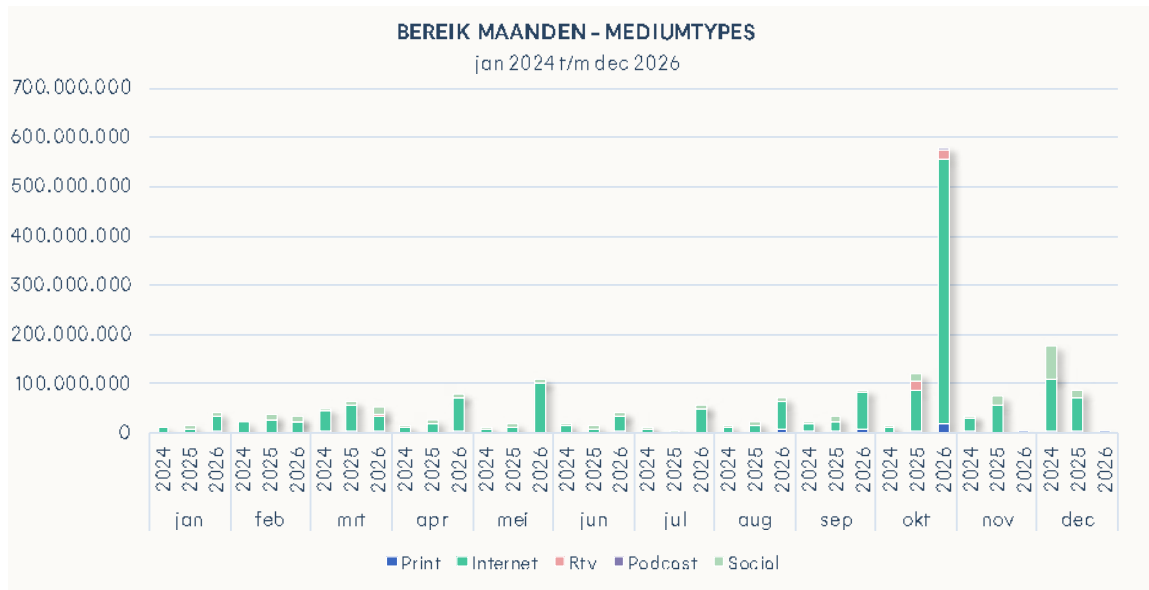
Bereik

Personen



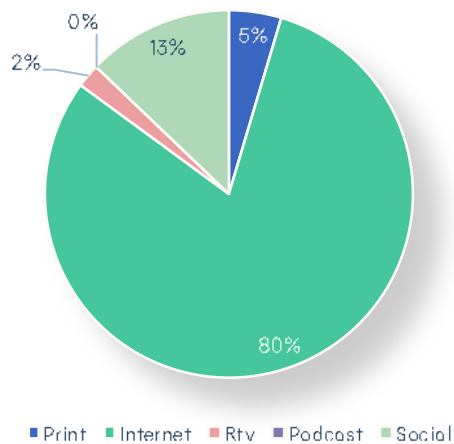
Bereik

Personen



VERDELING BEREIK - MEDIUMTYPES

jan 2024 t/m dec 2026



Bereik

Personen

Bereik						
	Print	Internet	Rtv	Podcast	Social	Totaal
2021	23.510.176	273.942.153	2.028.571	0	78.369.376	377.850.276
2025	22.221.679	361.970.510	20.235.199	0	113.155.319	520.586.007
2026	48.176.932	1.001.116.053	20.232.238	12.318	70.583.558	1.113.121.099
Totaal	93.911.787	1.643.028.716	42.196.308	12.318	262.108.253	2.011.557.382
Gem.	31.303.929	547.676.239	14.165.436	4.106	87.369.418	680.519.127

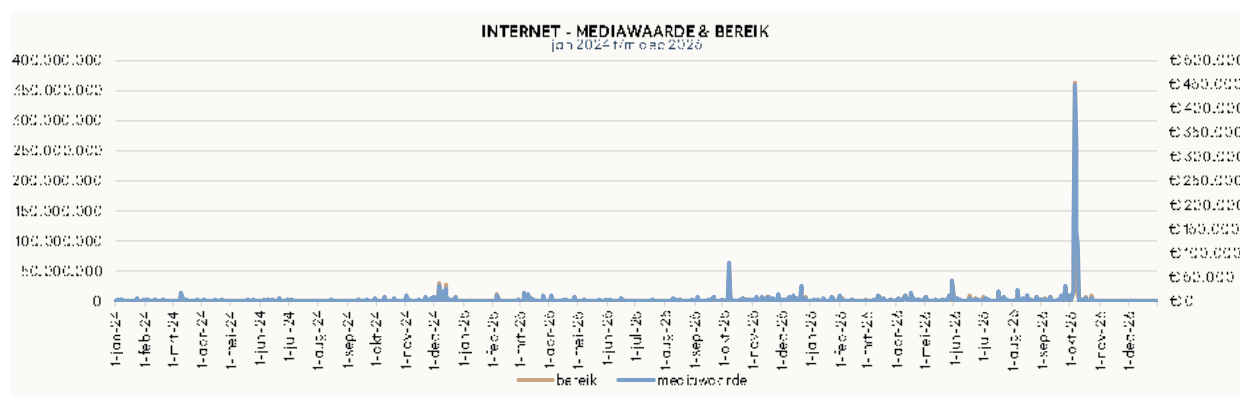
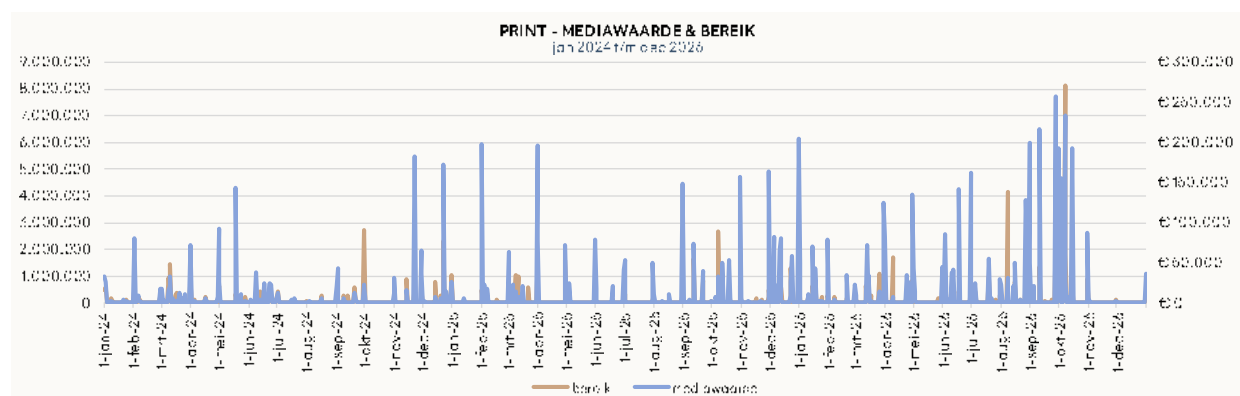
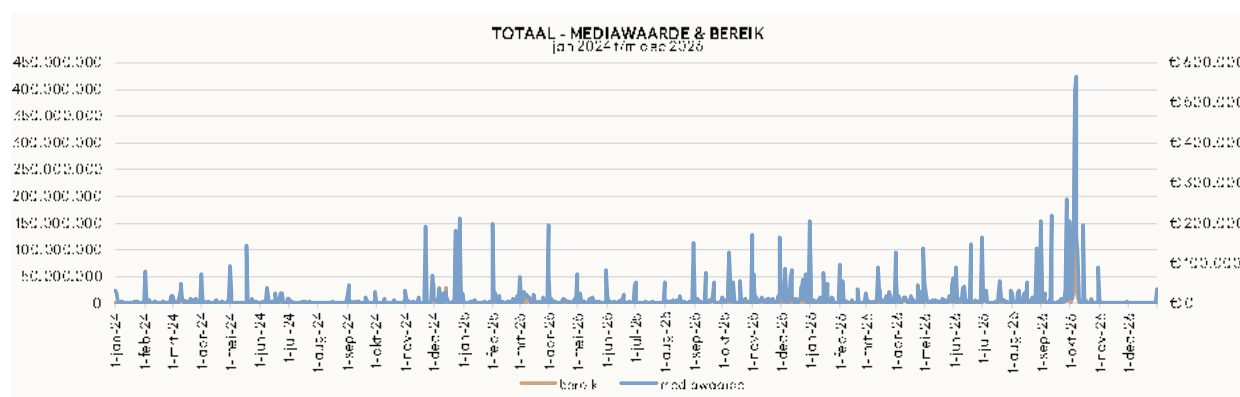
Bereik							
		Print	Internet	Rtv	Podcast	Social	Totaal
Q1	2021	7.509.722	70.986.193	0	0	20.672	78.516.887
	2025	6.586.583	86.891.576	281.000	0	22.150.936	115.910.095
	2026	6.753.684	83.005.887	1.960.992	1.500	37.184.289	128.906.352
Q2	2021	3.871.157	28.823.056	0	0	5.278.374	37.972.887
	2025	2.653.751	38.588.357	0	0	21.376.003	62.618.111
	2026	8.261.535	199.178.960	441.000	500	19.277.962	227.159.957
Q3	2021	1.871.959	32.132.811	1.517.205	0	3.951.943	42.806.918
	2025	3.586.344	36.025.031	0	0	20.351.778	59.963.153
	2026	15.114.283	181.765.906	0	500	14.121.307	211.001.996
Q4	2021	7.251.038	111.699.793	481.366	0	69.118.387	218.553.581
	2025	9.398.001	203.165.546	19.951.199	0	19.276.602	282.091.618
	2026	18.047.130	539.865.300	17.830.216	9.818	0	575.752.794
	Totaal	93.911.787	1.643.028.716	42.196.308	12.318	262.108.253	2.011.557.382
	Gem.	7.825.982	136.919.060	3.511.359	1.027	21.812.354	170.129.782

