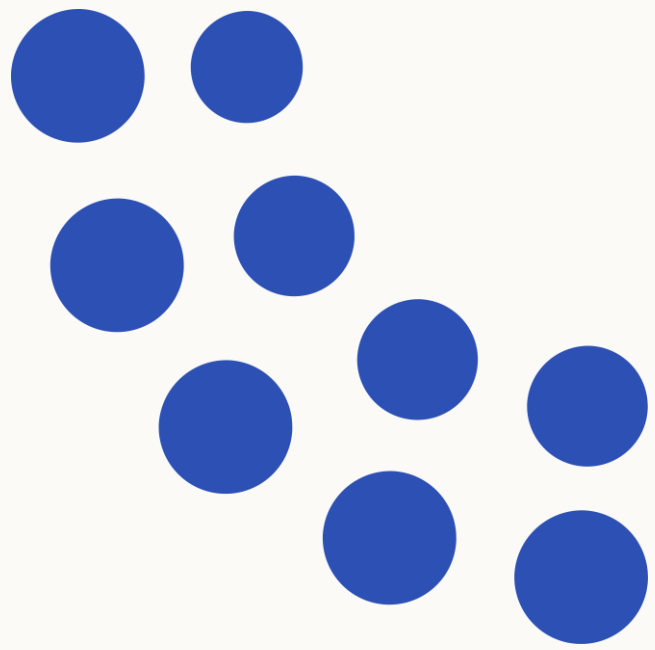




Media•analyse

Klantnaam

Jaaranalyse & Teneur

Klantnaam

Jaaranalyse 2025

PRINT - WEB - RTV - PODCAST - SOCIAL

Introductie

Voor u ligt een kwantitatieve kwartaalanalyse van de media-aandacht over de periode2025. 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. Tevens biedt de analyse inzicht in de teneur van de nieuwsberichten. Het betreft ongelezen, niet beluisterde en niet gecodeerde artikelen en uitzendingen.

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 2025 bestaat de totale berichtgeving uit nieuwsberichten; de totale media-waarde bedraagt € en het totale bereik* komt uit op.....

In het ... kwartaal verschijnen de meeste nieuwsberichten. De mediawaarde en het bereik zijn het hoogst in

De media-aandacht vertoont een aantal opvallende pieken, zoals

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

Media-analyse

Q1 t/m Q4 2025

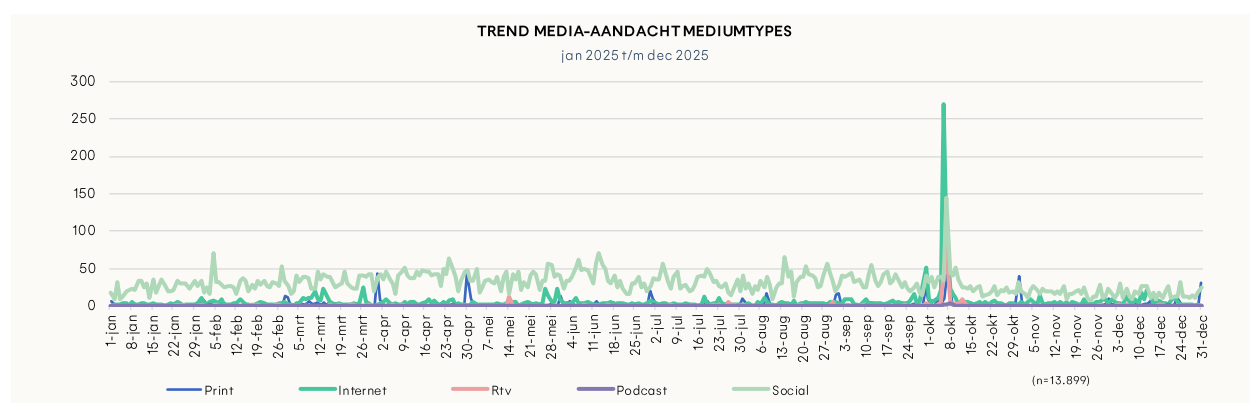
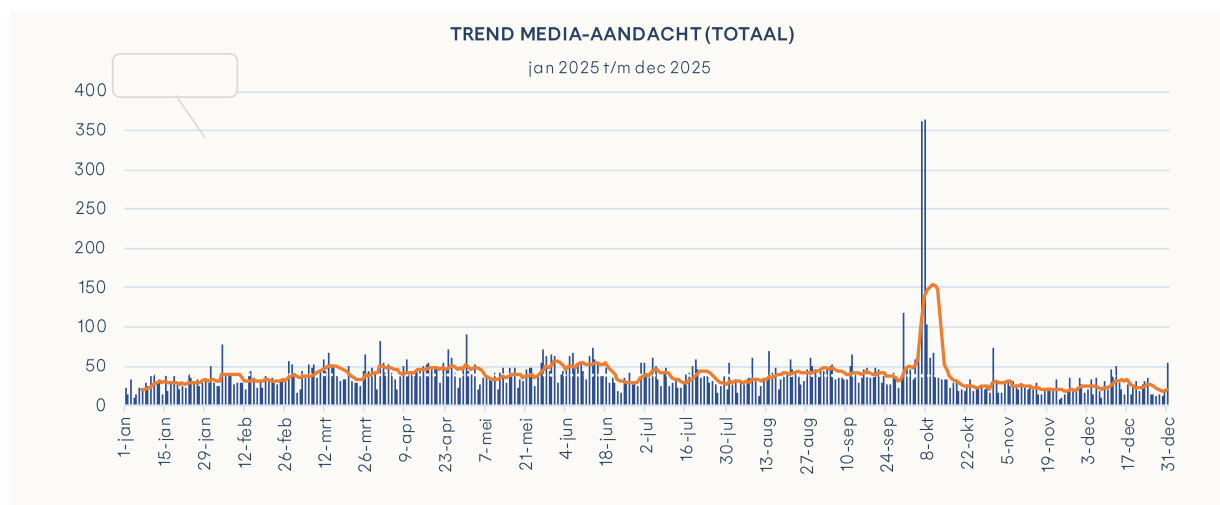
Media-aandacht

Aantal artikelen / uitzendingen

Q1 t/m Q4 2025

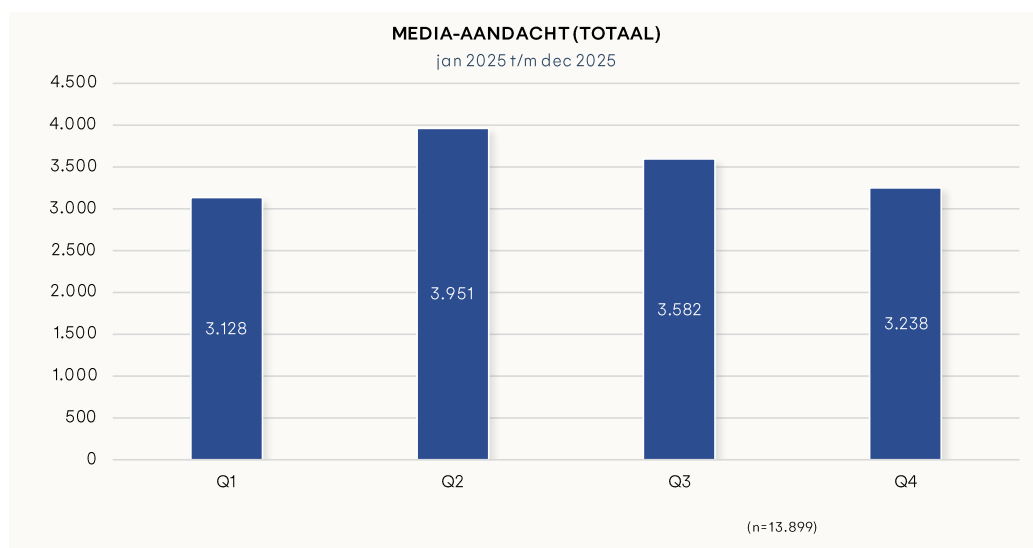
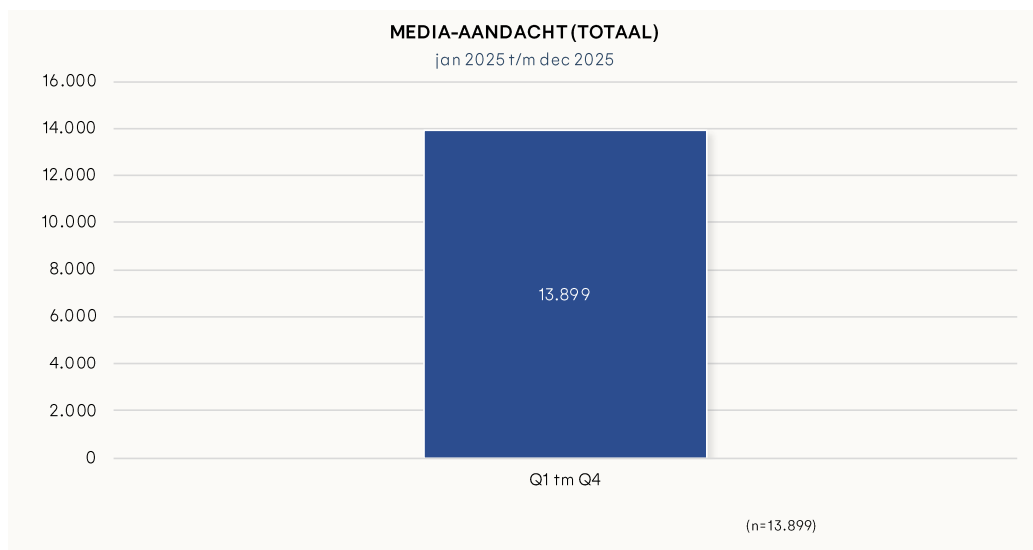
Media-aandacht

Aantal artikelen / uitzendingen



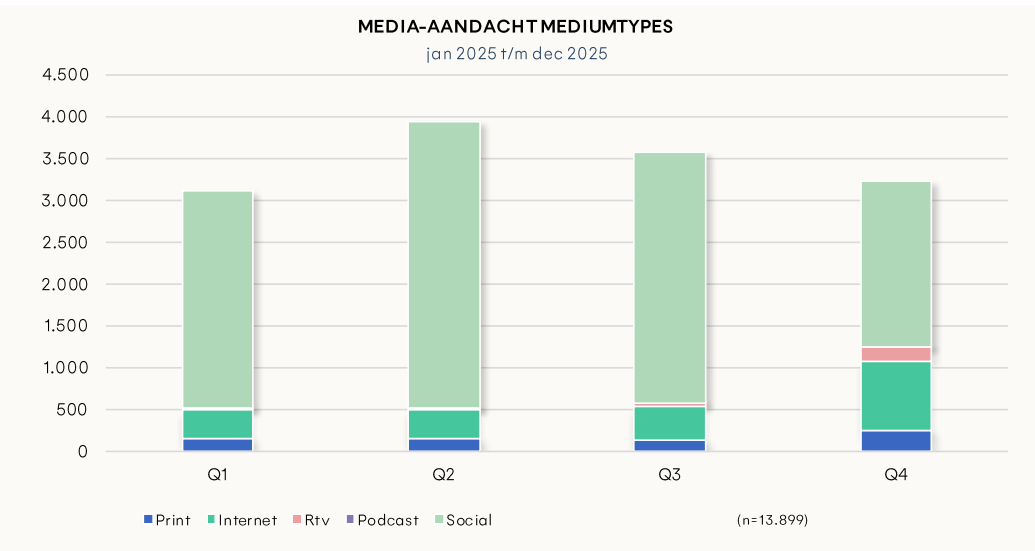
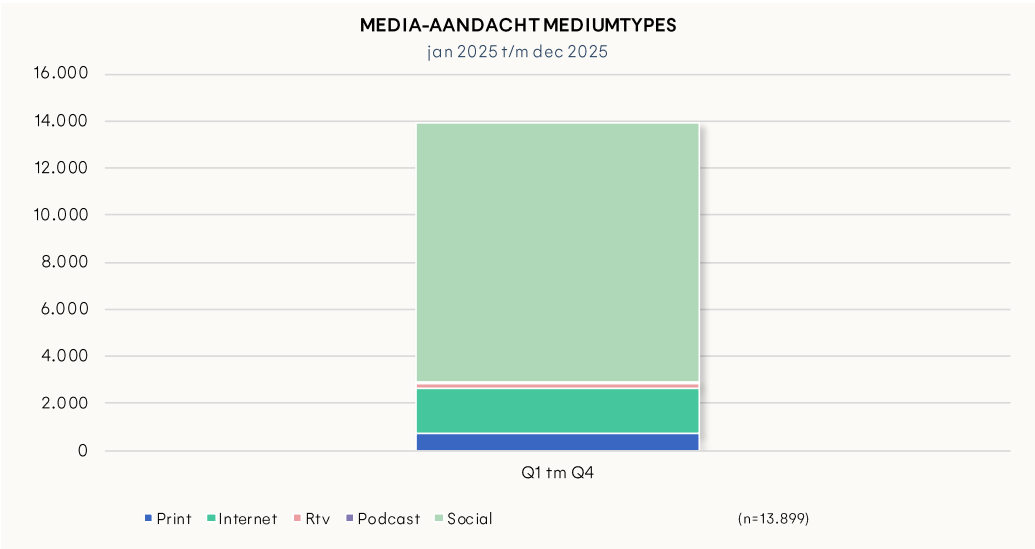
Media-aandacht

Aantal artikelen / uitzendingen



Media-aandacht

Aantal artikelen / uitzendingen



Media-aandacht

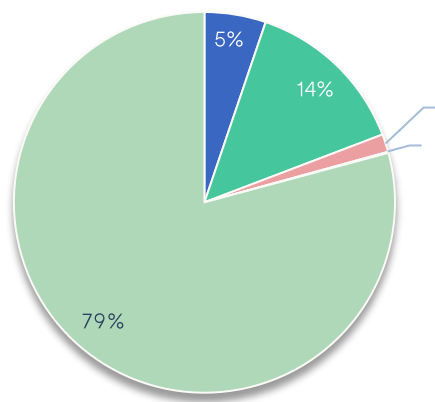
Aantal artikelen / uitzendingen

MEDIA-AANDACHT							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	Q1 t/m Q4	724	1.945	211	13	11.006	13.899

MEDIA-AANDACHT							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	Q1	164	346	13	3	2.602	3.128
	Q2	159	354	16	1	3.421	3.951
	Q3	152	402	25	1	3.002	3.582
	Q4	249	843	157	8	1.981	3.238
	Totaal	724	1.945	211	13	11.006	13.899

