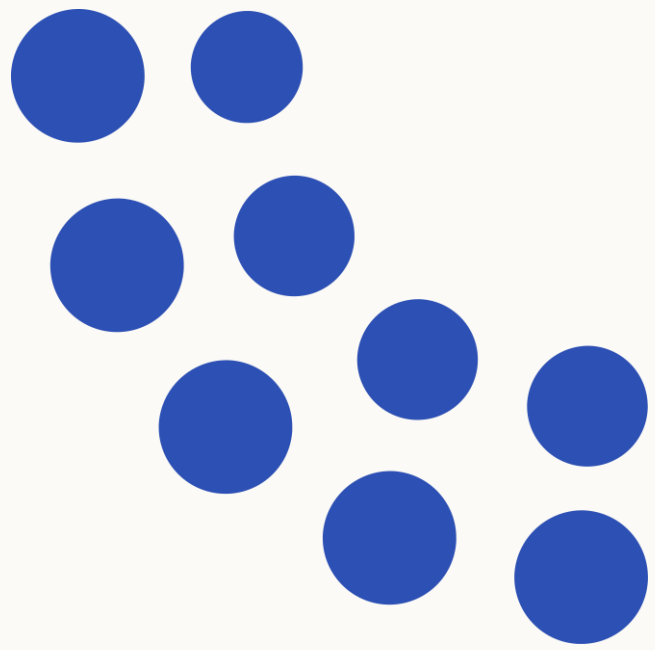




Media•analyse

Klantnaam

Benchmark-analyse met verdiepingsslag

Klantnaam

Benchmark-analyse 2023 t/m 2025

PRINT - WEB - RTV - PODCAST - SOCIAL

Introductie

Voor u ligt een kwantitatieve benchmark-analyse van de ongelezen media-aandacht over de periode 2021 t/m 2023. 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 ongelezen 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.

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.

BENCHMARK-ANALYSE

Bedrijf A

Concurrenten

Bedrijf B

Bedrijf C

Bedrijf D

Bedrijf E

Bedrijf F

Bedrijf G

Samenvatting

Gedurende de periode 2021-2023 bestaat de totale berichtgeving uit ongelezen 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

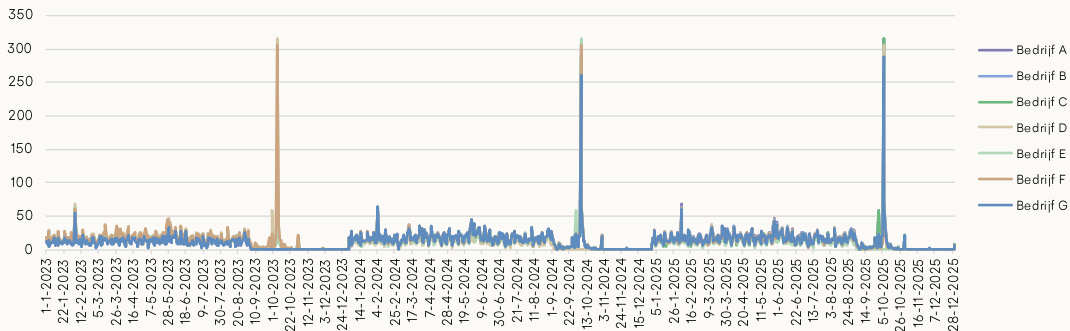
Aantal artikelen / uitzendingen

Media-aandacht

Aantal artikelen / uitzendingen

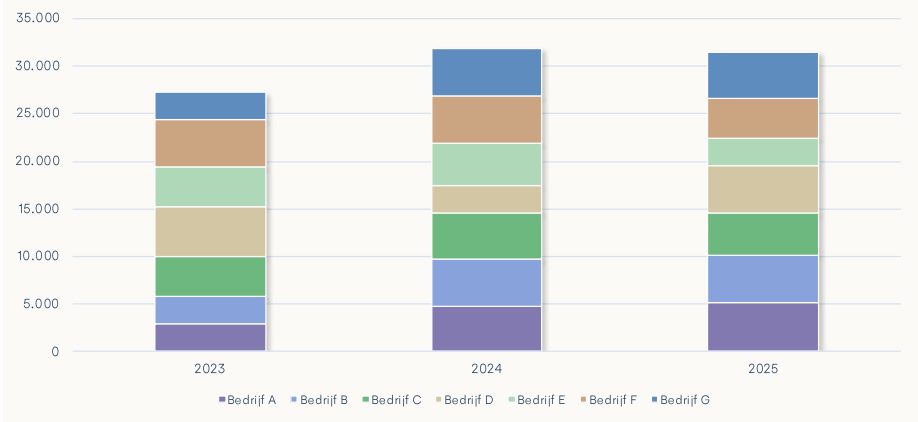
TREND MEDIA-AANDACHT (TOTAAL)

Q1 2023 t/m Q4 2025



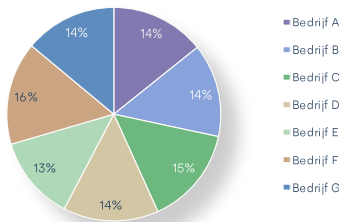
MEDIA-AANDACHT - JAREN (TOTAAL)

Q1 2023 t/m Q4 2025



MEDIA-AANDACHT - VERDELING (TOTAAL)

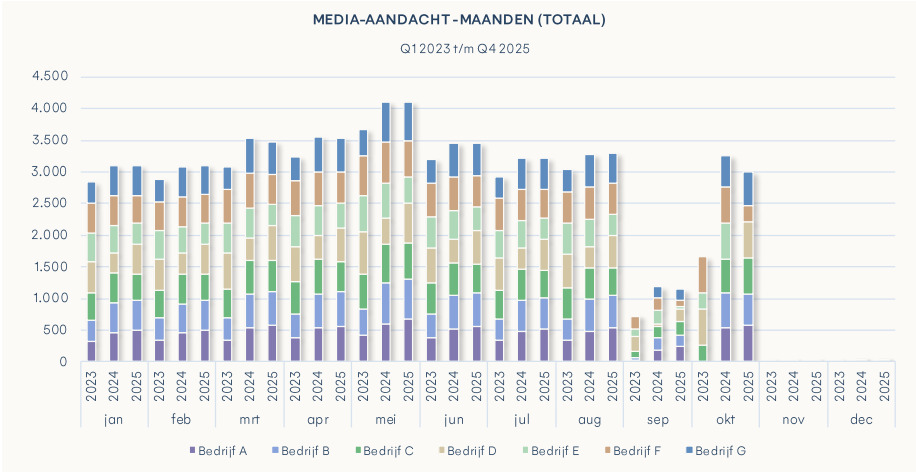
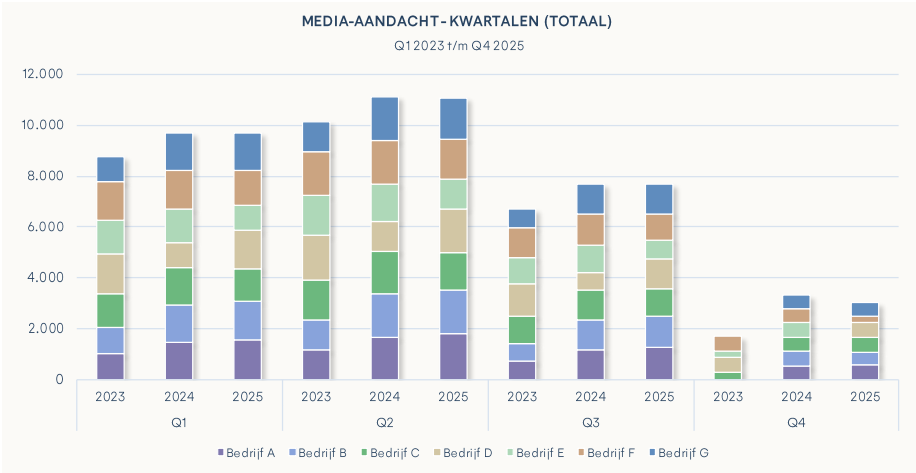
Q1 2023 t/m Q4 2025



Media-aandacht

Aantal artikelen / uitzendingen

Media-aandacht								
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	2.902	2.902	4.206	5.203	4.206	4.959	2.902	27.280
2024	4.796	4.959	4.796	2.902	4.476	4.959	4.933	31.821
2025	5.203	4.933	4.476	4.959	2.902	4.206	4.796	31.475
Totaal	12.901	12.794	13.478	13.064	11.584	14.124	12.631	90.576

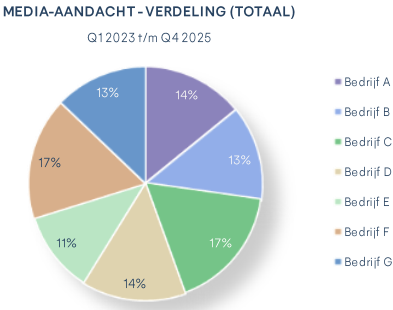
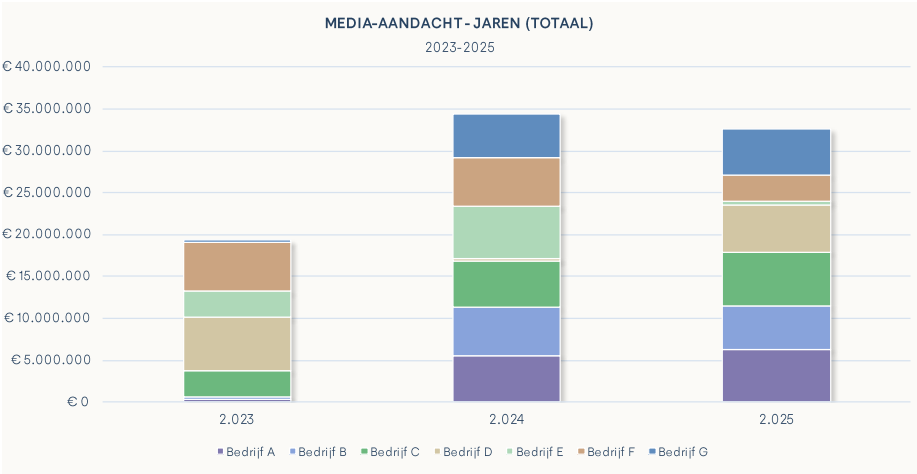
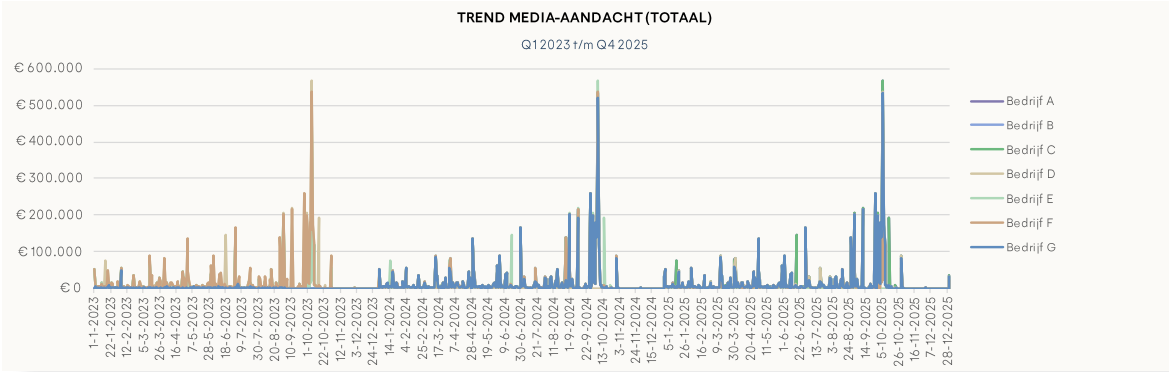


Mediawaarde

Euro's

Mediawaarde

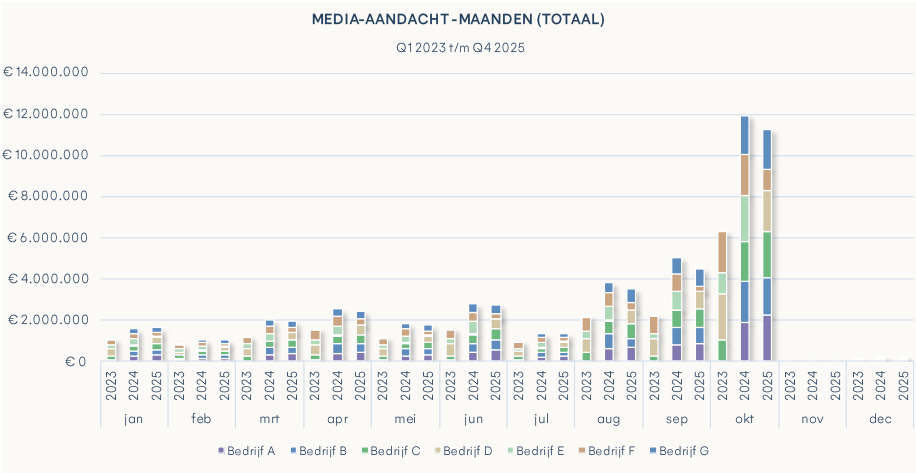
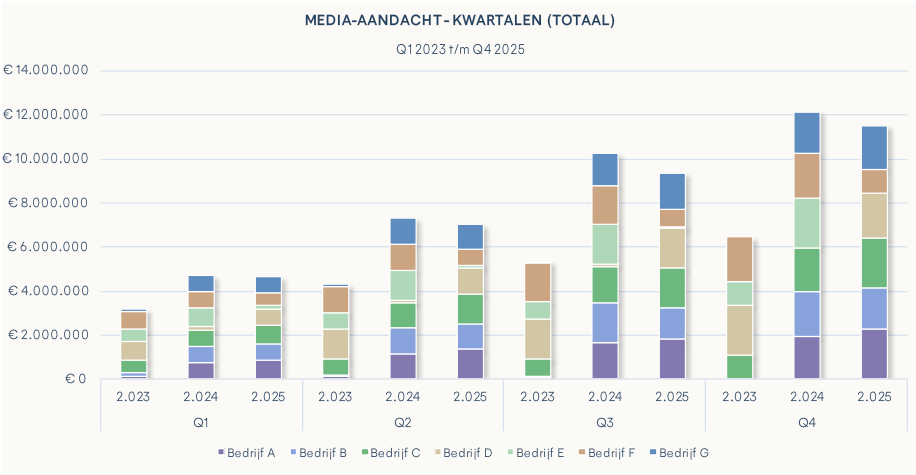
Euro's