Mediawaarde & Bereik

Vergelijking

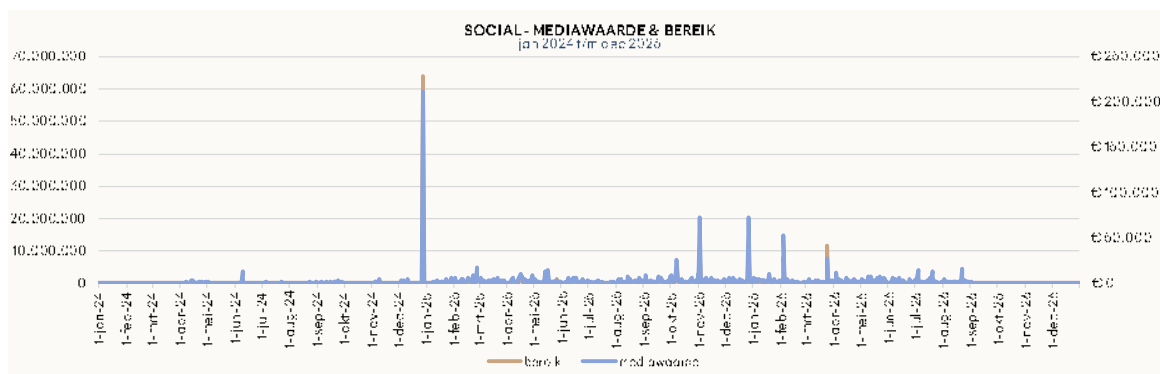
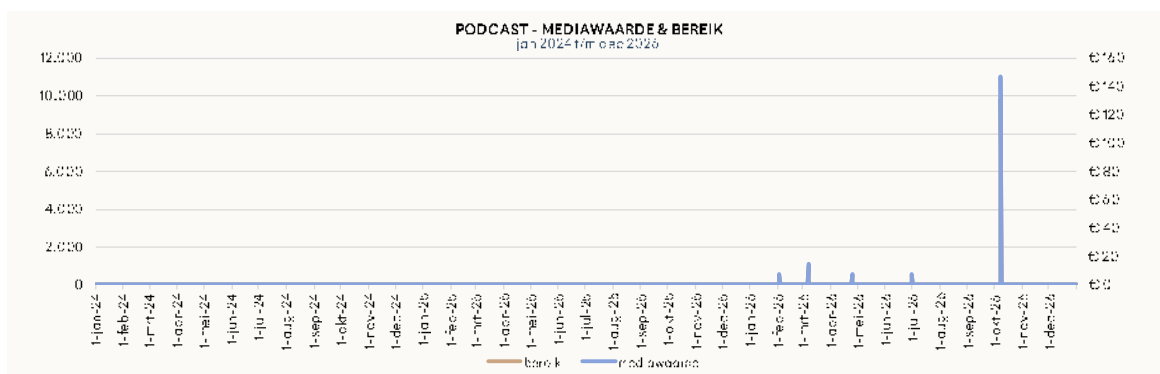
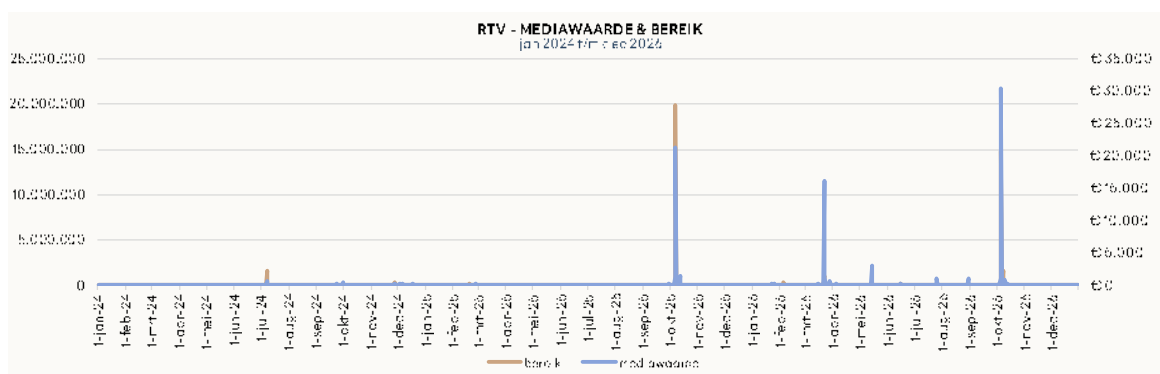
Mediawaarde & Bereik

Euro's & Personen



Mediawaarde & Bereik

Euro's & Personen



Nieuwswaarden

Vergelijking

Nieuwswaarden

Vergelijking

Mediumtypes & Nieuwswaarden				
		Media-aandacht	Mediawaarde	Bereik
2024	Print	179	€ 1.550.956	23.510.176
	Internet	373	€ 451.801	273.942.153
	Rtv	11	€ 2.954	2.028.571
	Podcast	1	€ 0	0
	Social	1.194	€ 330.315	78.369.376
		2.058	€ 2.336.026	377.850.276
2025	Print	198	€ 2.108.161	22.224.679
	Internet	518	€ 638.102	364.970.510
	Rtv	98	€ 25.254	20.235.199
	Podcast	0	€ 0	0
	Social	5.817	€ 910.310	113.155.319
		6.531	€ 4.012.430	520.589.097
2026	Print	317	€ 3.837.319	48.176.932
	Internet	1.054	€ 1.993.551	1.004.116.053
	Rtv	102	€ 60.179	20.232.238
	Podcast	12	€ 185	12.318
	Social	3.695	€ 567.226	70.583.558
		5.270	€ 6.458.493	1.143.121.999

Mediumtypes & Nieuwswaarden				
		Media-aandacht	Mediawaarde	Bereik
2024	Print	9%	66%	6%
	Internet	15%	19%	73%
	Rtv	1%	0%	1%
	Podcast	0%	0%	0%
	Social	73%	14%	21%
		100%	100%	100%
2025	Print	3%	60%	4%
	Internet	5%	16%	70%
	Rtv	1%	1%	4%
	Podcast	0%	0%	0%
	Social	58%	23%	22%
		100%	100%	100%
2026	Print	7%	59%	4%
	Internet	20%	31%	58%
	Rtv	2%	1%	2%
	Podcast	0%	0%	0%
	Social	71%	9%	6%
		100%	100%	100%

Mediumtypes & Nieuwswaarden				
		Media-aandacht	Mediawaarde	Bereik
Print	2021	179	€ 1.550.956	23.510.176
	2025	198	€ 2.108.161	22.224.679
	2026	317	€ 3.837.319	48.176.932
		724	€ 7.796.769	93.911.787
Internet	2021	373	€ 451.801	273.942.153
	2025	518	€ 638.102	364.970.510
	2026	1.054	€ 1.993.551	1.004.116.053
		1.945	€ 3.083.756	1.643.028.716
Rtv	2021	11	€ 2.954	2.028.571
	2025	98	€ 25.254	20.235.199
	2026	102	€ 60.179	20.232.238
		211	€ 88.388	42.196.308
Podcast	2021	1	€ 0	0
	2025	0	€ 0	0
	2026	12	€ 185	12.318
		13	€ 185	12.318
Social	2021	1.194	€ 330.315	78.369.376
	2025	5.817	€ 910.310	113.155.319
	2026	3.695	€ 567.226	70.583.558
		11.006	€ 1.837.851	262.108.253
	Totaal	13.899	€ 12.806.949	2.011.557.382

Nieuwswaarden

Vergelijking

Media-aandacht				
		2024	2025	2026
Q1	Print	65	42	57
	Internet	65	99	162
	Rtv	0	5	10
	Podcast	0	0	5
	Social	14	1260	1528
		164	1404	1560
Q2	Print	59	59	81
	Internet	55	71	228
	Rtv	0	0	16
	Podcast	0	0	1
	Social	555	1424	1462
		629	1554	1788
Q3	Print	55	55	64
	Internet	71	65	266
	Rtv	4	1	20
	Podcast	0	0	1
	Social	560	1557	905
		666	1658	1276
Q4	Print	42	82	125
	Internet	162	285	596
	Rtv	7	94	56
	Podcast	1	0	7
	Social	585	1595	0
		597	2065	586
Totaal		2058	6651	5210

Mediawaarde				
		2024	2025	2026
Q1	Print	C 592.542	C 596.187	C 601.777
	Internet	C 111.995	C 152.488	C 155.785
	Rtv	C 0	C 582	C 19.661
	Podcast	C 0	C 0	C 25
	Social	C 276	C 160.118	C 240.802
		C 504.615	C 909.575	C 998.055
Q2	Print	C 455.515	C 552.405	C 885.472
	Internet	C 475.26	C 70.072	C 290.982
	Rtv	C 0	C 0	C 5.800
	Podcast	C 0	C 0	C 8
	Social	C 455.998	C 208.704	C 194.278
		C 526.641	C 610.520	C 1572.479
Q3	Print	C 145.689	C 400.029	C 1586.691
	Internet	C 62.901	C 80.922	C 285.907
	Rtv	C 1.459	C 160	C 5.266
	Podcast	C 0	C 0	C 8
	Social	C 55.679	C 174.022	C 152.146
		C 245.707	C 655.755	C 1808.018
Q4	Print	C 579.411	C 1079.845	C 965.469
	Internet	C 229.577	C 554.980	C 1280.885
	Rtv	C 1516	C 24.492	C 55.462
	Podcast	C 0	C 0	C 147
	Social	C 250.762	C 578.068	C 0
		C 1061.065	C 1857.585	C 2279.961
Totaal		C 2556.026	C 4012.450	C 6458.495