MEDIA-AANDACHT MEDIUMTYPES

jan 2025 t/m dec 2025



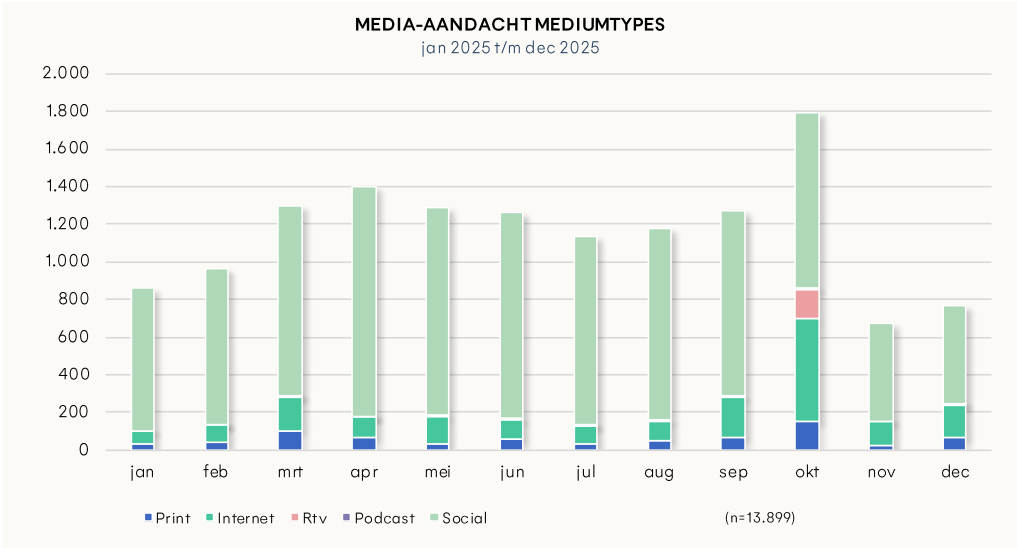
(n=13.899)

■ Print ■ Internet ■ Rtv ■ Podcast ■ Social

Media-aandacht

Aantal artikelen / uitzendingen

MEDIA-AANDACHT							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	jan	30	70	3	0	761	864
	feb	36	95	5	1	829	966
	mrt	98	181	5	2	1.012	1.298
	apr	65	111	2	1	1.223	1.402
	mei	34	140	12	0	1.099	1.285
	jun	60	103	2	0	1.099	1.264
	jul	35	90	11	1	997	1.134
	aug	47	102	7	0	1.020	1.176
	sep	70	210	7	0	985	1.272
	okt	154	545	151	7	940	1.797
	nov	26	126	1	0	521	674
	dec	69	172	5	1	520	767
	Totaal	724	1.945	211	13	11.006	13.899

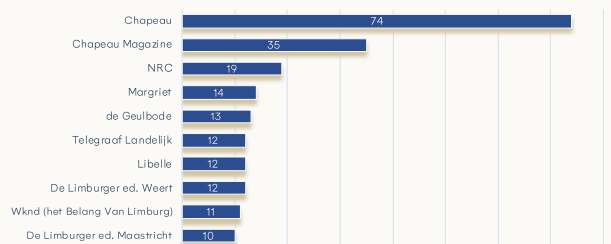


Media-aandacht

Aantal artikelen / uitzendingen

TOP 10 PRINT - MEDIA-AANDACHT

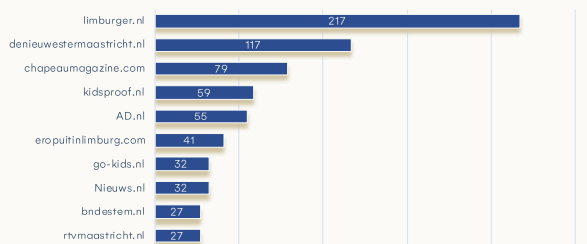
jan 2025 t/m dec 2025



totale berichtgeving (n=724)

TOP 10 INTERNET - MEDIA-AANDACHT

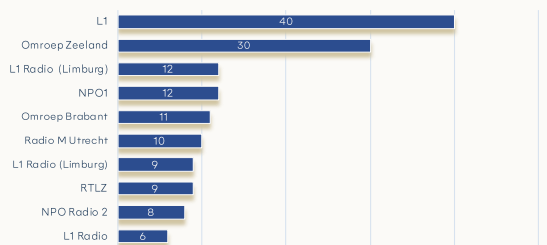
jan 2025 t/m dec 2025



totale berichtgeving (n=1.945)

TOP 10 RTV - MEDIA-AANDACHT

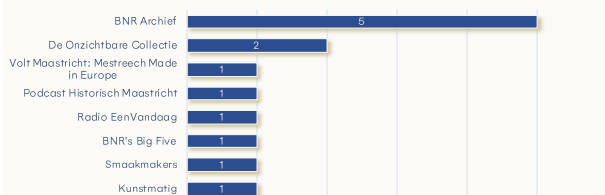
jan 2025 t/m dec 2025



totale berichtgeving (n=211)

TOP 10 PODCAST - MEDIA-AANDACHT

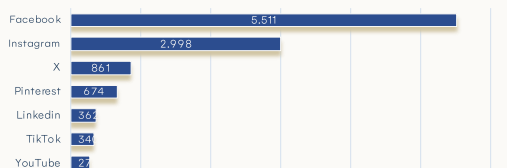
jan 2025 t/m dec 2025



totale berichtgeving (n=13)

TOP 10 SOCIAL - MEDIA-AANDACHT

jan 2025 t/m dec 2025



totale berichtgeving (n=11.006)

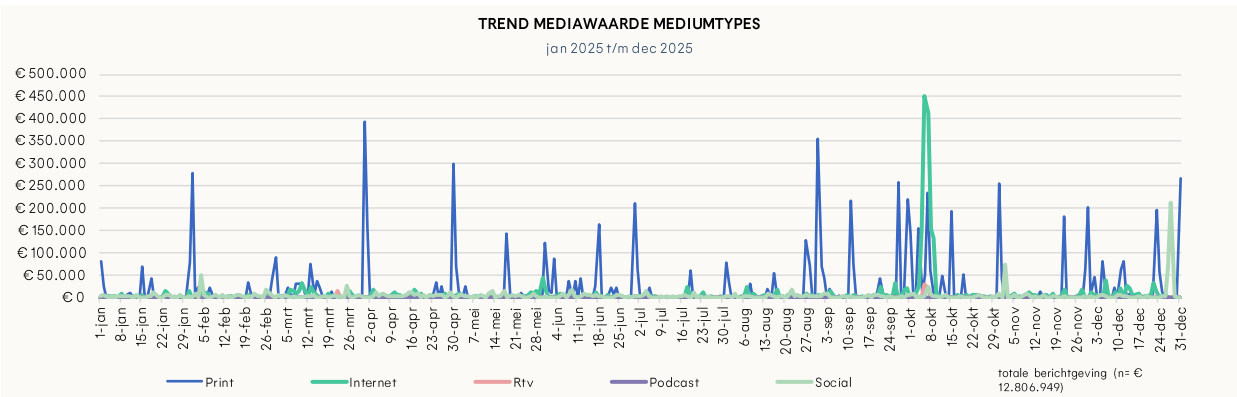
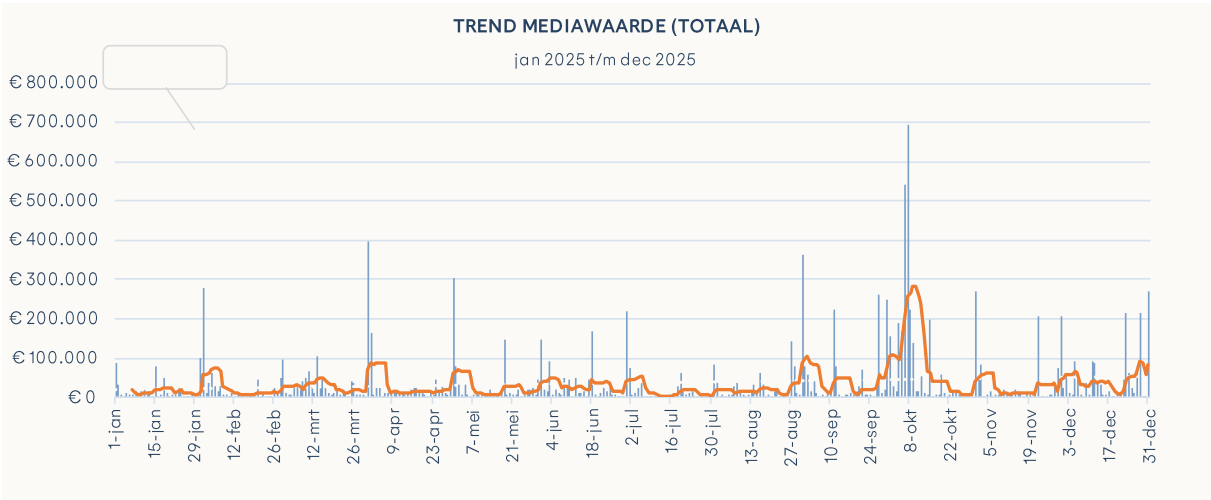
Mediawaarde

Euro's

Q1 t/m Q4 2025

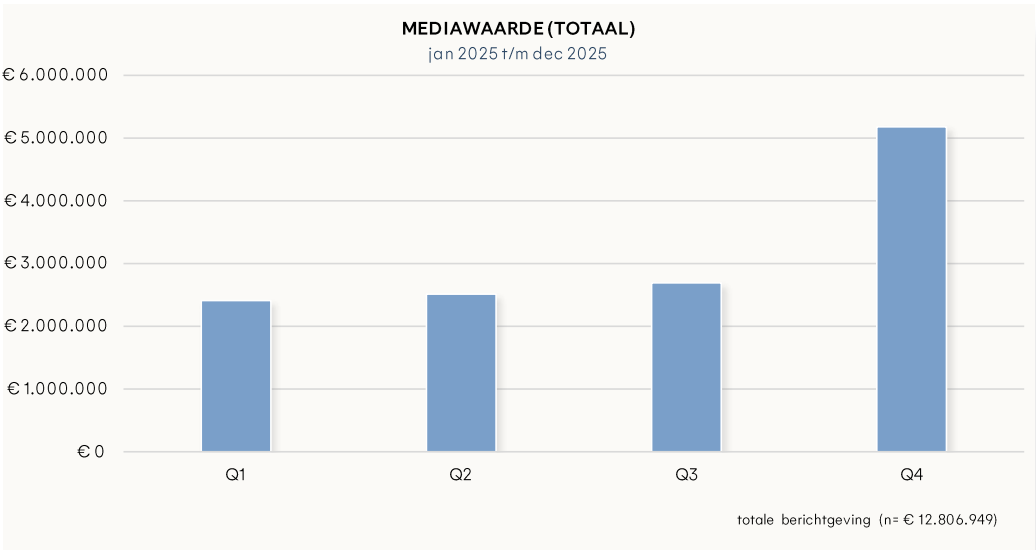
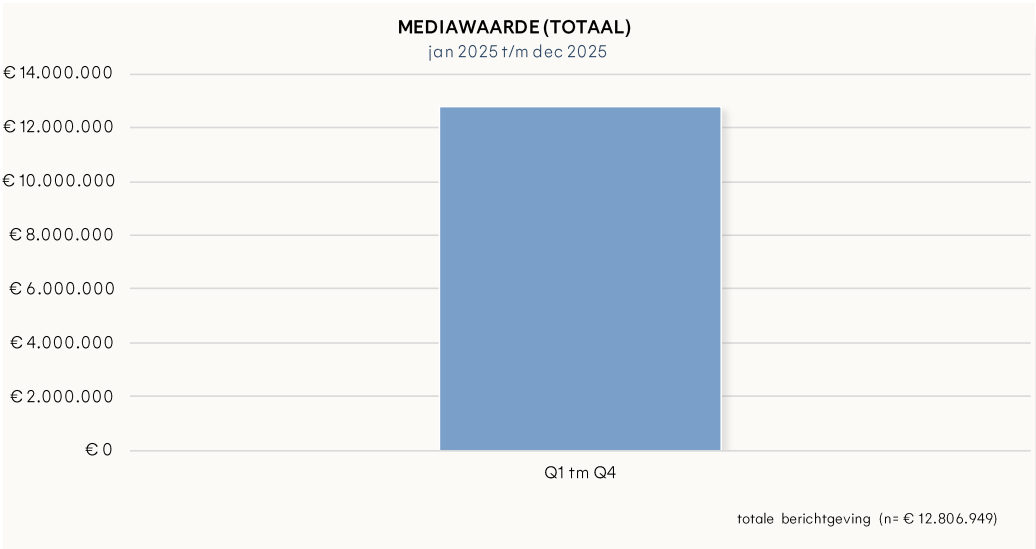
Mediawaarde

Euro's



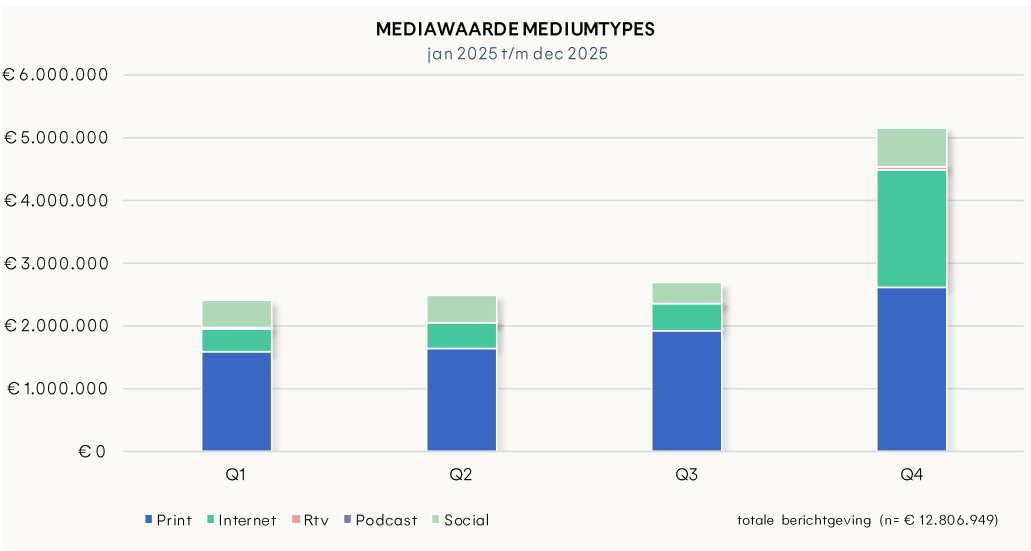
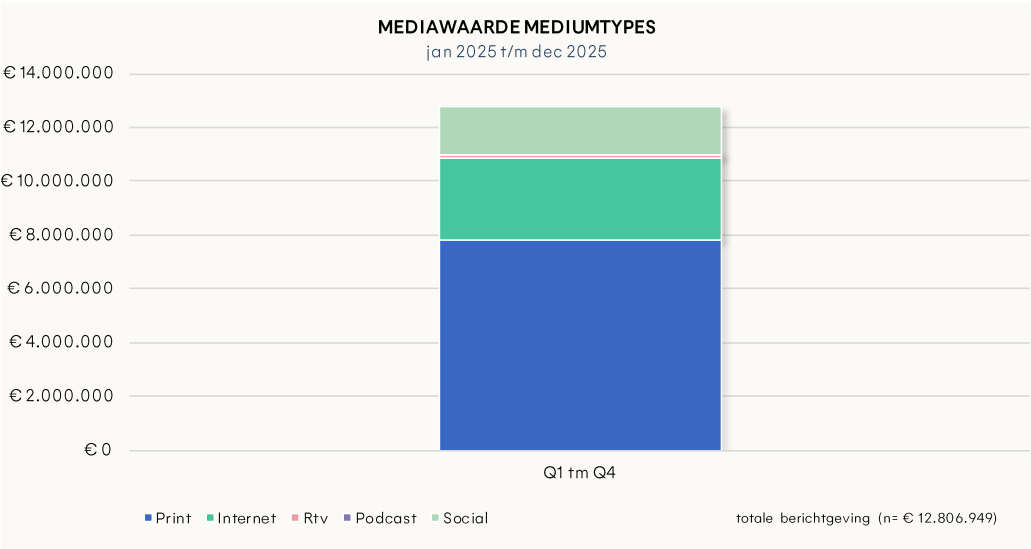
Mediawaarde

