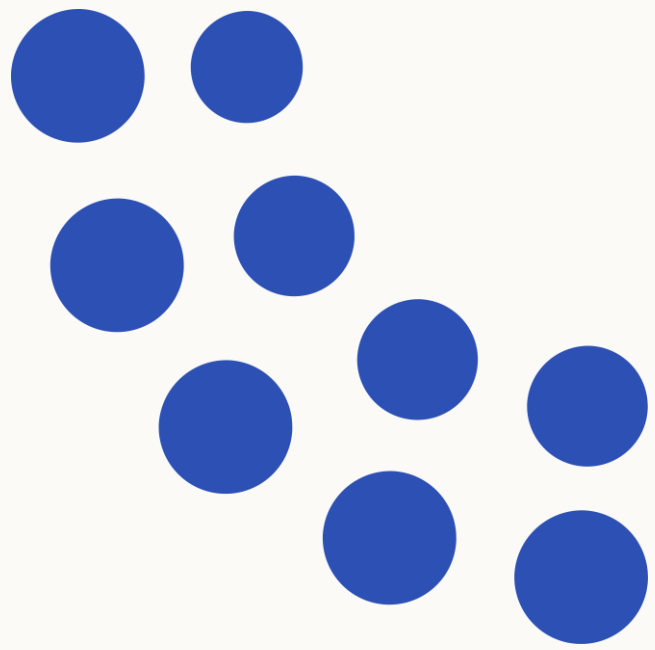




Media•analyse

Klantnaam

Analyse 2023 - 2025

& Teneur

Klantnaam

Analyse 2023 - 2025

PRINT - WEB - RTV - PODCAST - SOCIAL

Introductie

Voor u ligt een kwantitatieve jaaranalyse van de media-aandacht over de periode 2023 tot en met 2025. 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 2021 t/m 2023 bestaat de totale berichtgeving uit nieuwsberichten; de totale media-waarde bedraagt € en het totale bereik* komt uit op.....

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

De media-aandacht vertoont een aantal opvallende pieken, zoals

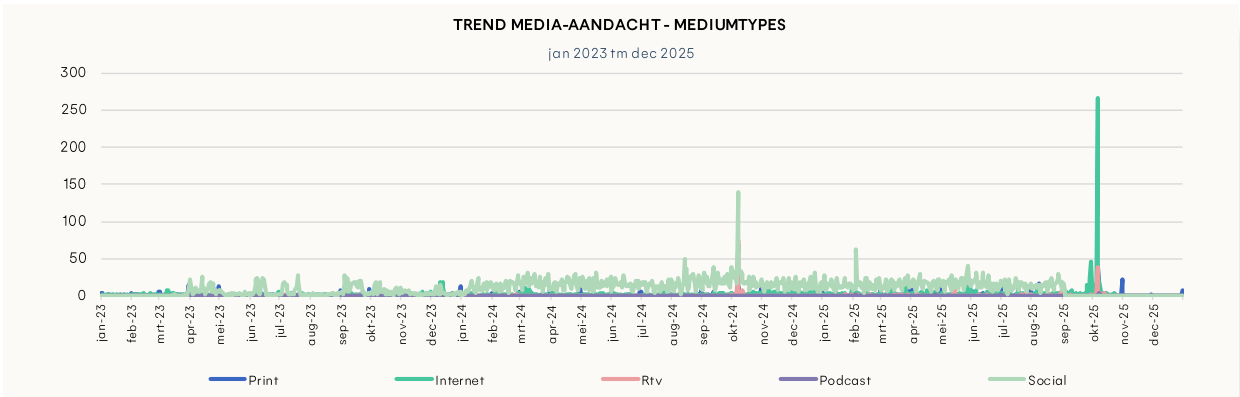
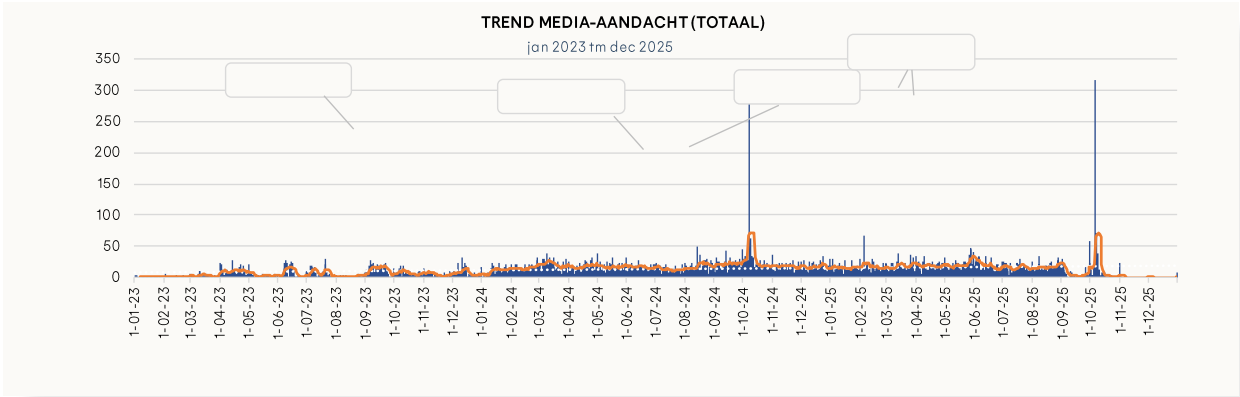
* De bereikcijfers zijn cumulatieve waarden en geven een indicatie van de potentiële contactmomenten

Media-aandacht

Aantal artikelen / uitzendingen

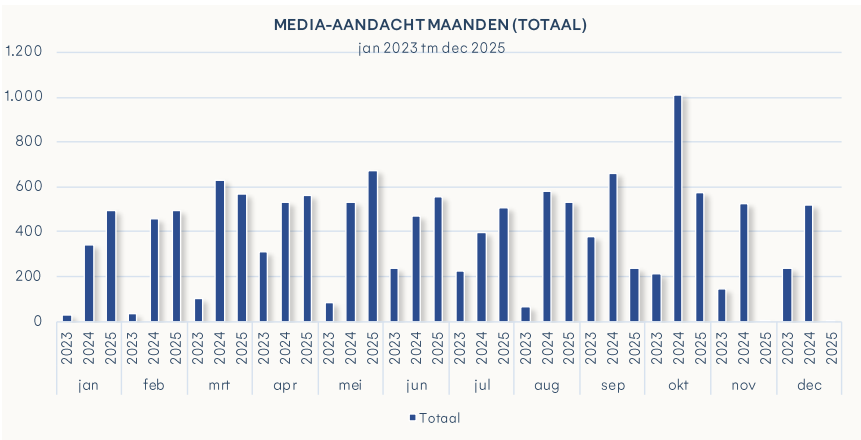
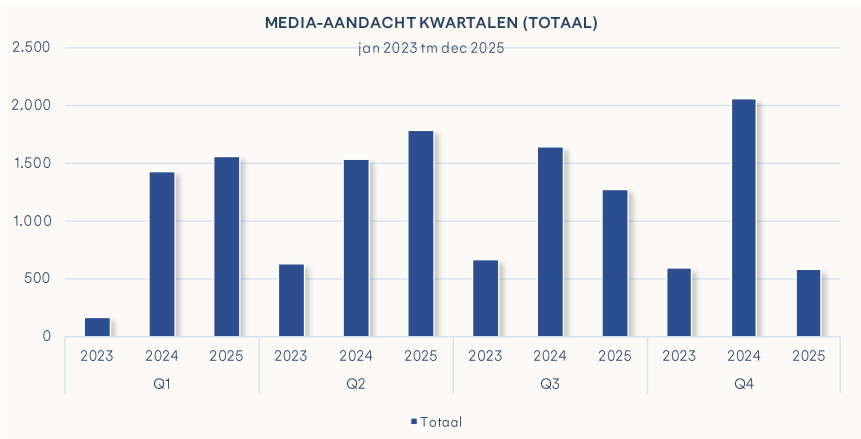
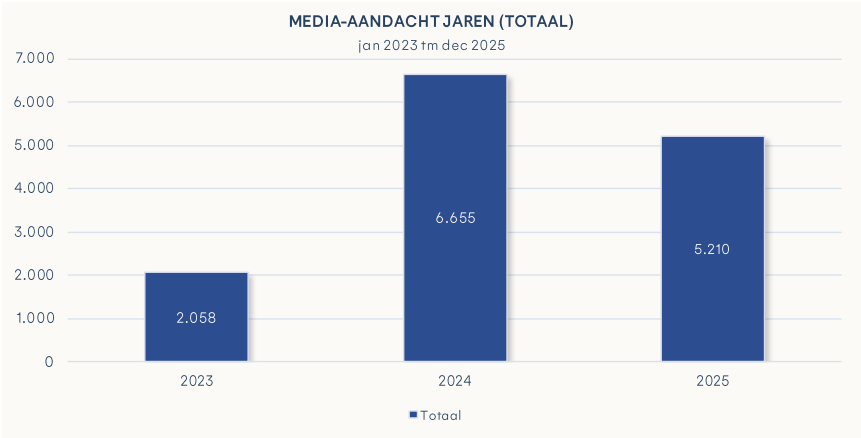
Media-aandacht

Aantal artikelen / uitzendingen



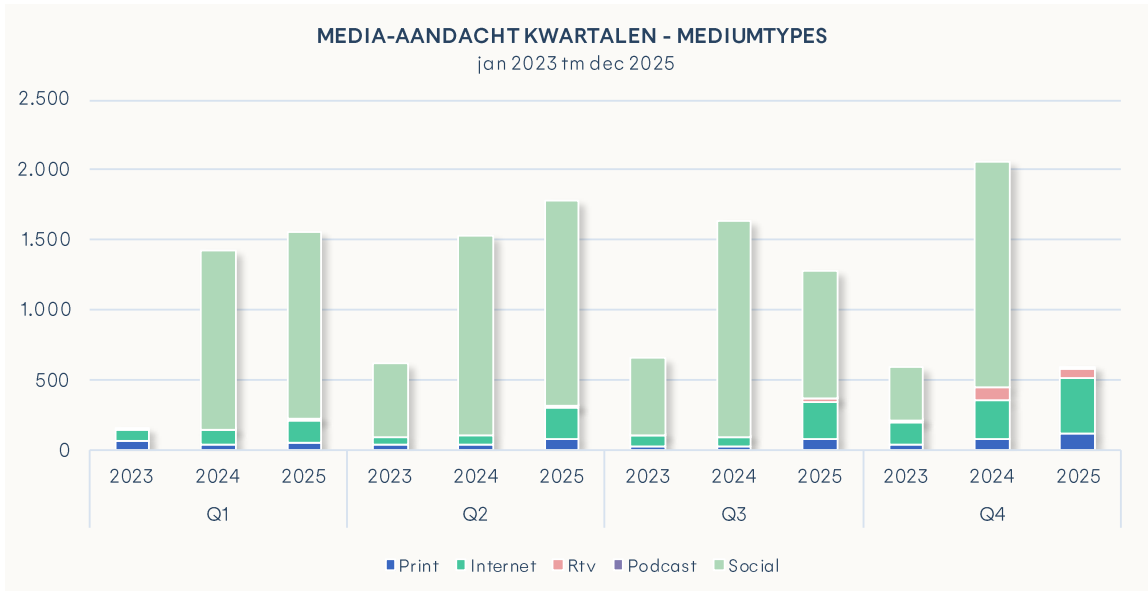
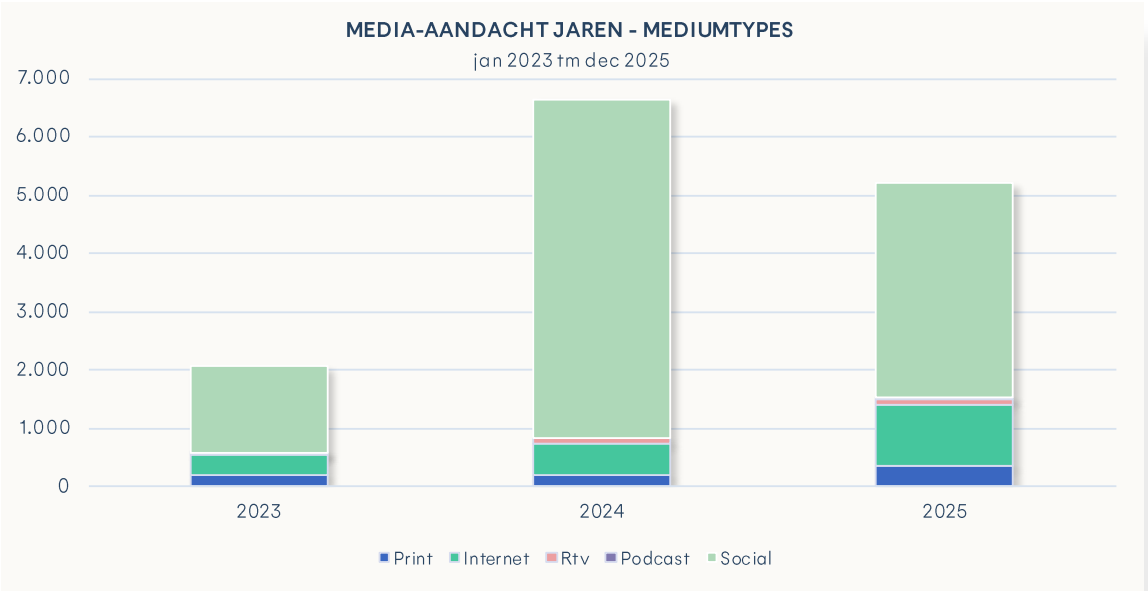
Media-aandacht

Aantal artikelen / uitzendingen



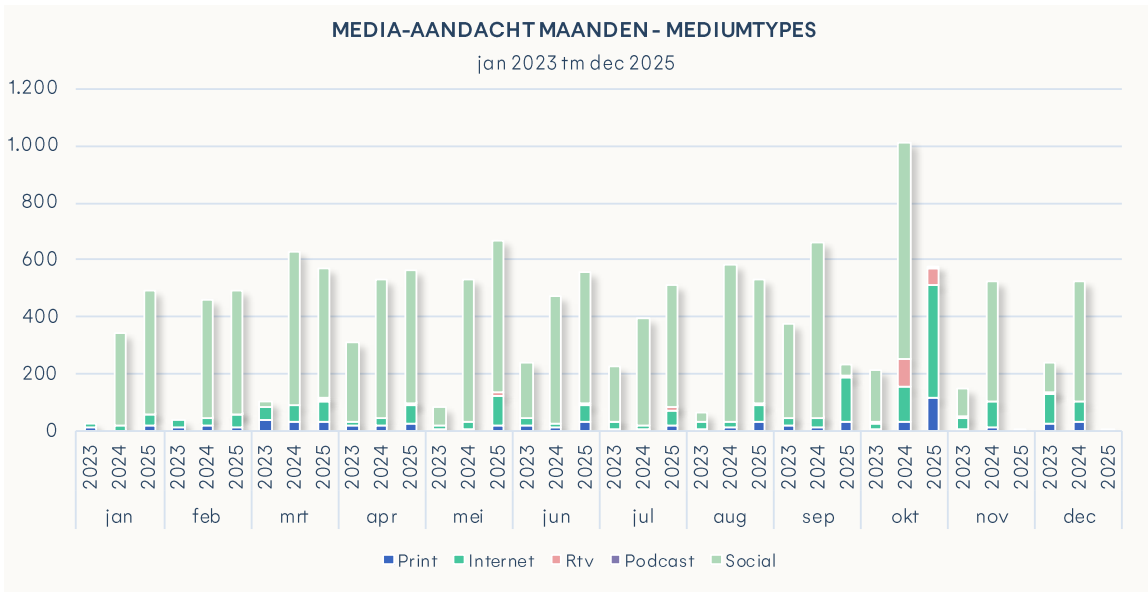
Media-aandacht

Aantal artikelen / uitzendingen



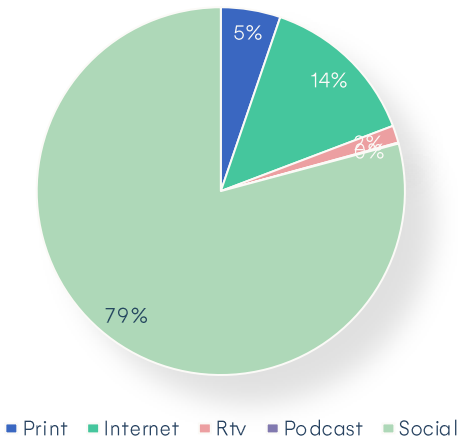
Media-aandacht

Aantal artikelen / uitzendingen



VERDELING MEDIA-AANDACHT - MEDIUMTYPES

jan 2023 tm dec 2025



Media-aandacht

Aantal artikelen / uitzendingen

Media-aandacht						
	Print	Internet	Rtv	Podcast	Social	Totaal
2023	179	373	11	1	1.494	2.058
2024	203	521	98	0	5.833	6.655
2025	347	1.054	102	12	3.695	5.210
Totaal	729	1.948	211	13	11.022	13.923
Gem.	243	649	70	4	3.674	4.641