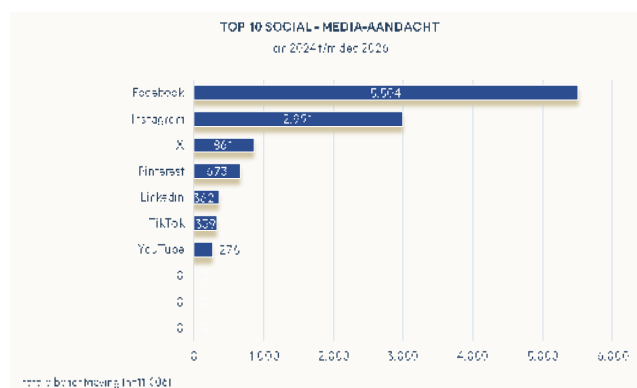
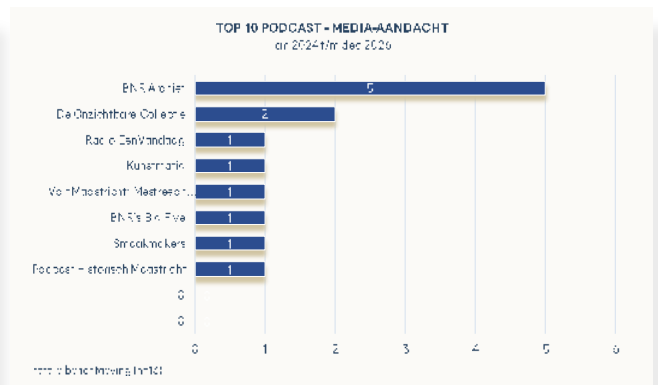
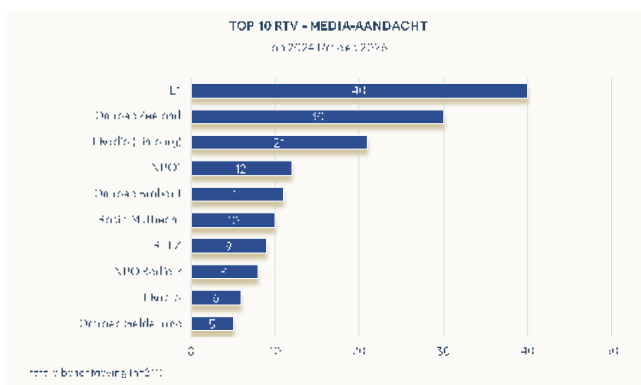
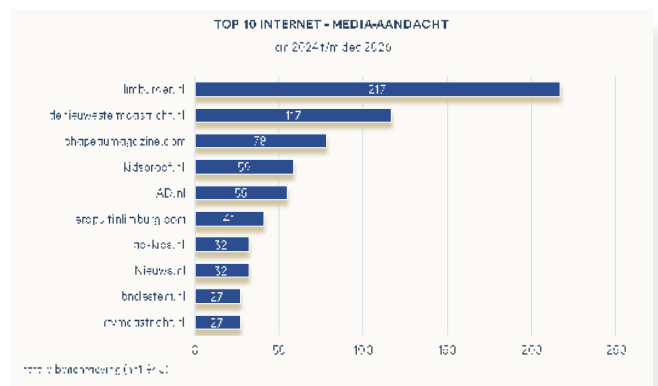
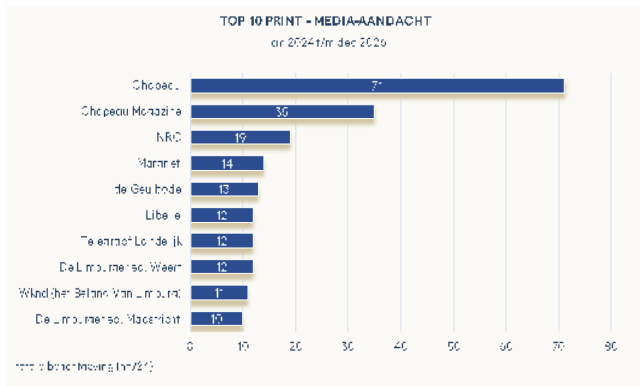
Bereik				
		2024	2025	2026
Q1	Print	7.509.727	6.556.563	6.753.684
	Internet	70.986.193	86.891.576	83.906.867
	Rtv	0	281.000	1.960.997
	Podcast	0	0	1.500
	Social	20.677	22.50.936	37.151.289
		78.576.587	115.410.095	128.806.362
Q2	Print	3.877.657	2.653.751	5.261.535
	Internet	28.823.056	38.888.357	199.478.960
	Rtv	0	0	441.000
	Podcast	0	0	500
	Social	5.278.374	21.376.003	19.277.967
		37.977.357	62.676.111	227.459.957
Q3	Print	4.871.959	3.556.344	15.111.283
	Internet	32.432.811	36.075.031	157.765.306
	Rtv	1.577.205	0	0
	Podcast	0	0	500
	Social	3.457.973	20.351.775	14.121.307
		42.803.918	59.963.153	211.007.996
Q4	Print	7.757.033	9.398.007	18.547.430
	Internet	117.699.793	203.465.576	539.865.300
	Rtv	481.366	19.951.799	17.330.246
	Podcast	0	0	9.313
	Social	69.113.387	49.276.607	0
		218.553.587	282.824.546	575.752.794
Totaal		377.850.775	520.686.007	1.143.121.599

Top 10 Titels

Vergelijking

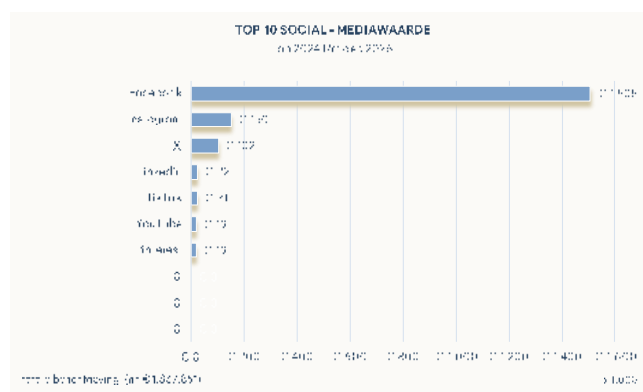
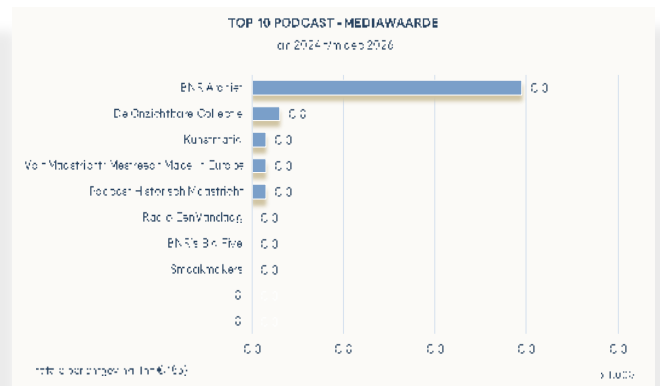
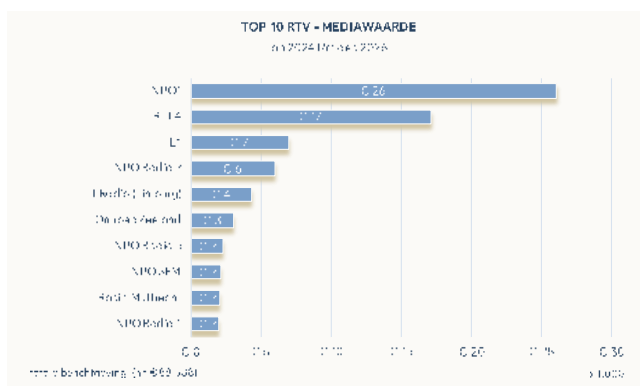
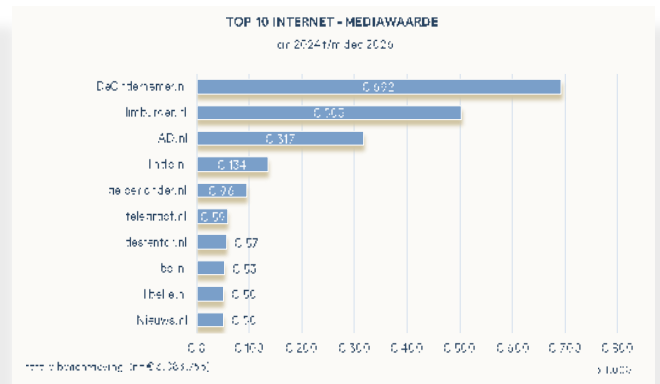
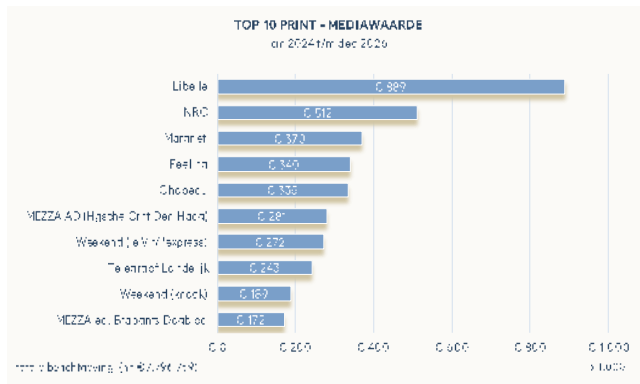
Top 10 Titels