Mediawaarde

Euro's

Mediawaarde								
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2.023	€ 335.473	€ 335.473	€ 3.116.739	€ 6.328.057	€ 3.116.739	€ 5.787.882	€ 335.473	€ 19.355.837
2.024	€ 5.521.184	€ 5.787.882	€ 5.521.184	€ 335.473	€ 6.273.460	€ 5.787.882	€ 5.209.307	€ 34.436.371
2.025	€ 6.328.057	€ 5.209.307	€ 6.273.460	€ 5.787.882	€ 335.473	€ 3.116.739	€ 5.521.184	€ 32.572.102
Totaal	€ 12.184.714	€ 11.332.662	€ 14.911.382	€ 12.451.413	€ 9.725.672	€ 14.692.504	€ 11.065.964	€ 86.364.310

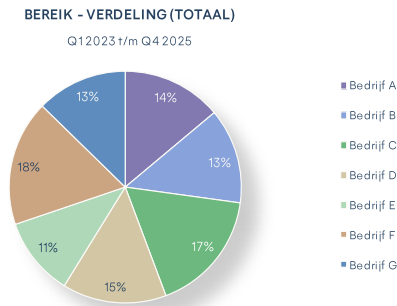
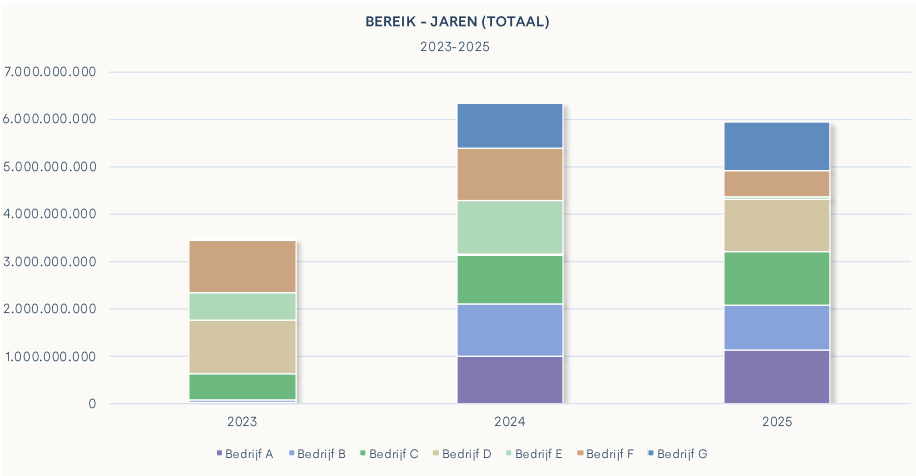
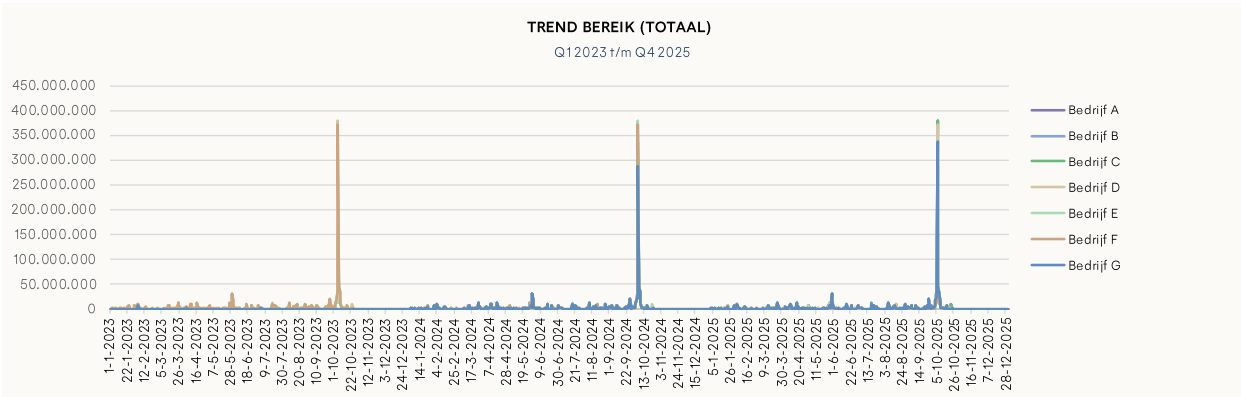


Bereik

Personen

Bereik

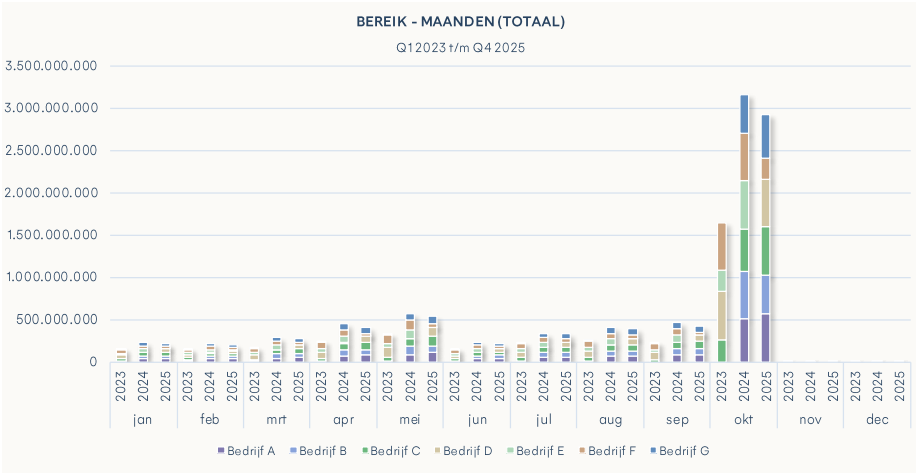
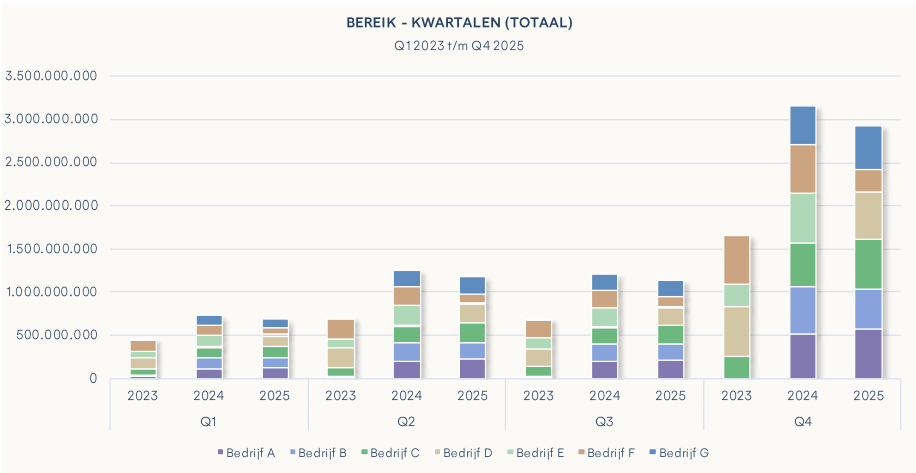
Personen



Bereik

Personen

Bereik								
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	41.668.600	41.668.600	556.551.995	1.142.695.095	556.551.995	1.105.838.293	41.668.600	3.486.643.178
2024	1.010.417.723	1.105.838.293	1.010.417.723	41.668.600	1.136.587.746	1.105.838.293	949.581.532	6.360.349.910
2025	1.142.695.095	949.581.532	1.136.587.746	1.105.838.293	41.668.600	556.551.995	1.010.417.723	5.943.340.984
Totaal	2.194.781.418	2.097.088.425	2.703.557.464	2.290.201.988	1.734.808.341	2.768.228.581	2.001.667.855	15.790.334.072



Nieuwswaarden

Vergelijking

Nieuwswaarden

Vergelijking

Nieuwswaarden									
			Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G
Media-aandacht	alle kwartalen	2023	2.902	2.902	4.206	5.203	4.206	4.959	2.902
		2024	4.796	4.959	4.796	2.902	4.476	4.959	4.933
		2025	5.203	4.933	4.476	4.959	2.902	4.206	4.796
Mediawaarde	alle kwartalen	2023	€ 335.473	€ 335.473	€ 3.116.739	€ 6.328.057	€ 3.116.739	€ 5.787.882	€ 335.473
		2024	€ 5.521.184	€ 5.787.882	€ 5.521.184	€ 335.473	€ 6.273.460	€ 5.787.882	€ 5.209.307
		2025	€ 6.328.057	€ 5.209.307	€ 6.273.460	€ 5.787.882	€ 335.473	€ 3.116.739	€ 5.521.184
Bereik	alle kwartalen	2023	41.668.600	41.668.600	556.551.995	1.142.695.095	556.551.995	1.105.838.293	41.668.600
		2024	1.010.417.723	1.105.838.293	1.010.417.723	41.668.600	1.136.587.746	1.105.838.293	949.581.532
		2025	1.142.695.095	949.581.532	1.136.587.746	1.105.838.293	41.668.600	556.551.995	1.010.417.723

Nieuwswaarden				
		Media-aandacht	Mediawaarde	Bereik
2025	Bedrijf A	5.203	€ 6.328.057	1.142.695.095
	Bedrijf B	4.933	€ 5.209.307	949.581.532
	Bedrijf C	4.476	€ 6.273.460	1.136.587.746
	Bedrijf D	4.959	€ 5.787.882	1.105.838.293
	Bedrijf E	2.902	€ 335.473	41.668.600
	Bedrijf F	4.206	€ 3.116.739	556.551.995
	Bedrijf G	4.796	€ 5.521.184	1.010.417.723

Nieuwswaarden				
		Media-aandacht	Mediawaarde	Bereik
2024	Bedrijf A	4.796	€ 5.521.184	1.010.417.723
	Bedrijf B	4.959	€ 5.787.882	1.105.838.293
	Bedrijf C	4.796	€ 5.521.184	1.010.417.723
	Bedrijf D	2.902	€ 335.473	41.668.600
	Bedrijf E	4.476	€ 6.273.460	1.136.587.746
	Bedrijf F	4.959	€ 5.787.882	1.105.838.293
	Bedrijf G	4.933	€ 5.209.307	949.581.532

Nieuwswaarden				
		Media-aandacht	Mediawaarde	Bereik
2023	Bedrijf A	2.902	€ 335.473	41.668.600
	Bedrijf B	2.902	€ 335.473	41.668.600
	Bedrijf C	4.206	€ 3.116.739	556.551.995
	Bedrijf D	5.203	€ 6.328.057	1.142.695.095
	Bedrijf E	4.206	€ 3.116.739	556.551.995
	Bedrijf F	4.959	€ 5.787.882	1.105.838.293
	Bedrijf G	2.902	€ 335.473	41.668.600

Mediumtypes

Vergelijking

Mediumtypes

Vergelijking

Media-aandacht							
		Print	Internet	RTV	Podcast	Social	Totaal
2025	Bedrijf A	643	1.970	199	22	10.067	12.901
	Bedrijf B	610	1.849	193	22	10.120	12.794
	Bedrijf C	802	2.409	230	19	10.018	13.478
	Bedrijf D	661	2.031	200	24	10.148	13.064
	Bedrijf E	501	1.497	133	17	9.436	11.584
	Bedrijf F	801	2.393	227	21	10.682	14.124
	Bedrijf G	592	1.788	192	20	10.039	12.631