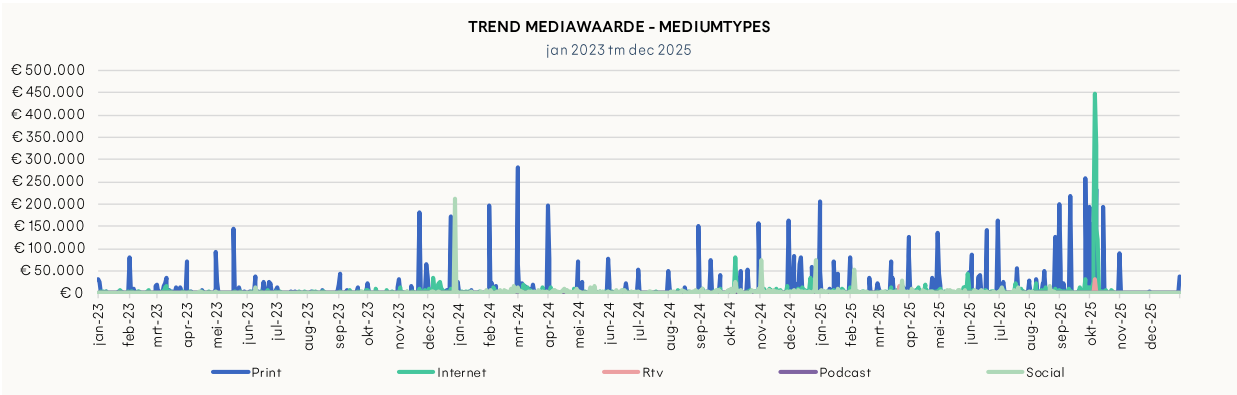
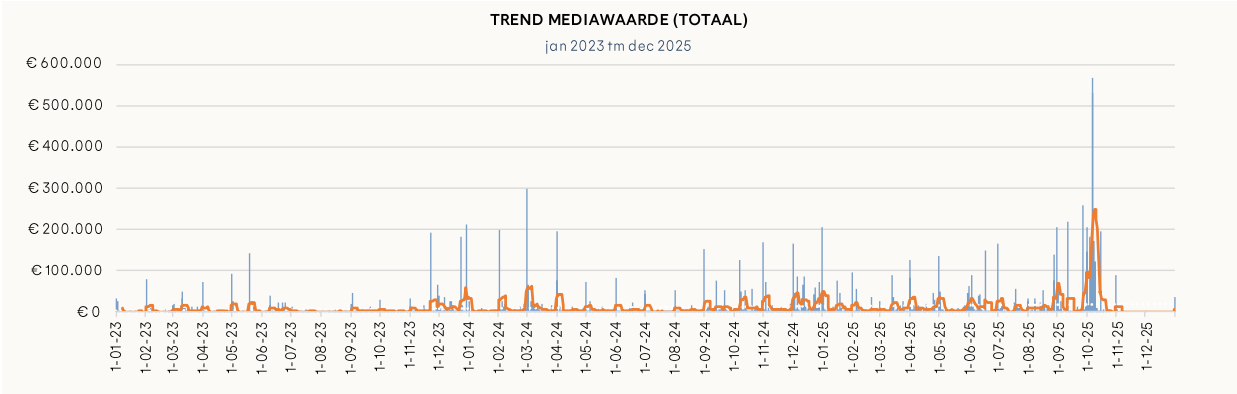
Media-aandacht							
		Print	Internet	Rtv	Podcast	Social	Totaal
Q1	2023	65	85	0	0	14	164
	2024	47	102	3	0	1.276	1.428
	2025	57	162	10	3	1.328	1.560
Q2	2023	39	55	0	0	535	629
	2024	39	71	0	0	1.424	1.534
	2025	81	228	16	1	1.462	1.788
Q3	2023	33	71	4	0	560	668
	2024	35	65	1	0	1.537	1.638
	2025	84	266	20	1	905	1.276
Q4	2023	42	162	7	1	385	597
	2024	82	283	94	0	1.596	2.055
	2025	125	398	56	7	0	586
	Totaal	729	1.948	211	13	11.022	13.923
	Gem.	61	162	18	1	919	1.160

Mediawaarde

Euro's

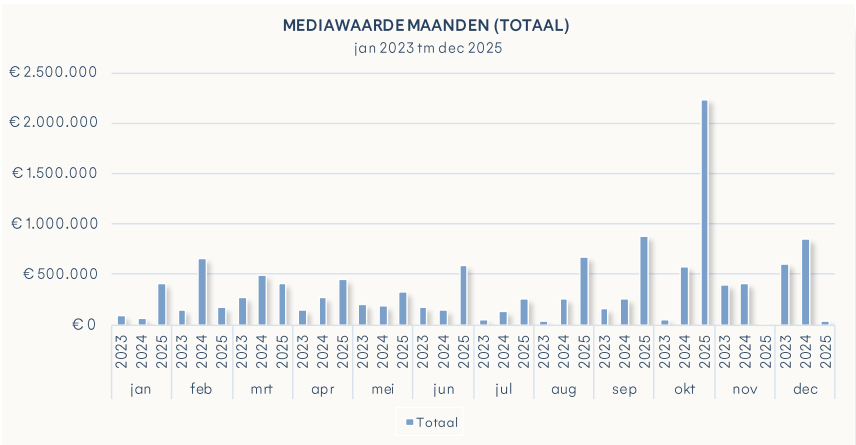
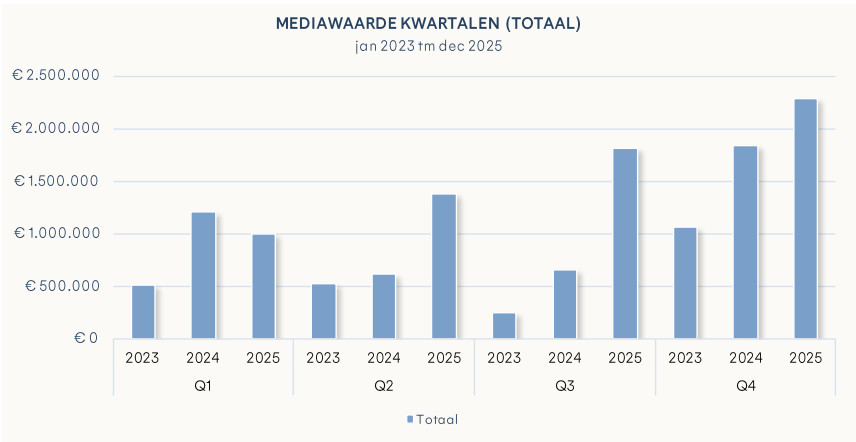
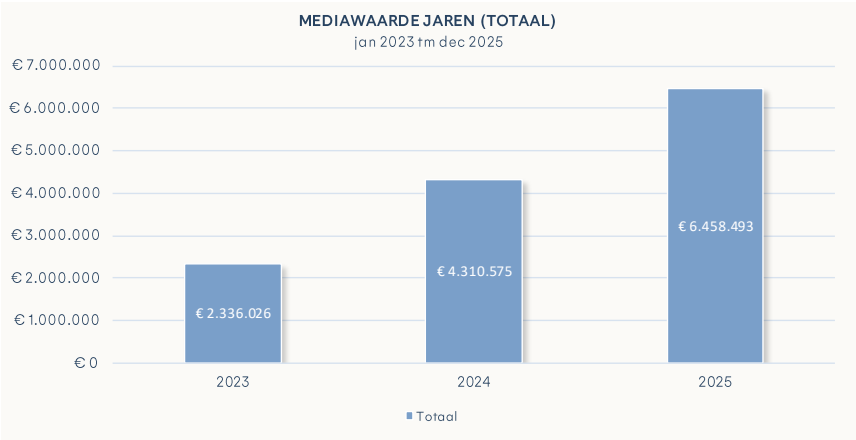
Mediawaarde

Euro's



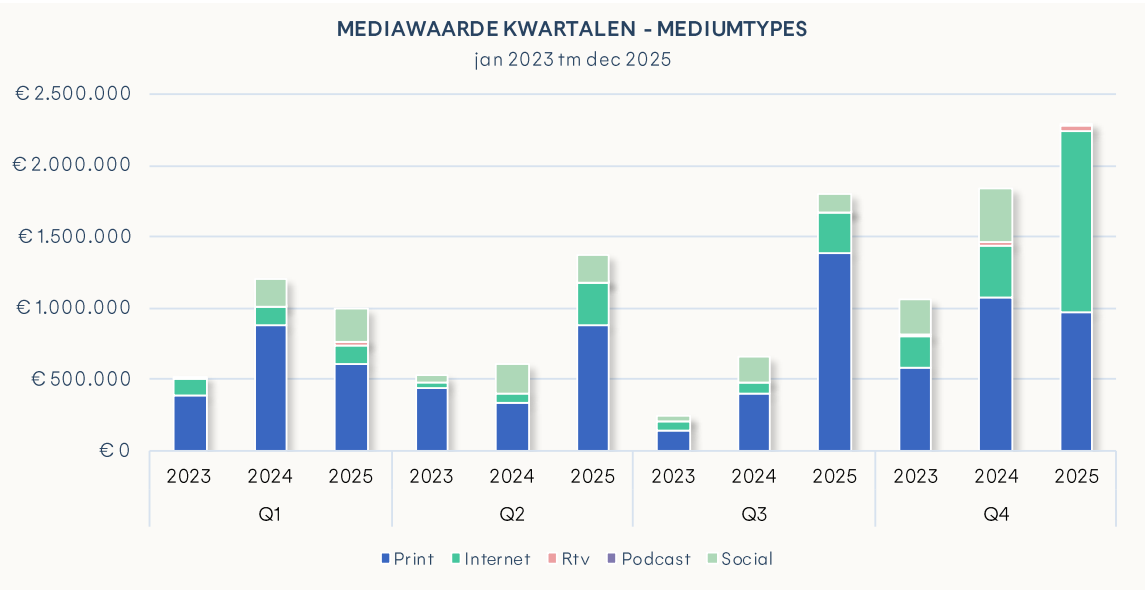
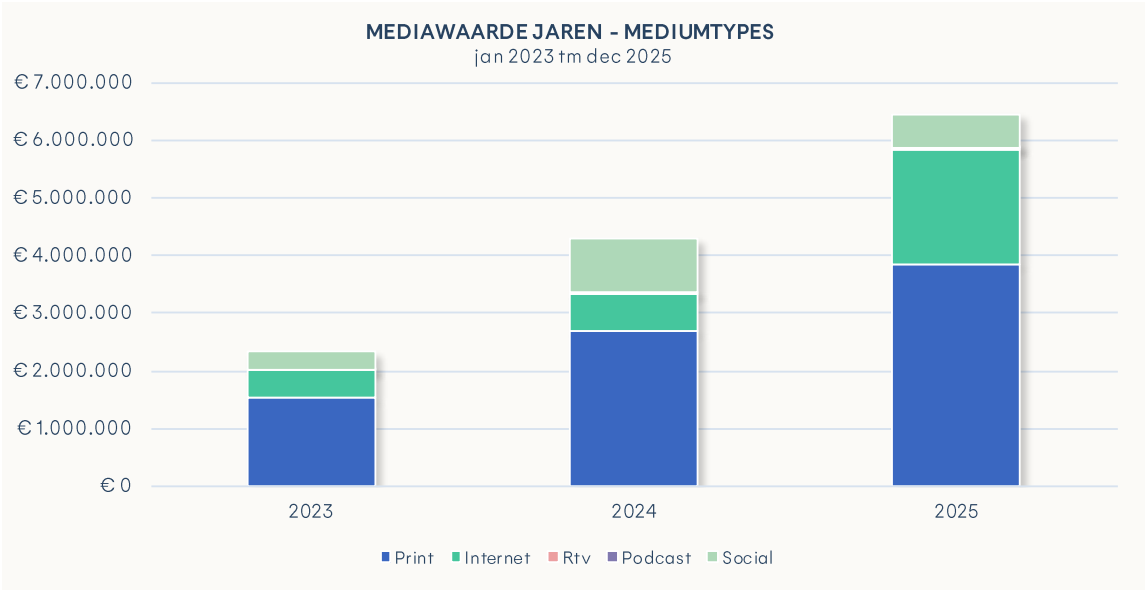
Mediawaarde

Euro's



Mediawaarde

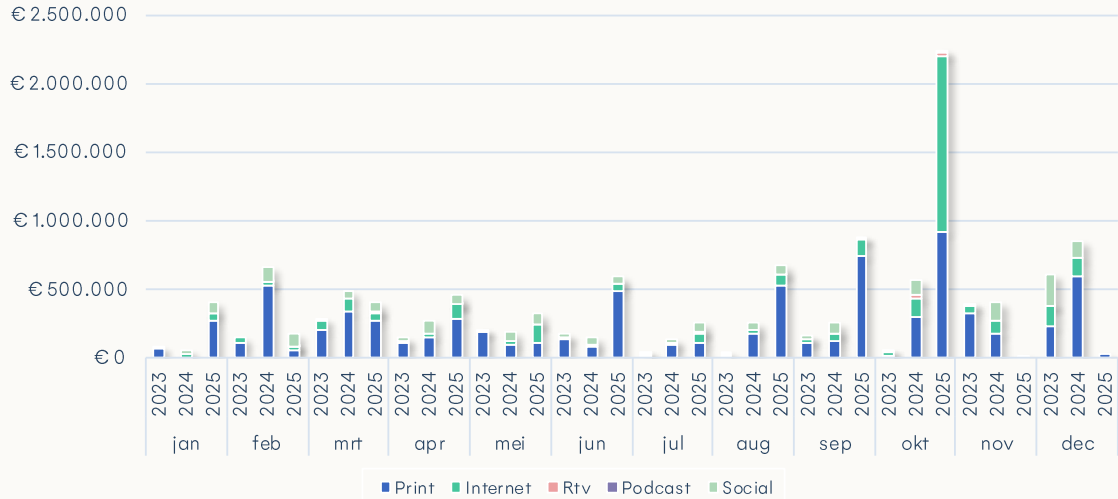
Euro's



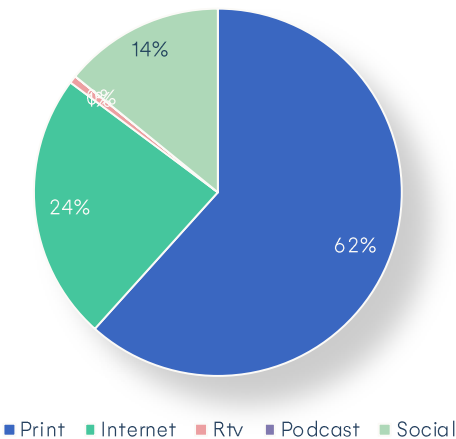
Mediawaarde

Euro's

MEDIAWAARDE MAANDEN - MEDIUMTYPES
jan 2023 tm dec 2025



VERDELING MEDIAWAARDE - MEDIUMTYPES
jan 2023 tm dec 2025



Mediawaarde

Euro's

Mediawaarde						
	Print	Internet	Rtv	Podcast	Social	Totaal
2023	€ 1.550.956	€ 451.801	€ 2.954	€ 0	€ 330.315	€ 2.336.026
2024	€ 2.692.541	€ 639.077	€ 25.254	€ 0	€ 953.702	€ 4.310.575
2025	€ 3.837.349	€ 1.993.554	€ 60.179	€ 185	€ 567.226	€ 6.458.493
Totaal	€ 8.080.846	€ 3.084.431	€ 88.388	€ 185	€ 1.851.243	€ 13.105.093
Gem.	€ 2.693.615	€ 1.028.144	€ 29.463	€ 62	€ 617.081	€ 4.368.364