Media-aandacht



Top 10 Titels

Mediawaarde

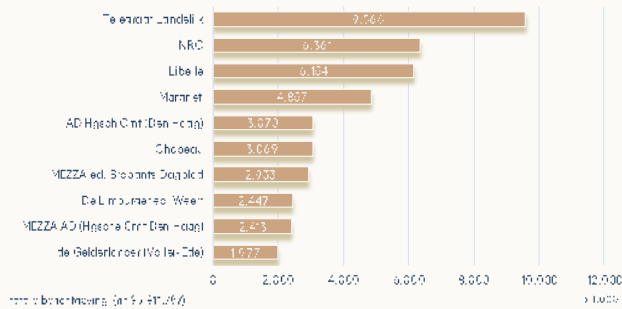


Top 10 Titels

Bereik

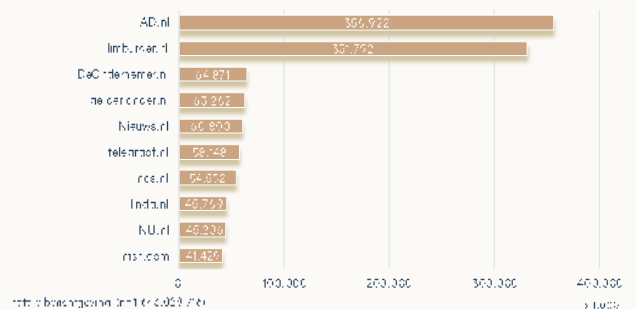
TOP 10 PRINT - BEREIK

op 2024 t/m dec 2026



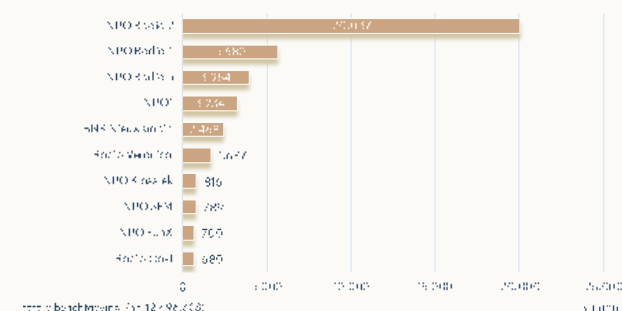
TOP 10 INTERNET - BEREIK

op 2024 t/m dec 2026



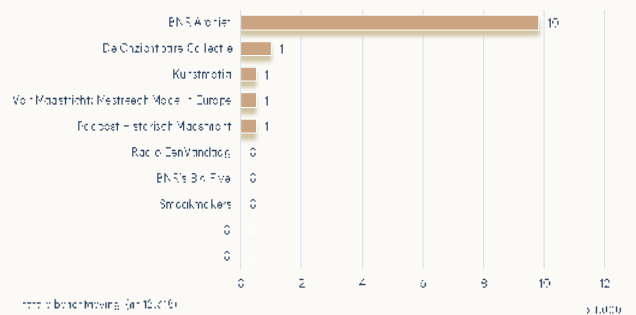
TOP 10 RTV - BEREIK

op 2024 t/m dec 2026



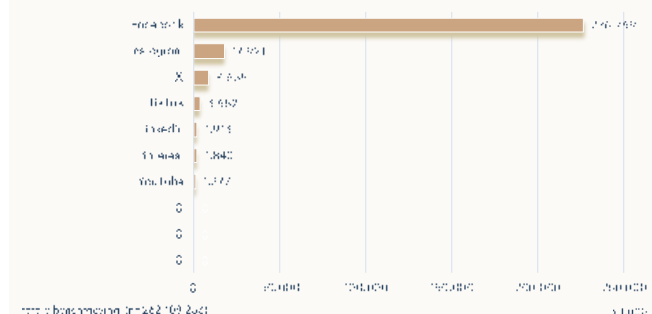
TOP 10 PODCAST - BEREIK

op 2024 t/m dec 2026



TOP 10 SOCIAL - BEREIK

op 2024 t/m dec 2026

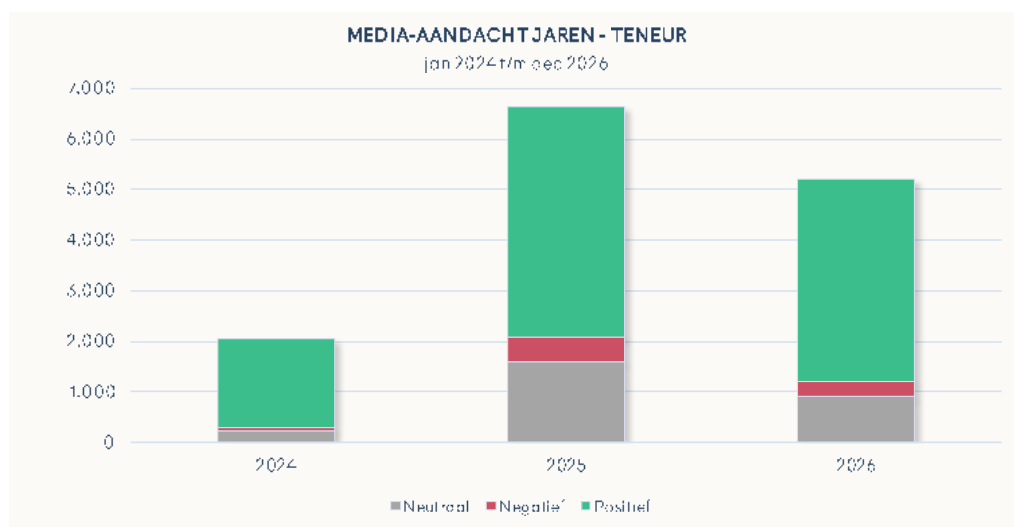
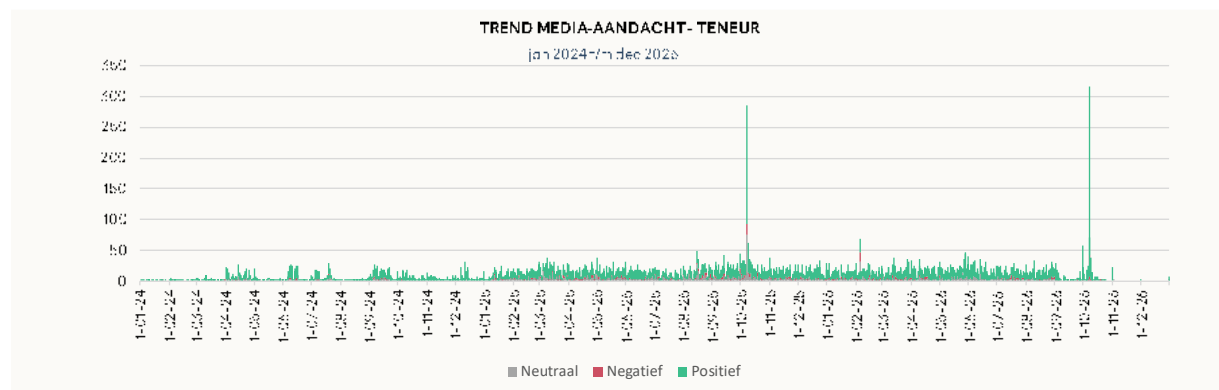


Teneur

Beknopte verdieping

Teneur

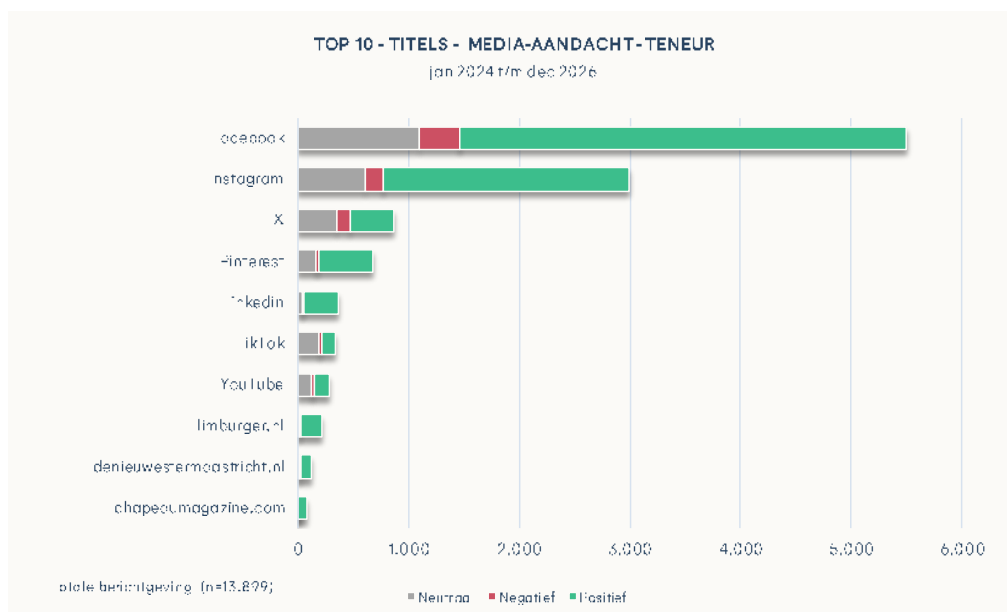
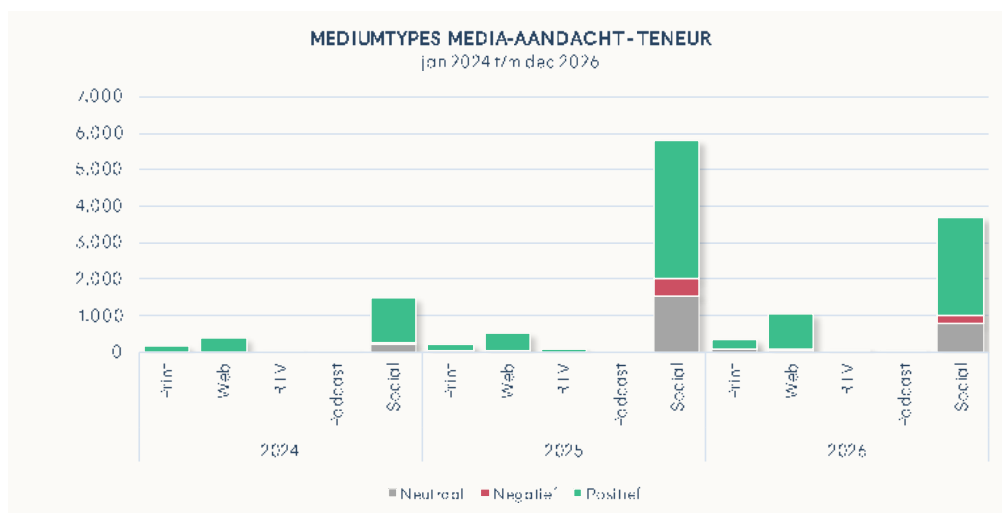
Media-aandacht



Media-aandacht				
	Neutraal	Negatief	Positief	Totaal
2024	232	51	1.775	2.058
2025	1.608	181	4.542	6.631
2026	911	302	3.994	5.210
Totaal	2.751	834	10.311	13.899
Gem.	918	278	3.437	4.633