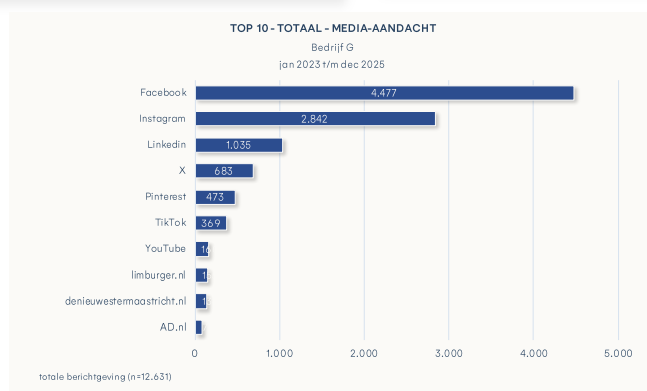
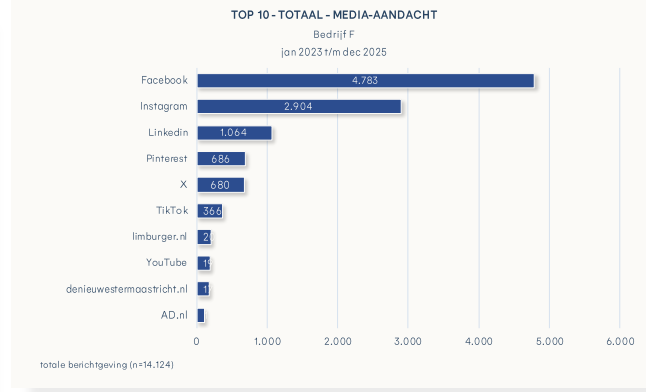
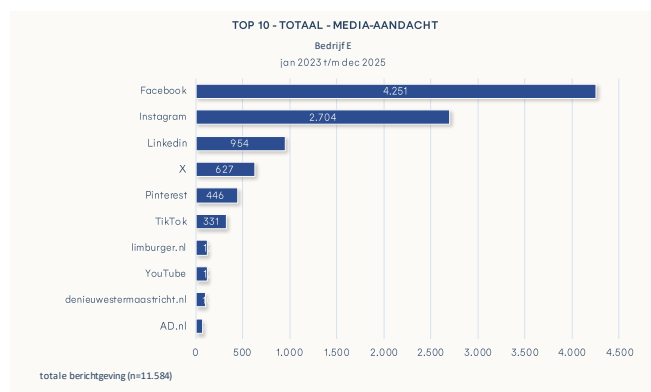
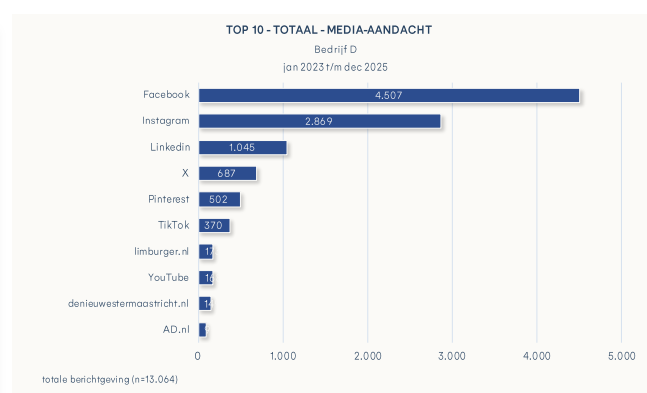
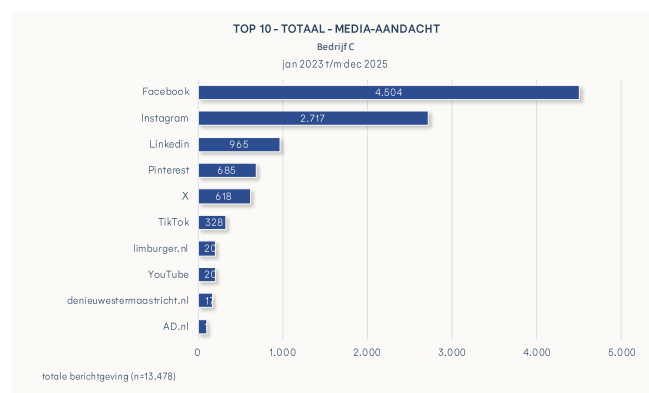
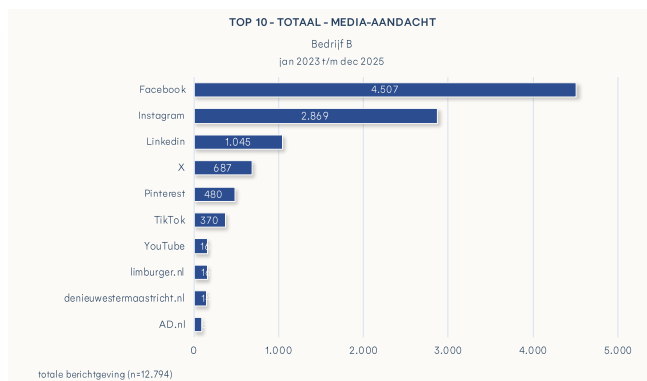
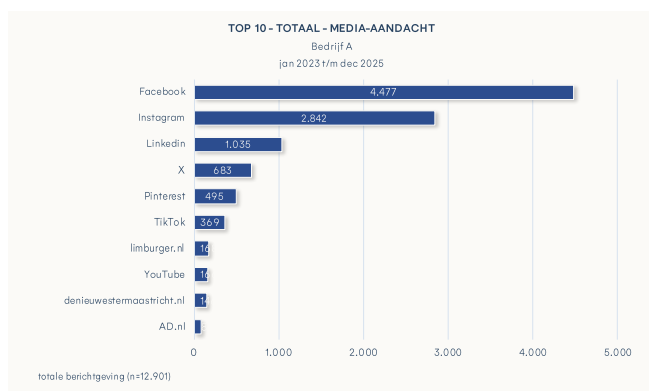
Mediawaarde							
		Print	Internet	RTV	Podcast	Social	Totaal
2025	Bedrijf A	€ 6.806.075	€ 3.805.482	€ 119.847	€ 370	€ 1.452.940	€ 12.184.714
	Bedrijf B	€ 6.091.254	€ 3.666.100	€ 117.500	€ 370	€ 1.457.439	€ 11.332.662
	Bedrijf C	€ 8.286.339	€ 4.848.093	€ 146.194	€ 457	€ 1.630.298	€ 14.911.382
	Bedrijf D	€ 6.945.887	€ 3.926.936	€ 119.996	€ 370	€ 1.458.224	€ 12.451.413
	Bedrijf E	€ 5.190.887	€ 3.037.065	€ 86.526	€ 332	€ 1.410.862	€ 9.725.672
	Bedrijf F	€ 7.958.210	€ 4.909.375	€ 145.982	€ 457	€ 1.678.480	€ 14.692.504
	Bedrijf G	€ 5.951.442	€ 3.544.647	€ 117.351	€ 370	€ 1.452.155	€ 11.065.964

Bereik							
		Print	Internet	RTV	Podcast	Social	Totaal
2025	Bedrijf A	90.428.427	1.882.772.545	40.464.476	24.636	181.091.334	2.194.781.418
	Bedrijf B	84.975.079	1.795.872.785	34.605.672	24.636	181.610.253	2.097.088.425
	Bedrijf C	113.063.654	2.334.411.566	52.308.866	30.454	203.742.924	2.703.557.464
	Bedrijf D	92.452.516	1.975.605.023	40.464.476	24.636	181.655.337	2.290.201.988
	Bedrijf E	70.509.035	1.455.877.074	32.076.628	22.136	176.323.468	1.734.808.341
	Bedrijf F	112.038.403	2.394.616.961	52.308.866	30.454	209.233.897	2.768.228.581
	Bedrijf G	82.950.990	1.703.040.307	34.605.672	24.636	181.046.250	2.001.667.855

Top 10-titels

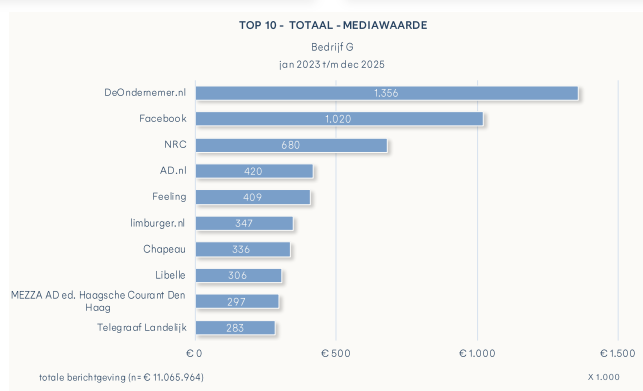
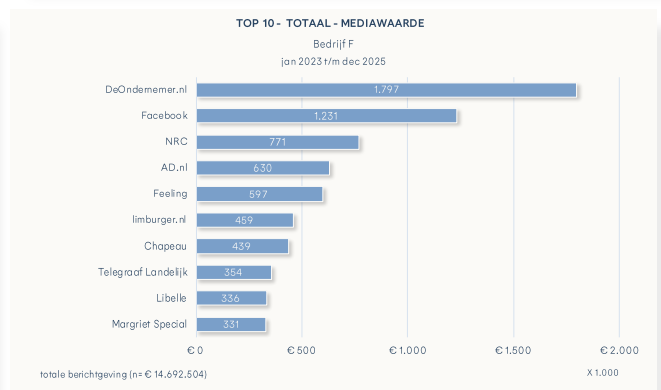
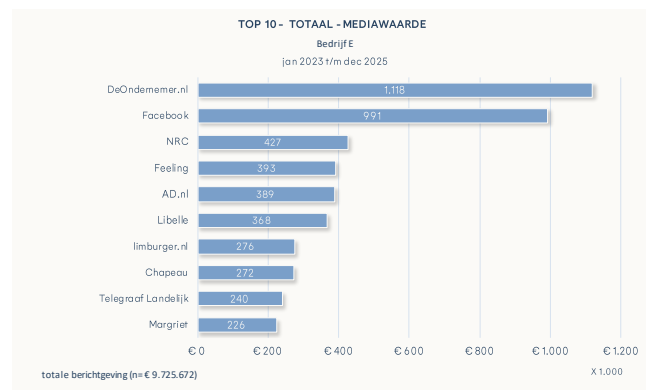
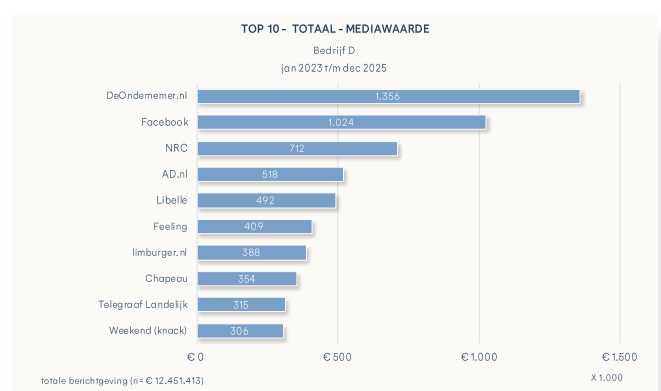
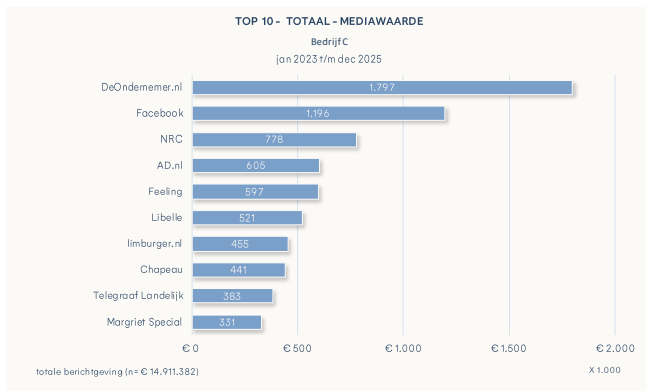
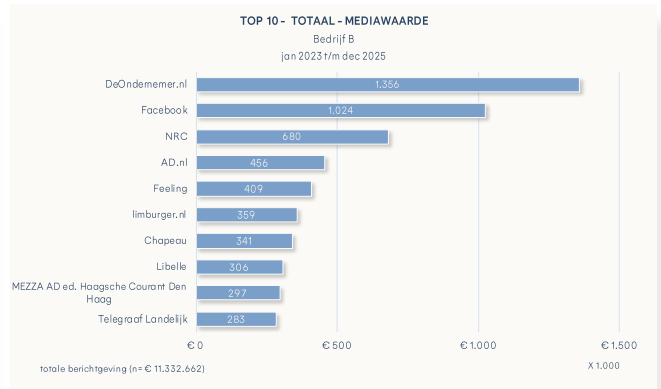
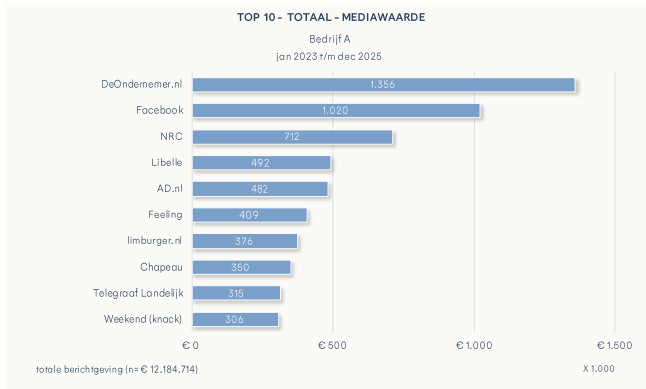
Top 10 - titels

Media-aandacht



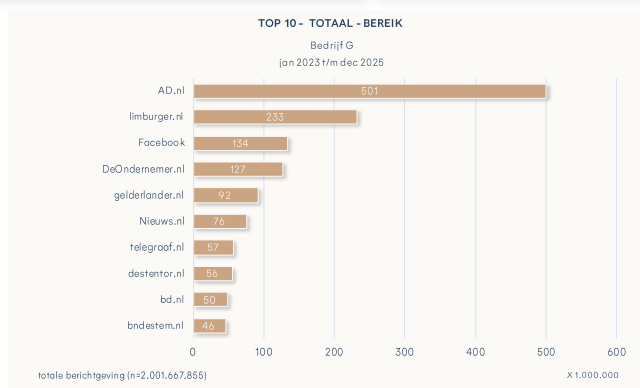
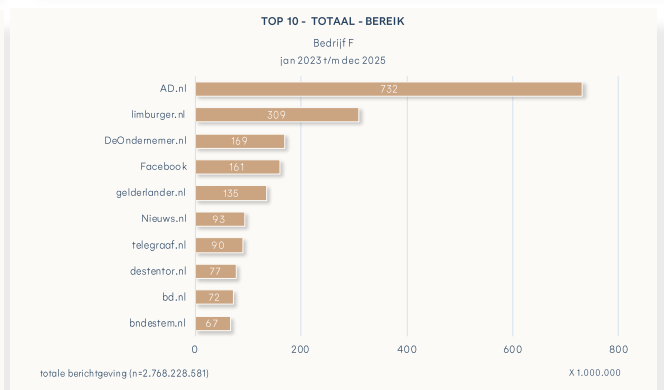
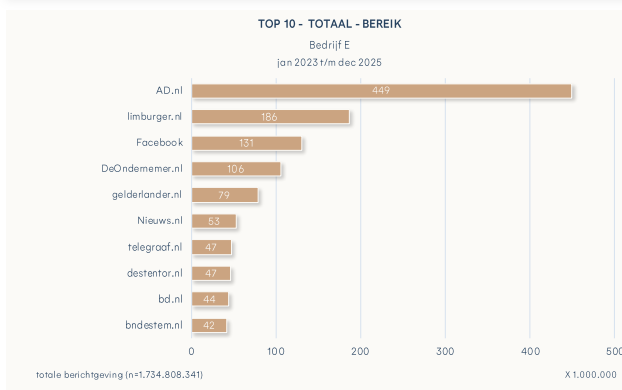
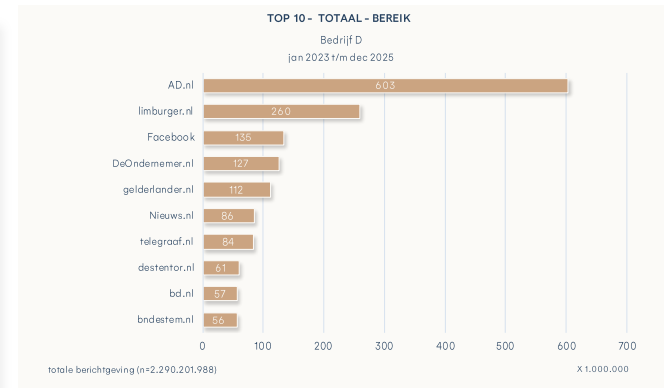
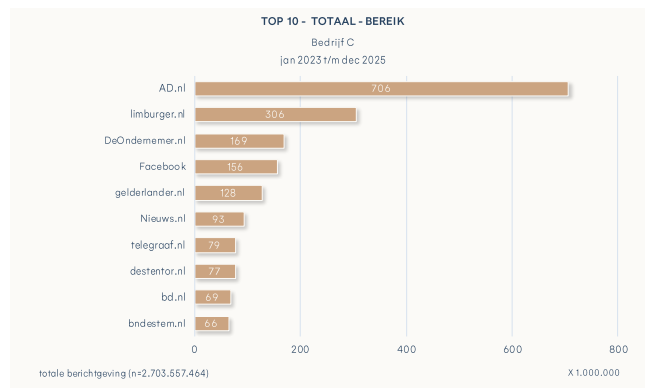
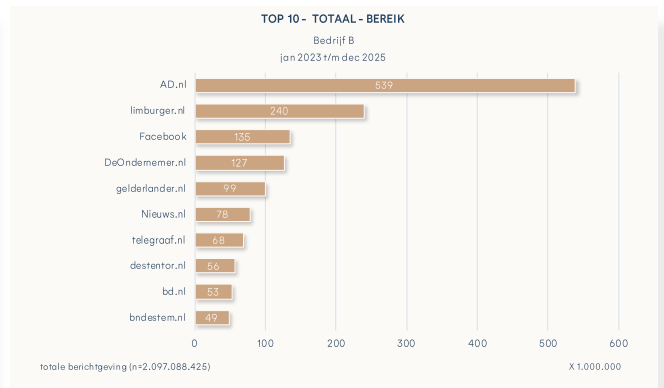
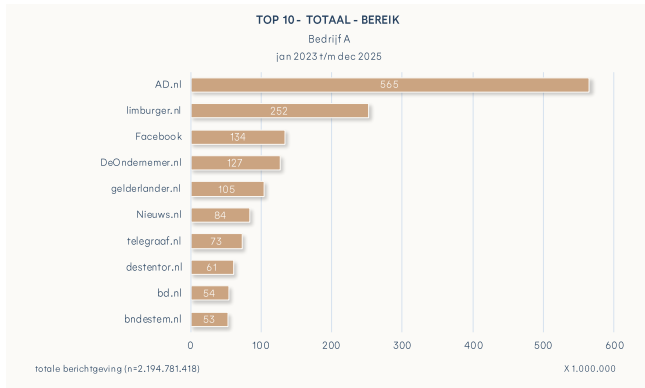
Top 10 - titels