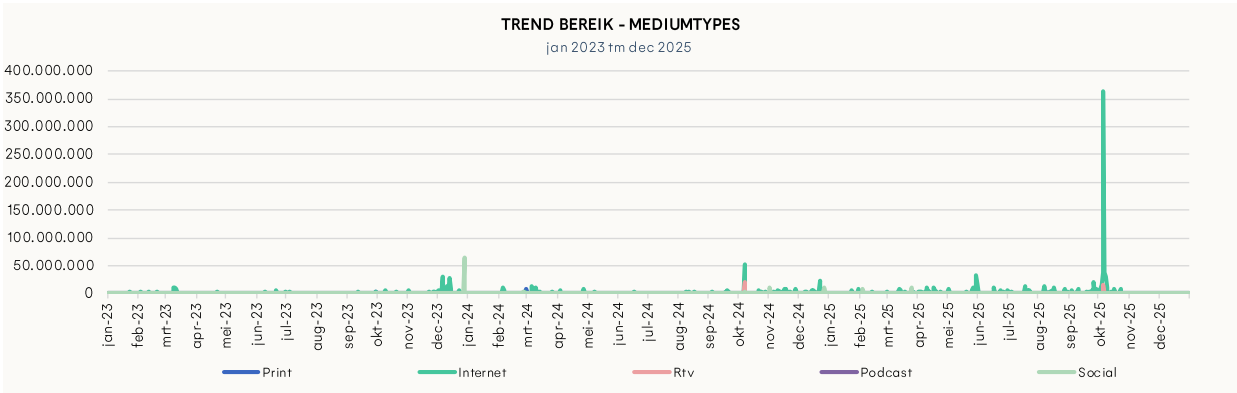
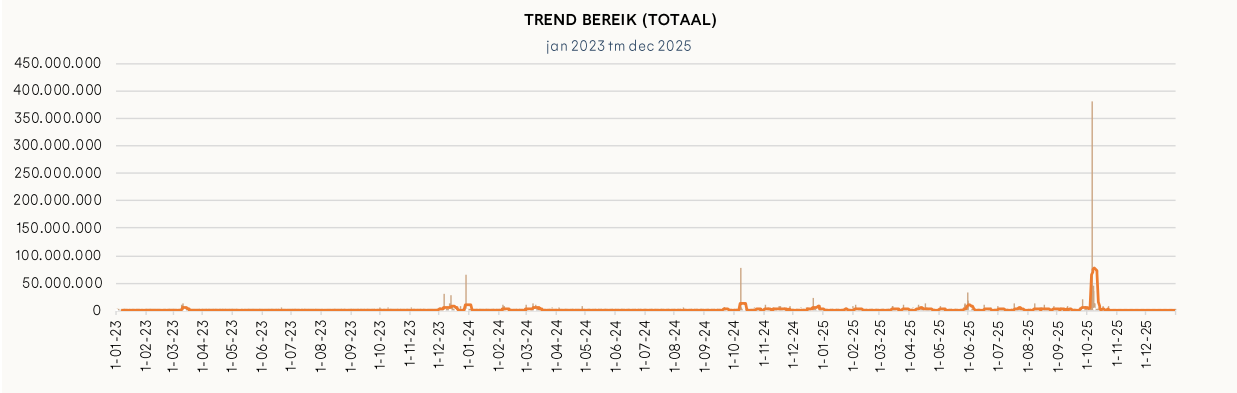
Mediawaarde							
		Print	Internet	Rtv	Podcast	Social	Totaal
Q1	2023	€ 392.342	€ 111.995	€ 0	€ 0	€ 276	€ 504.613
	2024	€ 880.264	€ 133.163	€ 582	€ 0	€ 193.510	€ 1.207.519
	2025	€ 601.777	€ 135.783	€ 19.651	€ 23	€ 240.802	€ 998.035
Q2	2023	€ 433.515	€ 47.528	€ 0	€ 0	€ 45.598	€ 526.641
	2024	€ 332.405	€ 70.012	€ 0	€ 0	€ 208.104	€ 610.520
	2025	€ 883.412	€ 290.982	€ 3.800	€ 8	€ 194.278	€ 1.372.479
Q3	2023	€ 145.689	€ 62.901	€ 1.439	€ 0	€ 33.679	€ 243.707
	2024	€ 400.029	€ 80.922	€ 180	€ 0	€ 174.022	€ 655.153
	2025	€ 1.386.691	€ 285.907	€ 3.266	€ 8	€ 132.146	€ 1.808.018
Q4	2023	€ 579.411	€ 229.377	€ 1.516	€ 0	€ 250.762	€ 1.061.065
	2024	€ 1.079.843	€ 354.980	€ 24.492	€ 0	€ 378.068	€ 1.837.383
	2025	€ 965.469	€ 1.280.883	€ 33.462	€ 147	€ 0	€ 2.279.961
	Totaal	€ 8.080.846	€ 3.084.431	€ 88.388	€ 185	€ 1.851.243	€ 13.105.093
	Gem.	€ 673.404	€ 257.036	€ 7.366	€ 15	€ 154.270	€ 1.092.091

Bereik

Personen

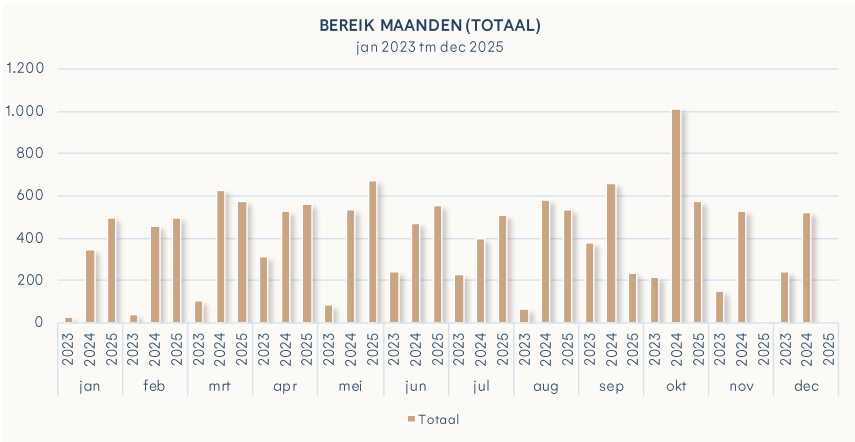
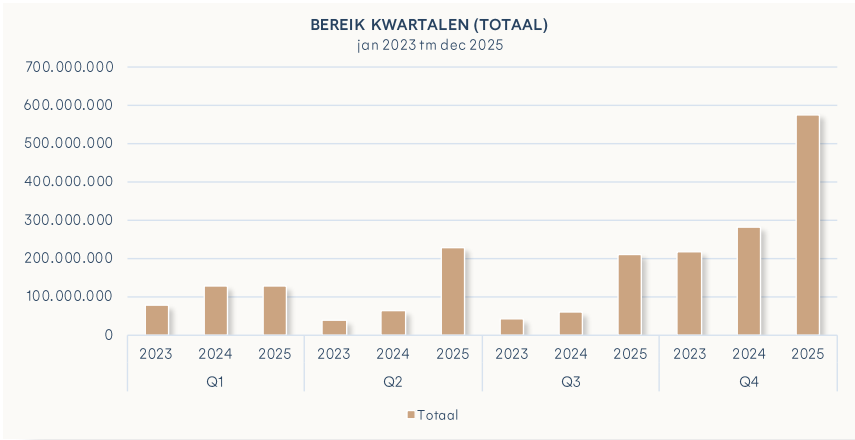
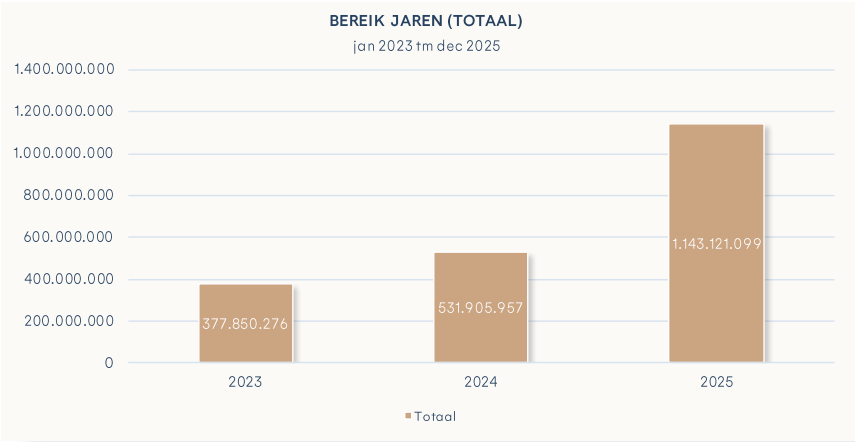
Bereik

Personen



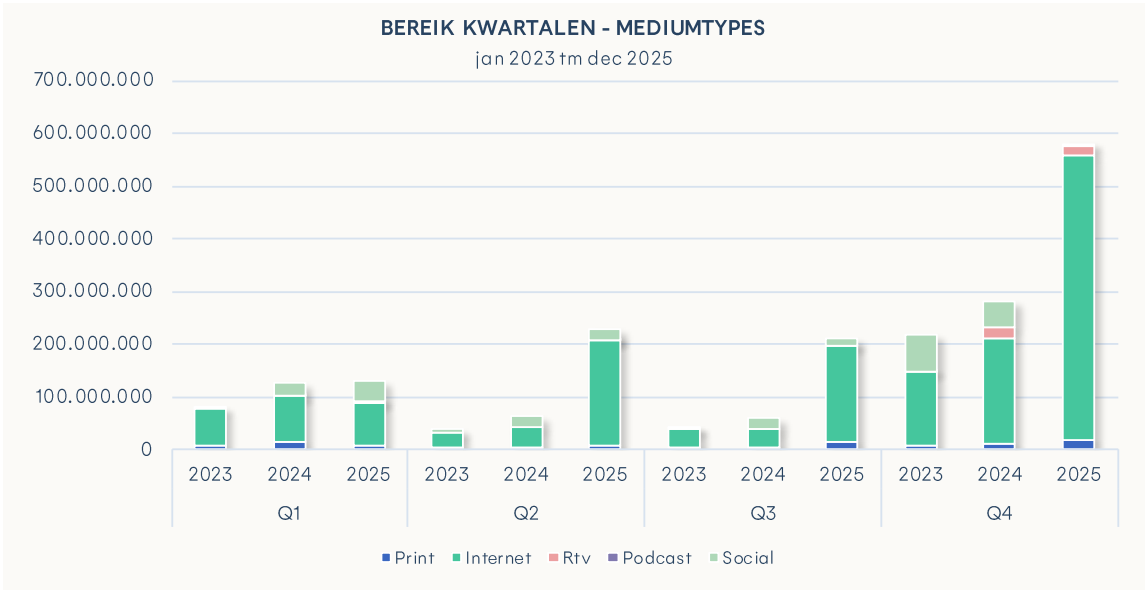
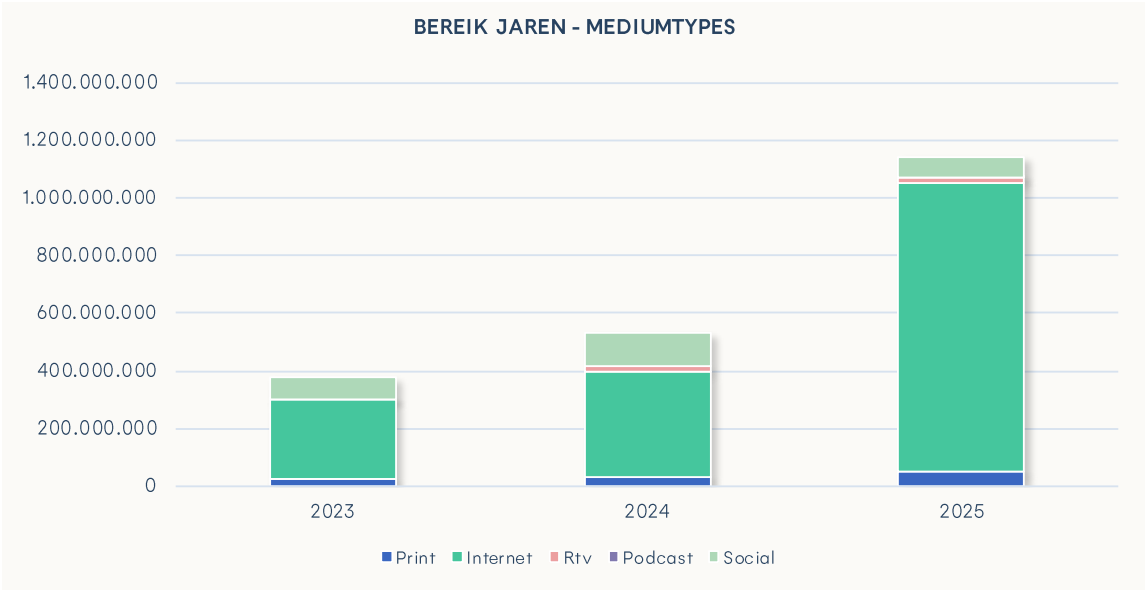
Bereik