Teneur

Media-aandacht

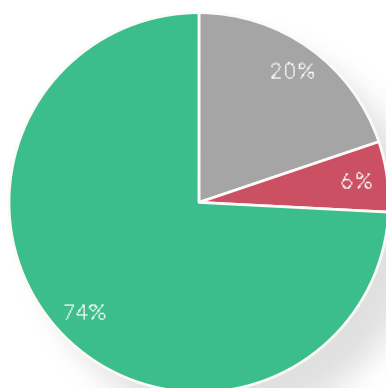


Teneur

Media-aandacht – procentuele verdeling

VERDELING MEDIA-AANDACHT - TENEUR

jan 2024 t/m dec 2026



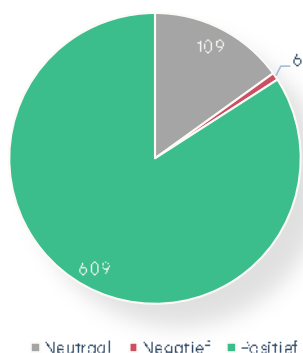
■ Neutraal ■ Negatief ■ Positief

Teneur

Media-aandacht – verdeling in aantal nieuwsberichten

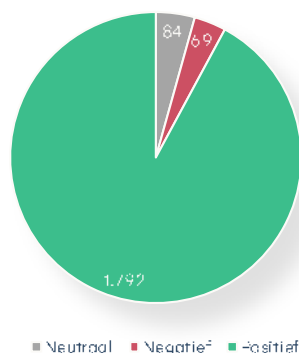
VERDELING MEDIA-AANDACHT - TENEUR (PRINT)

jan 2024 t/m dec 2026



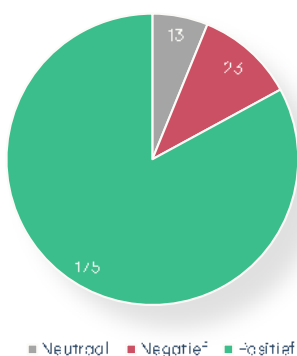
VERDELING MEDIA-AANDACHT - TENEUR (WEB)

jan 2024 t/m dec 2026



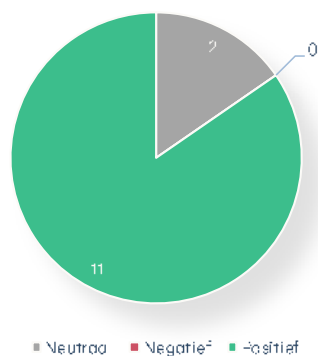
VERDELING MEDIA-AANDACHT - TENEUR (RTV)

jan 2024 t/m dec 2026



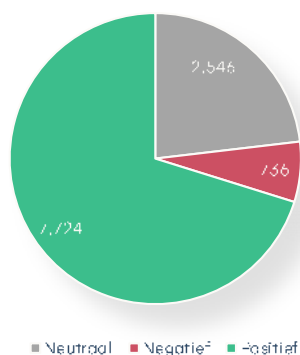
VERDELING MEDIA-AANDACHT - TENEUR (PODCAST)

jan 2024 t/m dec 2026



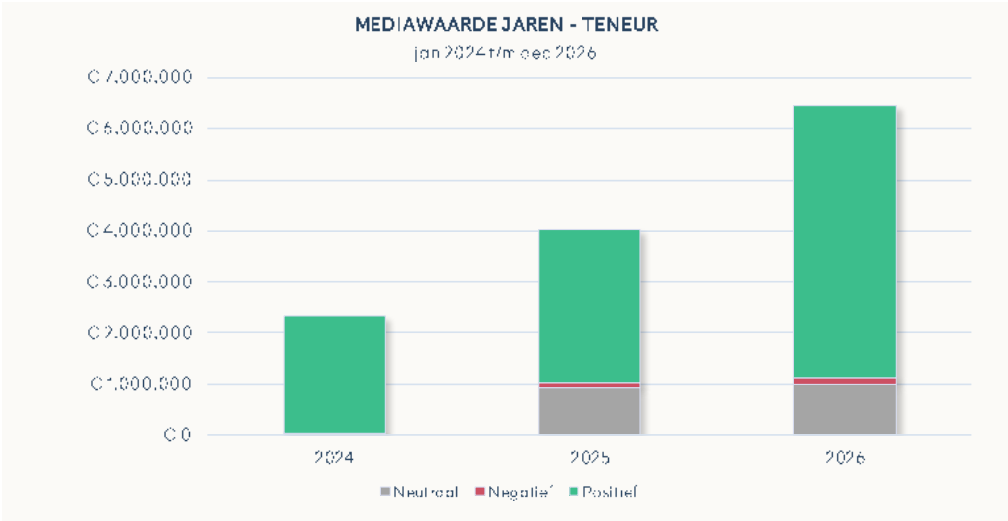
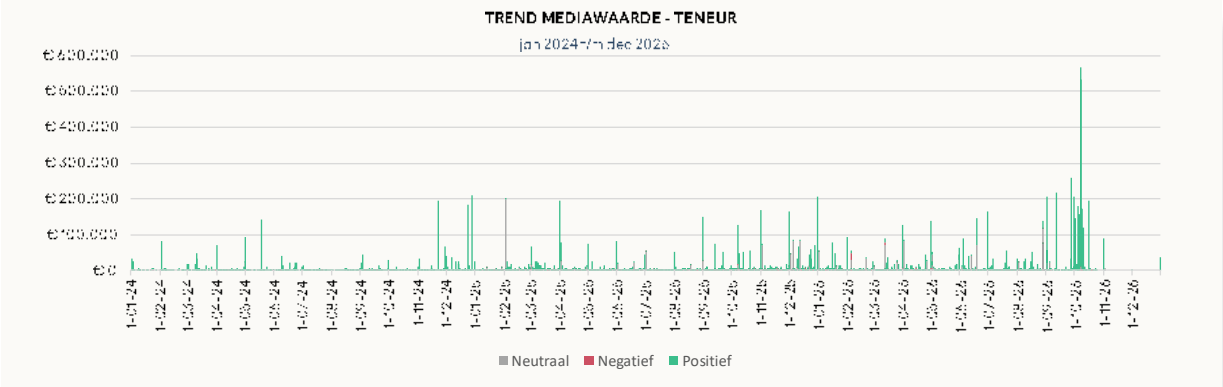
VERDELING MEDIA-AANDACHT - TENEUR (SOCIAL)

jan 2024 t/m dec 2026



Teneur

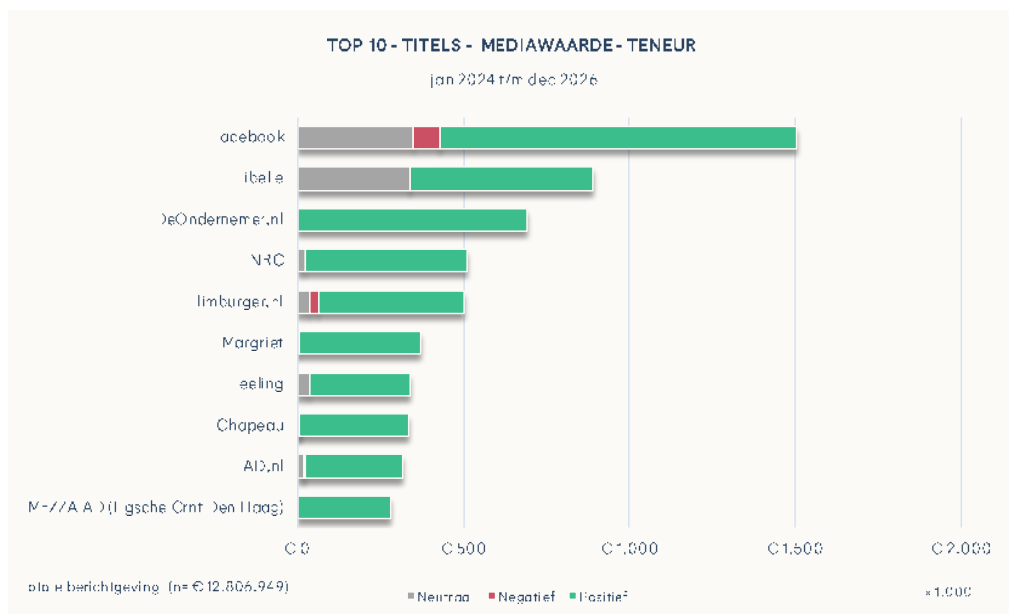
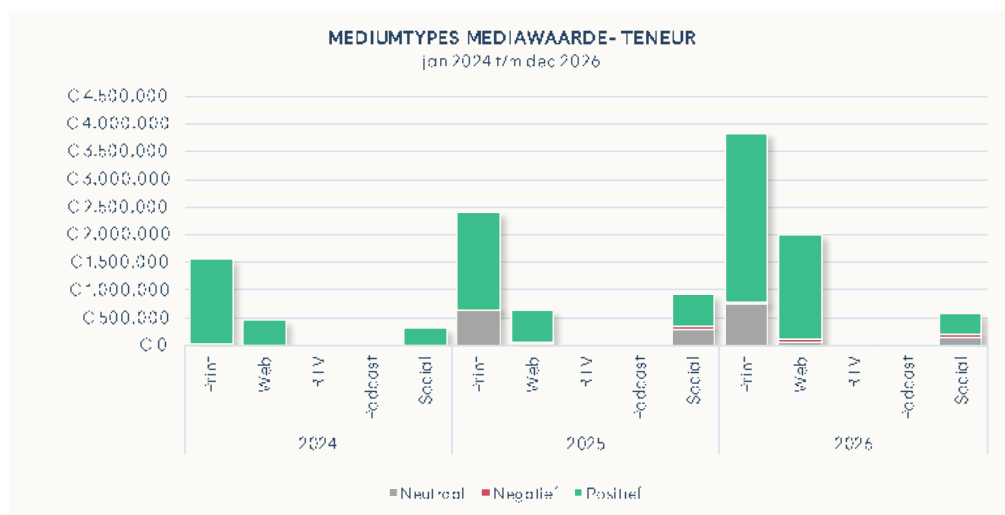
Mediawaarde