Mediawaarde



Top 10 - titels

Bereik



Verdiepingslag

Mediumtypes

Print

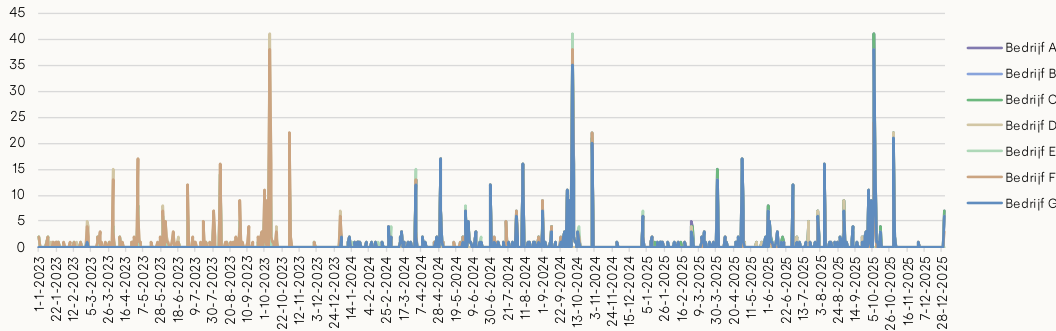
Benchmark

Print

Nieuwswaarden

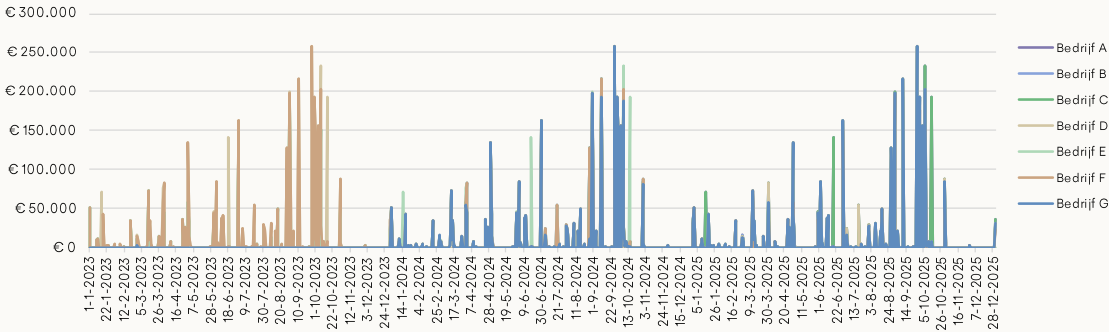
TREND MEDIA-AANDACHT (PRINT)

Q1 2023 t/m Q4 2025



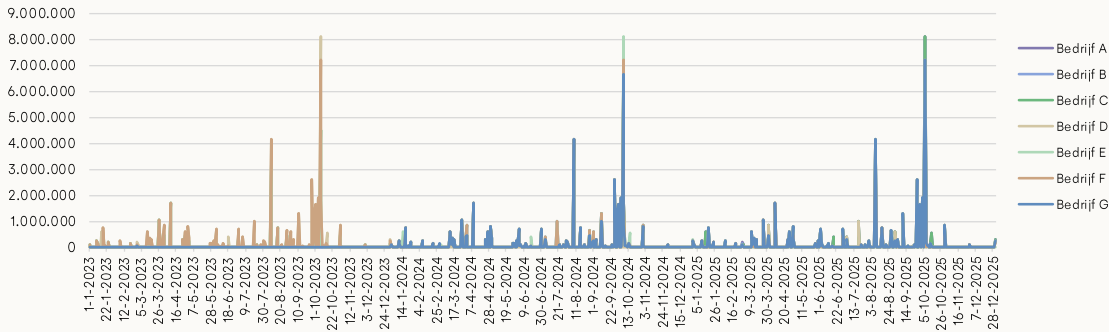
TREND MEDIAWAARDE (PRINT)

Q1 2023 t/m Q4 2025



TREND BEREIK (PRINT)

Q1 2023 t/m Q4 2025



Benchmark

Print

Nieuwswaarden

Print	Media-aandacht							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	1	1	161	340	161	320	1	985
2024	302	320	302	1	339	320	289	1.873
2025	340	289	339	320	1	161	302	1.752
Totaal	643	610	802	661	501	801	592	4.610

Print	Mediawaarde							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2.023	€ 1.854	€ 1.854	€ 1.483.973	€ 3.706.914	€ 1.483.973	€ 3.237.119	€ 1.854	€ 9.917.541
2024	€ 3.097.307	€ 3.237.119	€ 3.097.307	€ 1.854	€ 3.705.060	€ 3.237.119	€ 2.852.282	€ 19.228.046
2025	€ 3.706.914	€ 2.852.282	€ 3.705.060	€ 3.237.119	€ 1.854	€ 1.483.973	€ 3.097.307	€ 18.084.508
Totaal	€ 6.806.075	€ 6.091.254	€ 8.286.339	€ 6.945.887	€ 5.190.887	€ 7.958.210	€ 5.951.442	€ 47.230.094

Print	Bereik							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	61.440	61.440	22.758.107	47.750.928	22.758.107	44.640.148	61.440	138.091.610
2024	42.616.059	44.640.148	42.616.059	61.440	47.689.488	44.640.148	40.273.491	262.536.833
2025	47.750.928	40.273.491	47.689.488	44.640.148	61.440	22.758.107	42.616.059	245.789.661
Totaal	90.428.427	84.975.079	113.063.654	92.452.516	70.509.035	112.038.403	82.950.990	646.418.104

Print	Media-aandacht								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	1	1	18	50	18	42	1	131
	2024	41	42	41	1	49	42	41	257
	2025	50	41	49	42	1	18	41	242
Q2	2023	0	0	36	81	36	77	0	230
	2024	73	77	73	0	81	77	71	452
	2025	81	71	81	77	0	36	73	419
Q3	2023	0	0	39	84	39	83	0	245
	2024	71	83	71	0	84	83	68	460
	2025	84	68	84	83	0	39	71	429
Q4	2023	0	0	68	125	68	118	0	379
	2024	117	118	117	0	125	118	109	704
	2025	125	109	125	118	0	68	117	662

Print	Mediawaarde								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	€ 1.854	€ 1.854	€ 238.134	€ 471.341	€ 238.134	€ 375.977	€ 1.854	€ 1.329.149
	2024	€ 374.884	€ 375.977	€ 374.884	€ 1.854	€ 469.487	€ 375.977	€ 372.613	€ 2.345.676
	2025	€ 471.341	€ 372.613	€ 469.487	€ 375.977	€ 1.854	€ 238.134	€ 374.884	€ 2.304.291
Q2	2023	€ 0	€ 0	€ 388.056	€ 883.412	€ 388.056	€ 740.218	€ 0	€ 2.399.742
	2024	€ 699.222	€ 740.218	€ 699.222	€ 0	€ 883.412	€ 740.218	€ 698.821	€ 4.461.114
	2025	€ 883.412	€ 698.821	€ 883.412	€ 740.218	€ 0	€ 388.056	€ 699.222	€ 4.293.142
Q3	2023	€ 0	€ 0	€ 494.561	€ 1.386.691	€ 494.561	€ 1.384.441	€ 0	€ 3.760.254
	2024	€ 1.291.218	€ 1.384.441	€ 1.291.218	€ 0	€ 1.386.691	€ 1.384.441	€ 1.077.668	€ 7.815.678
	2025	€ 1.386.691	€ 1.077.668	€ 1.386.691	€ 1.384.441	€ 0	€ 494.561	€ 1.291.218	€ 7.021.271
Q4	2023	€ 0	€ 0	€ 363.222	€ 965.469	€ 363.222	€ 736.482	€ 0	€ 2.428.395
	2024	€ 731.982	€ 736.482	€ 731.982	€ 0	€ 965.469	€ 736.482	€ 703.180	€ 4.605.578
	2025	€ 965.469	€ 703.180	€ 965.469	€ 736.482	€ 0	€ 363.222	€ 731.982	€ 4.465.805

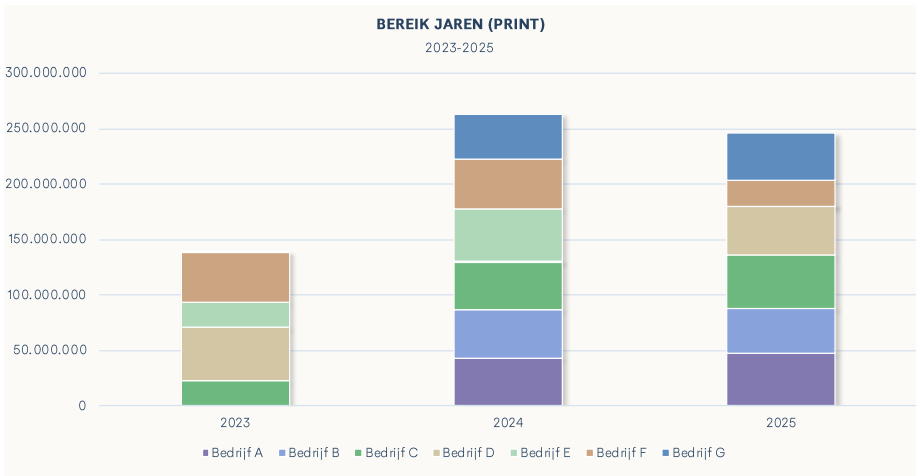
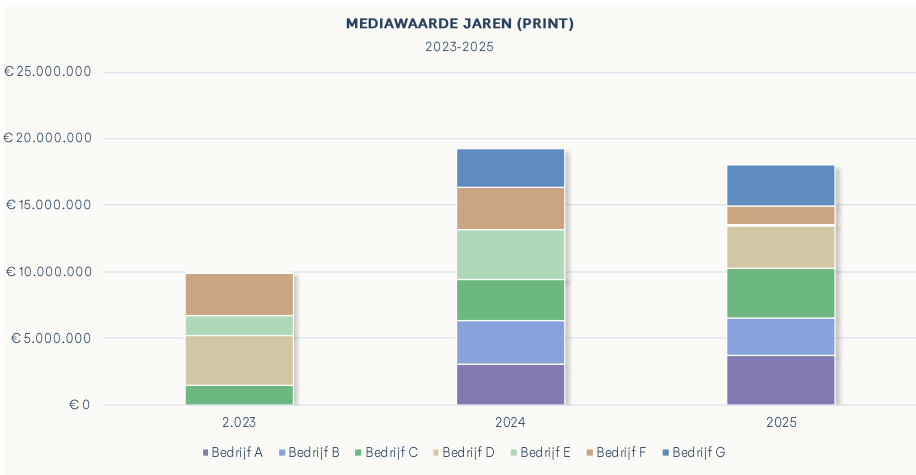
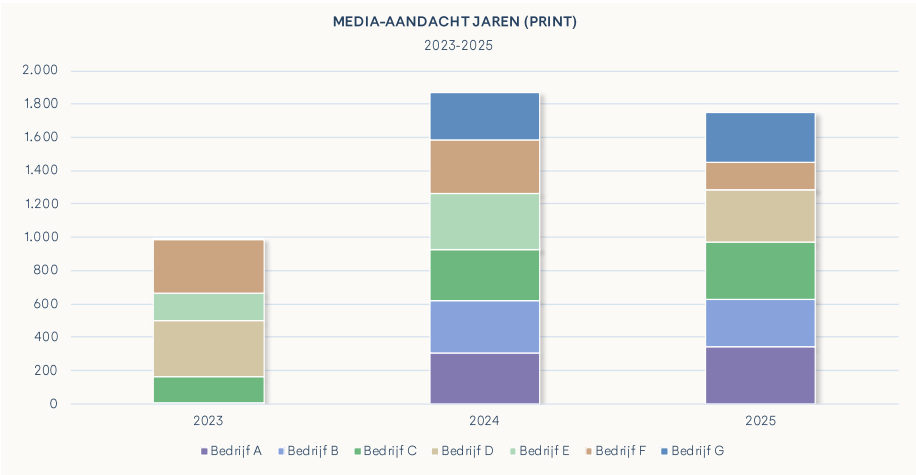
Print	Bereik								
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal	
Q1	2023	61.440	61.440	2.460.277	6.327.680	2.460.277	5.545.551	61.440	16.978.105
	2024	5.514.351	5.545.551	5.514.351	61.440	6.266.240	5.545.551	5.556.591	34.004.075
	2025	6.327.680	5.556.591	6.266.240	5.545.551	61.440	2.460.277	5.514.351	31.732.130
Q2	2023	0	0	4.919.097	8.261.535	4.919.097	7.749.044	0	25.848.773
	2024	7.338.541	7.749.044	7.338.541	0	8.261.535	7.749.044	7.285.741	46.722.446
	2025	8.261.535	7.285.741	8.261.535	7.749.044	0	4.919.097	7.338.541	43.815.493
Q3	2023	0	0	6.439.389	15.114.283	6.439.389	15.072.451	0	43.065.512
	2024	13.531.897	15.072.451	13.531.897	0	15.114.283	15.072.451	12.838.811	85.161.790
	2025	15.114.283	12.838.811	15.114.283	15.072.451	0	6.439.389	13.531.897	78.111.114
Q4	2023	0	0	8.939.344	18.047.430	8.939.344	16.273.102	0	52.199.220
	2024	16.231.270	16.273.102	16.231.270	0	18.047.430	16.273.102	14.592.348	97.648.522
	2025	18.047.430	14.592.348	18.047.430	16.273.102	0	8.939.344	16.231.270	92.130.924