Personen



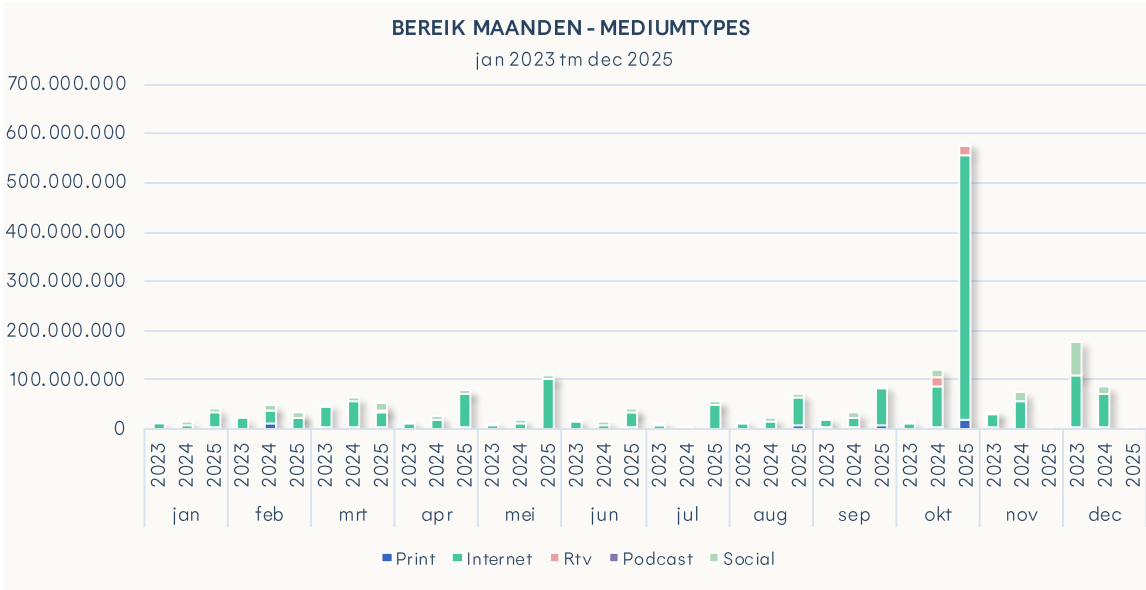
Bereik

Personen

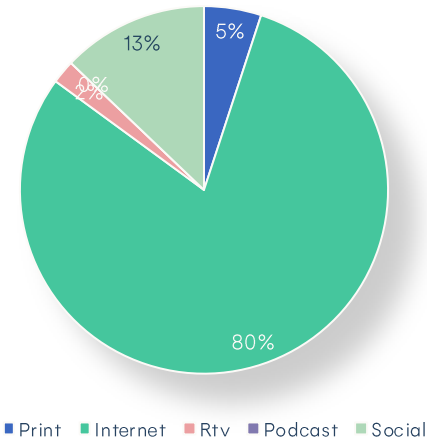


Bereik

Personen



VERDELING BEREIK - MEDIUMTYPES
jan 2023 tm dec 2025



Bereik

Personen

Bereik						
	Print	Internet	Rtv	Podcast	Social	Totaal
2023	23.510.176	273.942.153	2.028.571	0	78.369.376	377.850.276
2024	31.492.161	365.022.510	20.235.499	0	115.155.787	531.905.957
2025	48.176.932	1.004.116.053	20.232.238	12.318	70.583.558	1.143.121.099
Totaal	103.179.269	1.643.080.716	42.496.308	12.318	264.108.721	2.052.877.332
Gem.	34.393.090	547.693.572	14.165.436	4.106	88.036.240	684.292.444

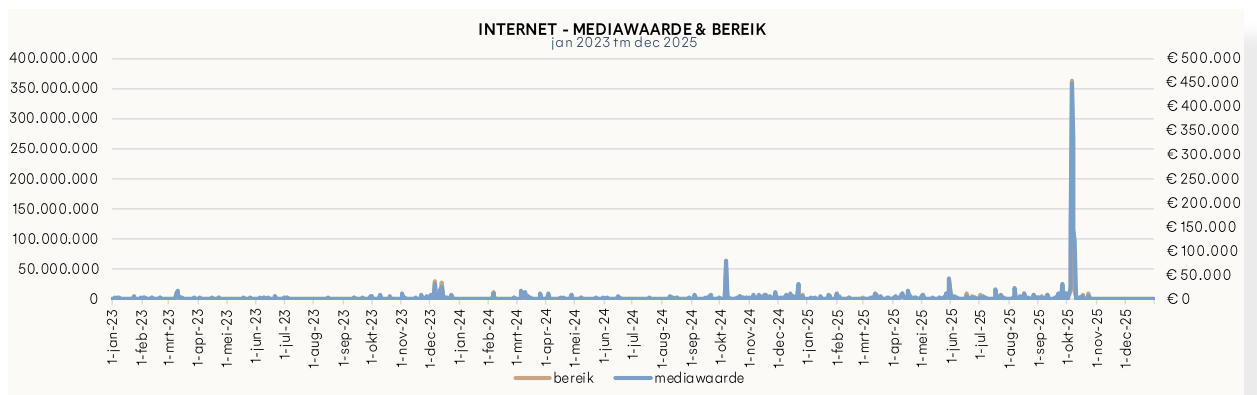
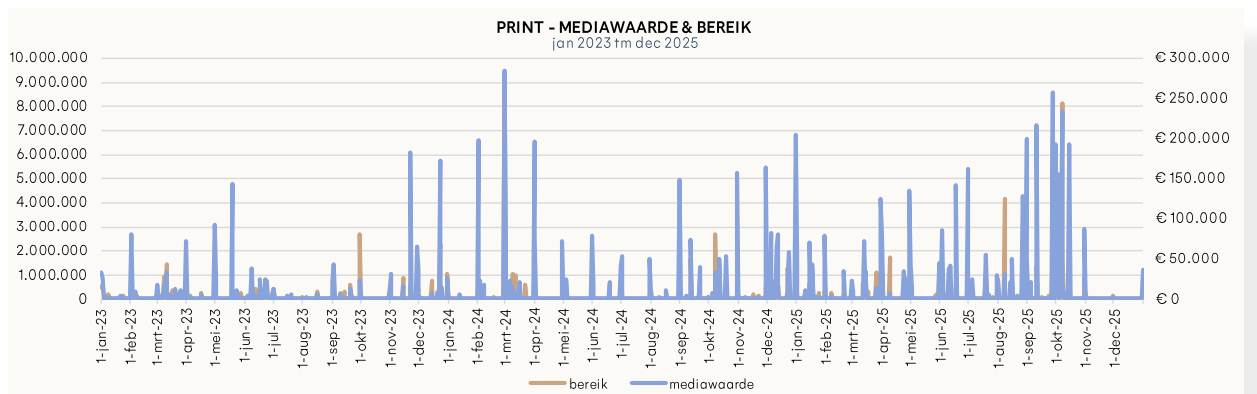
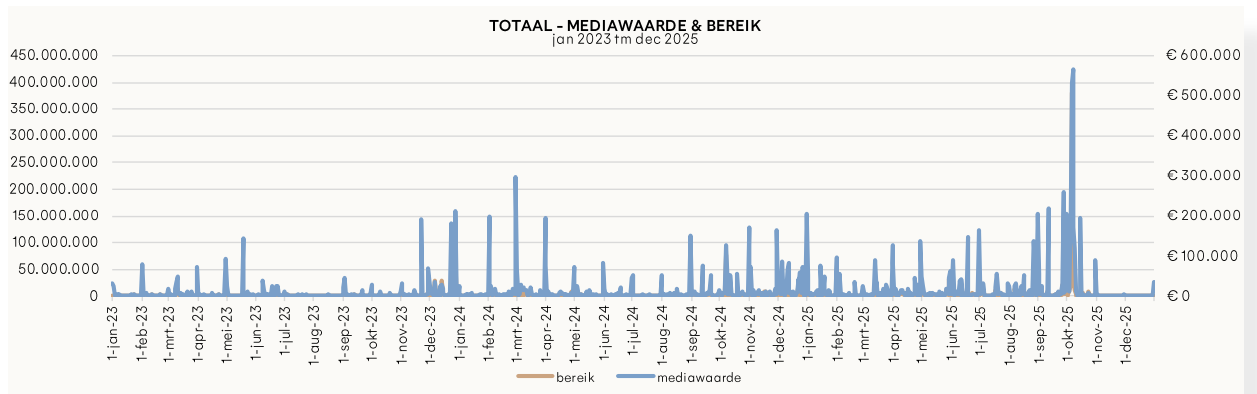
Bereik							
		Print	Internet	Rtv	Podcast	Social	Totaal
Q1	2023	7.509.722	70.986.493	0	0	20.672	78.516.887
	2024	15.854.065	86.943.576	281.000	0	24.151.404	127.230.045
	2025	6.753.684	83.005.887	1.960.992	1.500	37.184.289	128.906.352
Q2	2023	3.871.457	28.823.056	0	0	5.278.374	37.972.887
	2024	2.653.751	38.588.357	0	0	21.376.003	62.618.111
	2025	8.261.535	199.478.960	441.000	500	19.277.962	227.459.957
Q3	2023	4.874.959	32.432.811	1.547.205	0	3.951.943	42.806.918
	2024	3.586.344	36.025.031	0	0	20.351.778	59.963.153
	2025	15.114.283	181.765.906	0	500	14.121.307	211.001.996
Q4	2023	7.254.038	141.699.793	481.366	0	69.118.387	218.553.584
	2024	9.398.001	203.465.546	19.954.499	0	49.276.602	282.094.648
	2025	18.047.430	539.865.300	17.830.246	9.818	0	575.752.794
	Totaal	103.179.269	1.643.080.716	42.496.308	12.318	264.108.721	2.052.877.332
	Gem.	8.598.272	136.923.393	3.541.359	1.027	22.009.060	171.073.111

Mediawaarde & Bereik

Vergelijking

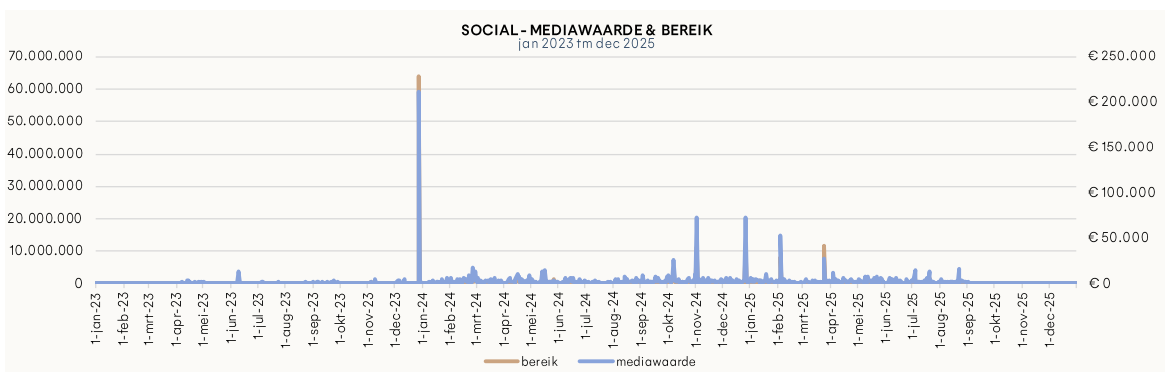
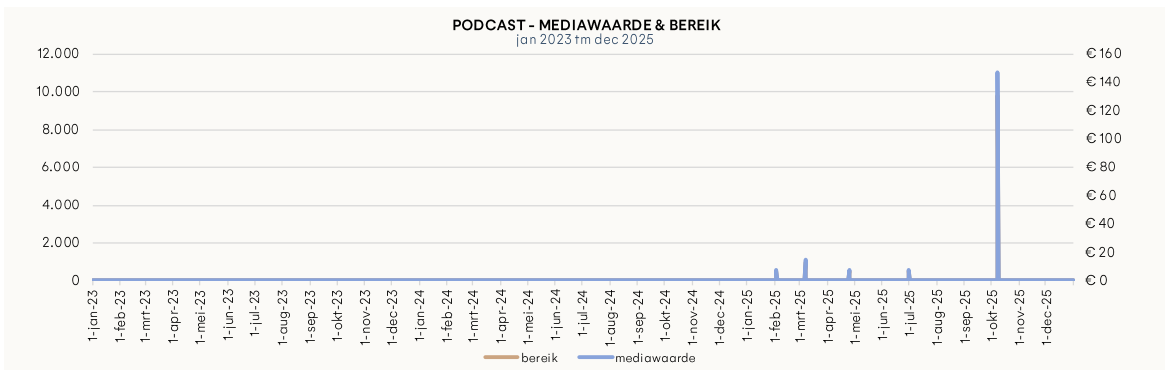
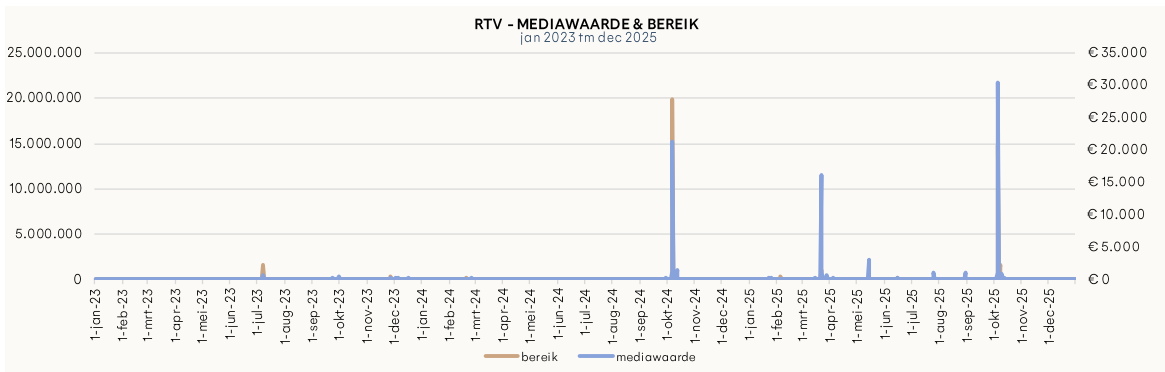
Mediawaarde & Bereik

Euro's & Personen



Mediawaarde & Bereik

Euro's & Personen



Nieuwswaarden

Vergelijking

Nieuwswaarden

Vergelijking

Mediumtypes & Nieuwswaarden				
	Mediumtype	Media-aandacht	Mediawaarde	Bereik
2023	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	1.494	€ 330.315	78.369.376
		2.058	€ 2.336.026	377.850.276
2024	Print	203	€ 2.692.541	31.492.161
	Internet	521	€ 639.077	365.022.510
	Rtv	98	€ 25.254	20.235.499
	Podcast	0	€ 0	0
	Social	5.833	€ 953.702	115.155.787
		6.655	€ 4.310.575	531.905.957
2025	Print	347	€ 3.837.349	48.176.932
	Internet	1.054	€ 1.993.554	1.004.116.053
	Rtv	102	€ 60.179	20.232.238
	Podcast	12	€ 185	12.318
	Social	3.695	€ 567.226	70.583.558
		5.210	€ 6.458.493	1.143.121.099

Mediumtypes & Nieuwswaarden				
	Mediumtype	Media-aandacht	Mediawaarde	Bereik
2023	Print	9%	66%	6%
	Internet	18%	19%	73%
	Rtv	1%	0%	1%
	Podcast	0%	0%	0%
	Social	73%	14%	21%
		100%	100%	100%
2024	Print	3%	62%	6%
	Internet	8%	15%	69%
	Rtv	1%	1%	4%
	Podcast	0%	0%	0%
	Social	88%	22%	22%
		100%	100%	100%
2025	Print	7%	59%	4%
	Internet	20%	31%	88%
	Rtv	2%	1%	2%
	Podcast	0%	0%	0%
	Social	71%	9%	6%
		100%	100%	100%