Euro's



Mediawaarde

Euro's



Mediawaarde

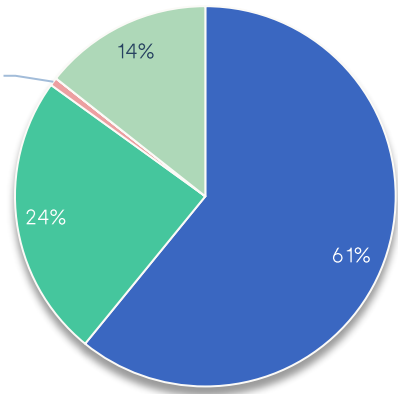
Euro's

MEDIAWAARDE							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	Q1 t/m Q4	€ 7.796.769	€ 3.083.756	€ 88.388	€ 185	€ 1.837.851	€ 12.806.949

MEDIAWAARDE							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	Q1	€ 1.590.306	€ 380.265	€ 20.234	€ 23	€ 421.196	€ 2.412.024
	Q2	€ 1.649.332	€ 408.522	€ 3.800	€ 8	€ 447.979	€ 2.509.640
	Q3	€ 1.932.408	€ 429.729	€ 4.885	€ 8	€ 339.847	€ 2.706.877
	Q4	€ 2.624.723	€ 1.865.240	€ 59.469	€ 147	€ 628.829	€ 5.178.408
	Totaal	€ 7.796.769	€ 3.083.756	€ 88.388	€ 185	€ 1.837.851	€ 12.806.949

MEDIAWAARDE MEDIUMTYPES

jan 2025 t/m dec 2025



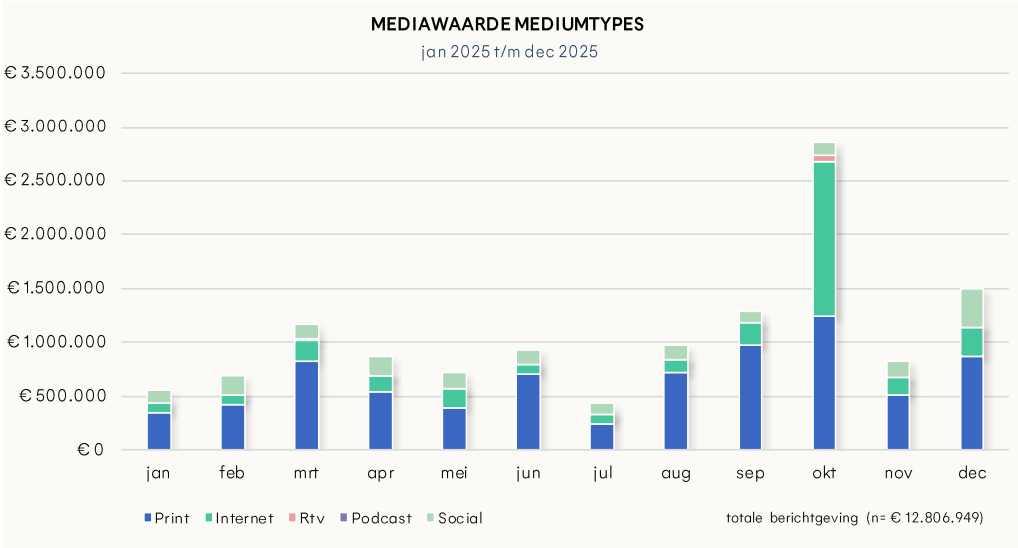
■ Print ■ Internet ■ Rtv ■ Podcast ■ Social

totale berichtgeving (n= € 12.806.949)

Mediawaarde

Euro's

MEDIAWAARDE							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	jan	€ 346.698	€ 91.581	€ 747	€ 0	€ 114.891	€ 553.916
	feb	€ 418.425	€ 91.277	€ 885	€ 8	€ 176.800	€ 687.395
	mrt	€ 825.183	€ 197.407	€ 18.602	€ 15	€ 129.506	€ 1.170.712
	apr	€ 547.616	€ 147.647	€ 429	€ 8	€ 175.305	€ 871.005
	mei	€ 396.716	€ 171.380	€ 2.972	€ 0	€ 143.809	€ 714.878
	jun	€ 705.000	€ 89.495	€ 398	€ 0	€ 128.864	€ 923.758
	jul	€ 240.067	€ 89.600	€ 2.431	€ 8	€ 110.567	€ 442.672
	aug	€ 717.138	€ 128.182	€ 1.144	€ 0	€ 125.822	€ 972.286
	sep	€ 975.203	€ 211.948	€ 1.311	€ 0	€ 103.458	€ 1.291.919
	okt	€ 1.236.317	€ 1.442.308	€ 58.081	€ 147	€ 122.889	€ 2.859.742
	nov	€ 517.282	€ 153.860	€ 225	€ 0	€ 148.009	€ 819.376
	dec	€ 871.124	€ 269.072	€ 1.163	€ 0	€ 357.932	€ 1.499.290
	Totaal	€ 7.796.769	€ 3.083.756	€ 88.388	€ 185	€ 1.837.851	€ 12.806.949

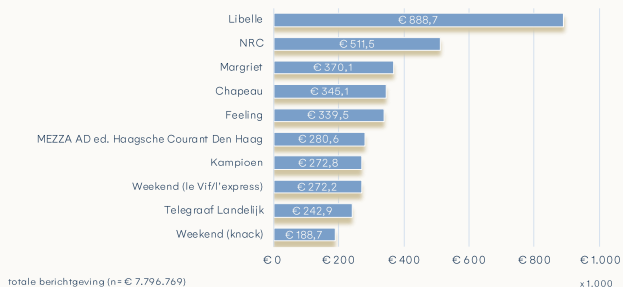


Mediawaarde

Euro's

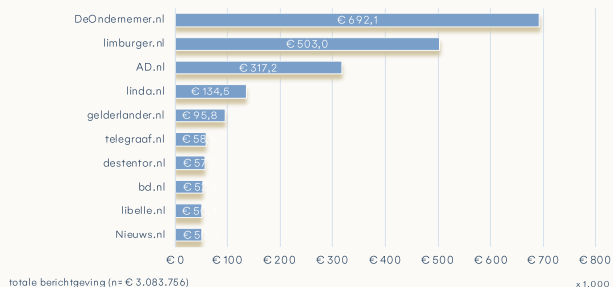
TOP 10 PRINT - MEDIAWAARDE

jan 2025 t/m dec 2025



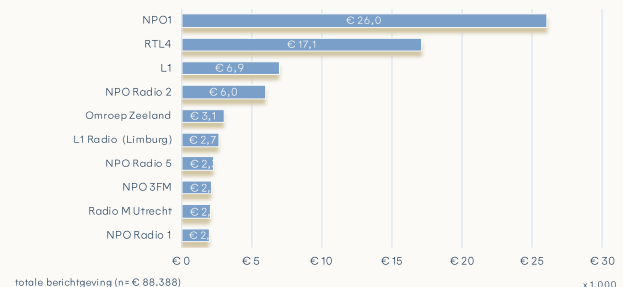
TOP 10 INTERNET - MEDIAWAARDE

jan 2025 t/m dec 2025



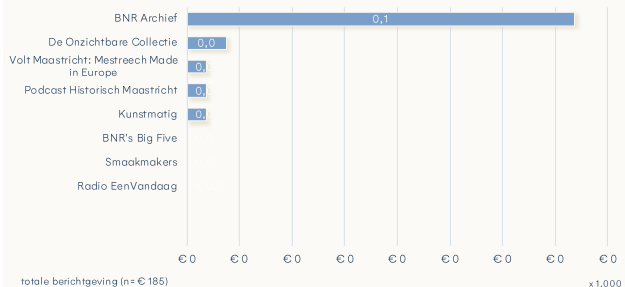
TOP 10 RTV - MEDIAWAARDE

jan 2025 t/m dec 2025



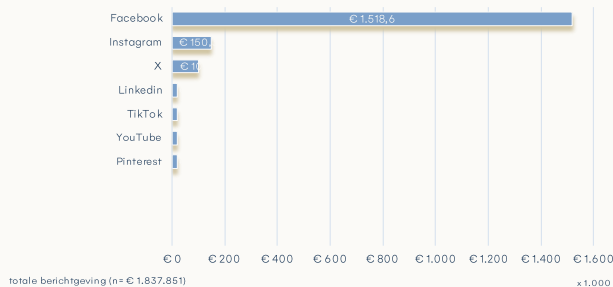
TOP 10 PODCAST - MEDIAWAARDE

jan 2025 t/m dec 2025



TOP 10 SOCIAL - MEDIAWAARDE

jan 2025 t/m dec 2025



Bereik

Personen

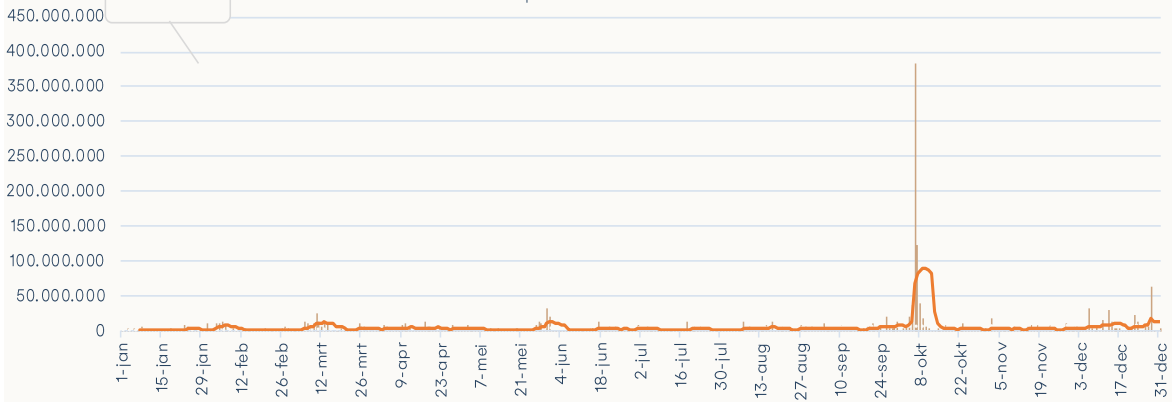
Q1 t/m Q4 2025

Bereik

Personen

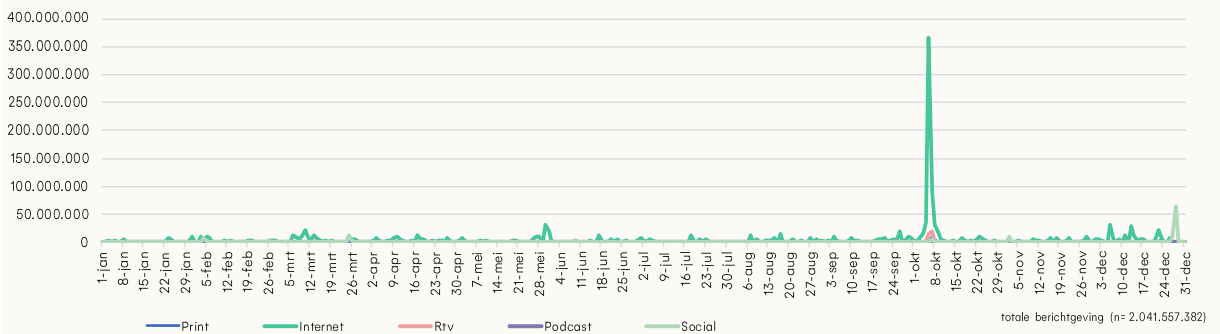
TREND BEREIK (TOTAAL)