Benchmark

Print

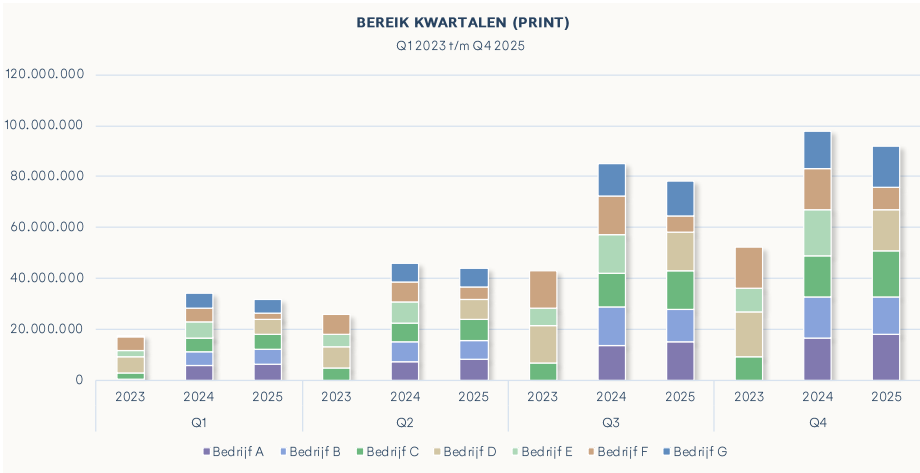
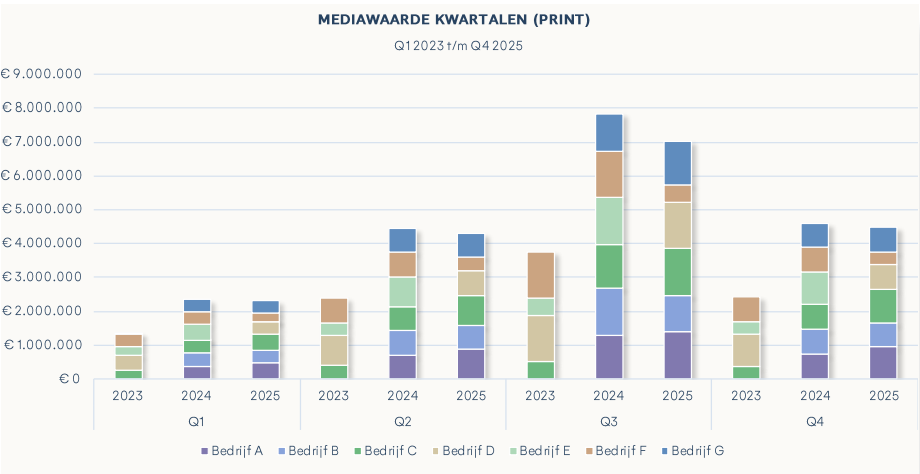
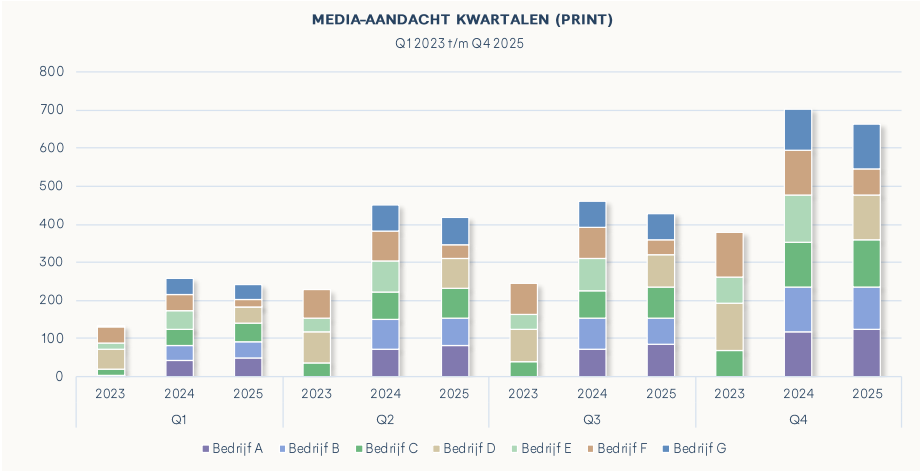
Nieuwswaarden



Benchmark

Print

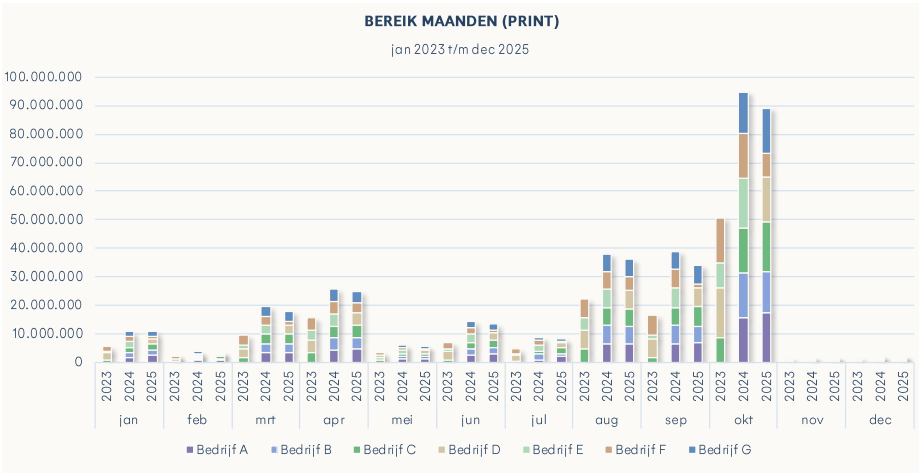
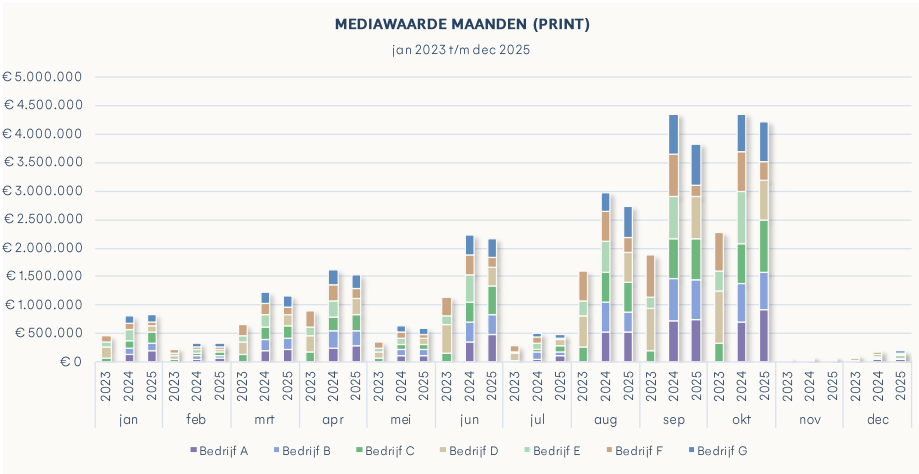
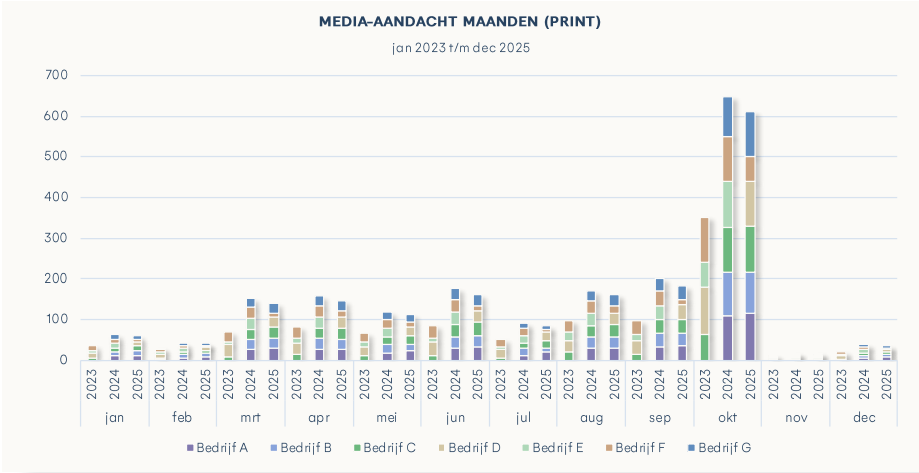
Nieuwswaarden



Benchmark

Print

Nieuwswaarden

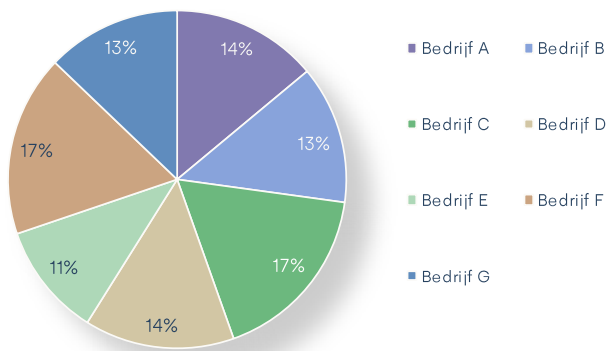


Benchmark

Print Nieuwswaarden

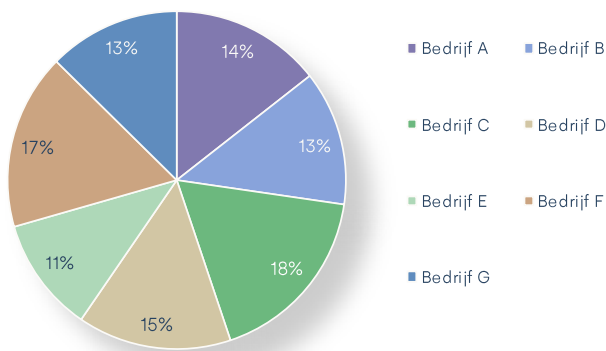
MEDIA-AANDACHT VERDELING (PRINT)

Q1 2023 t/m Q4 2025



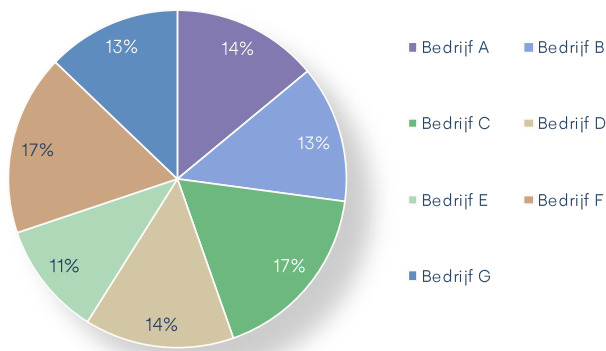
MEDIAWAARDE VERDELING (PRINT)