Mediumtypes & Nieuwswaarden				
		Media-aandacht	Mediawaarde	Bereik
Print	2023	179	€ 1.550.956	23.510.176
	2024	203	€ 2.692.541	31.492.161
	2025	347	€ 3.837.349	48.176.932
		729	€ 8.080.846	103.179.269
Internet	2023	373	€ 451.801	273.942.153
	2024	521	€ 639.077	365.022.510
	2025	1.054	€ 1.993.554	1.004.116.053
		1.948	€ 3.084.431	1.643.080.716
Rtv	2023	11	€ 2.954	2.028.571
	2024	98	€ 25.254	20.235.499
	2025	102	€ 60.179	20.232.238
		211	€ 88.388	42.496.308
Podcast	2023	1	€ 0	0
	2024	0	€ 0	0
	2025	12	€ 185	12.318
		13	€ 185	12.318
Social	2023	1.494	€ 330.315	78.369.376
	2024	5.833	€ 953.702	115.155.787
	2025	3.695	€ 567.226	70.583.558
		11.022	€ 1.851.243	264.108.721
	Totaal	13.923	€ 13.105.093	2.052.877.332

Nieuwswaarden

Vergelijking

Media-aandacht				
		2023	2024	2025
Q1	Print	65	47	57
	Internet	85	102	162
	Rtv	0	3	10
	Podcast	0	0	3
	Social	14	1.276	1.328
	Totaal Q1	164	1.428	1.560
Q2	Print	39	39	81
	Internet	55	71	228
	Rtv	0	0	16
	Podcast	0	0	1
	Social	535	1.424	1.462
	Totaal Q2	629	1.534	1.788
Q3	Print	33	35	84
	Internet	71	65	266
	Rtv	4	1	20
	Podcast	0	0	1
	Social	560	1.537	905
	Totaal Q3	668	1.638	1.276
Q4	Print	42	82	125
	Internet	162	283	398
	Rtv	7	94	56
	Podcast	1	0	7
	Social	385	1.596	0
	Totaal Q4	597	2.055	586
	Totaal jaar	2.058	6.655	5.210

Mediawaarde				
		2023	2024	2025
Q1	Print	€ 392.342	€ 880.264	€ 601.777
	Internet	€ 111.995	€ 133.163	€ 135.783
	Rtv	€ 0	€ 582	€ 19.651
	Podcast	€ 0	€ 0	€ 23
	Social	€ 276	€ 193.510	€ 240.802
	Totaal Q1	€ 504.613	€ 1.207.519	€ 998.035
Q2	Print	€ 433.515	€ 332.405	€ 883.412
	Internet	€ 47.528	€ 70.012	€ 290.982
	Rtv	€ 0	€ 0	€ 3.800
	Podcast	€ 0	€ 0	€ 8
	Social	€ 45.598	€ 208.104	€ 194.278
	Totaal Q2	€ 526.641	€ 610.520	€ 1.372.479
Q3	Print	€ 145.689	€ 400.029	€ 1.386.691
	Internet	€ 62.901	€ 80.922	€ 285.907
	Rtv	€ 1.439	€ 180	€ 3.266
	Podcast	€ 0	€ 0	€ 8
	Social	€ 33.679	€ 174.022	€ 132.146
	Totaal Q3	€ 243.707	€ 655.153	€ 1.808.018
Q4	Print	€ 579.411	€ 1.079.843	€ 965.469
	Internet	€ 229.377	€ 354.980	€ 1.280.883
	Rtv	€ 1.516	€ 24.492	€ 33.462
	Podcast	€ 0	€ 0	€ 147
	Social	€ 250.762	€ 378.068	€ 0
	Totaal Q4	€ 1.061.065	€ 1.837.383	€ 2.279.961
	Totaal jaar	€ 2.336.026	€ 4.310.575	€ 6.458.493

Bereik				
		2023	2024	2025
Q1	Print	7.509.722	15.854.065	6.753.684
	Internet	70.986.493	86.943.576	83.005.887
	Rtv	0	281.000	1.960.992
	Podcast	0	0	1.500
	Social	20.672	24.151.404	37.184.289
	Totaal Q1	78.516.887	127.230.045	128.906.352
Q2	Print	3.871.457	2.653.751	8.261.535
	Internet	28.823.056	38.588.357	199.478.960
	Rtv	0	0	441.000
	Podcast	0	0	500
	Social	5.278.374	21.376.003	19.277.962
	Totaal Q2	37.972.887	62.618.111	227.459.957
Q3	Print	4.874.959	3.586.344	15.114.283
	Internet	32.432.811	36.025.031	181.765.906
	Rtv	1.547.205	0	0
	Podcast	0	0	500
	Social	3.951.943	20.351.778	14.121.307
	Totaal Q3	42.806.918	59.963.153	211.001.996
Q4	Print	7.254.038	9.398.001	18.047.430
	Internet	141.699.793	203.465.546	539.865.300
	Rtv	481.366	19.954.499	17.830.246
	Podcast	0	0	9.818
	Social	69.118.387	49.276.602	0
	Totaal Q4	218.553.584	282.094.648	575.752.794
	Totaal jaar	€ 377.850.276	€ 531.905.957	€ 1.143.121.099

Top 10 Titels

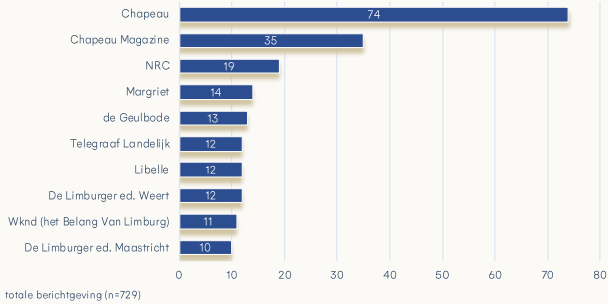
Vergelijking

Top 10 Titels

Media-aandacht

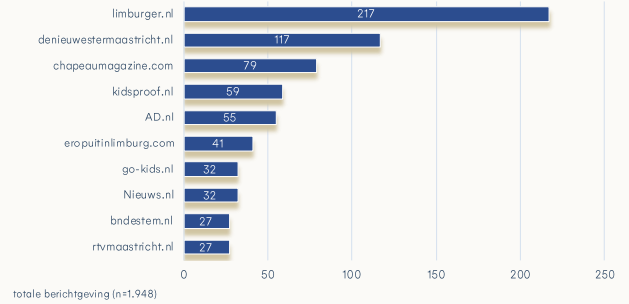
TOP 10 PRINT - MEDIA-AANDACHT

jan 2023 t/m dec 2025



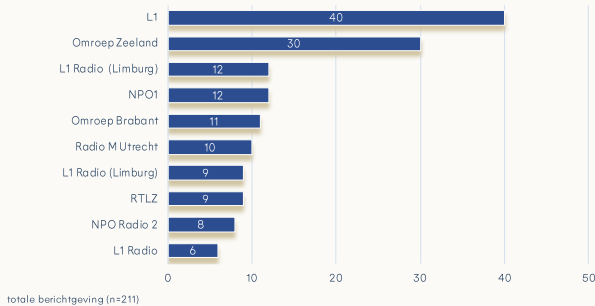
TOP 10 INTERNET - MEDIA-AANDACHT

jan 2023 t/m dec 2025



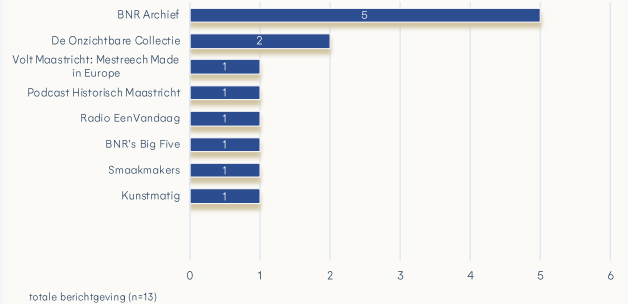
TOP 10 RTV - MEDIA-AANDACHT

jan 2023 t/m dec 2025



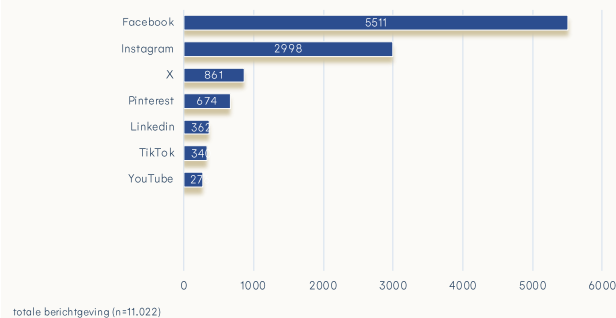
TOP 10 PODCAST - MEDIA-AANDACHT

jan 2023 t/m dec 2025



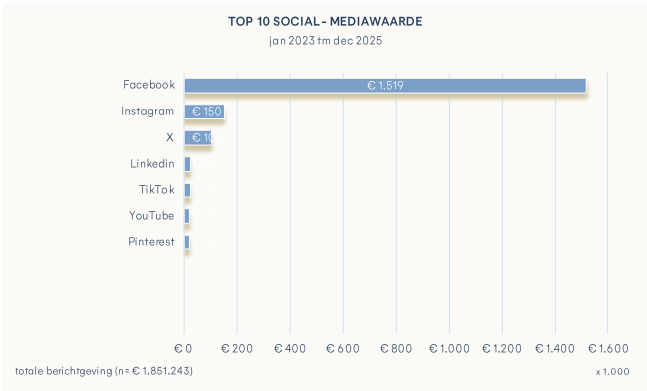
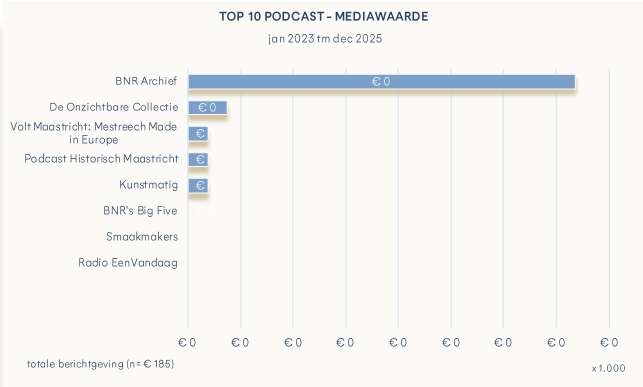
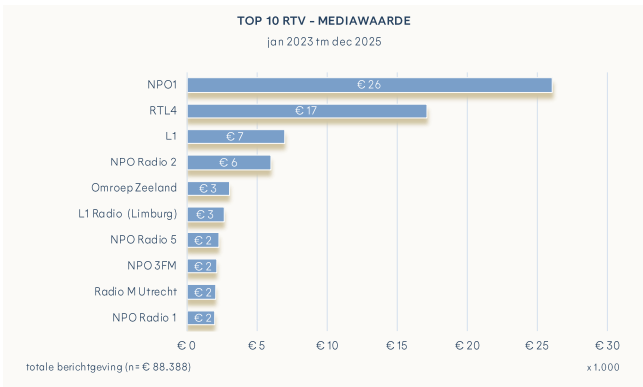
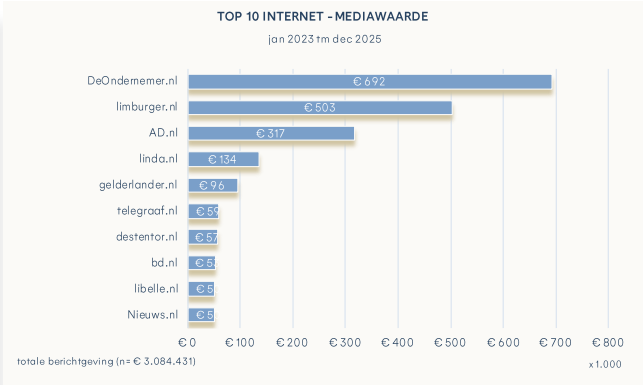
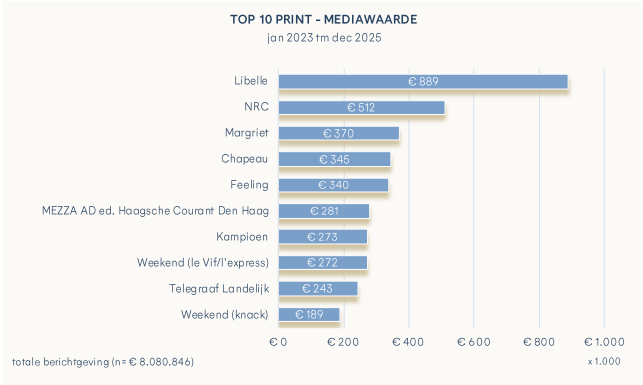
TOP 10 SOCIAL - MEDIA-AANDACHT

jan 2023 t/m dec 2025



Top 10 Titels

Mediawaarde

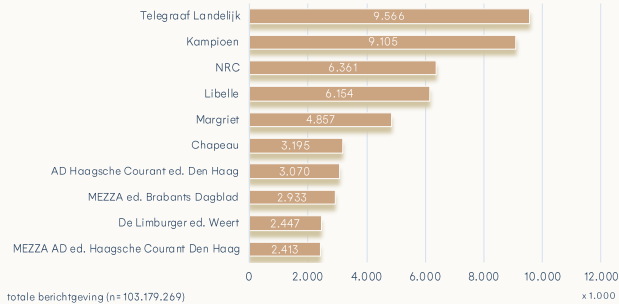


Top 10 Titels

Bereik

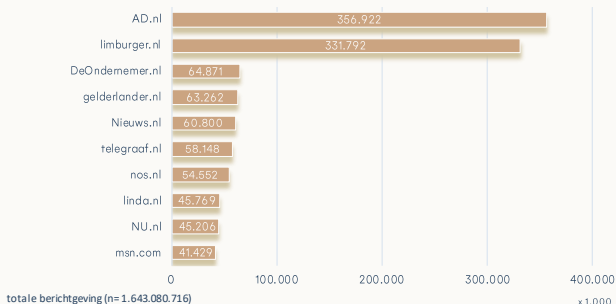
TOP 10 PRINT - BEREIK

jan 2023 t/m dec 2025



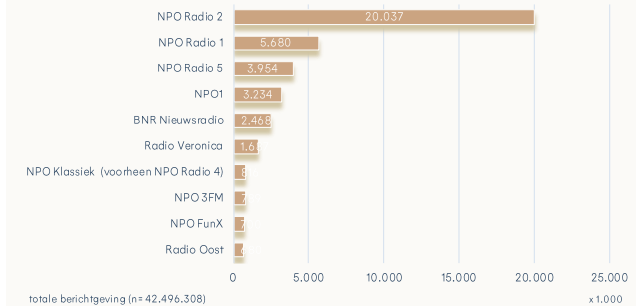
TOP 10 INTERNET - BEREIK

jan 2023 t/m dec 2025



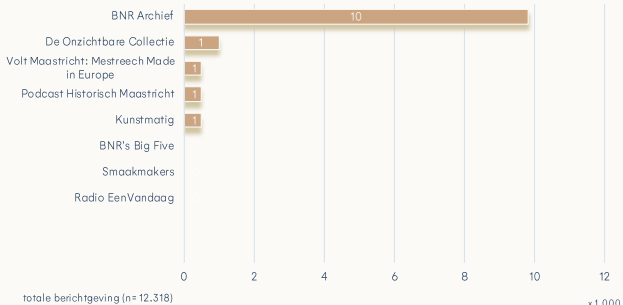
TOP 10 RTV - BEREIK

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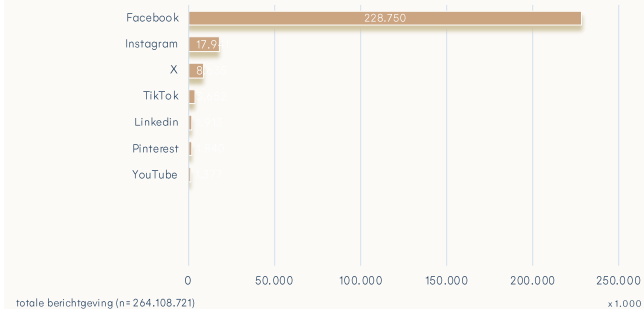
TOP 10 PODCAST - BEREIK