jan 2025 t/m dec 2025



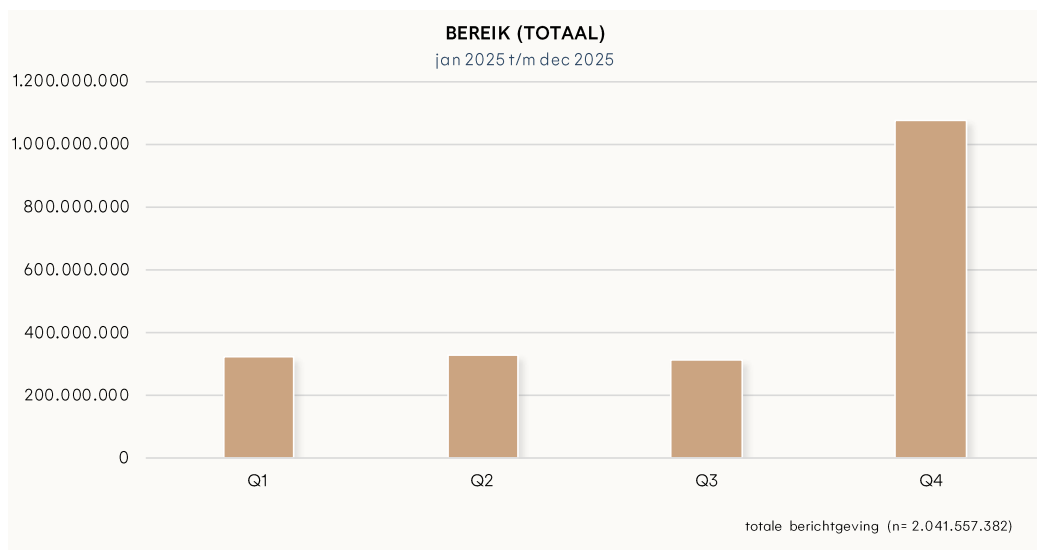
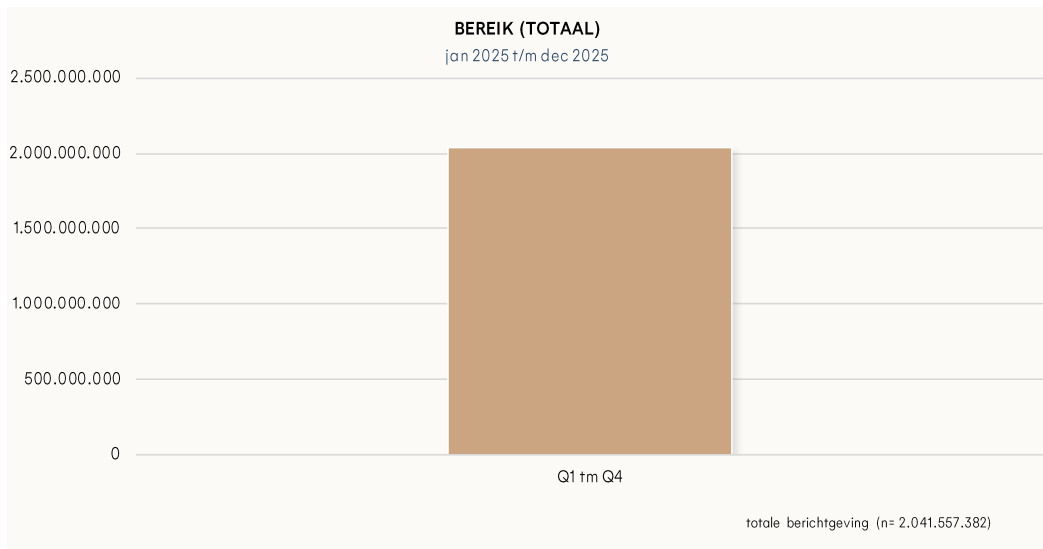
TREND BEREIK MEDIUMTYPES

jan 2025 t/m dec 2025



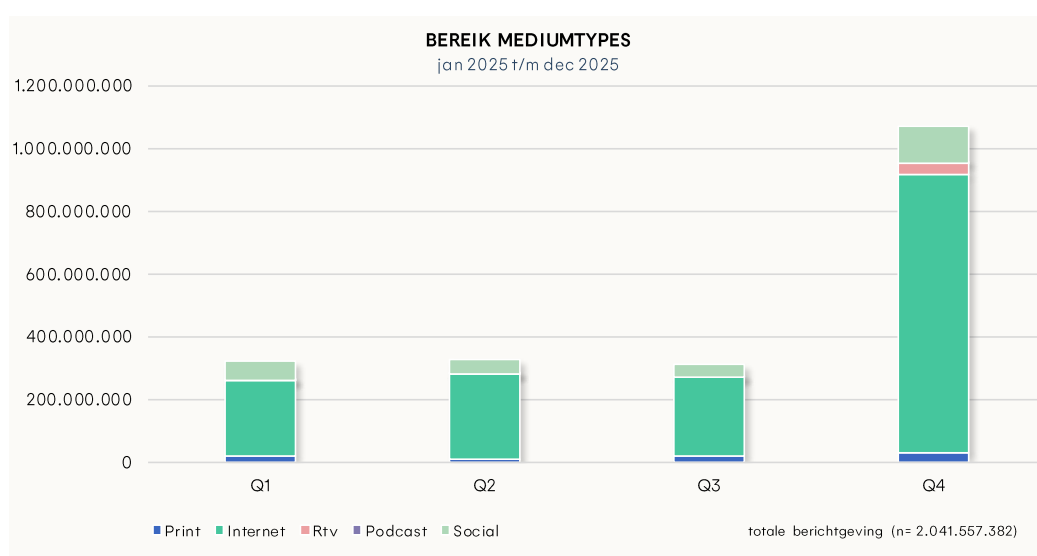
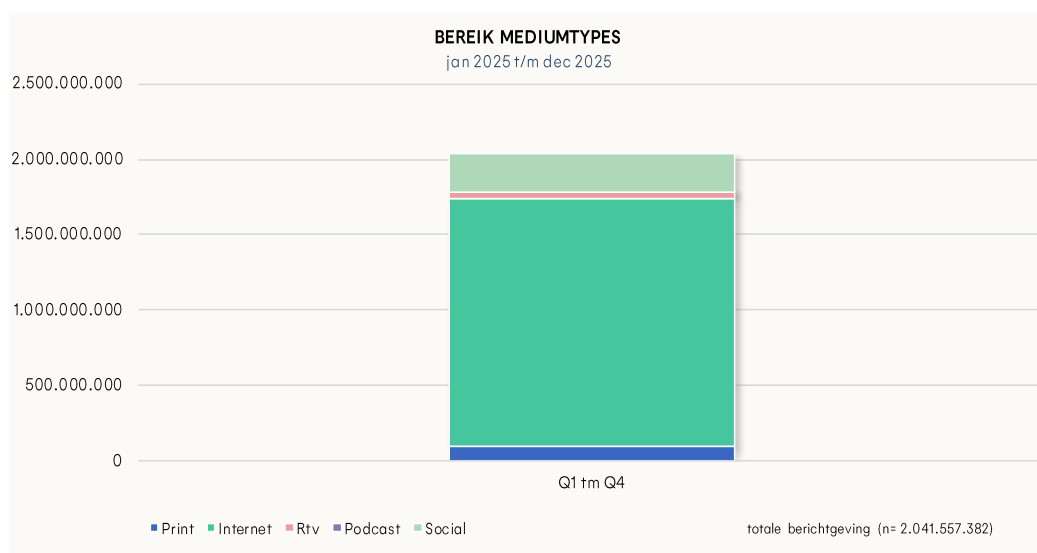
Bereik

Personen



Bereik

Personen



Bereik

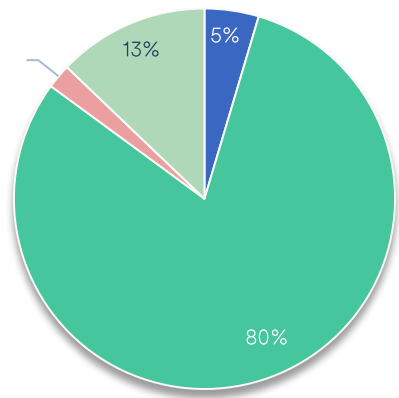
Personen

BEREIK							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	Q1 t/m Q4	93.911.787	1.643.028.716	42.496.308	12.318	262.108.253	2.041.557.382

BEREIK							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	Q1	20.849.989	240.883.956	2.241.992	1.500	59.355.897	323.333.334
	Q2	14.786.743	266.890.373	441.000	500	45.932.339	328.050.955
	Q3	23.575.586	250.223.748	1.547.205	500	38.425.028	313.772.067
	Q4	34.699.469	885.030.639	38.266.111	9.818	118.394.989	1.076.401.026
	Totaal	93.911.787	1.643.028.716	42.496.308	12.318	262.108.253	2.041.557.382

BEREIK MEDIUMTYPES

jan 2025 t/m dec 2025



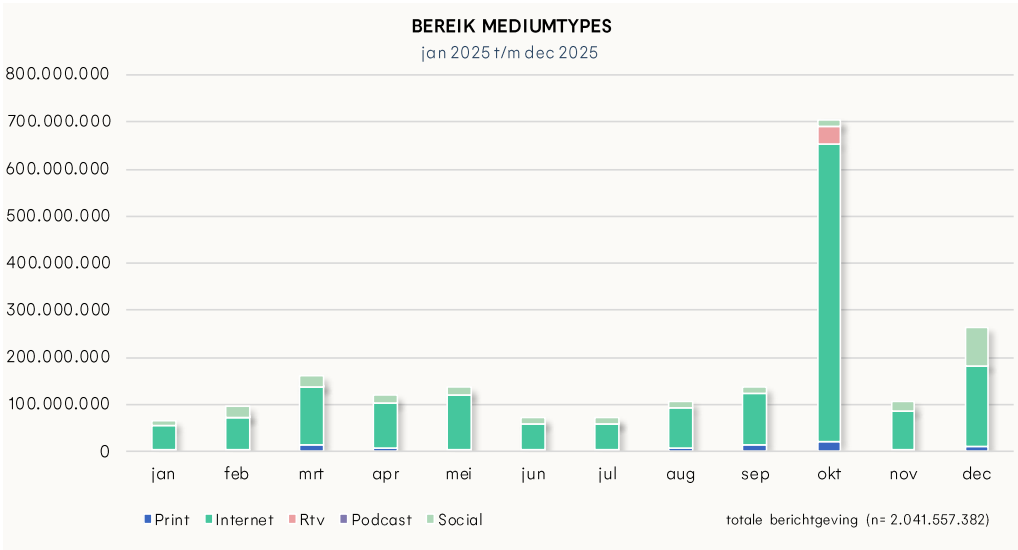
■ Print ■ Internet ■ Rtv ■ Podcast ■ Social

totale berichtgeving (n= 2.041.557.382)

Bereik

Personen

BEREIK							
		Print	Internet	Rtv	Podcast	Social	Totaal
2025	jan	4.090.441	49.480.418	0	0	12.709.315	66.280.174
	feb	3.427.561	68.423.558	688.992	500	22.638.333	95.178.944
	mrt	13.331.987	122.979.980	1.553.000	1.000	24.008.249	161.874.216
	apr	7.277.063	94.848.162	0	500	17.215.525	119.341.250
	mei	2.281.921	118.744.422	271.000	0	15.171.792	136.469.135
	jun	5.227.759	53.297.789	170.000	0	13.545.022	72.240.570
	jul	2.967.114	54.495.129	1.547.205	500	12.535.481	71.545.429
	aug	7.252.446	83.952.913	0	0	13.829.440	105.034.799
	sep	13.356.026	111.775.706	0	0	12.060.107	137.191.839
	okt	21.633.792	631.984.283	37.784.745	9.818	15.115.780	706.528.418
	nov	3.556.033	82.417.425	389.366	0	20.479.018	106.841.842
	dec	9.509.644	170.628.931	92.000	0	82.800.191	263.030.766
	Totaal	93.911.787	1.643.028.716	42.496.308	12.318	262.108.253	2.041.557.382