Q1 2023 t/m Q4 2025



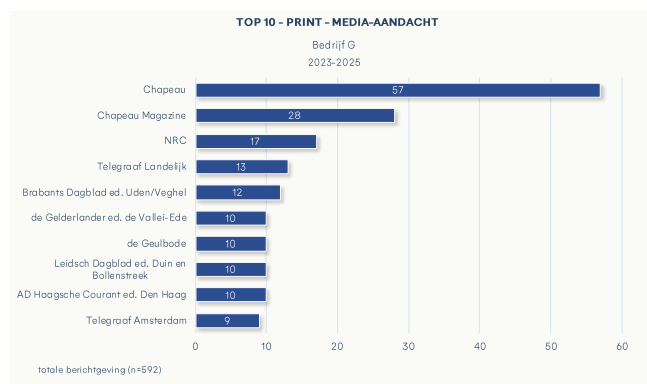
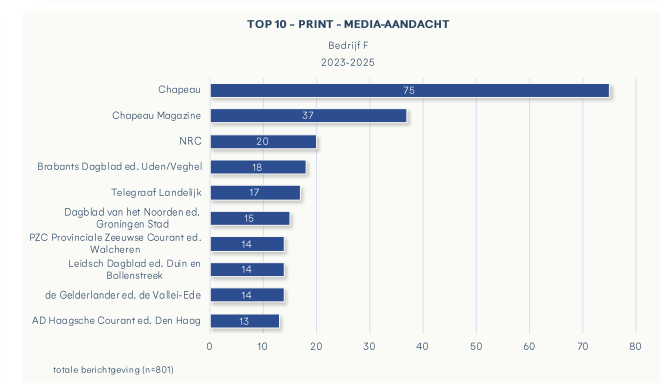
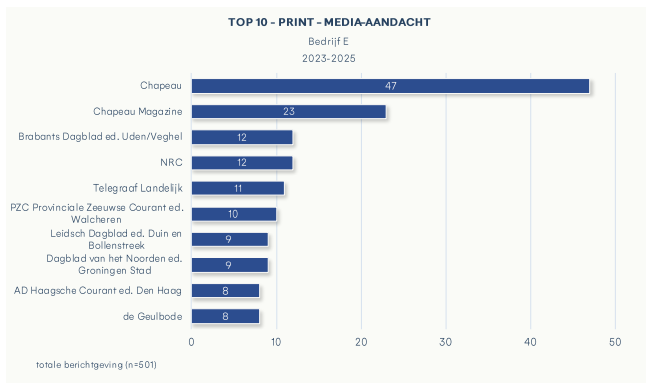
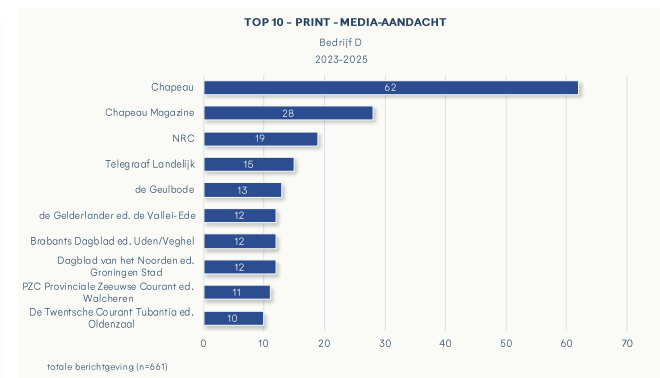
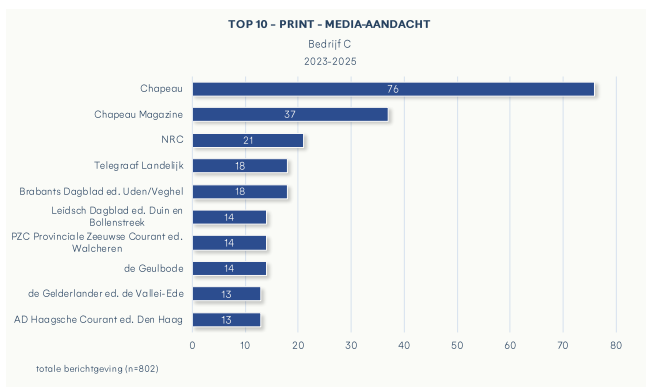
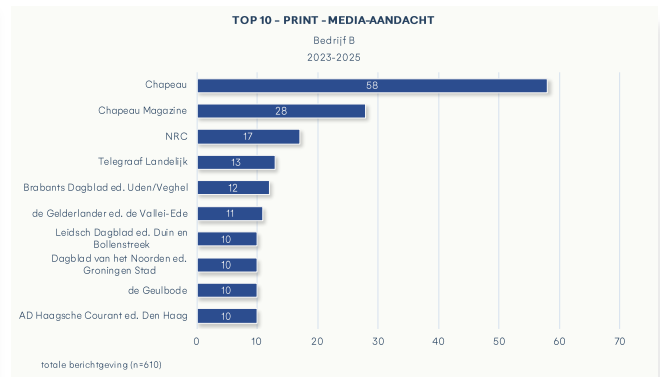
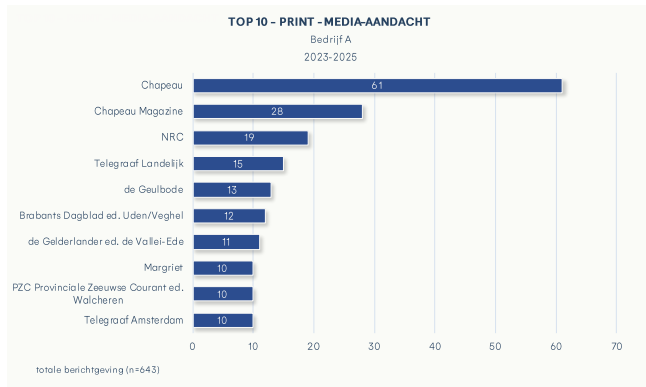
BEREIK VERDELING (PRINT)

Q1 2023 t/m Q4 2025



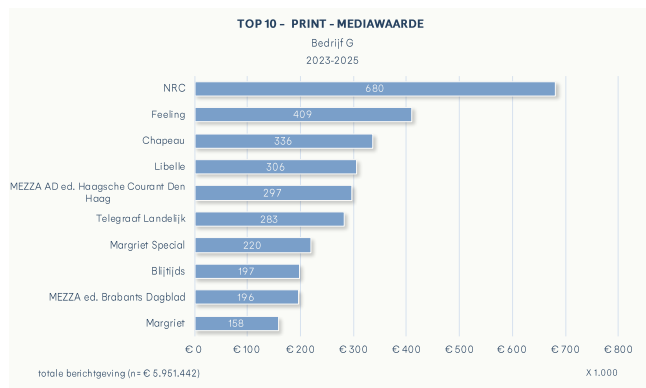
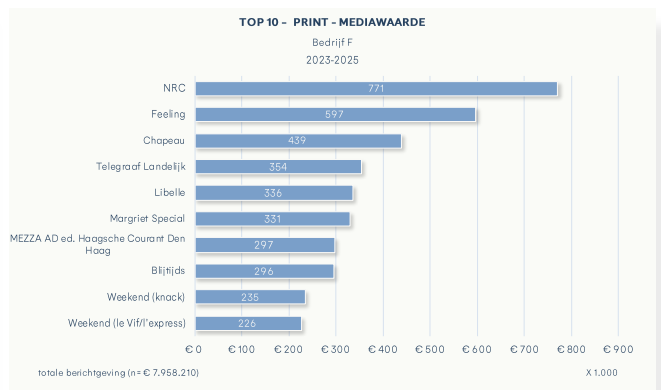
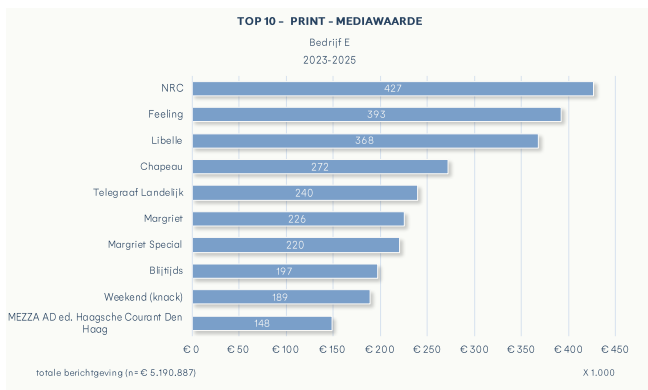
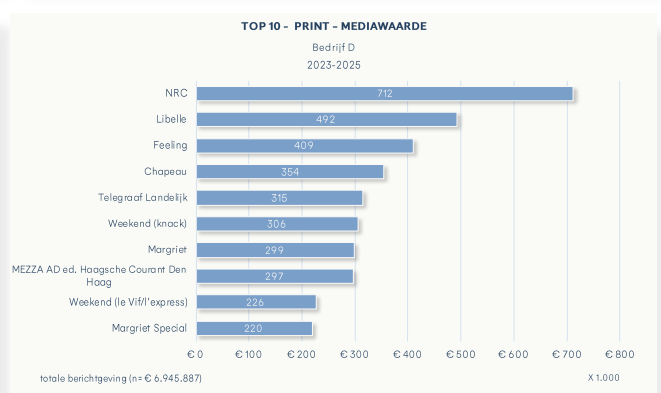
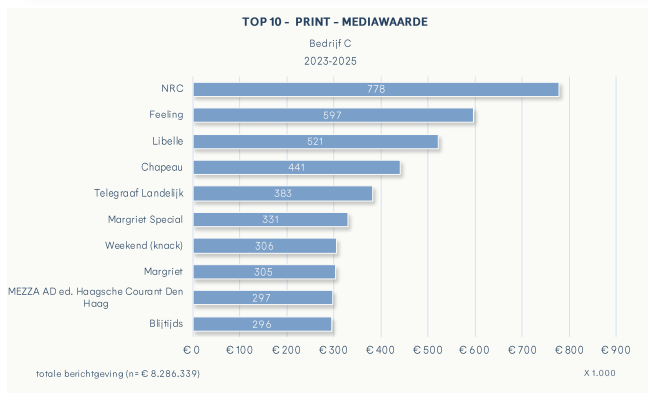
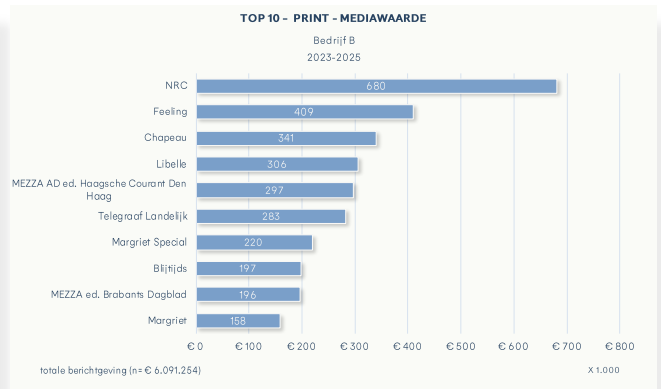
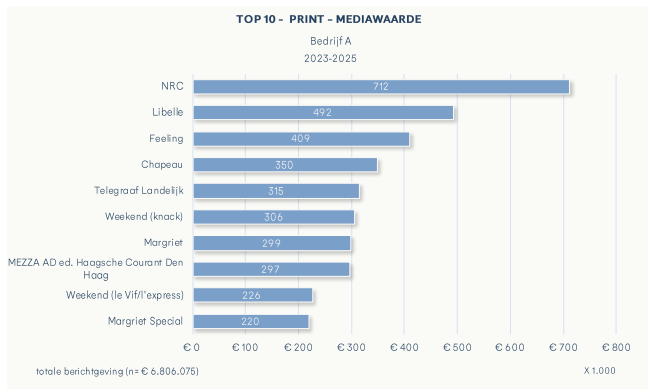
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Print - Media-aandacht



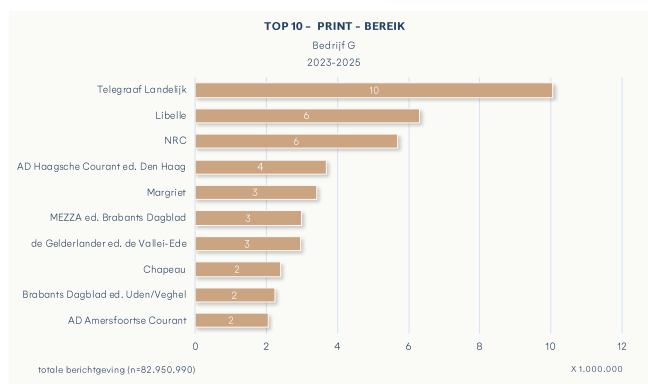
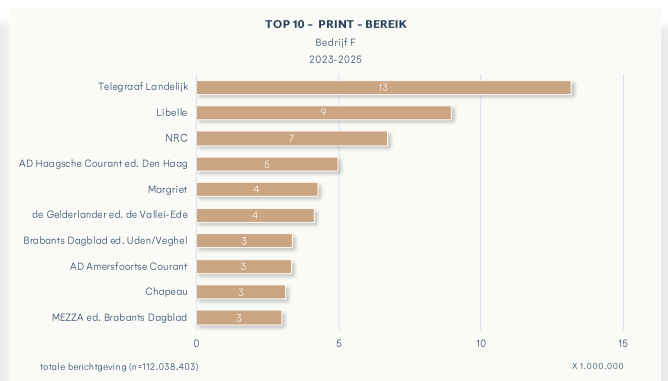
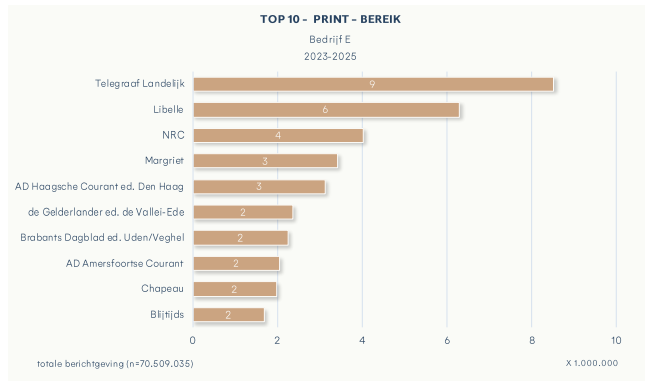
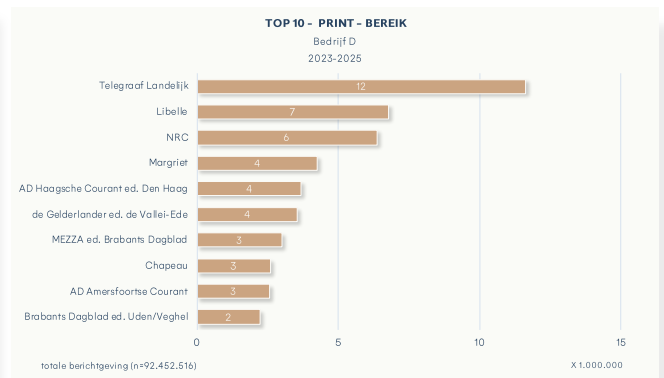
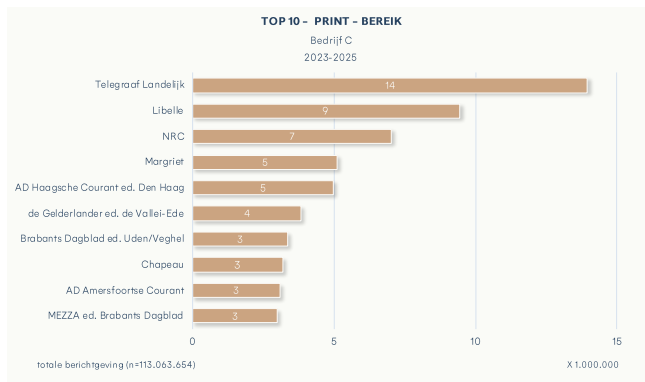
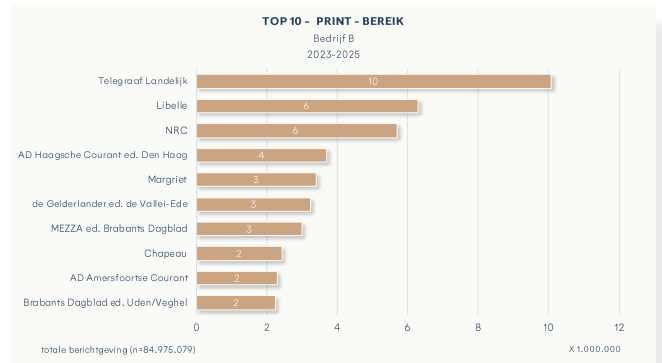
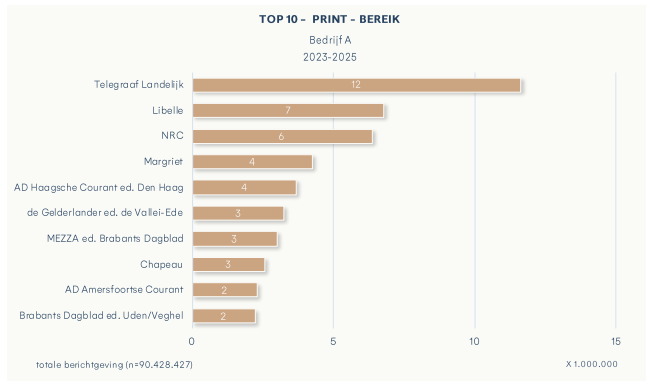
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Print - Mediawaarde