jan 2023 t/m dec 2025



TOP 10 SOCIAL - BEREIK

jan 2023 t/m dec 2025

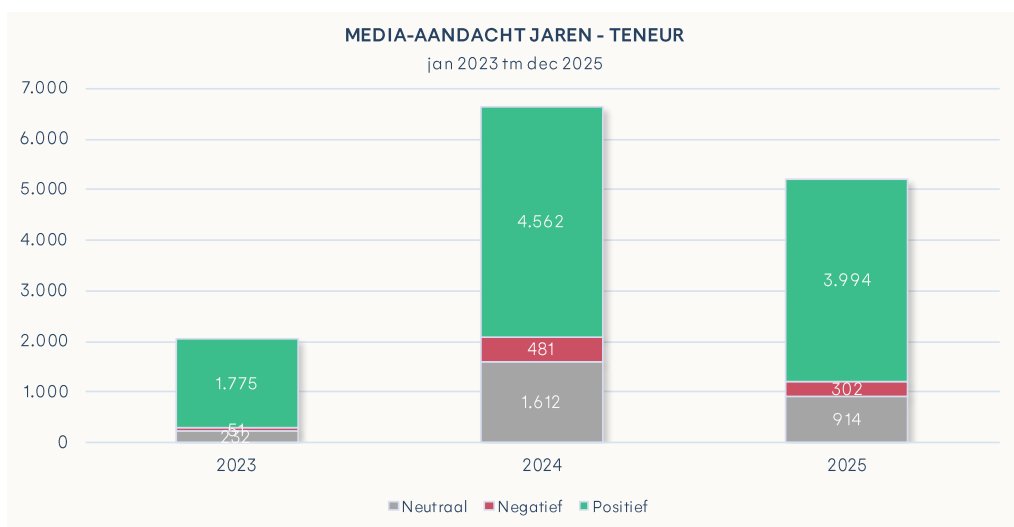
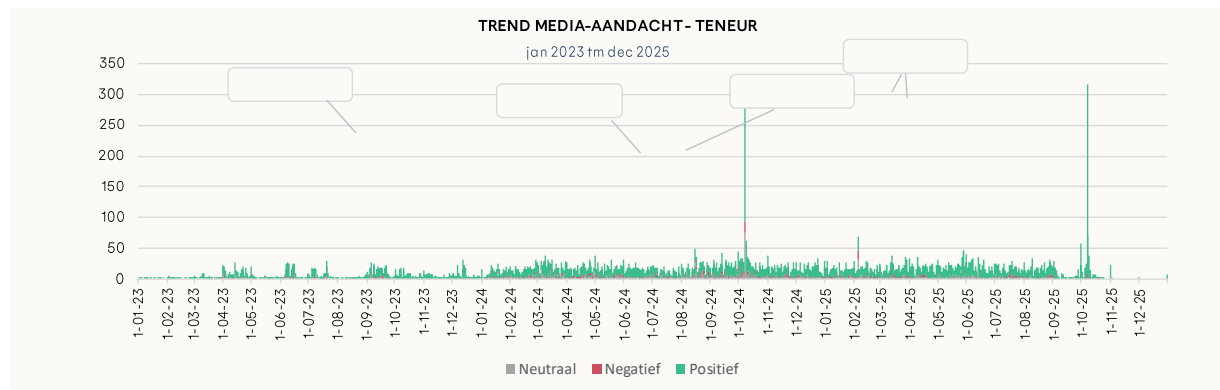


Teneur

Beknopte verdieping

Teneur

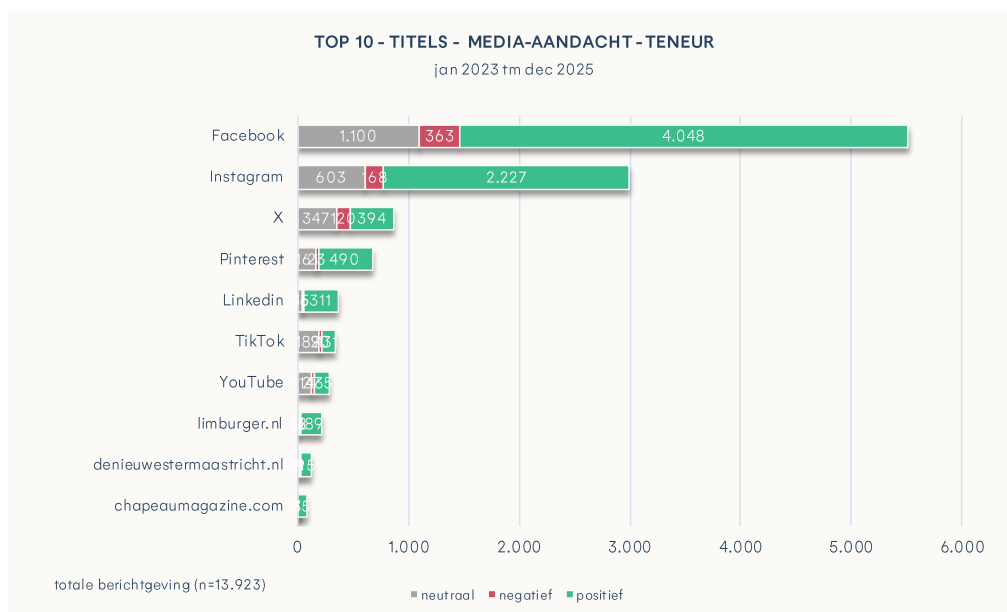
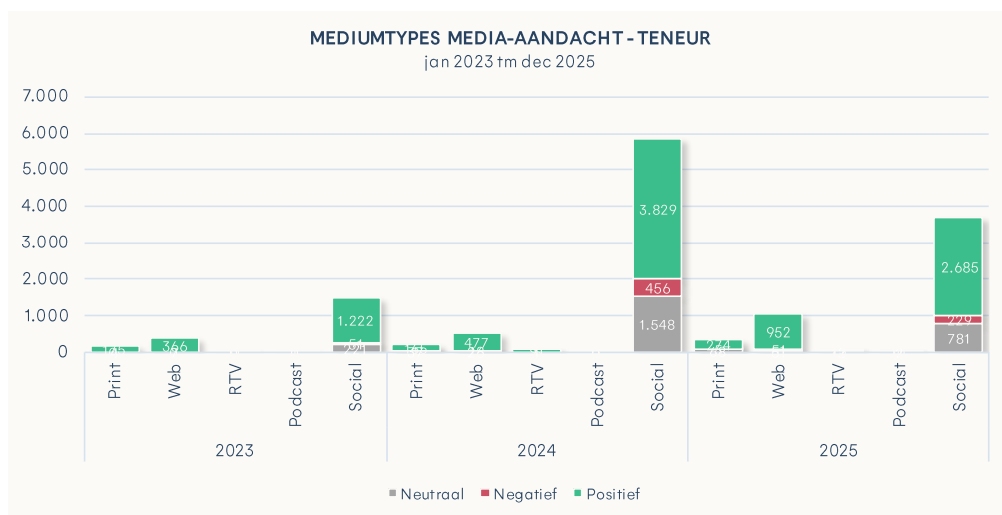
Media-aandacht



Media-aandacht				
	Neutraal	Negatief	Positief	Totaal
2023	232	51	1.775	2.058
2024	1.612	481	4.562	6.655
2025	914	302	3.994	5.210
Totaal	2.758	834	10.331	13.923
Gem.	919	278	3.444	4.641

Teneur

Media-aandacht

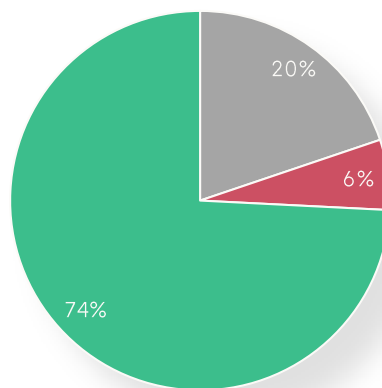


Teneur

Media-aandacht – procentuele verdeling

VERDELING MEDIA-AANDACHT - TENEUR

jan 2023 t/m dec 2025



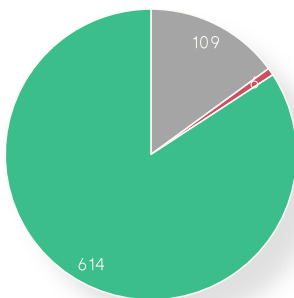
■ Neutraal ■ Negatief ■ Positief

Teneur

Media-aandacht – verdeling in aantal nieuwsberichten

VERDELING MEDIA-AANDACHT - TENEUR (PRINT)

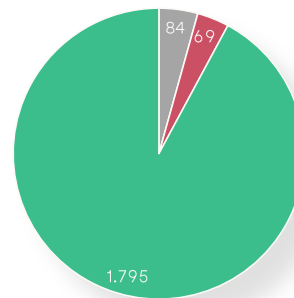
jan 2023 t/m dec 2025



■ Neutraal ■ Negatief ■ Positief

VERDELING MEDIA-AANDACHT - TENEUR (WEB)

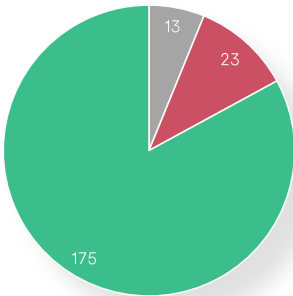
jan 2023 t/m dec 2025



■ Neutraal ■ Negatief ■ Positief

VERDELING MEDIA-AANDACHT - TENEUR (RTV)

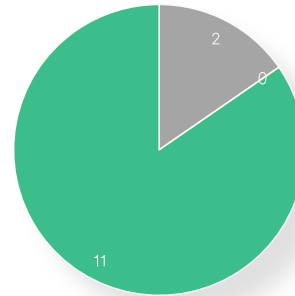
jan 2023 t/m dec 2025



■ Neutraal ■ Negatief ■ Positief

VERDELING MEDIA-AANDACHT - TENEUR (PODCAST)

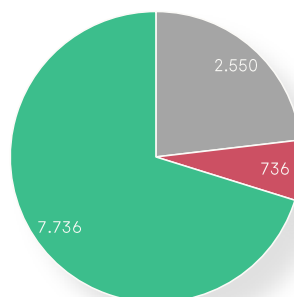
jan 2023 t/m dec 2025



■ Neutraal ■ Negatief ■ Positief

VERDELING MEDIA-AANDACHT - TENEUR (SOCIAL)

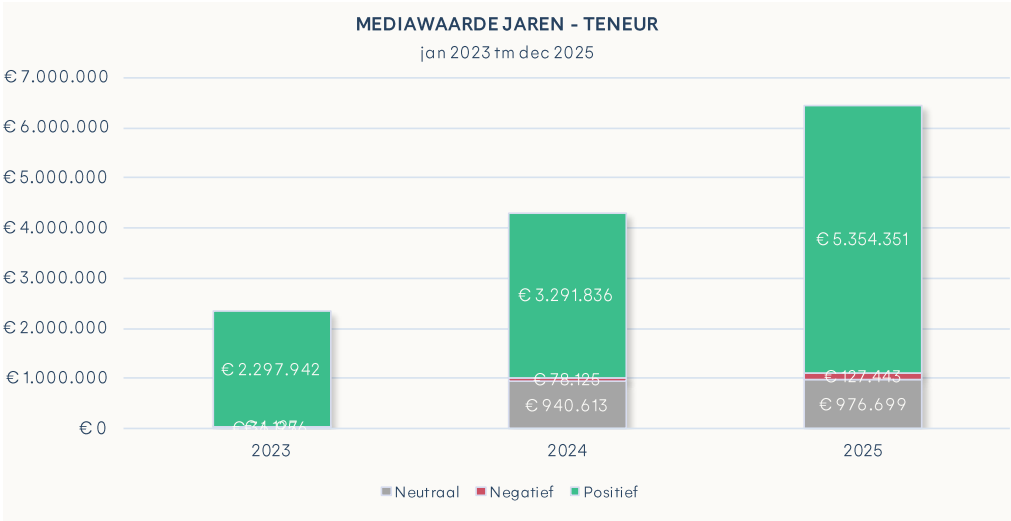
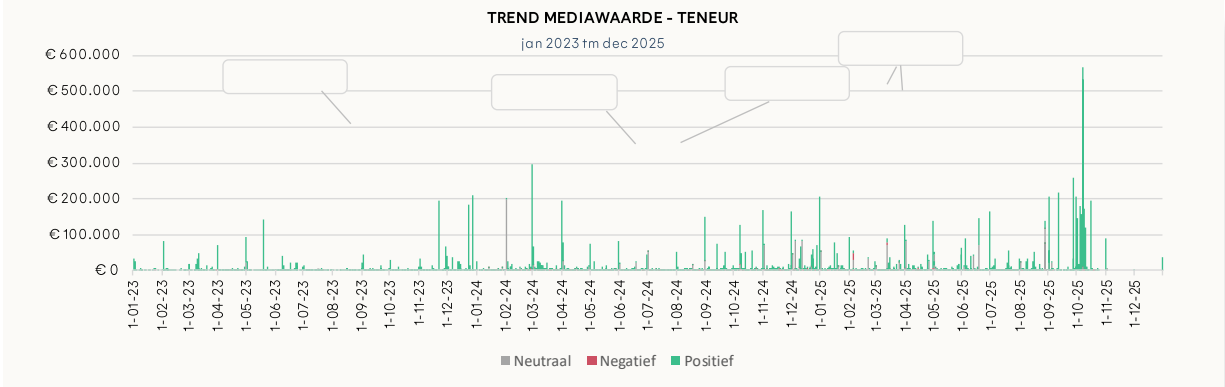
jan 2023 t/m dec 2025



■ Neutraal ■ Negatief ■ Positief

Teneur

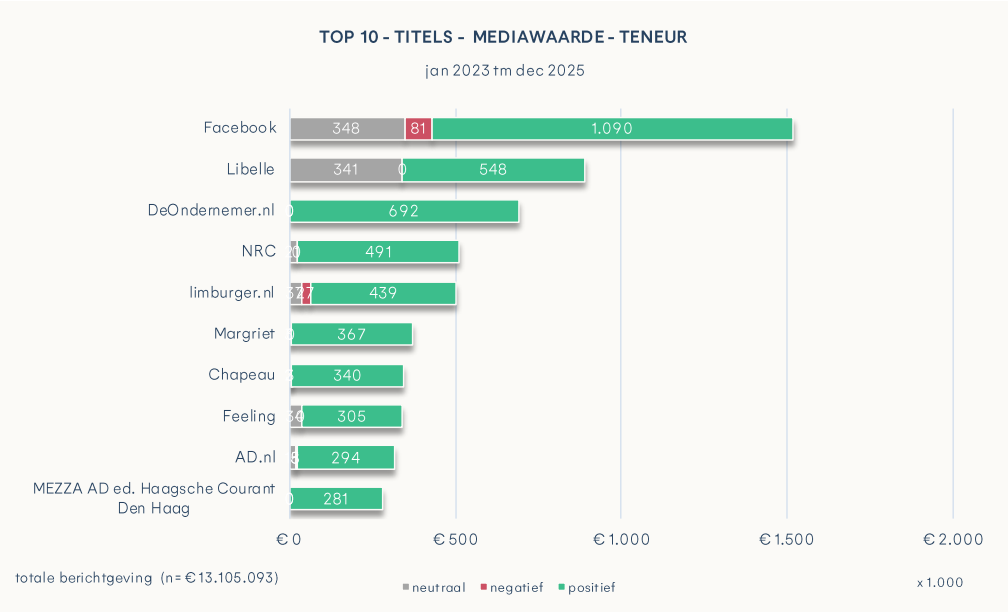
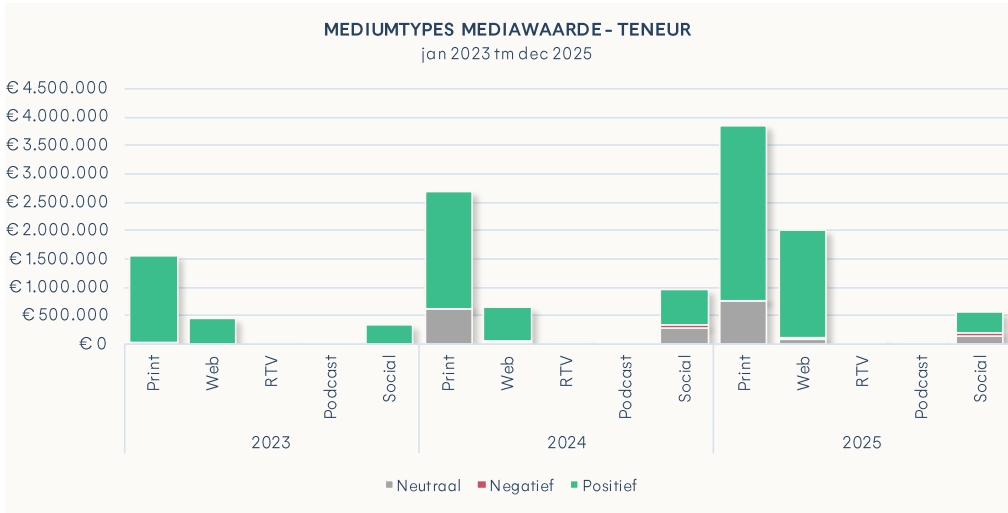
Mediawaarde