Mediawaarde				
	Neutraal	Negatief	Positief	Totaal
2024	€ 36.956	€ 1.127	€ 2.297.942	€ 2.336.026
2025	€ 910.529	€ 78.126	€ 2.993.776	€ 4.012.430
2026	€ 976.699	€ 127.443	€ 5.351.351	€ 6.458.493
Totaal	€ 1.951.184	€ 206.696	€ 10.646.069	€ 12.806.949
Gem.	€ 651.395	€ 68.899	€ 3.518.690	€ 4.268.983

Teneur

Mediawaarde

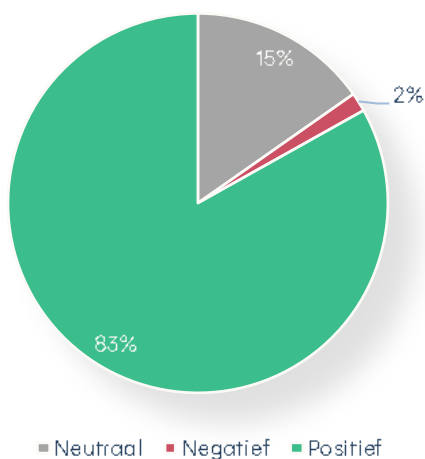


Teneur

Mediawaarde – procentuele verdeling

VERDELING MEDIAWAARDE - TENEUR

jan 2024 t/m dec 2026

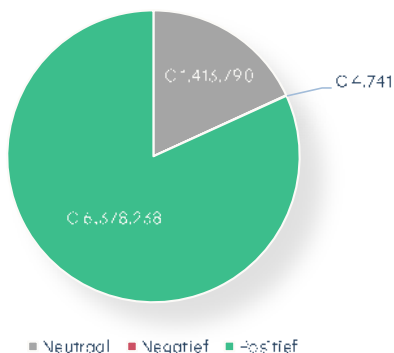


Teneur

Mediawaarde – verdeling in euro's

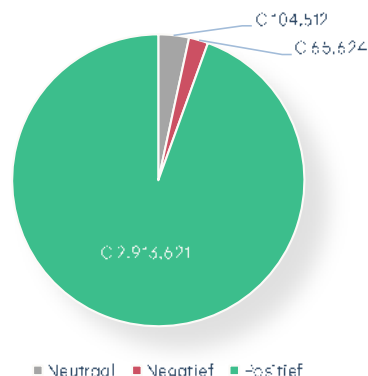
VERDELING MEDIAWAARDE - TENEUR (PRINT)

jan 2024 t/m dec 2026



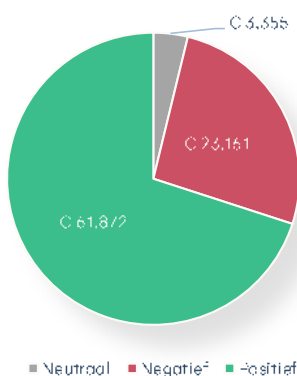
VERDELING MEDIAWAARDE - TENEUR (WEB)

jan 2024 t/m dec 2026



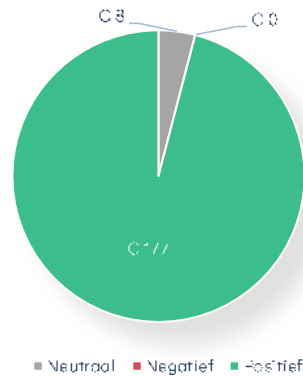
VERDELING MEDIAWAARDE - TENEUR (RTV)

jan 2024 t/m dec 2026



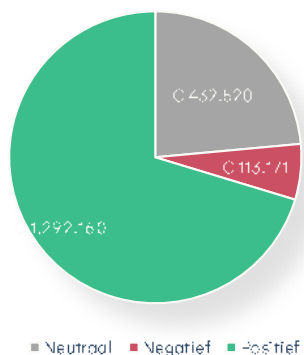
VERDELING MEDIAWAARDE - TENEUR (PODCAST)

jan 2024 t/m dec 2026



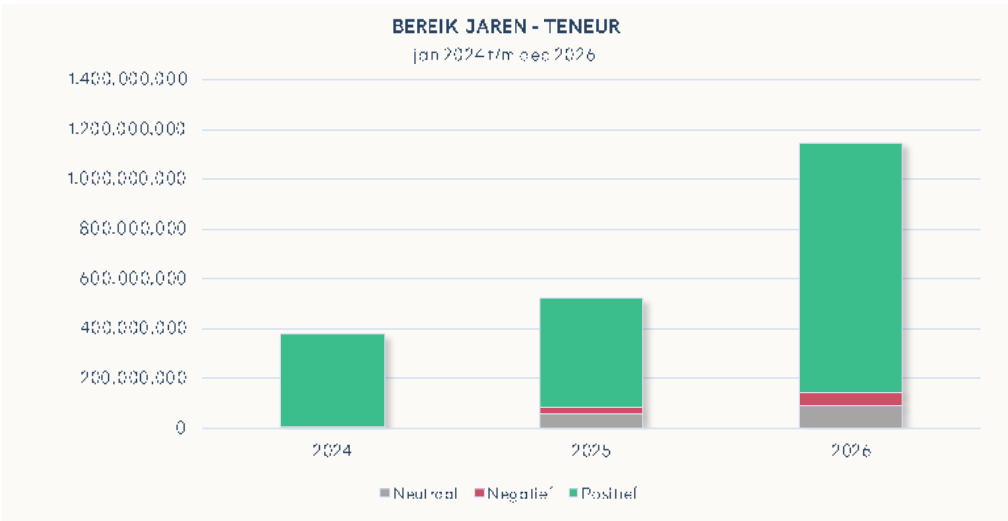
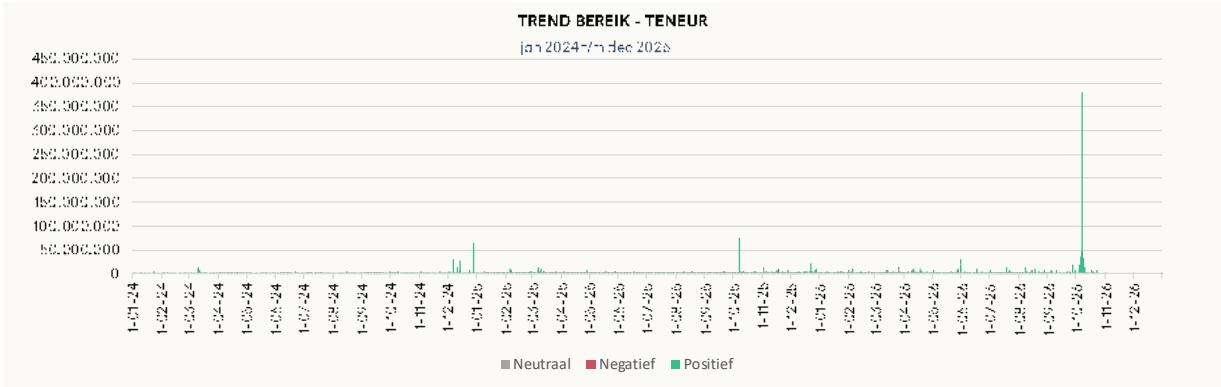
VERDELING MEDIAWAARDE - TENEUR (SOCIAL)

jan 2024 t/m dec 2026



Teneur

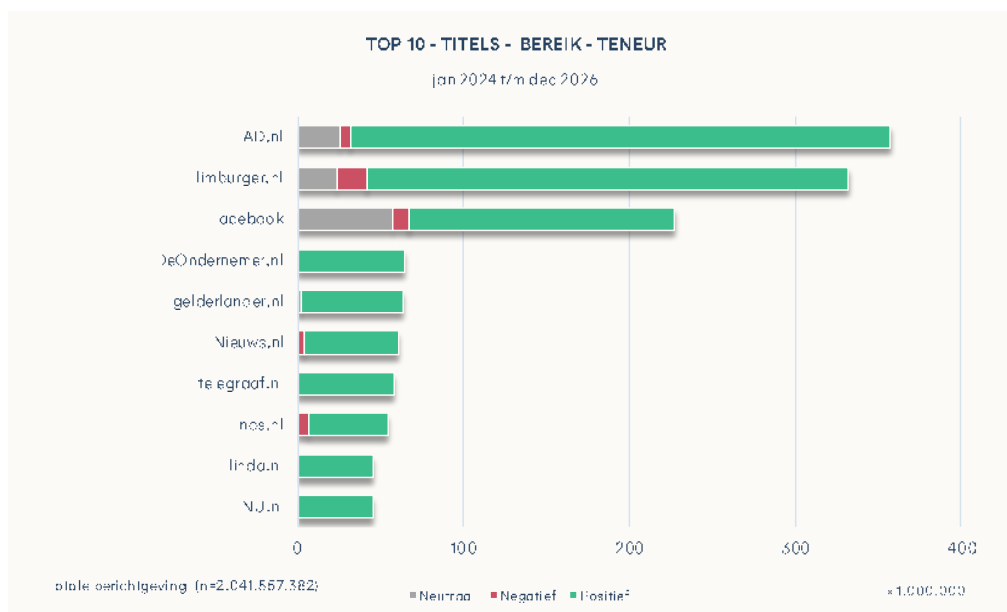
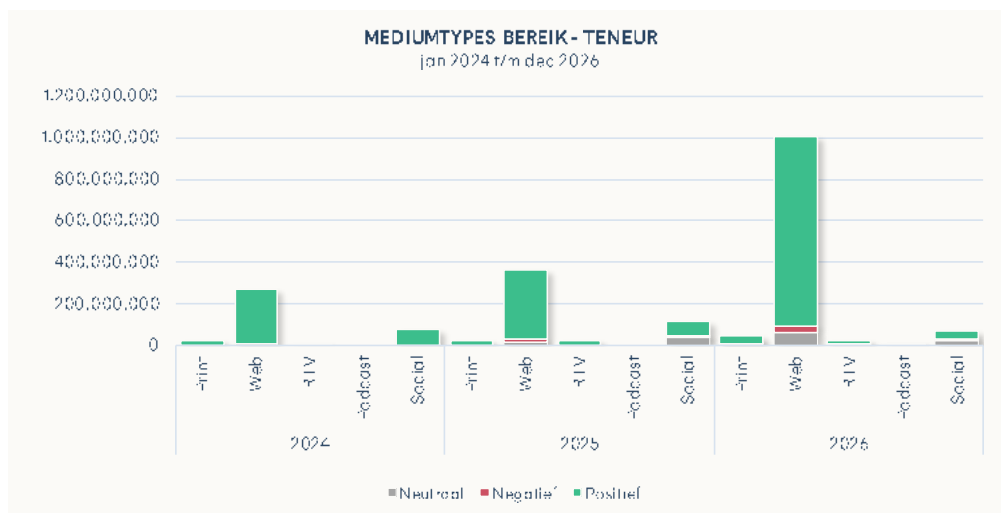
Bereik