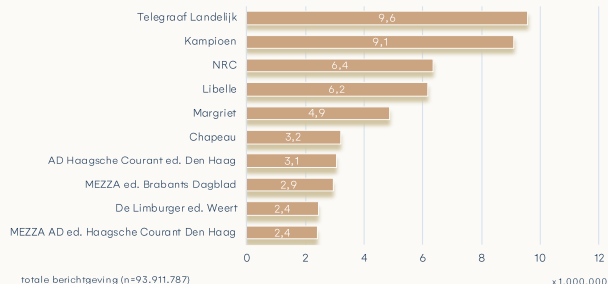


Bereik

Personen

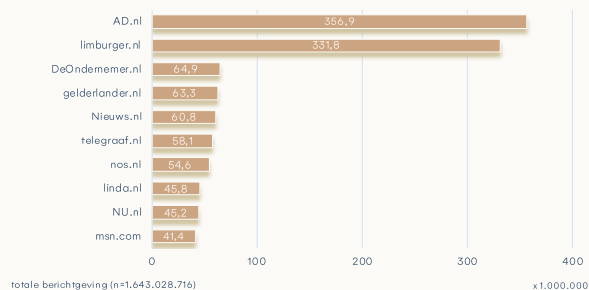
TOP 10 PRINT - BEREIK

jan 2025 t/m dec 2025



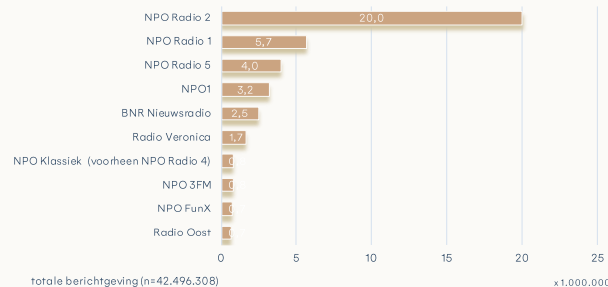
TOP 10 INTERNET - BEREIK

jan 2025 t/m dec 2025



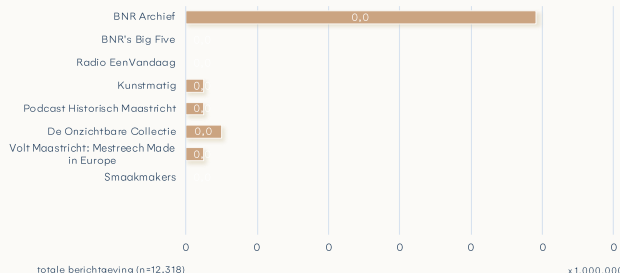
TOP 10 RTV - BEREIK

jan 2025 t/m dec 2025



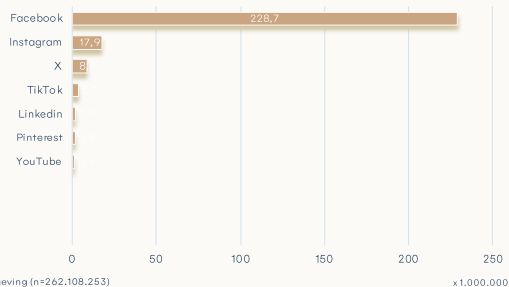
TOP 10 PODCAST - BEREIK

jan 2025 t/m dec 2025



TOP 10 SOCIAL - BEREIK

jan 2025 t/m dec 2025



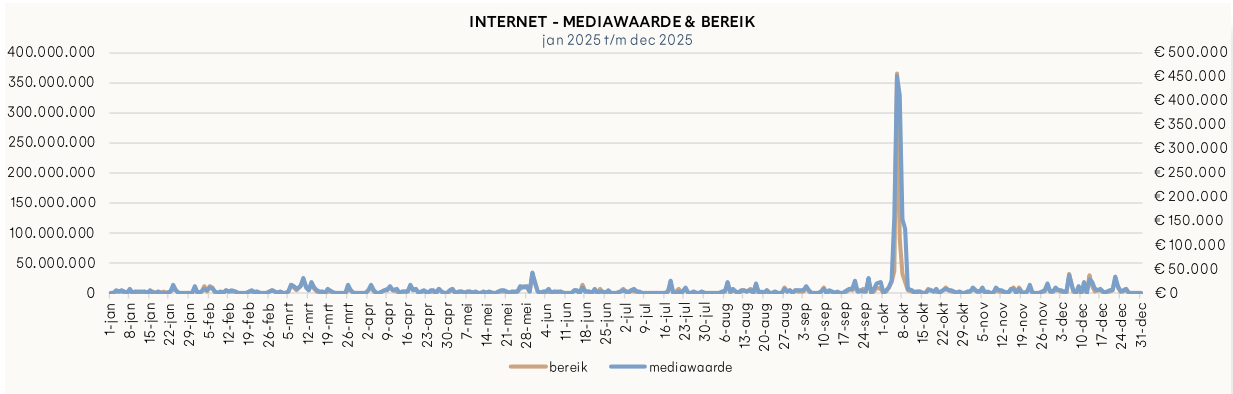
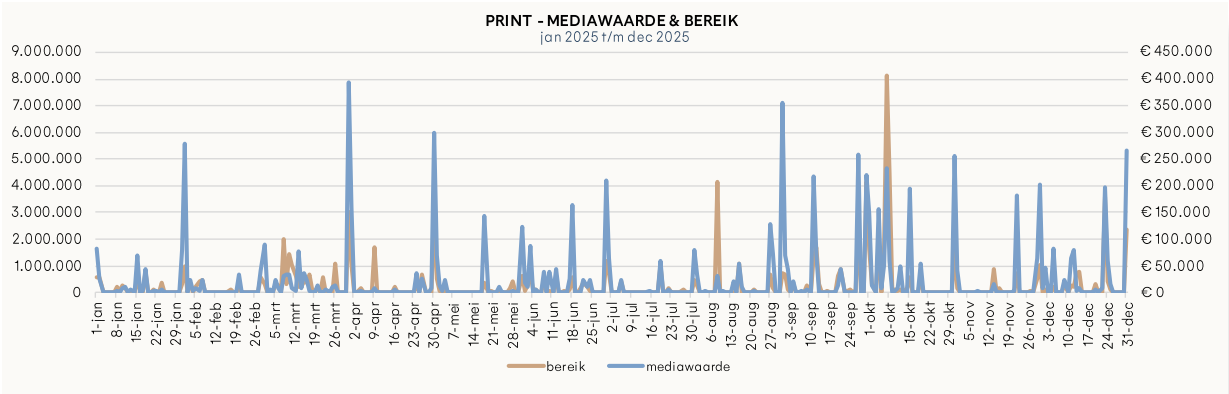
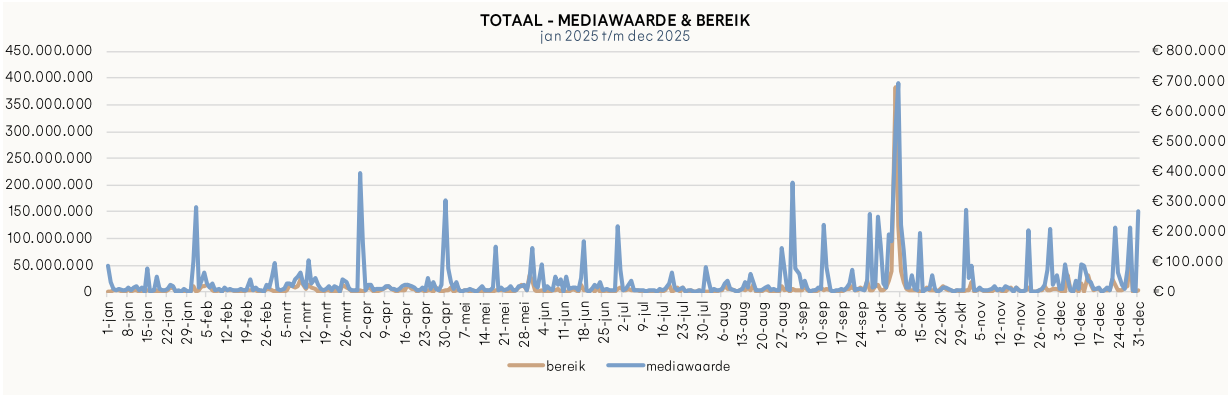
Mediawaarde & Bereik

Vergelijking

Q1 t/m Q4 2025

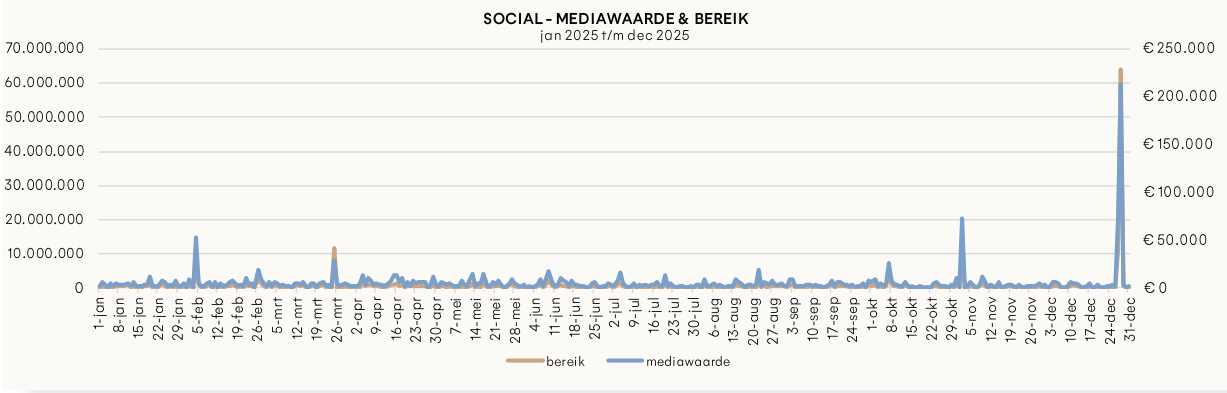
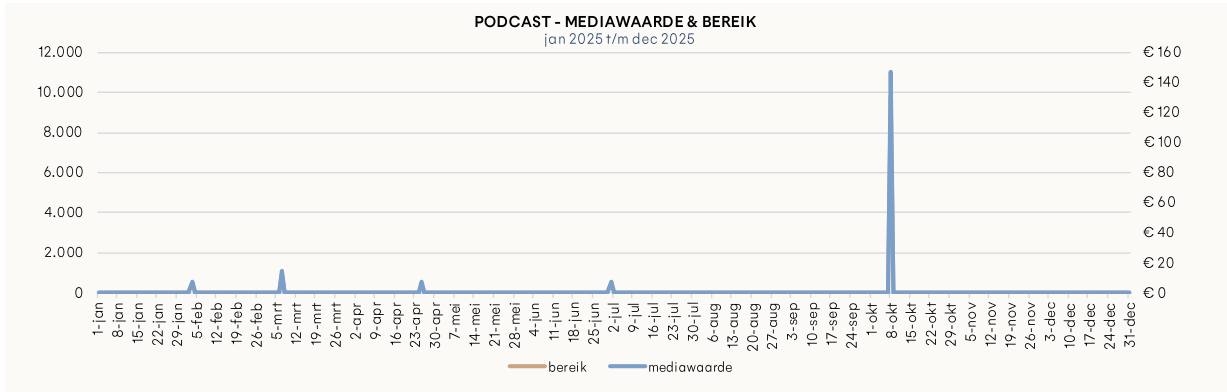
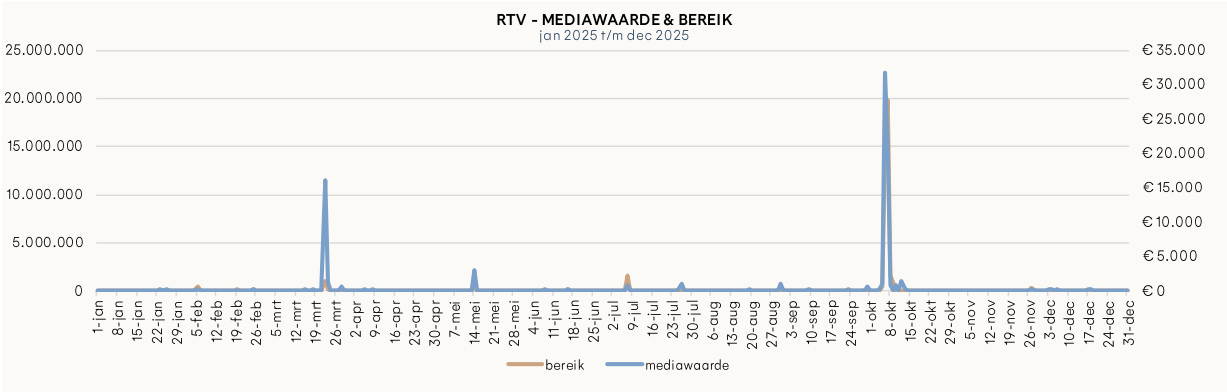
Mediawaarde & Bereik

Euro's & Personen



Mediawaarde & Bereik

Euro's & Personen



Nieuwswaarden

Vergelijking

Q1 t/m Q4 2025

Nieuwswaarden

Vergelijking

MEDIUMTYPES & NIEUWSWAARDEN					
			Media-aandacht	Mediawaarde	Bereik
2025	Q1	Print	164	€ 1.590.306	20.849.989
		Internet	346	€ 380.265	240.883.956
		Rtv	13	€ 20.234	2.241.992
		Podcast	3	€ 23	1.500
		Social	2.602	€ 421.196	59.355.897
	Q2	Print	159	€ 1.649.332	14.786.743
		Internet	354	€ 408.522	266.890.373
		Rtv	16	€ 3.800	441.000
		Podcast	1	€ 8	500
		Social	3.421	€ 447.979	45.932.339
	Q3	Print	152	€ 1.932.408	23.575.586
		Internet	402	€ 429.729	250.223.748
		Rtv	25	€ 4.885	1.547.205
		Podcast	1	€ 8	500
		Social	3.002	€ 339.847	38.425.028
	Q4	Print	249	€ 2.624.723	34.699.469
		Internet	843	€ 1.865.240	885.030.639
		Rtv	157	€ 59.469	38.266.111
		Podcast	8	€ 147	9.818
		Social	1.981	€ 628.829	118.394.989
			13.899	€ 12.806.949	2.041.557.382

MEDIUMTYPES & NIEUWSWAARDEN					
			Media-aandacht	Mediawaarde	Bereik
2025	Q1	Print	5%	66%	6%
		Internet	11%	16%	75%
		Rtv	0%	1%	1%
		Podcast	0%	0%	0%
		Social	83%	17%	18%
	Q2	Print	4%	66%	5%
		Internet	9%	16%	81%
		Rtv	0%	0%	0%
		Podcast	0%	0%	0%
		Social	87%	18%	14%
	Q3	Print	4%	71%	8%
		Internet	11%	16%	80%
		Rtv	1%	0%	0%
		Podcast	0%	0%	0%
		Social	84%	13%	12%
	Q4	Print	8%	51%	3%
		Internet	26%	36%	82%
		Rtv	5%	1%	4%
		Podcast	0%	0%	0%
		Social	61%	12%	11%

Nieuwswaarden

Vergelijking

MEDIUMTYPES & NIEUWSWAARDEN					
		Media-aandacht	Mediawaarde	Bereik	
2025	januari	Print	30	€ 346.698	4.090.441
		Internet	70	€ 91.581	49.480.418
		Rtv	3	€ 747	0
		Podcast	0	€ 0	0
	februari	Social	761	€ 114.891	12.709.315
		Print	36	€ 418.425	3.427.561
		Internet	95	€ 91.277	68.423.558
		Rtv	5	€ 885	688.992
	maart	Podcast	1	€ 8	500
		Social	829	€ 176.800	22.638.333
		Print	98	€ 825.183	13.331.987
		Internet	181	€ 197.407	122.979.980
april	Rtv	5	€ 18.602	1.553.000	
	Podcast	2	€ 15	1.000	
	Social	1.012	€ 129.506	24.008.249	
	Print	65	€ 547.616	7.277.063	
mei	Internet	111	€ 147.647	94.848.162	
	Rtv	2	€ 429	0	
	Podcast	1	€ 8	500	
	Social	1.223	€ 175.305	17.215.525	
2025	juni	Print	34	€ 396.716	2.281.921
		Internet	140	€ 171.380	118.744.422
		Rtv	12	€ 2.972	271.000
		Podcast	0	€ 0	0
	juli	Social	1.099	€ 143.809	15.171.792
		Print	60	€ 705.000	5.227.759
		Internet	103	€ 89.495	53.297.789
		Rtv	2	€ 398	170.000
	augustus	Podcast	0	€ 0	0
		Social	1.099	€ 128.864	13.545.022
		Print	35	€ 240.067	2.967.114
		Internet	90	€ 89.600	54.495.129
september	Rtv	11	€ 2.431	1.547.205	
	Podcast	1	€ 8	500	
	Social	997	€ 110.567	12.535.481	
	Print	47	€ 717.138	7.252.446	
oktober	Internet	102	€ 128.182	83.952.913	
	Rtv	7	€ 1.144	0	
	Podcast	0	€ 0	0	
	Social	1.020	€ 125.822	13.829.440	
november	Print	70	€ 975.203	13.356.026	
	Internet	210	€ 211.948	111.775.706	
	Rtv	7	€ 1.311	0	
	Podcast	0	€ 0	0	
december	Social	985	€ 103.458	12.060.107	
	Print	154	€ 1.236.317	21.633.792	
	Internet	545	€ 1.442.308	631.984.283	
	Rtv	151	€ 58.081	37.784.745	
2026	Podcast	7	€ 147	9.818	
	Social	940	€ 122.889	15.115.780	
	Print	26	€ 517.282	3.556.033	
	Internet	126	€ 153.860	82.417.425	
2026	Rtv	1	€ 225	389.366	
	Podcast	0	€ 0	0	
	Social	521	€ 148.009	20.479.018	
	Print	69	€ 871.124	9.509.644	
2026	Internet	172	€ 269.072	170.628.931	
	Rtv	5	€ 1.163	92.000	
	Podcast	1	€ 0	0	
	Social	520	€ 357.932	82.800.191	
TOTAAL		13.899	€ 12.806.949	2.041.557.382	