Mediawaarde				
	Neutraal	Negatief	Positief	Totaal
2023	€ 36.956	€ 1.127	€ 2.297.942	€ 2.336.026
2024	€ 940.613	€ 78.125	€ 3.291.836	€ 4.310.575
2025	€ 976.699	€ 127.443	€ 5.354.351	€ 6.458.493
Totaal	€ 1.954.268	€ 206.696	€ 10.944.129	€ 13.105.093
Gem.	€ 651.423	€ 68.899	€ 3.648.043	€ 4.368.364

Teneur

Mediawaarde

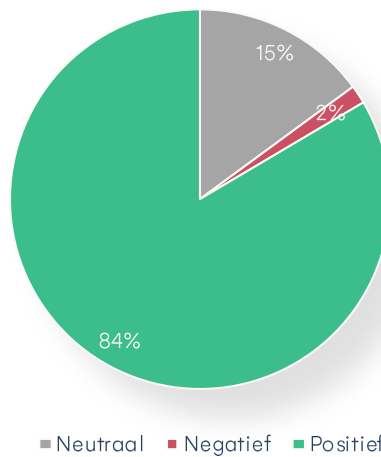


Teneur

Mediawaarde – procentuele verdeling

VERDELING MEDIAWAARDE - TENEUR

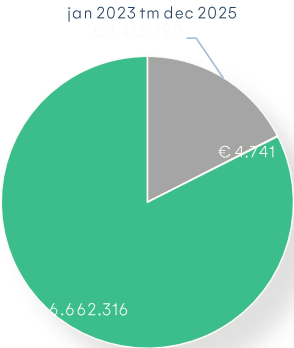
jan 2023 tm dec 2025



Teneur

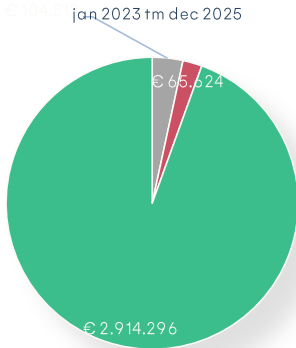
Mediawaarde – verdeling in euro's

VERDELING MEDIAWAARDE - TENEUR (PRINT)



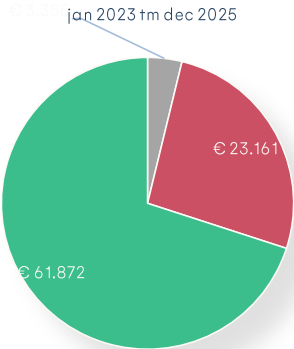
■ Neutraal ■ Negatief ■ Positief

VERDELING MEDIAWAARDE - TENEUR (WEB)



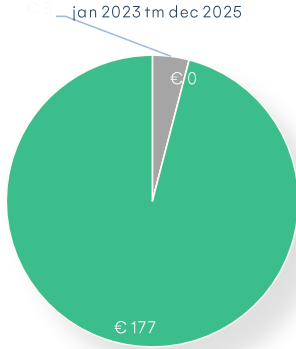
■ Neutraal ■ Negatief ■ Positief

VERDELING MEDIAWAARDE - TENEUR (RTV)



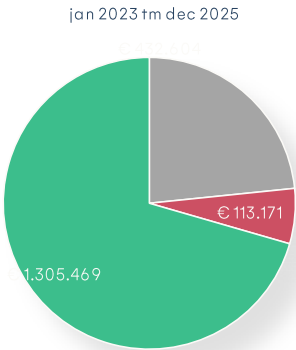
■ Neutraal ■ Negatief ■ Positief

VERDELING MEDIAWAARDE - TENEUR (PODCAST)



■ Neutraal ■ Negatief ■ Positief

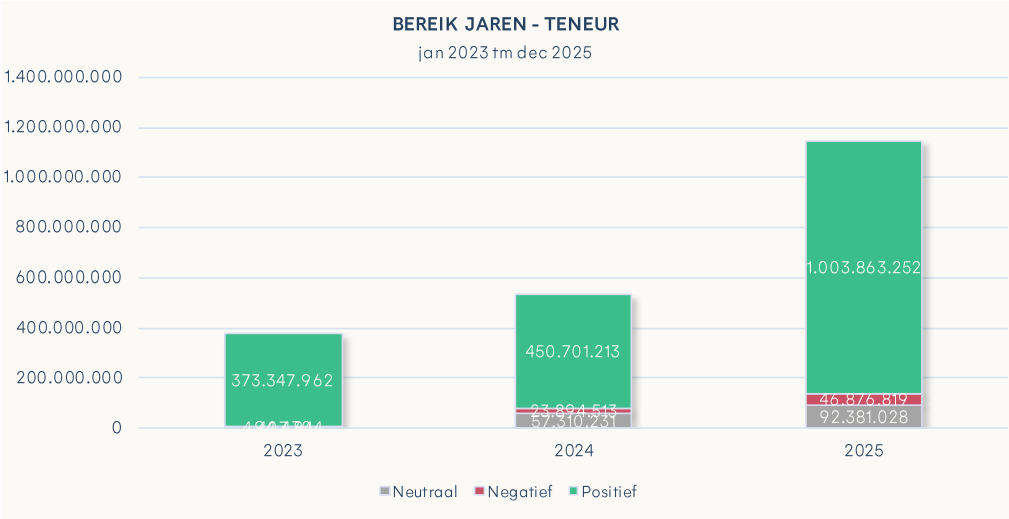
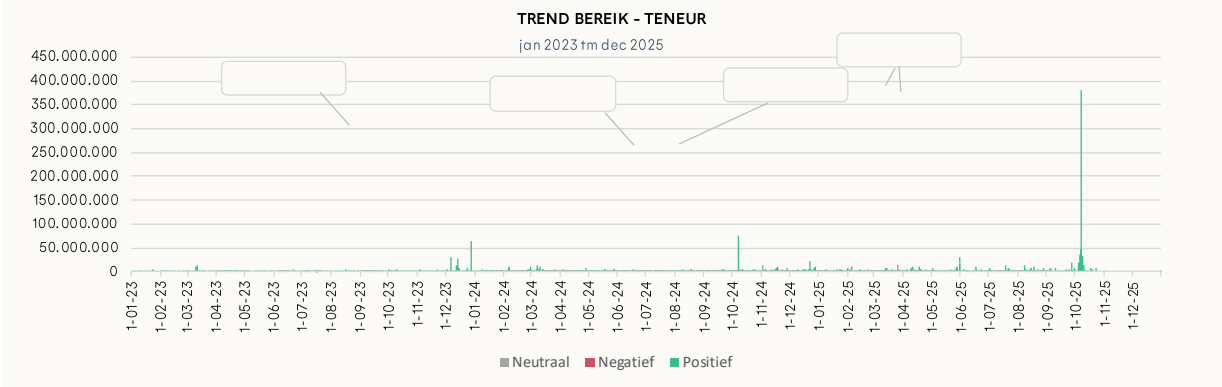
VERDELING MEDIAWAARDE - TENEUR (SOCIAL)



■ Neutraal ■ Negatief ■ Positief

Teneur

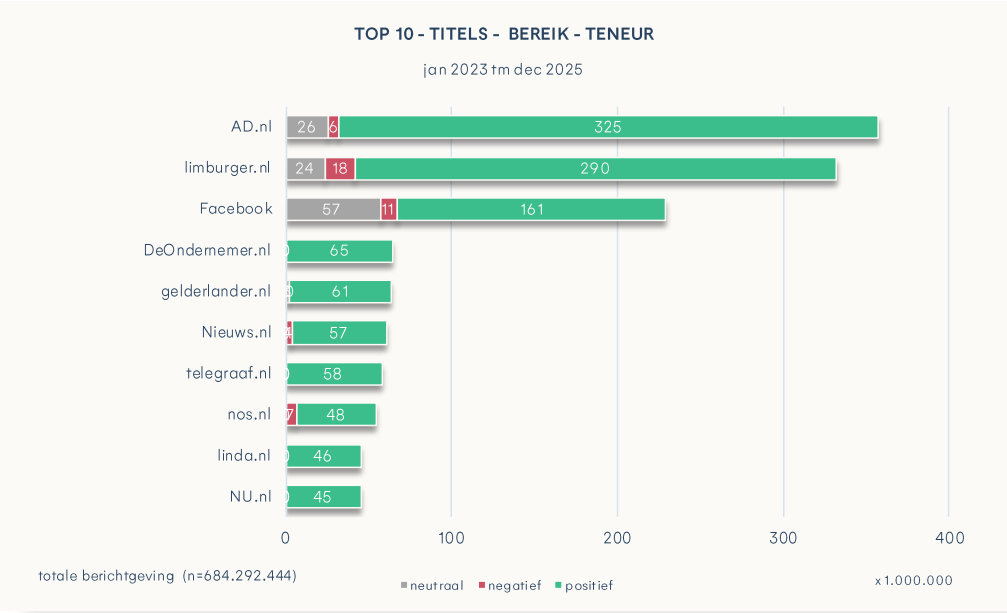
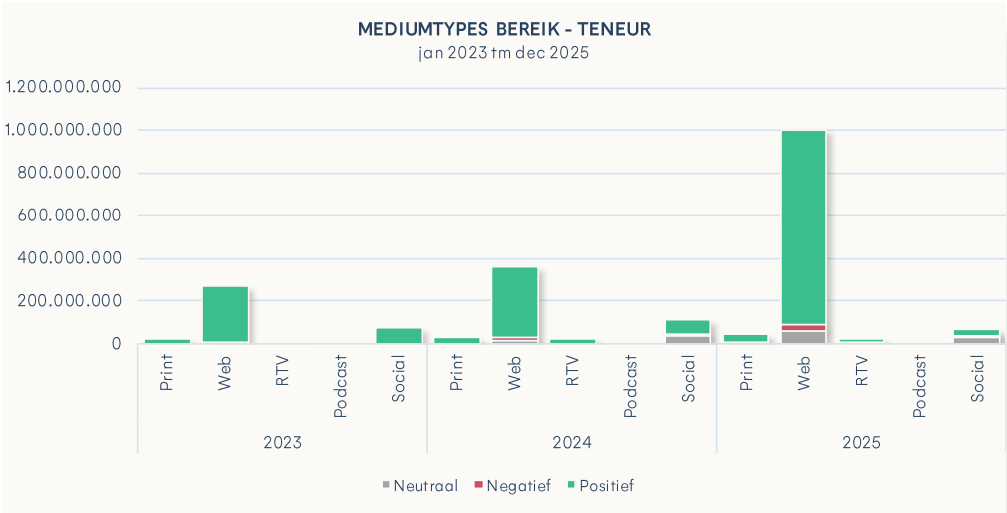
Bereik



Bereik				
	Neutraal	Negatief	Positief	Totaal
2023	4.407.844	94.470	373.347.962	377.850.276
2024	57.310.231	23.894.513	450.701.213	531.905.957
2025	92.381.028	46.876.819	1.003.863.252	1.143.121.099
Totaal	154.099.103	70.865.802	1.827.912.427	2.052.877.332
Gem.	51.366.368	23.621.934	609.304.142	684.292.444

Teneur

Bereik

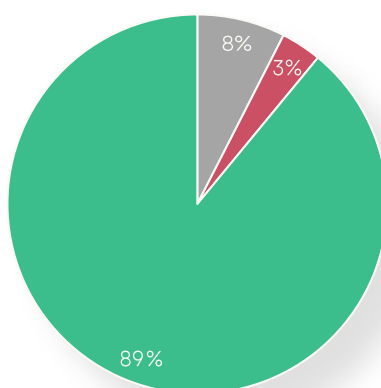


Teneur

Bereik – procentuele verdeling

VERDELING BEREIK - TENEUR

jan 2023 tm dec 2025

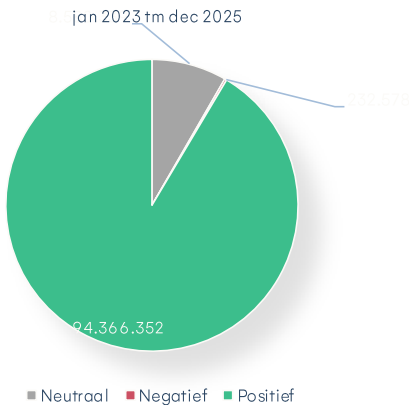


■ Neutraal ■ Negatief ■ Positief

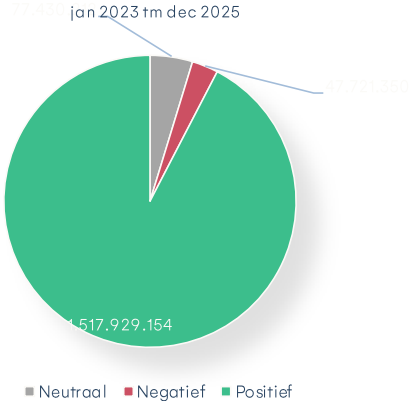
Teneur

Bereik – verdeling in aantal personen

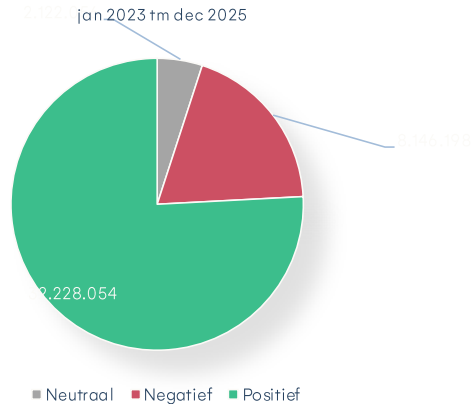
VERDELING BEREIK - TENEUR (PRINT)