Top 10 - titels

Print - Bereik



Verdiepingslag

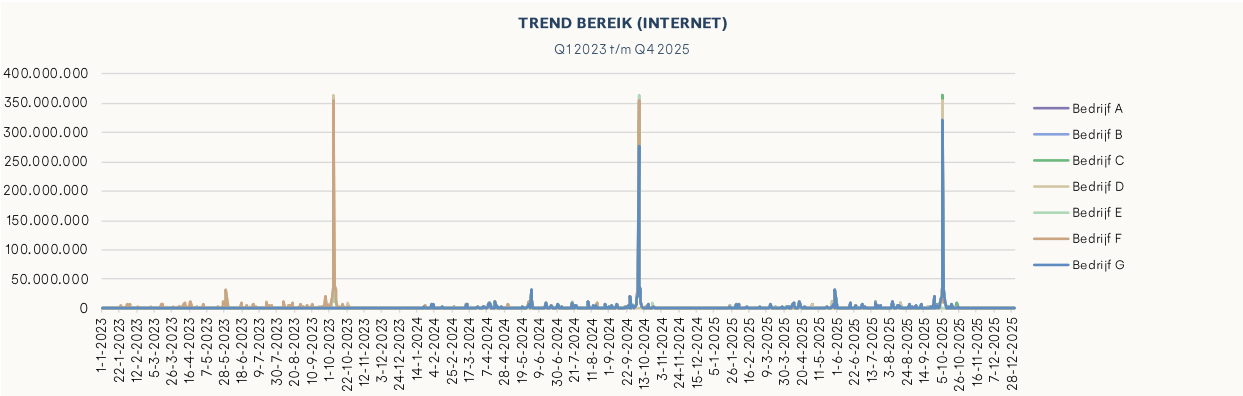
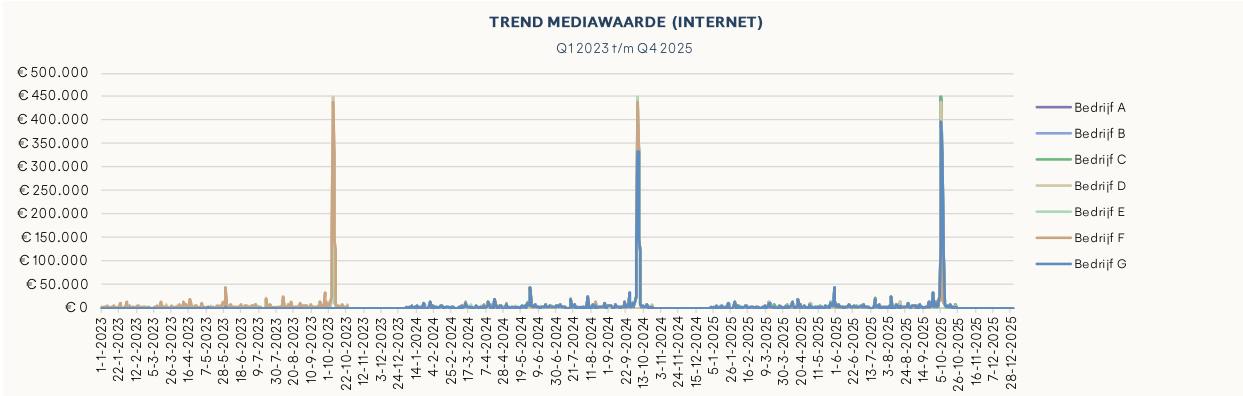
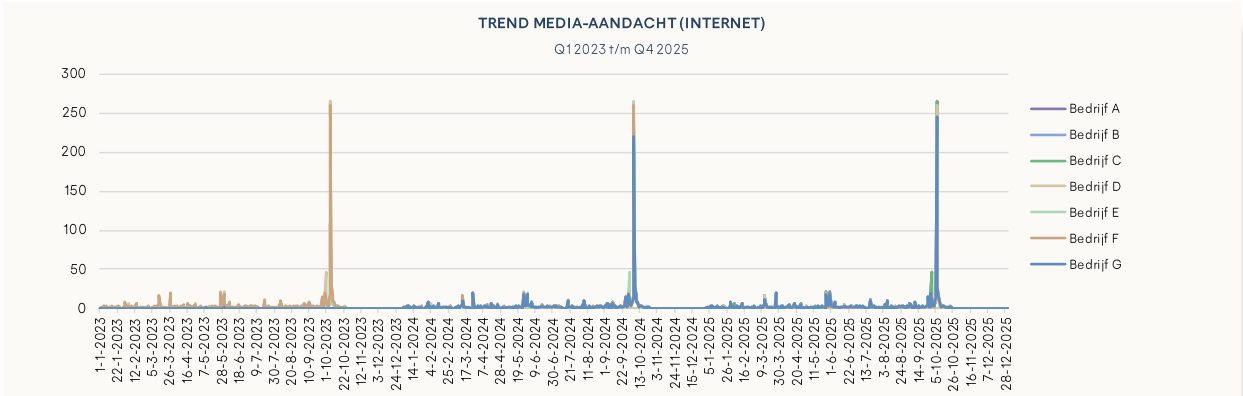
Mediumtypes

Internet

Benchmark

Internet

Nieuwswaarden



Benchmark

Internet

Nieuwswaarden

Web	Media-aandacht							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	2	2	443	1.054	443	975	2	2.921
2024	914	975	914	2	1.052	975	872	5.704
2025	1.054	872	1.052	975	2	443	914	5.312
Totaal	1.970	1.849	2.409	2.031	1.497	2.393	1.788	13.937

Web	Mediawaarde							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2.023	€ 450	€ 450	€ 1.043.511	€ 1.993.554	€ 1.043.511	€ 1.932.932	€ 450	€ 6.014.857
2024	€ 1.811.479	€ 1.932.932	€ 1.811.479	€ 450	€ 1.993.104	€ 1.932.932	€ 1.732.718	€ 11.215.093
2025	€ 1.993.554	€ 1.732.718	€ 1.993.104	€ 1.932.932	€ 450	€ 1.043.511	€ 1.811.479	€ 10.507.747
Totaal	€ 3.805.482	€ 3.666.100	€ 4.848.093	€ 3.926.936	€ 3.037.065	€ 4.909.375	€ 3.544.647	€ 27.737.697

Web	Bereik							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	61.000	61.000	451.761.021	1.004.116.053	451.761.021	971.427.970	61.000	2.879.249.065
2024	878.595.492	971.427.970	878.595.492	61.000	1.004.055.053	971.427.970	824.383.815	5.528.546.792
2025	1.004.116.053	824.383.815	1.004.055.053	971.427.970	61.000	451.761.021	878.595.492	5.134.400.404
Totaal	1.882.772.545	1.795.872.785	2.334.411.566	1.975.605.023	1.455.877.074	2.394.616.961	1.703.040.307	13.542.196.261

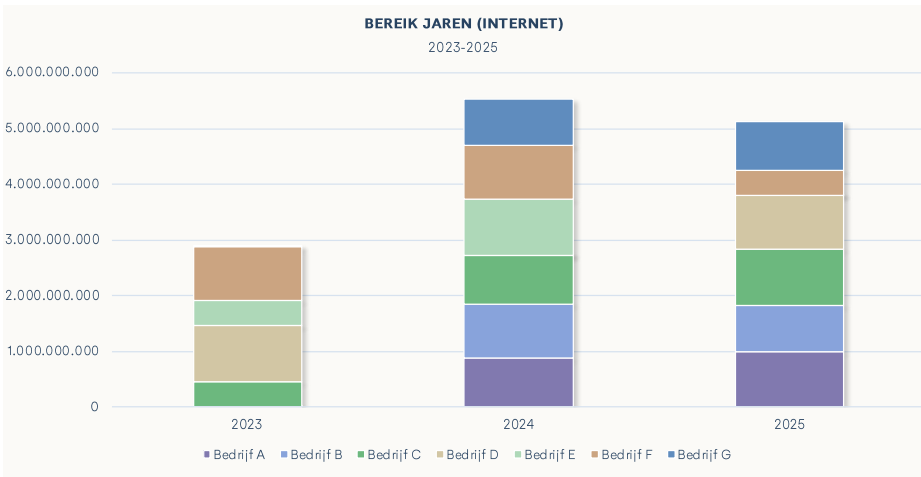
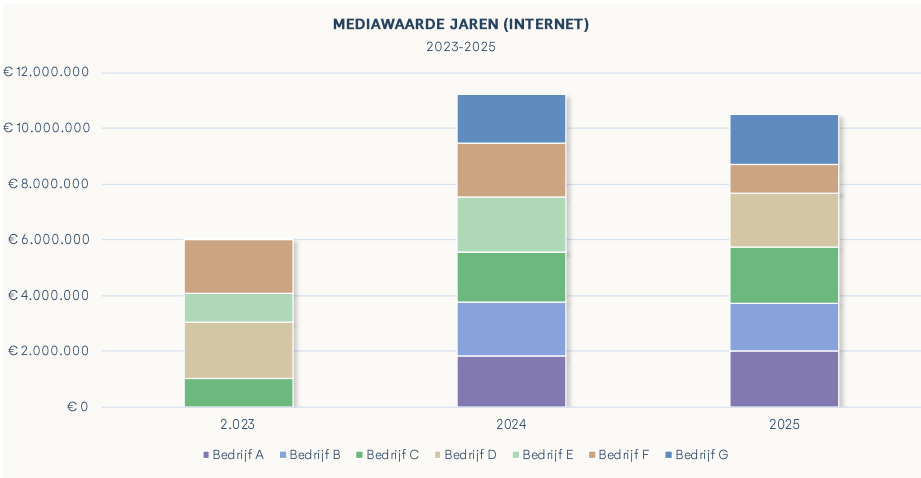
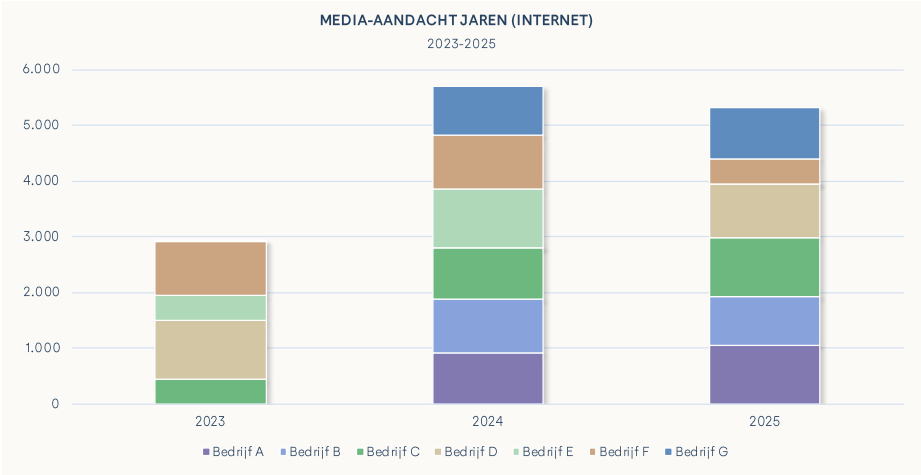
Internet	Media-aandacht								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	0	0	54	162	54	151	0	421
	2024	140	151	140	0	162	151	136	880
	2025	162	136	162	151	0	54	140	805
	2023	2	2	94	228	94	212	2	634
Q2	2024	194	212	194	2	226	212	190	1.230
	2025	228	190	226	212	2	94	194	1.146
	2023	0	0	116	266	116	221	0	719
Q3	2024	214	221	214	0	266	221	207	1.343
	2025	266	207	266	221	0	116	214	1.290
Q4	2023	0	0	179	398	179	391	0	1.147
	2024	366	391	366	0	398	391	339	2.251
	2025	398	339	398	391	0	179	366	2.071