Bereik				
	Neutraal	Negatief	Positief	Totaal
2024	4.107.841	94.170	373.347.962	377.850.276
2025	57.306.633	23.894.513	439.384.861	520.586.007
2026	92.381.028	46.876.819	1.003.863.252	1.143.121.099
Totaal	154.095.505	70.865.802	1.816.596.075	2.041.557.382
Gem.	51.365.168	23.621.934	605.532.025	680.519.127

Teneur

Bereik

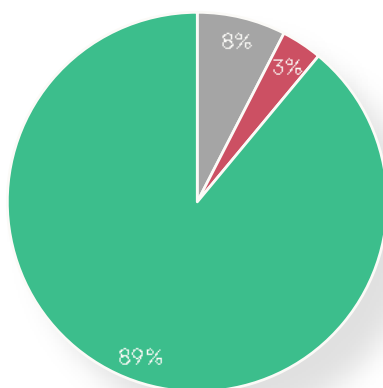


Teneur

Bereik – procentuele verdeling

VERDELING BEREIK - TENEUR

jan 2024 t/m dec 2026



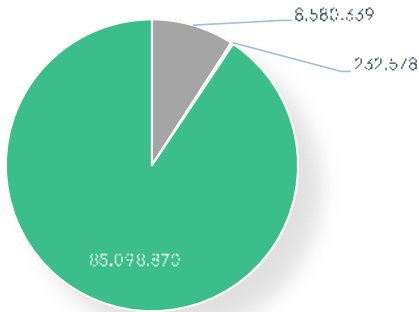
■ Neutraal ■ Negatief ■ Positief

Teneur

Bereik – verdeling in aantal personen

VERDELING BEREIK - TENEUR (PRINT)

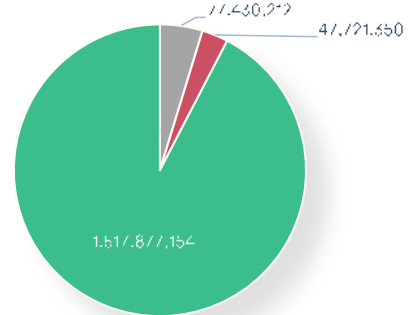
jan 2024 t/m dec 2026



■ Neutraal ■ Negatief ■ Positief

VERDELING BEREIK - TENEUR (WEB)

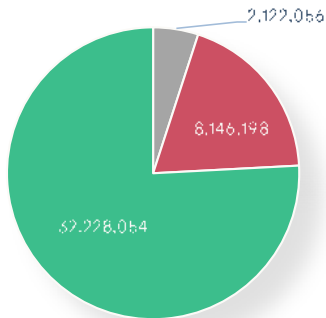
jan 2024 t/m dec 2026



■ Neutraal ■ Negatief ■ Positief

VERDELING BEREIK - TENEUR (RTV)

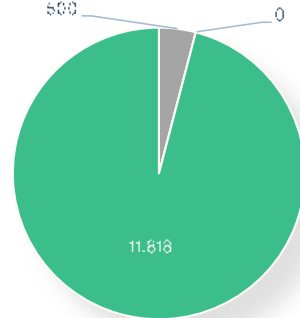
jan 2024 t/m dec 2026



■ Neutraal ■ Negatief ■ Positief

VERDELING BEREIK - TENEUR (PODCAST)

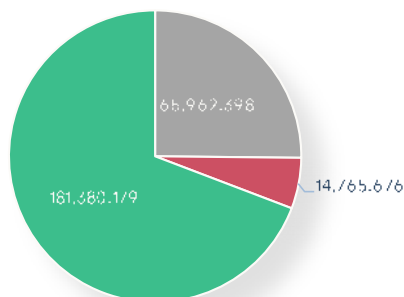
jan 2024 t/m dec 2026



■ Neutraal ■ Negatief ■ Positief

VERDELING BEREIK - TENEUR (SOCIAL)

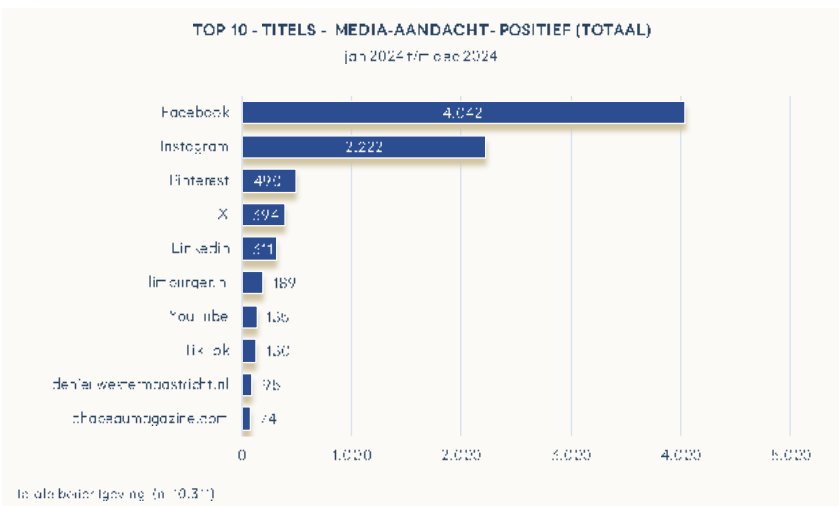
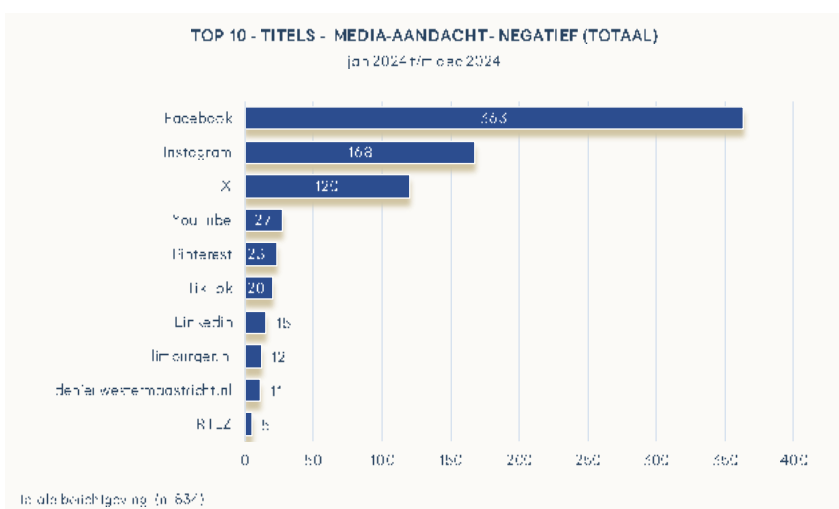
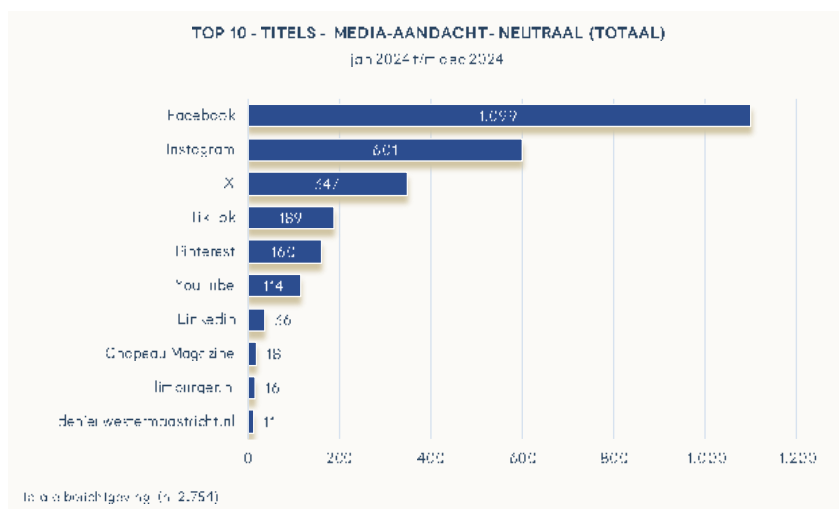
jan 2024 t/m dec 2026