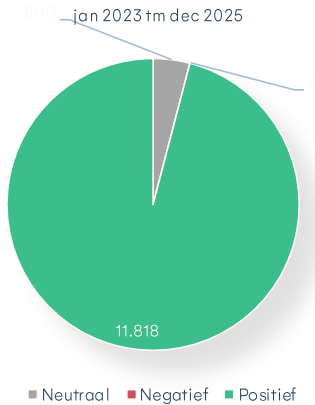
VERDELING BEREIK - TENEUR (WEB)



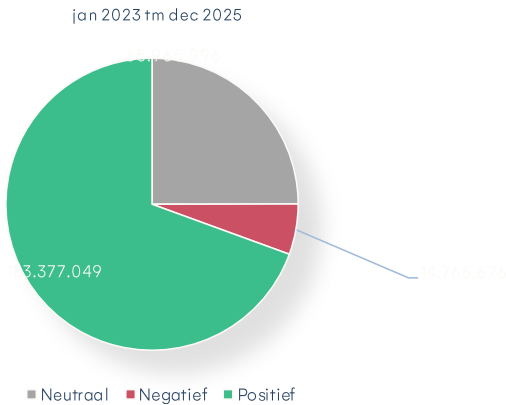
VERDELING BEREIK - TENEUR (RTV)



VERDELING BEREIK - TENEUR (PODCAST)

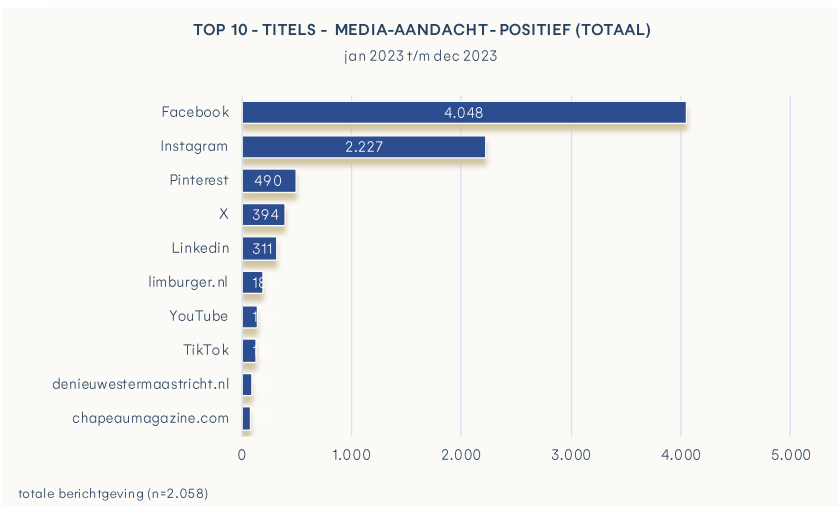
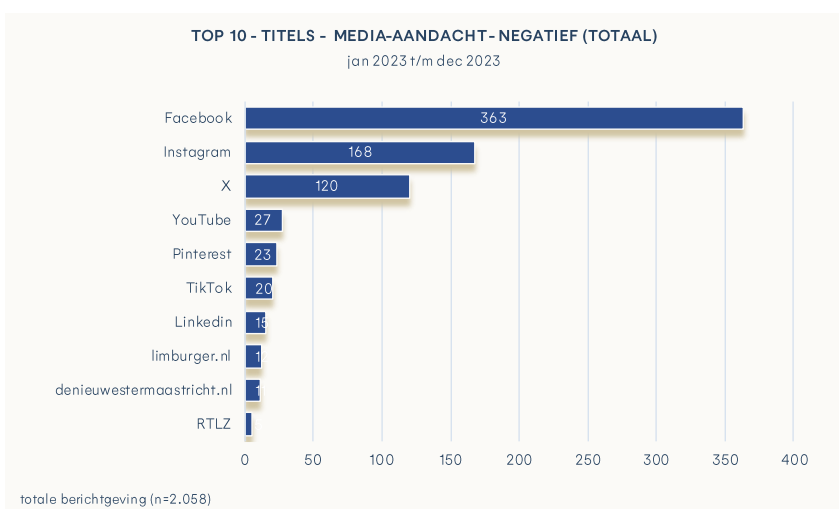
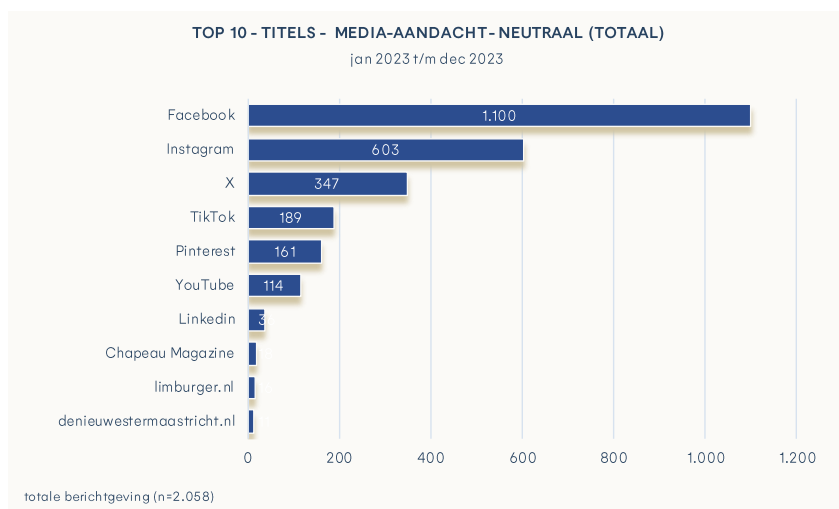


VERDELING BEREIK - TENEUR (SOCIAL)



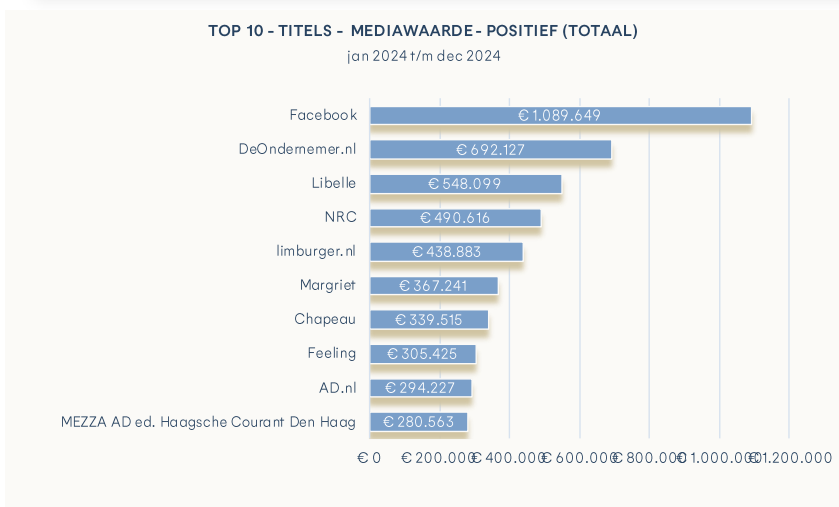
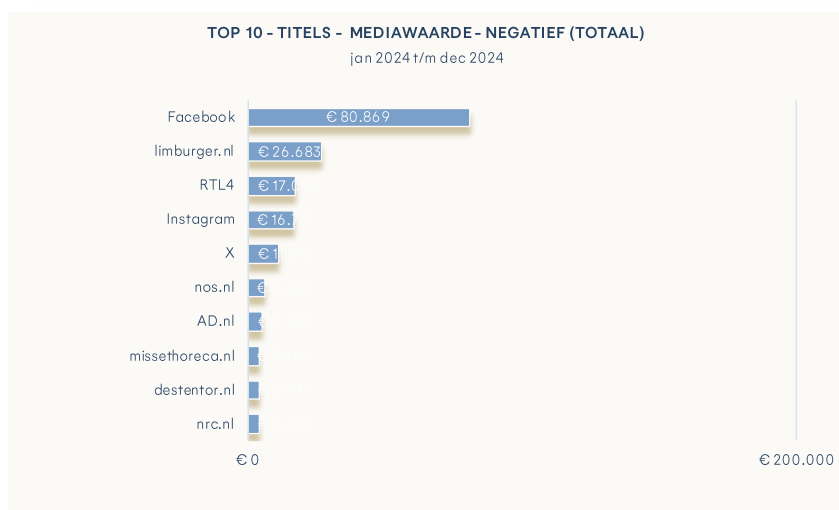
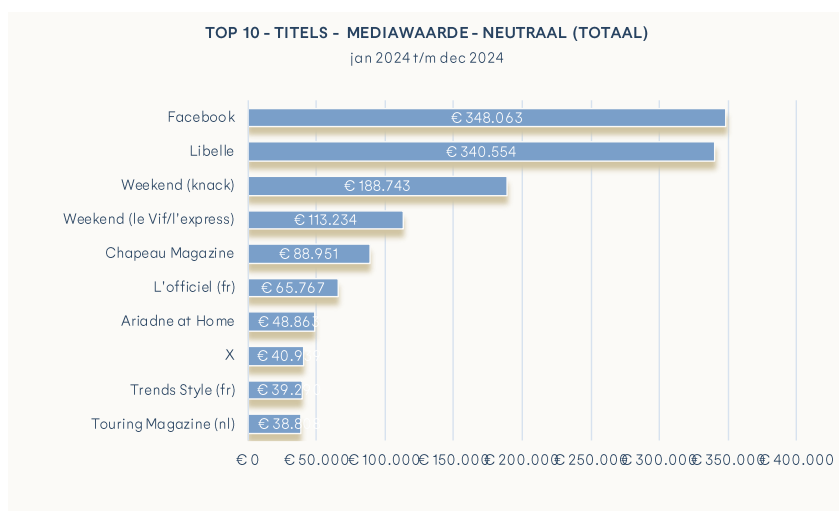
Teneur

Top 10 titels – Media-aandacht – Teneur gesplitst



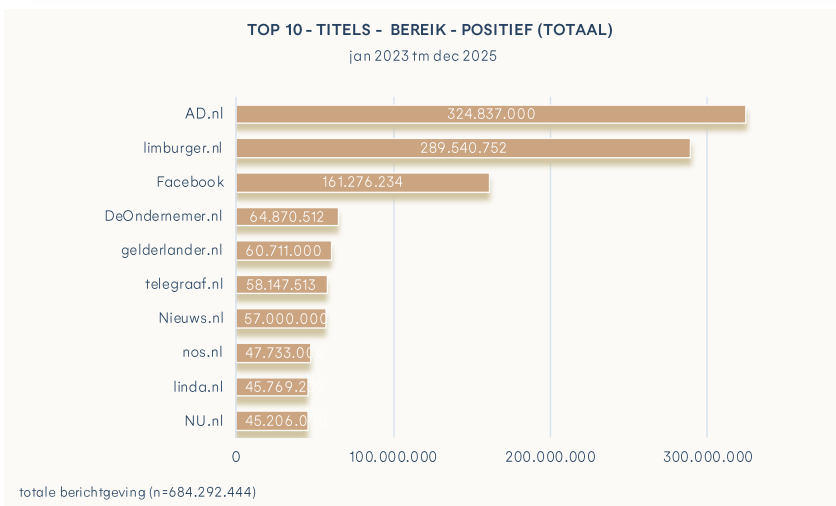
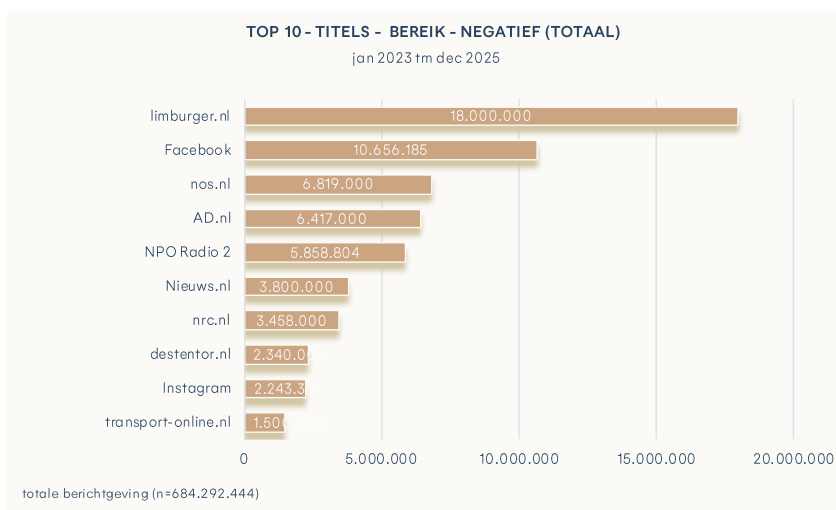
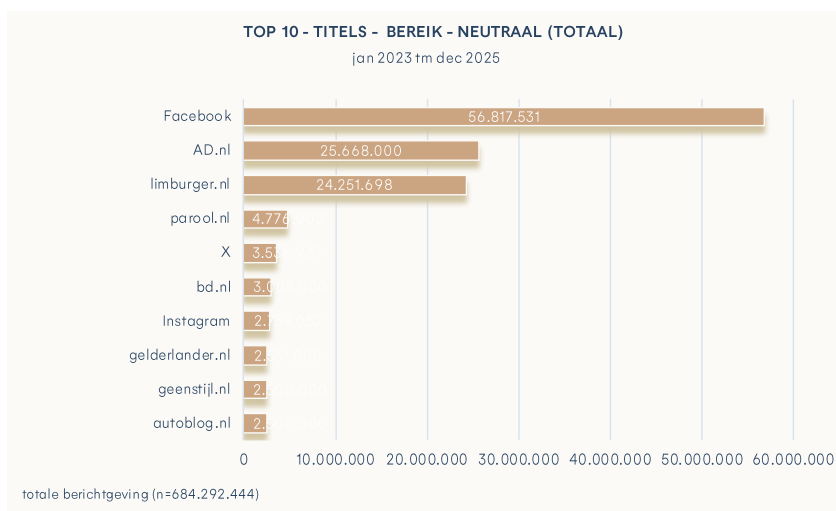
Teneur

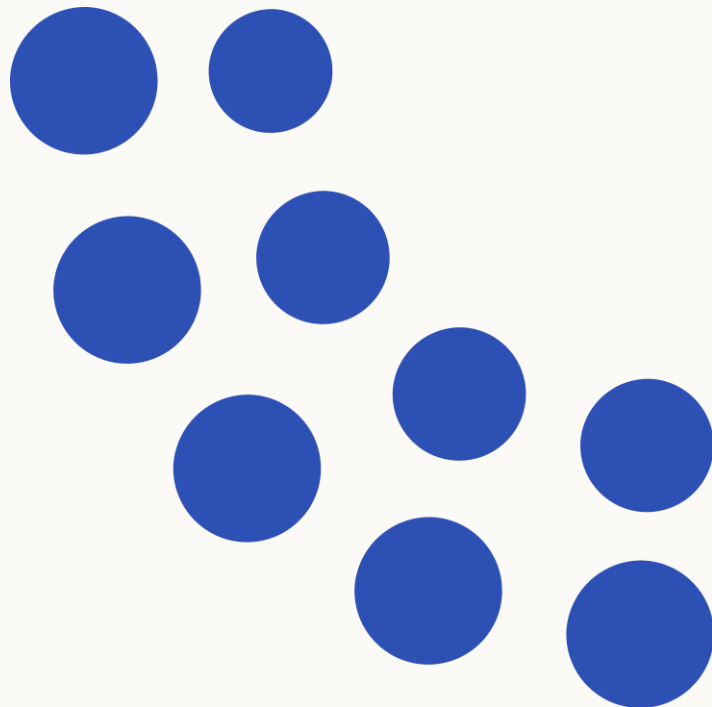
Top 10 titels – Mediawaarde – Teneur gesplitst



Teneur

Top 10 titels – Bereik – Teneur gesplitst





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