MEDIUMTYPES & NIEUWSWAARDEN					
		Media-aandacht	Mediawaarde	Bereik	
2025	januari	Print	3%	63%	6%
		Internet	8%	17%	75%
		Rtv	0%	0%	0%
		Podcast	0%	0%	0%
		Social	88%	21%	19%
	februari	Print	4%	61%	4%
		Internet	10%	13%	72%
		Rtv	1%	0%	1%
		Podcast	0%	0%	0%
	maart	Social	86%	26%	24%
		Print	8%	70%	8%
		Internet	14%	17%	76%
Rtv		0%	2%	1%	
Podcast		0%	0%	0%	
april	Social	78%	11%	15%	
	Print	5%	63%	6%	
	Internet	8%	17%	79%	
	Rtv	0%	0%	0%	
	Podcast	0%	0%	0%	
mei	Social	87%	20%	14%	
	Print	3%	55%	2%	
	Internet	11%	24%	87%	
	Rtv	1%	0%	0%	
	Podcast	0%	0%	0%	
2025	juni	Social	86%	20%	11%
		Print	5%	76%	7%
		Internet	8%	10%	74%
		Rtv	0%	0%	0%
		Podcast	0%	0%	0%
	juli	Social	87%	14%	19%
		Print	3%	54%	4%
		Internet	8%	20%	76%
		Rtv	1%	1%	2%
		Podcast	0%	0%	0%
	augustus	Social	88%	25%	18%
		Print	4%	74%	7%
Internet		9%	13%	80%	
Rtv		1%	0%	0%	
Podcast		0%	0%	0%	
september	Social	87%	13%	13%	
	Print	6%	75%	10%	
	Internet	17%	16%	81%	
	Rtv	1%	0%	0%	
	Podcast	0%	0%	0%	
oktober	Social	77%	8%	9%	
	Print	9%	43%	3%	
	Internet	30%	50%	89%	
	Rtv	8%	2%	5%	
	Podcast	0%	0%	0%	
november	Social	52%	4%	2%	
	Print	4%	63%	3%	
	Internet	19%	19%	77%	
	Rtv	0%	0%	0%	
	Podcast	0%	0%	0%	
december	Social	77%	18%	19%	
	Print	9%	58%	4%	
	Internet	22%	18%	65%	
	Rtv	1%	0%	0%	
	Podcast	0%	0%	0%	
	Social	68%	24%	31%	

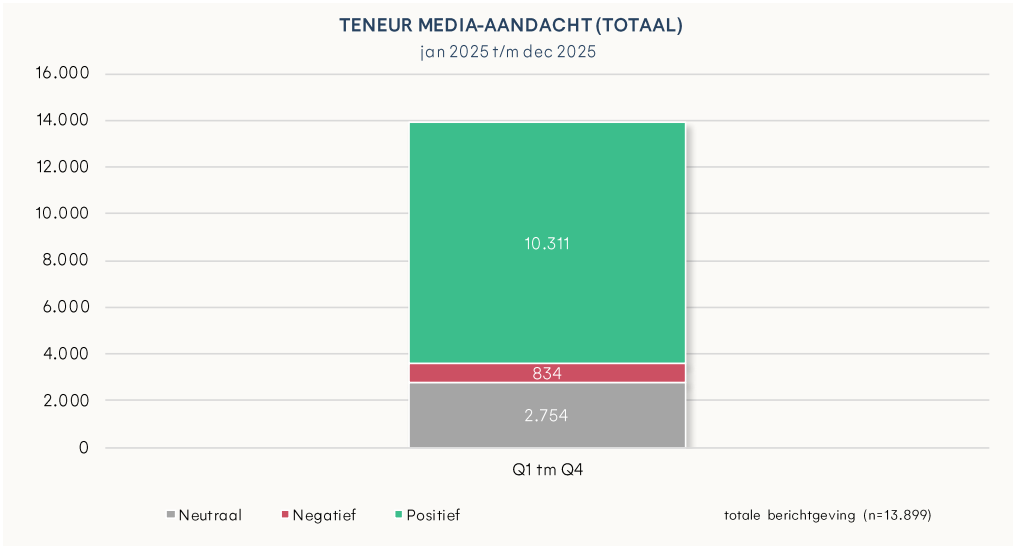
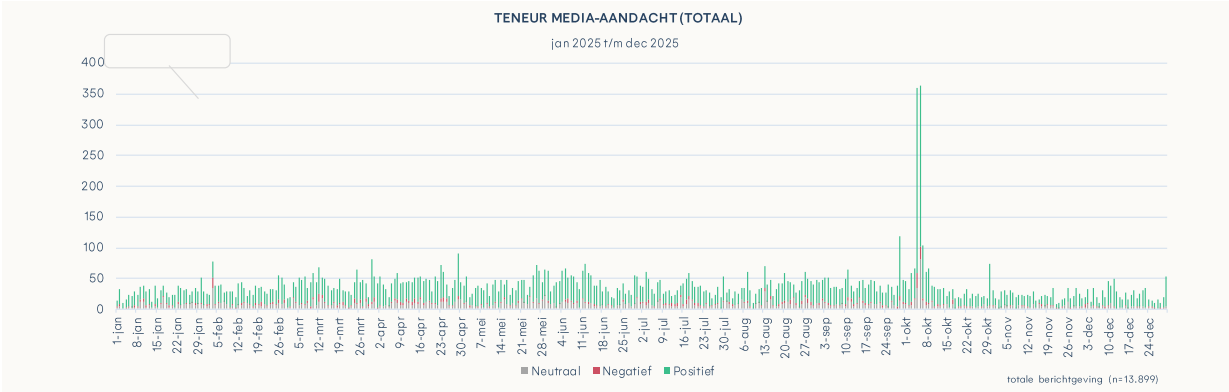
Teneur

Beknopte verdieping

Q1 t/m Q4 2025

Teneur

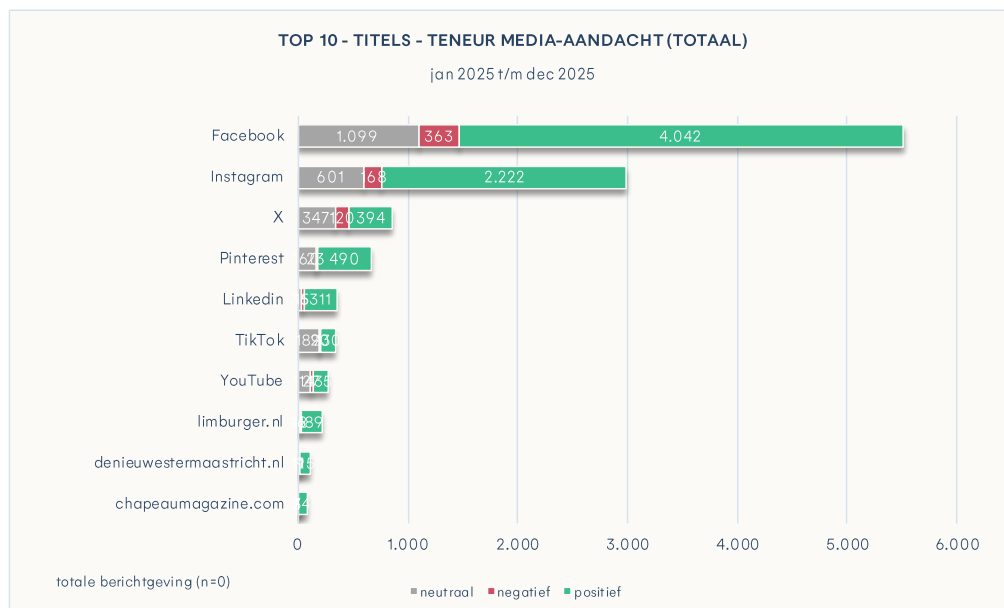
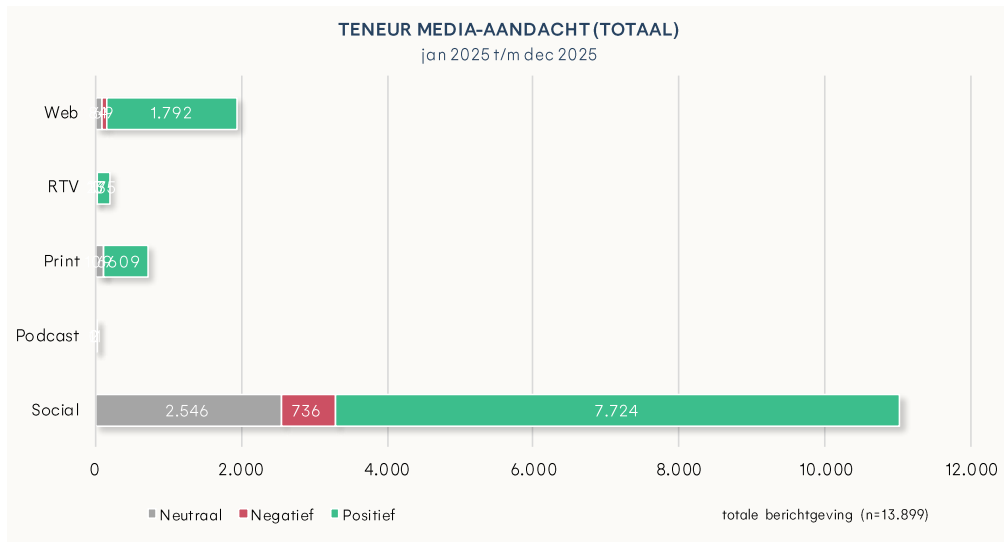
Media-aandacht



MEDIA-AANDACHT					
PRINT - WEB - RTV - PODCAST - SOCIAL					
		Neutraal	Negatief	Positief	Totaal
2025	Q1 tm Q4	2.754	834	10.311	13.899

Teneur

Media-aandacht

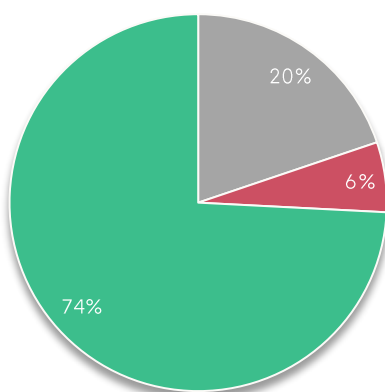


Teneur

Media-aandacht – procentuele verdeling

TENEUR MEDIA-AANDACHT (TOTAAL)

jan 2025 t/m dec 2025



■ Neutraal ■ Negatief ■ Positief

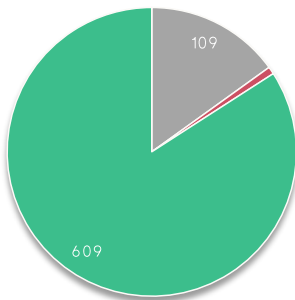
totale berichtgeving
(n=13.899)

Teneur

Media-aandacht – verdeling in aantal nieuwsberichten

TENEUR MEDIA-AANDACHT (PRINT)

jan 2025 t/m dec 2025

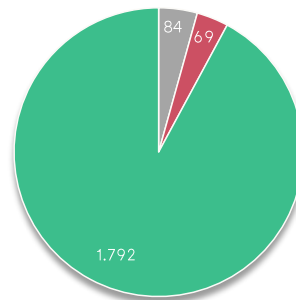


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=724)

TENEUR MEDIA-AANDACHT (WEB)

jan 2025 t/m dec 2025

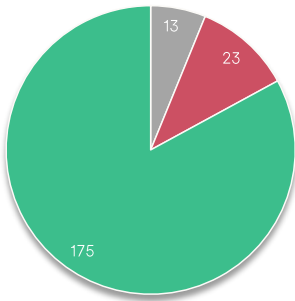


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=1.945)

TENEUR MEDIA-AANDACHT (RTV)

jan 2025 t/m dec 2025

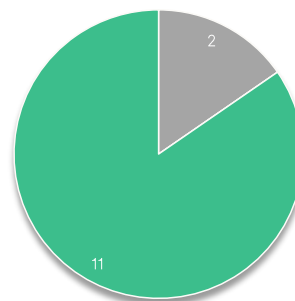


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=211)

TENEUR MEDIA-AANDACHT (PODCAST)

jan 2025 t/m dec 2025

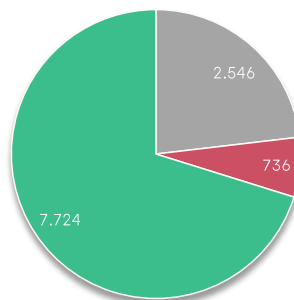


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=724)

TENEUR MEDIA-AANDACHT (SOCIAL)

jan 2025 t/m dec 2025

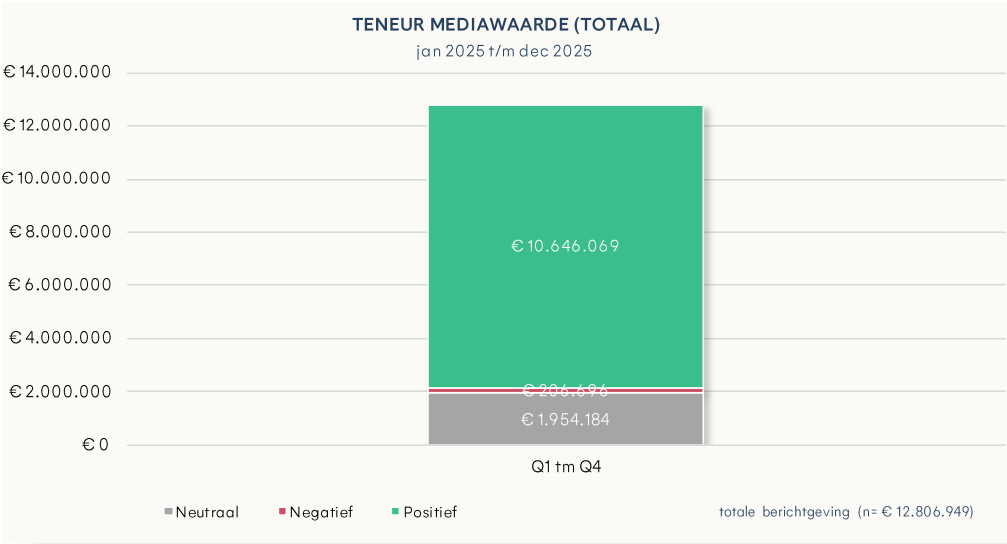
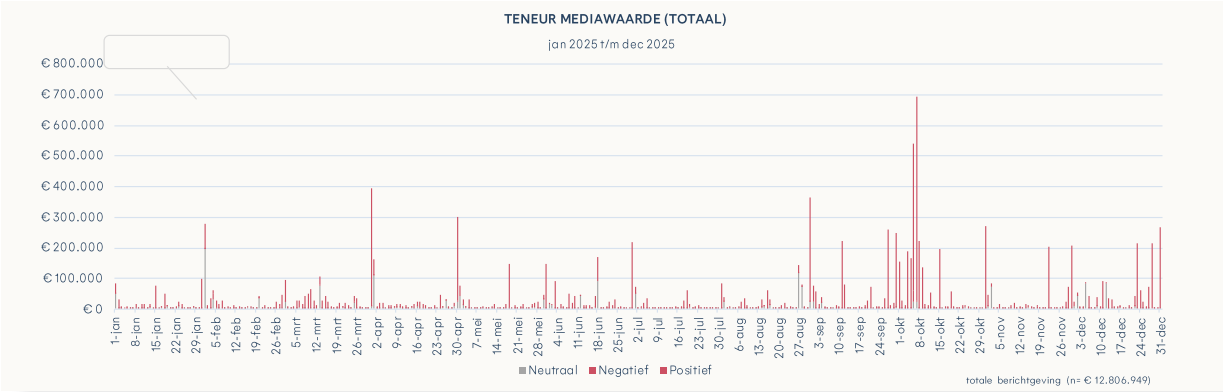