■ Neutraal ■ Negatief ■ Positief

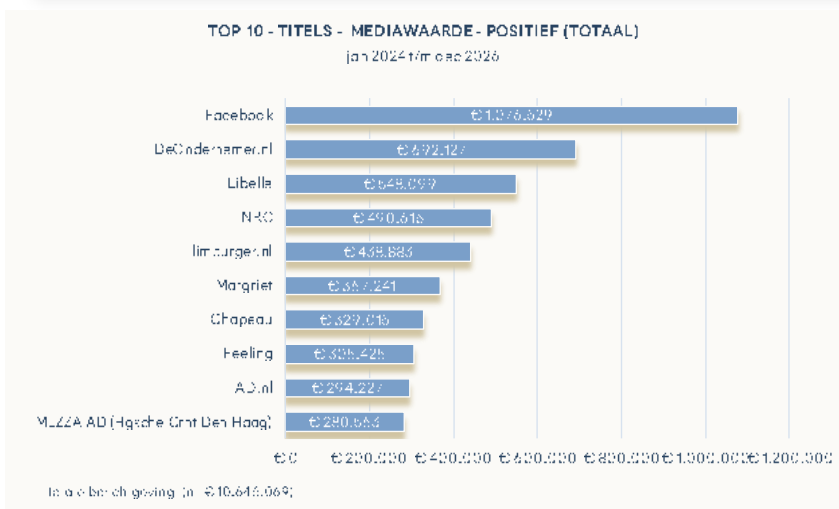
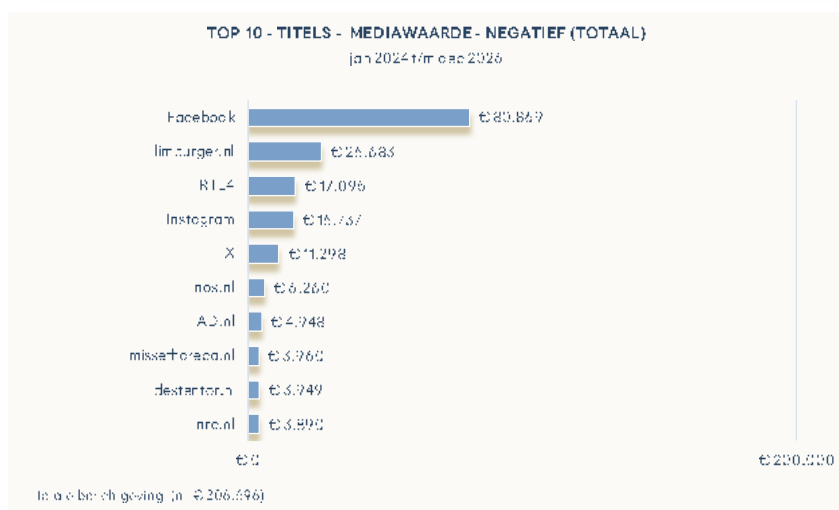
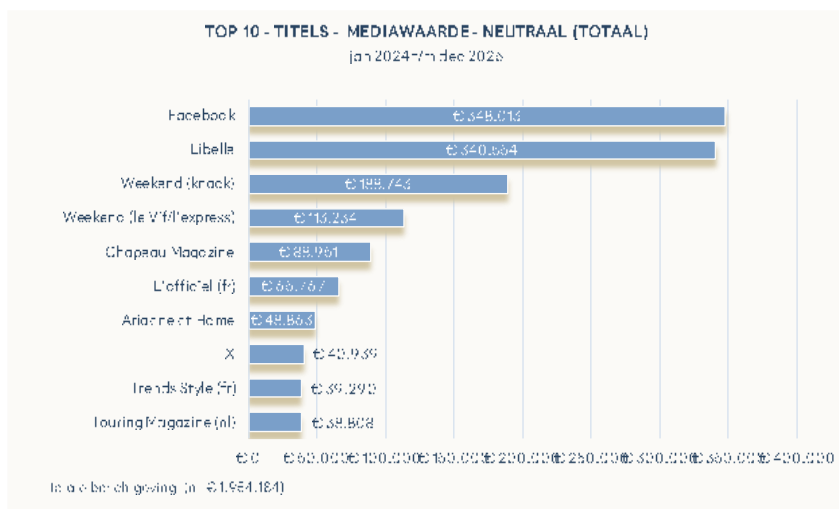
Teneur

Top 10 titels – Media-aandacht – Teneur gesplitst



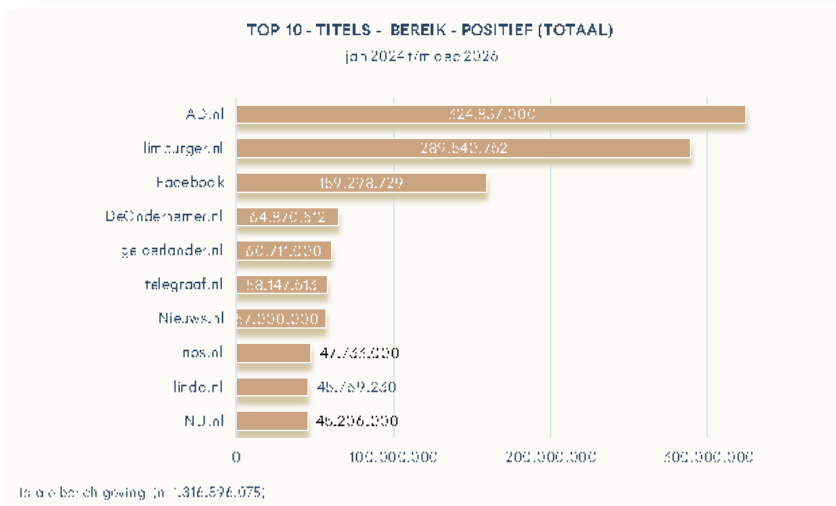
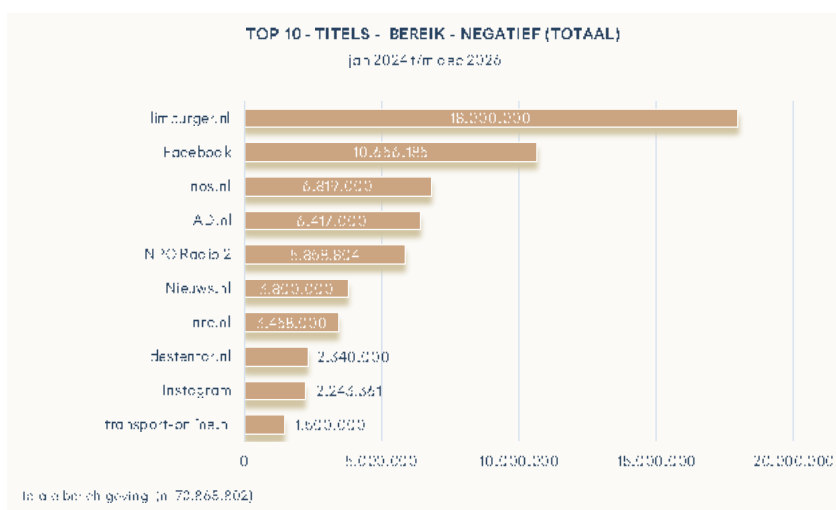
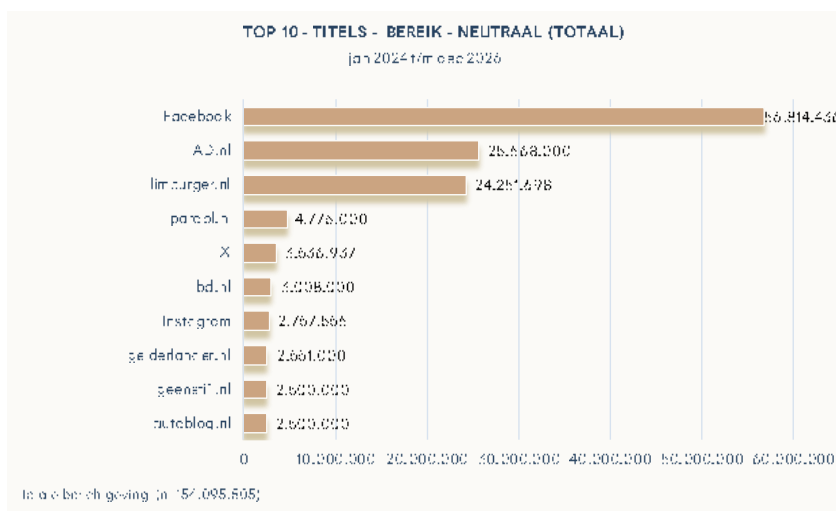
Teneur

Top 10 titels – Mediawaarde – Teneur gesplitst



Teneur

Top 10 titels – Bereik – Teneur gesplitst



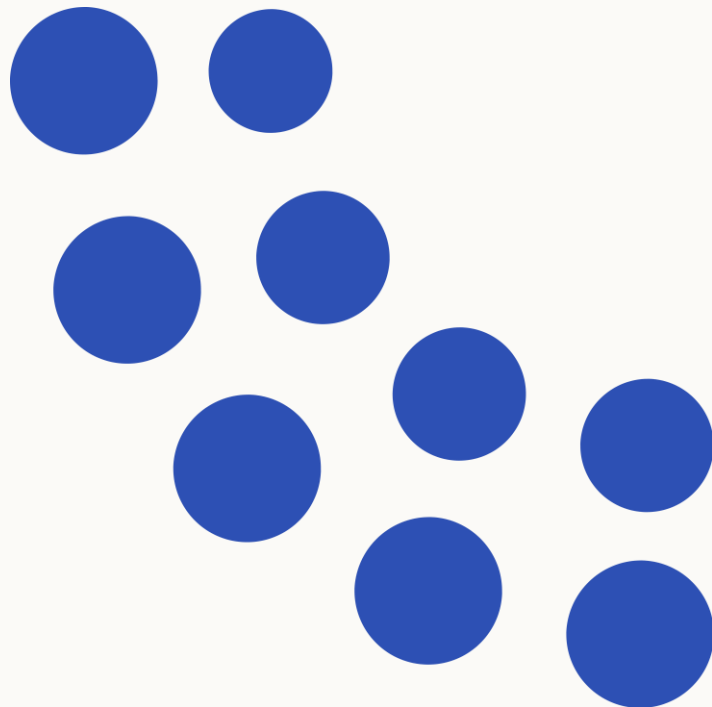
Verantwoording

Hoe we de data hebben geïnterpreteerd

Voor deze analyse is om de relevante artikelen uit de media te vinden gebruik gemaakt van gespecialiseerde content retrieval tools. Van de meta-data van het resultaat zijn de aantallen gevonden publicaties en de advertentie- en mediawaarden als basis voor verdere analyse genomen.

De aldus verkregen gegevens zijn gebruikt om de presentie in deze analyse weer te geven in afbeeldingen, tabellen en grafieken. Onderverdeling van publicaties is daarbij verricht op basis van Media Info Groep (MIG) content type en -categorie.

Advertentiewaarde Print: De bruto advertentiewaarde van print wordt door Media Info Groep op twee manieren berekend. Als de uitgever de advertentiewaarde berekent op basis van millimeterprijs, berekent Media Info Groep de grootte van het artikel.



media•web

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