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=724)

Teneur

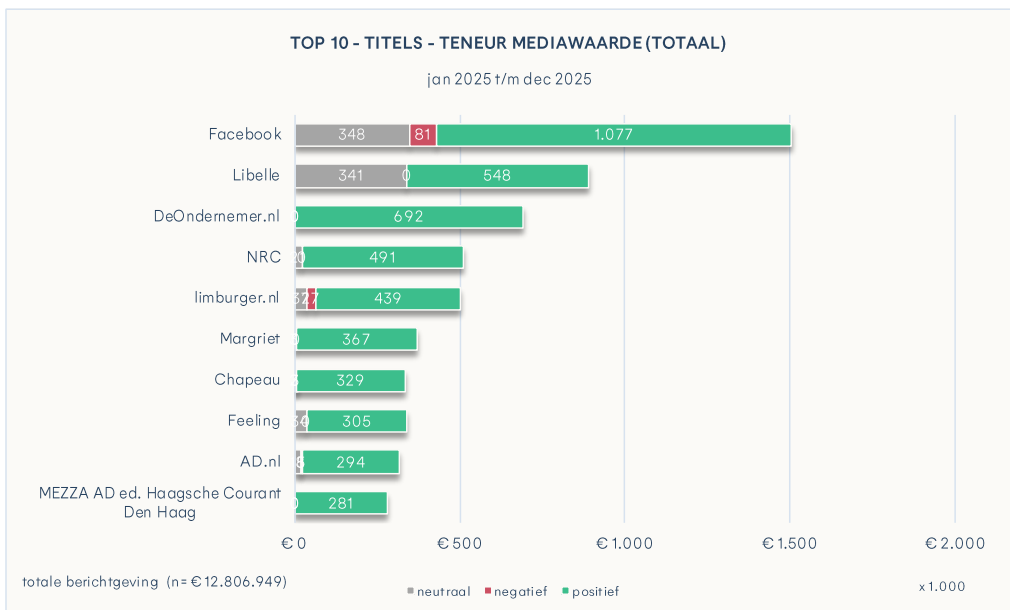
Mediawaarde



MEDIAWAARDE					
PRINT - WEB - RTV - PODCAST - SOCIAL					
		Neutraal	Negatief	Positief	Totaal
2025	Q1 t/m Q4	€ 1.954.184	€ 206.696	€ 10.646.069	€ 12.806.949

Teneur

Mediawaarde

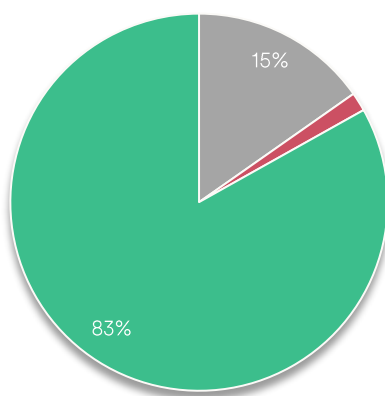


Teneur

Mediawaarde – procentuele verdeling

TENEUR MEDIAWAARDE (TOTAAL)

jan 2025 t/m dec 2025



■ Neutraal ■ Negatief ■ Positief

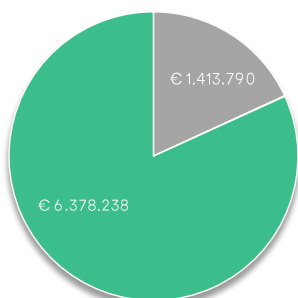
totale berichtgeving
(n= € 12.806.949)

Teneur

Mediawaarde – verdeling in euro's

TENEUR MEDIAWAARDE (PRINT)

jan 2025 t/m dec 2025

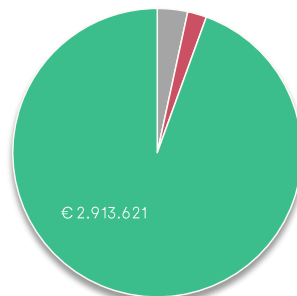


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n= € 7.796.769)

TENEUR MEDIAWAARDE (WEB)

jan 2025 t/m dec 2025

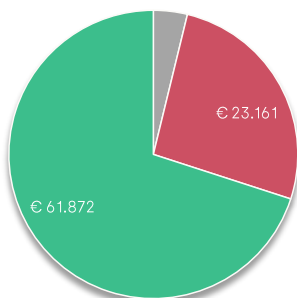


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n= € 3.083.756)

TENEUR MEDIAWAARDE (RTV)

jan 2025 t/m dec 2025

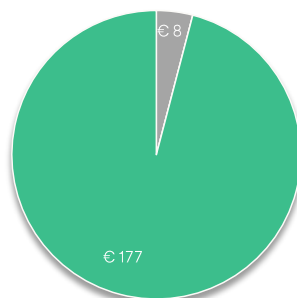


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n= € 88.388)

TENEUR MEDIAWAARDE (PODCAST)

jan 2025 t/m dec 2025

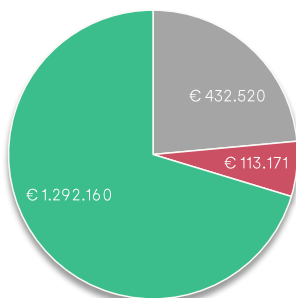


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n= € 7.796.769)

TENEUR MEDIAWAARDE (SOCIAL)

jan 2025 t/m dec 2025

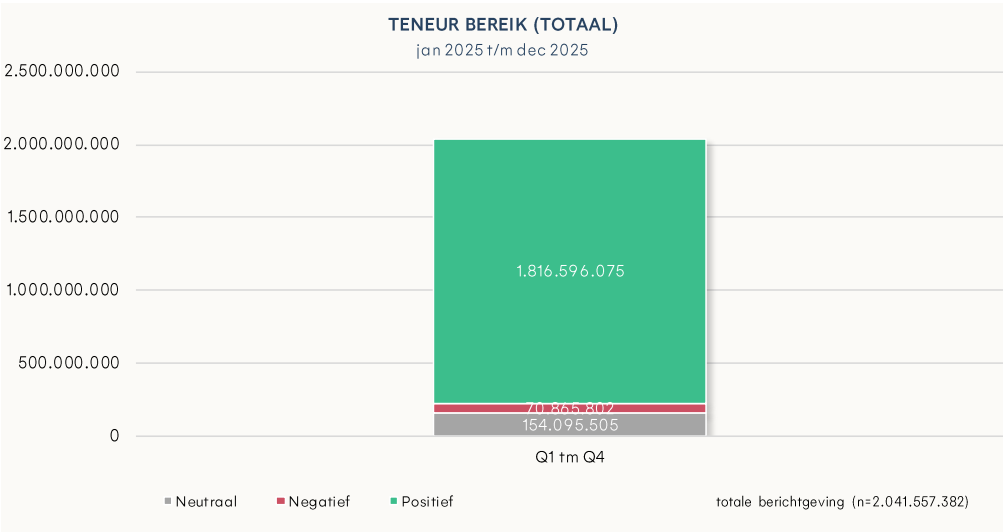
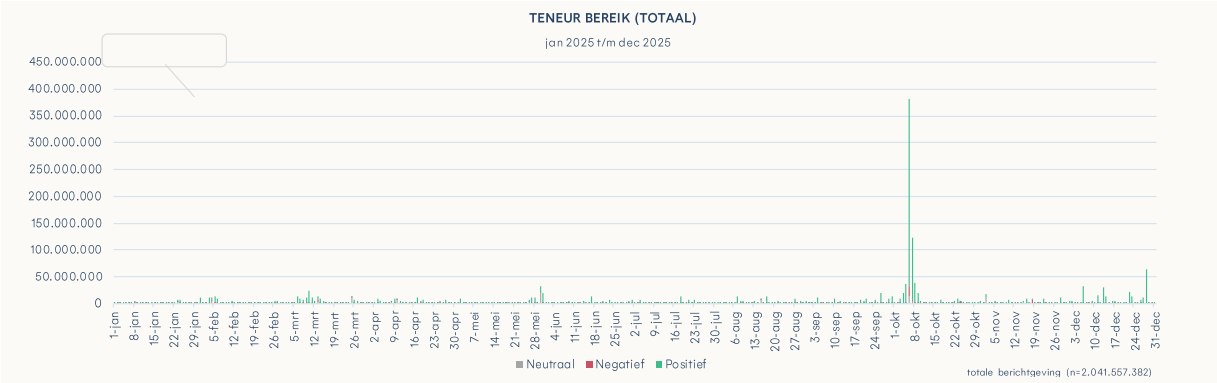


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n= € 7.796.769)

Teneur

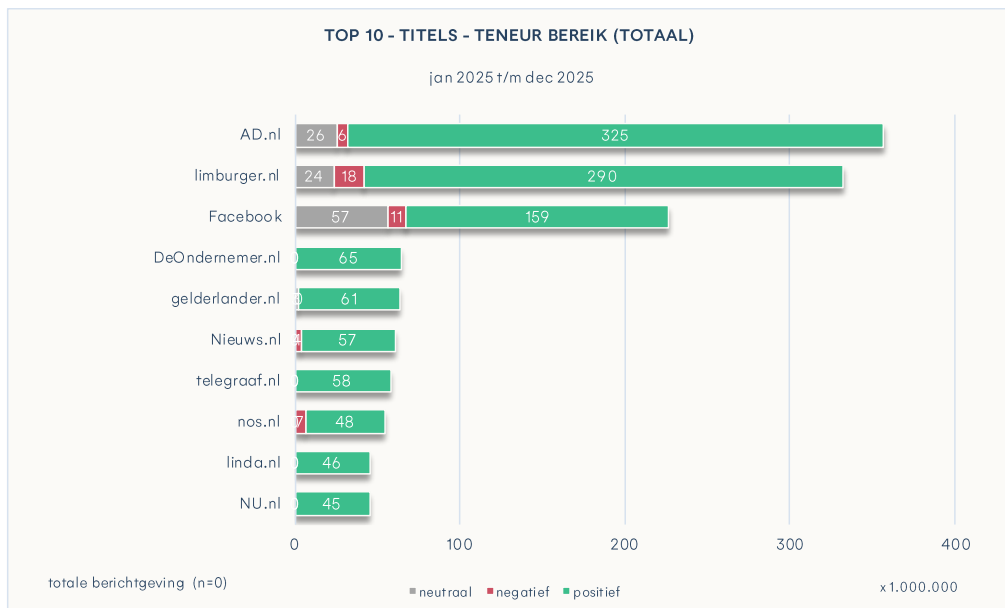
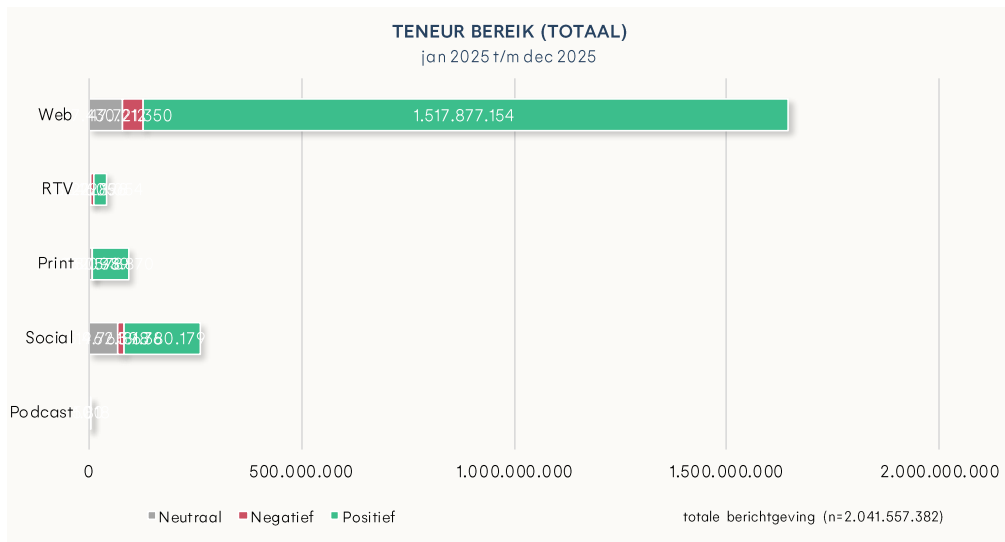
Bereik



BEREIK					
PRINT - WEB - RTV - PODCAST - SOCIAL					
		Neutraal	Negatief	Positief	Totaal
2025	Q1 tm Q4	154.095.505	70.865.802	1.816.596.075	2.041.557.382

Teneur

Bereik

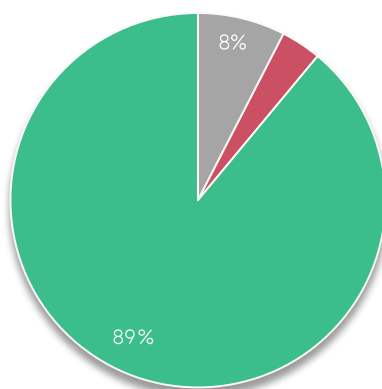


Teneur

Bereik – procentuele verdeling

TENEUR BEREIK (TOTAAL)

jan 2025 t/m dec 2025



■ Neutraal ■ Negatief ■ Positief

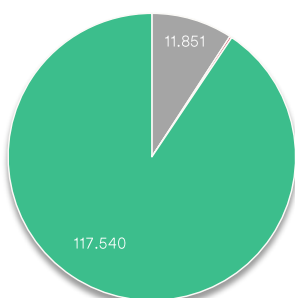
totale berichtgeving
(n=2.041.557.382)

Teneur

Bereik – verdeling in aantal personen

TENEUR BEREIK (PRINT)

jan 2025 t/m dec 2025

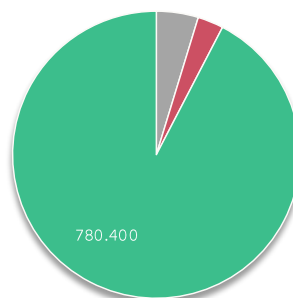


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=93.911.787)

TENEUR BEREIK (WEB)

jan 2025 t/m dec 2025

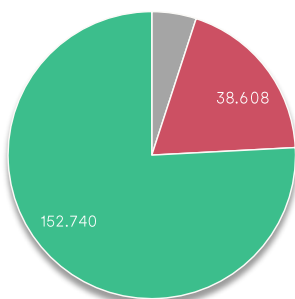


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=1.643.028.716)

TENEUR BEREIK (RTV)

jan 2025 t/m dec 2025

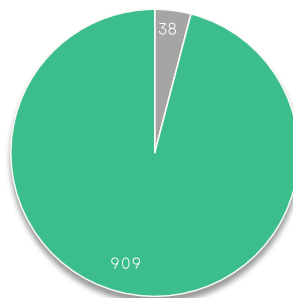


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=42.496.308)

TENEUR BEREIK (PODCAST)

jan 2025 t/m dec 2025

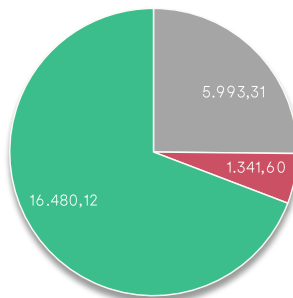


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=93.911.787)

TENEUR BEREIK (SOCIAL)

jan 2025 t/m dec 2025

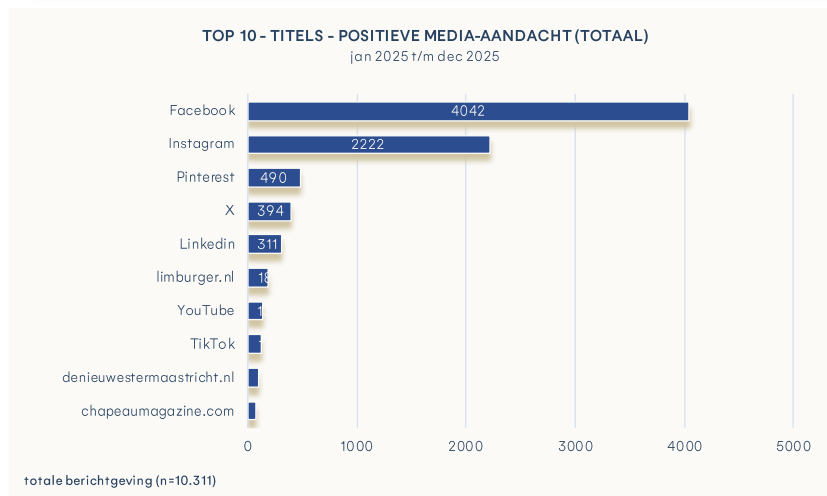
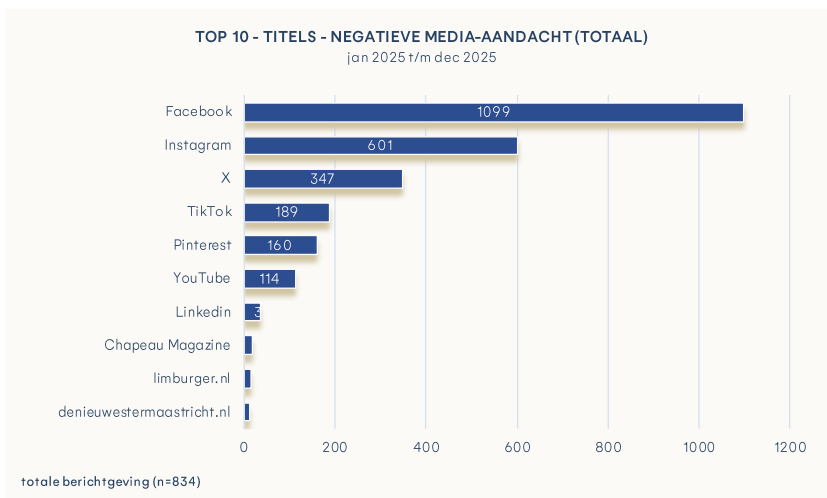
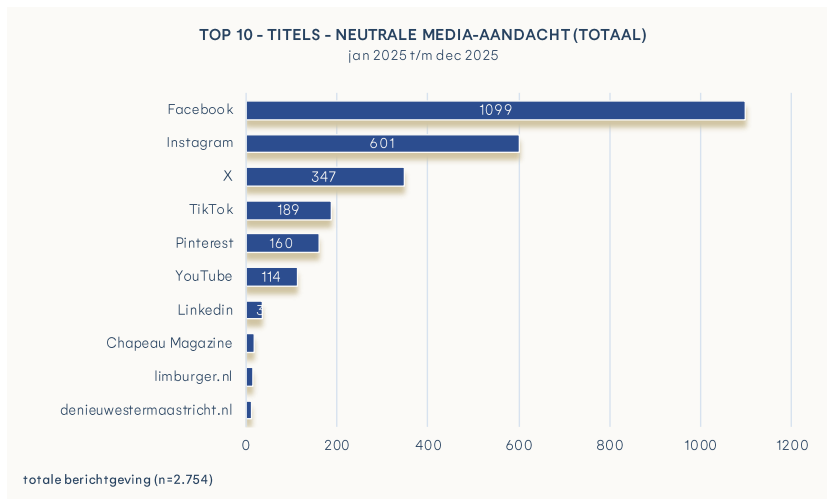


■ Neutraal ■ Negatief ■ Positief

totale berichtgeving
(n=93.911.787)

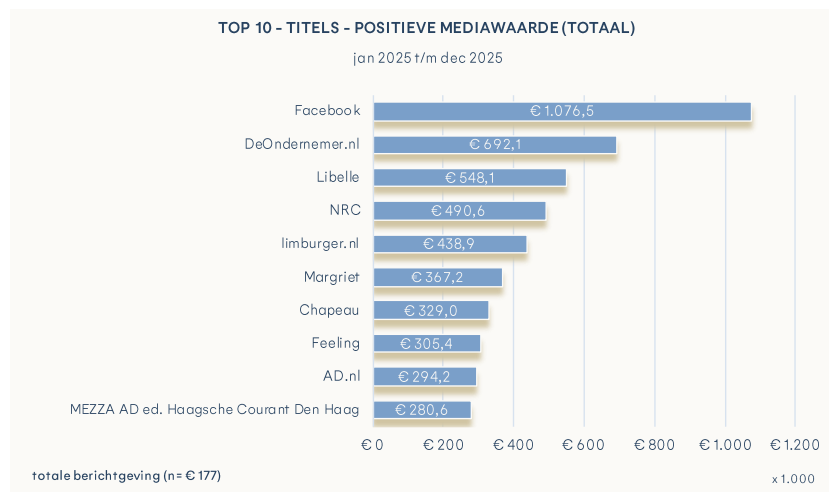
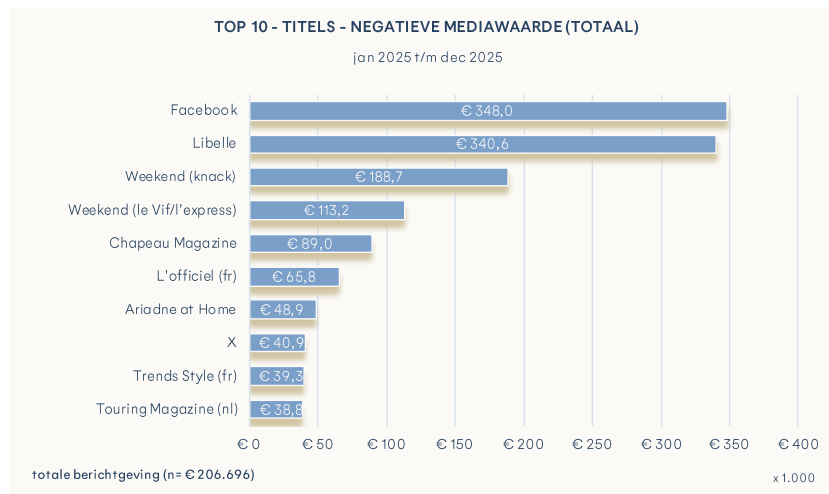
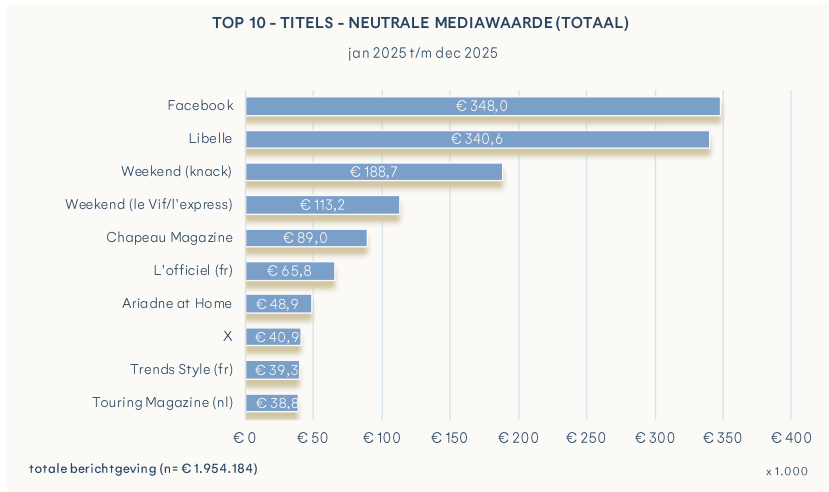
Teneur

Top 10 titels – Media-aandacht - Teneur gesplitst



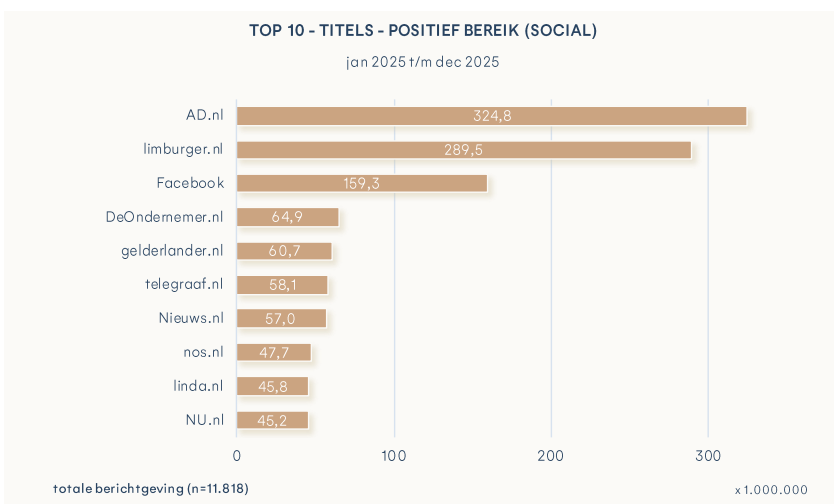
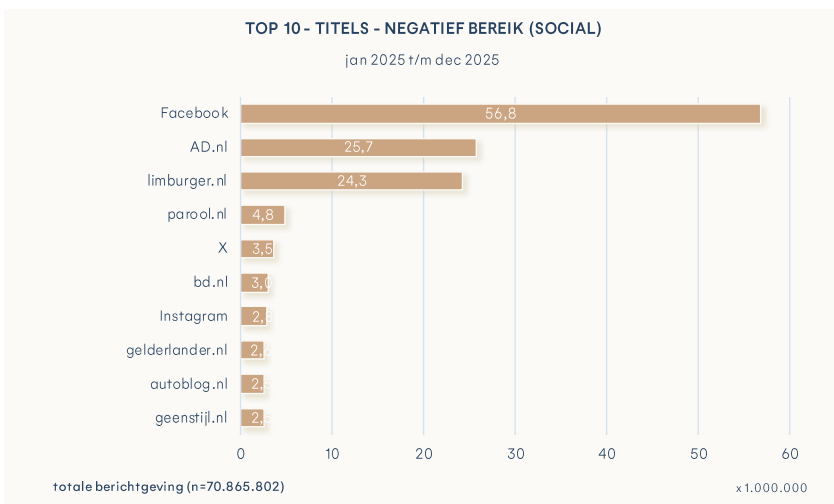
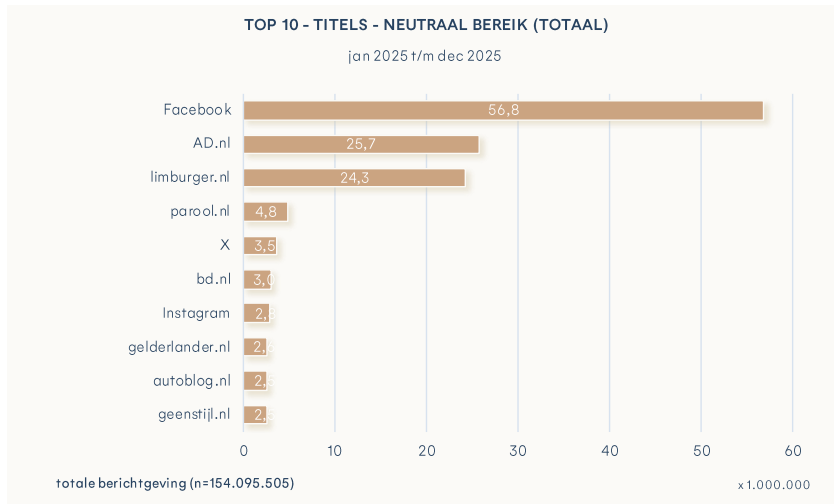
Teneur

Top 10 titels – Mediawaarde - Teneur gesplitst



Teneur

Top 10 titels – Bereik - Teneur gesplitst



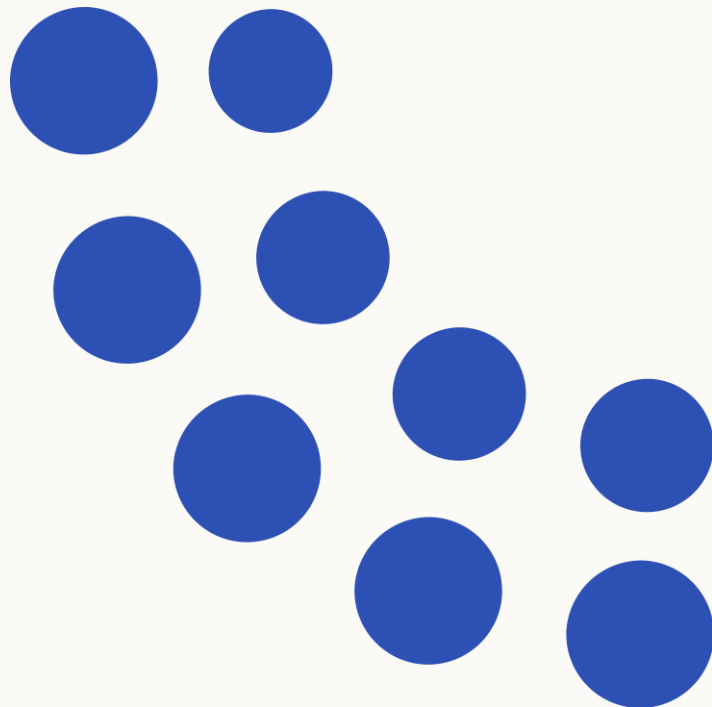
Verantwoording

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.

Op basis van de grootte van het artikel en de waarde per mm wordt dan de bruto advertentiewaarde bepaald. Als de uitgever de advertentiewaarde berekent op basis van een prijs per pagina(deel), berekent Media Info Groep de grootte van het artikel.



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