Internet	Mediawaarde								
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal	
Q1	2023	€ 0	€ 0	€ 59.064	€ 135.783	€ 59.064	€ 124.795	€ 0	€ 378.686
	2024	€ 110.361	€ 124.795	€ 110.361	€ 0	€ 135.783	€ 124.795	€ 107.103	€ 713.199
	2025	€ 135.783	€ 107.103	€ 135.783	€ 124.795	€ 0	€ 59.064	€ 110.361	€ 672.879
Q2	2023	€ 450	€ 450	€ 131.166	€ 290.982	€ 131.166	€ 278.443	€ 450	€ 833.107
	2024	€ 245.478	€ 278.443	€ 245.478	€ 450	€ 290.532	€ 278.443	€ 240.337	€ 1.579.160
	2025	€ 290.982	€ 240.337	€ 290.532	€ 278.443	€ 450	€ 131.166	€ 245.478	€ 1.477.387
Q3	2023	€ 0	€ 0	€ 144.988	€ 285.907	€ 144.988	€ 265.295	€ 0	€ 841.178
	2024	€ 253.558	€ 265.295	€ 253.558	€ 0	€ 285.907	€ 265.295	€ 250.262	€ 1.573.875
	2025	€ 285.907	€ 250.262	€ 285.907	€ 265.295	€ 0	€ 144.988	€ 253.558	€ 1.485.916
Q4	2023	€ 0	€ 0	€ 708.303	€ 1.280.883	€ 708.303	€ 1.264.399	€ 0	€ 3.961.887
	2024	€ 1.202.082	€ 1.264.399	€ 1.202.082	€ 0	€ 1.280.883	€ 1.264.399	€ 1.135.016	€ 7.348.859
	2025	€ 1.280.883	€ 1.135.016	€ 1.280.883	€ 1.264.399	€ 0	€ 708.303	€ 1.202.082	€ 6.871.565

Internet	Bereik								
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal	
Q1	2023	0	0	32.714.923	83.005.887	32.714.923	79.352.887	0	227.788.620
	2024	68.565.773	79.352.887	68.565.773	0	83.005.887	79.352.887	64.715.773	443.558.980
	2025	83.005.887	64.715.773	83.005.887	79.352.887	0	32.714.923	68.565.773	411.361.130
Q2	2023	61.000	61.000	81.605.877	199.478.960	81.605.877	192.620.960	61.000	555.494.674
	2024	167.545.427	192.620.960	167.545.427	61.000	199.417.960	192.620.960	164.478.427	1.084.290.161
	2025	199.478.960	164.478.427	199.417.960	192.620.960	61.000	81.605.877	167.545.427	1.005.208.611
Q3	2023	0	0	98.573.674	181.765.906	98.573.674	175.502.823	0	554.416.077
	2024	167.223.823	175.502.823	167.223.823	0	181.765.906	175.502.823	165.994.223	1.033.213.421
	2025	181.765.906	165.994.223	181.765.906	175.502.823	0	98.573.674	167.223.823	970.826.355
Q4	2023	0	0	238.866.547	539.865.300	238.866.547	523.951.300	0	1.541.549.694
	2024	475.260.469	523.951.300	475.260.469	0	539.865.300	523.951.300	429.195.392	2.967.484.230
	2025	539.865.300	429.195.392	539.865.300	523.951.300	0	238.866.547	475.260.469	2.747.004.308

Benchmark

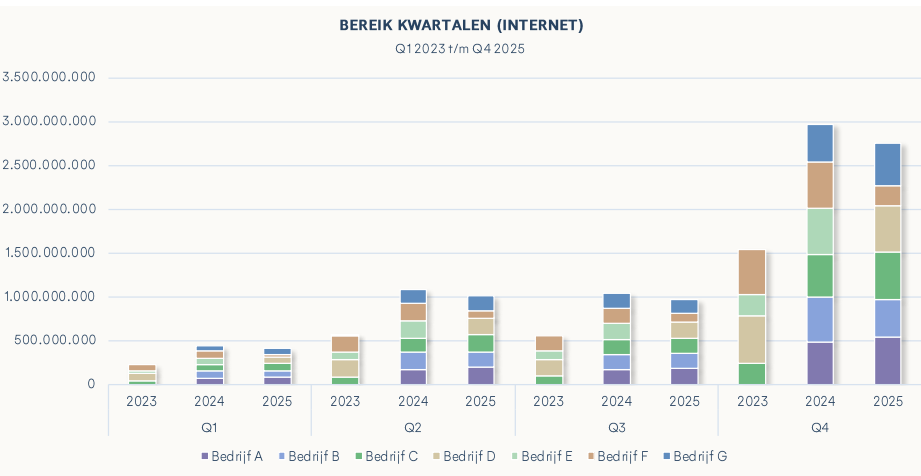
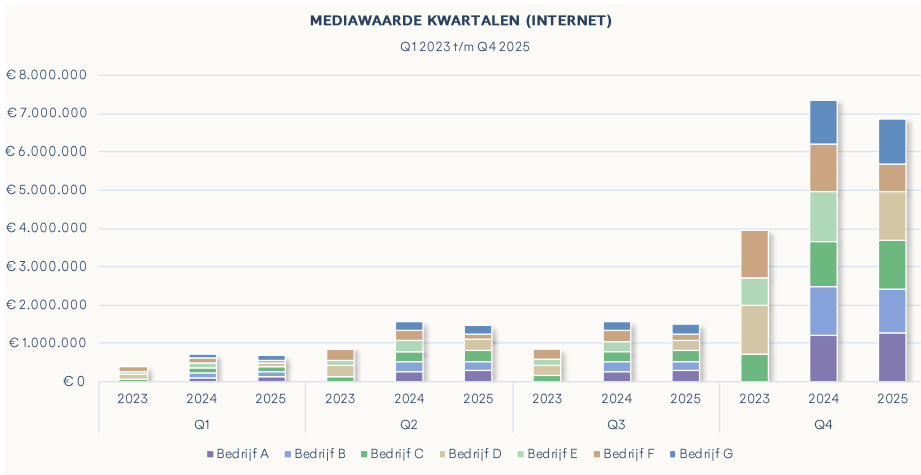
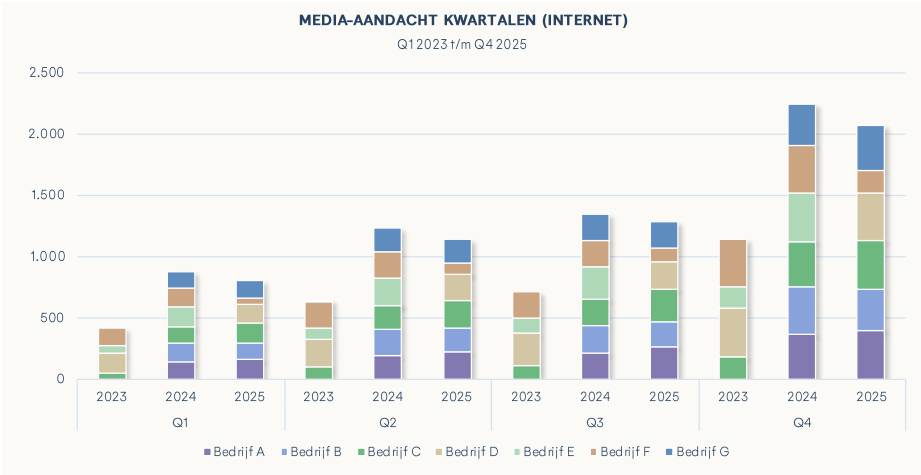
Internet Nieuwswaarden



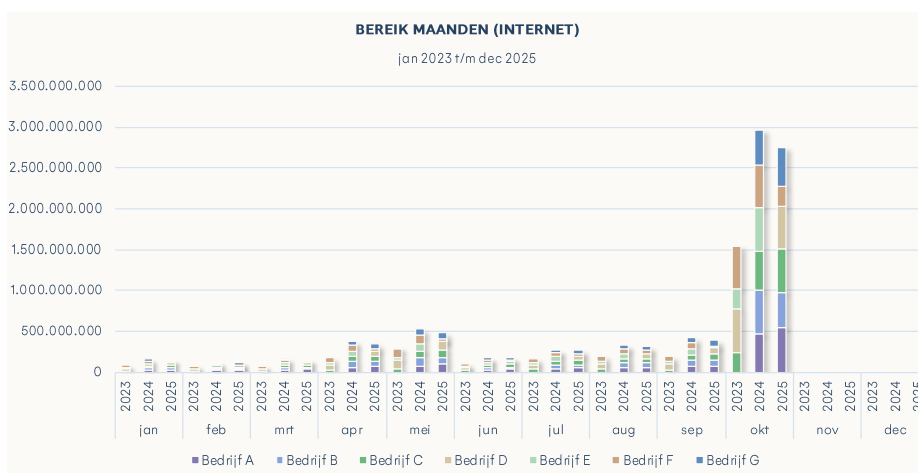
Benchmark

Internet

Nieuwswaarden



Internet
Nieuwswaarden

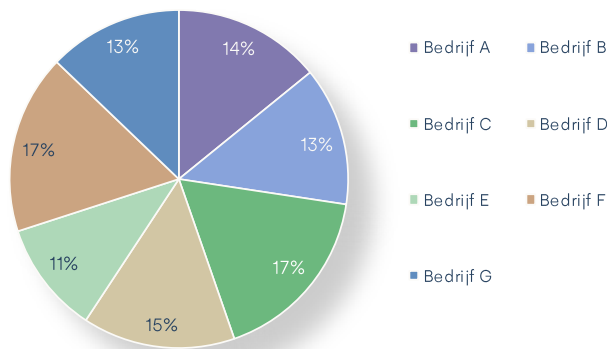


Benchmark

Internet Nieuwswaarden

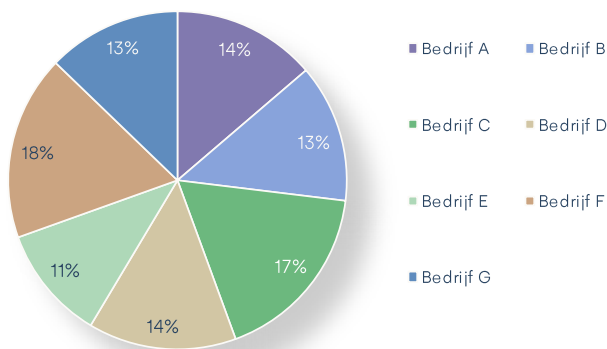
MEDIA-AANDACHT VERDELING (INTERNET)

Q1 2023 t/m Q4 2025



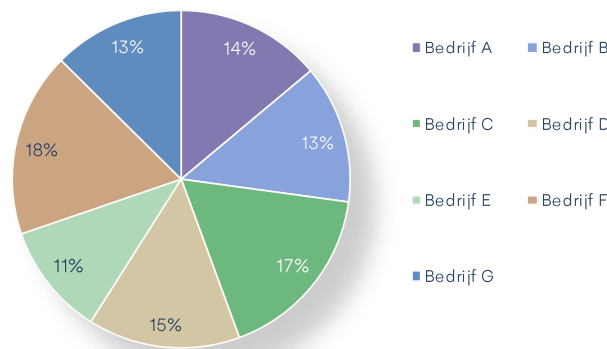
MEDIAWAARDE VERDELING (INTERNET)

Q1 2023 t/m Q4 2025



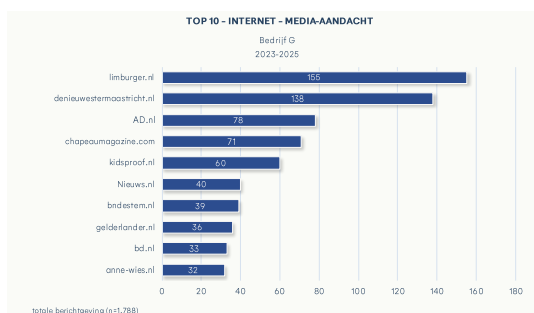
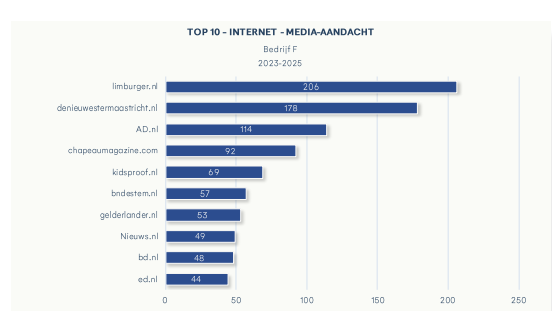
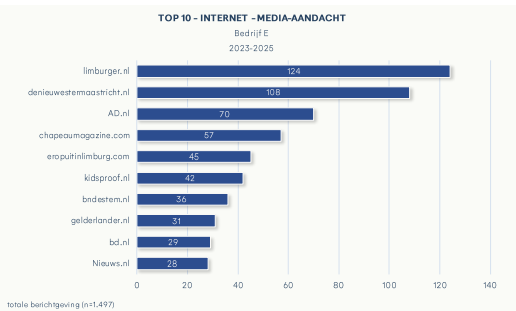
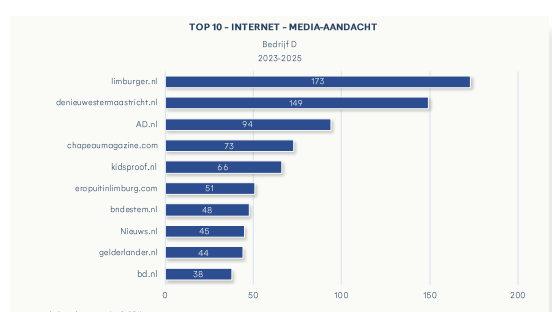
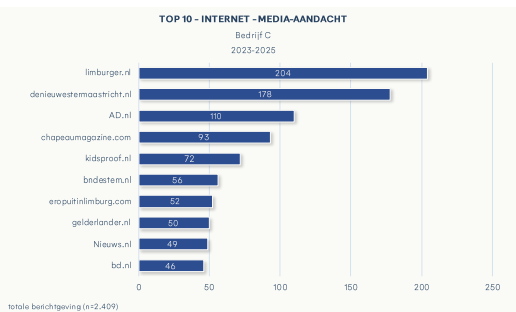
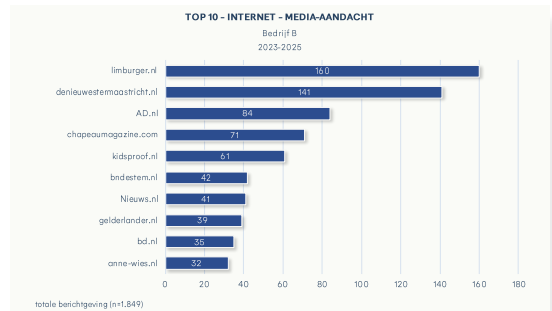
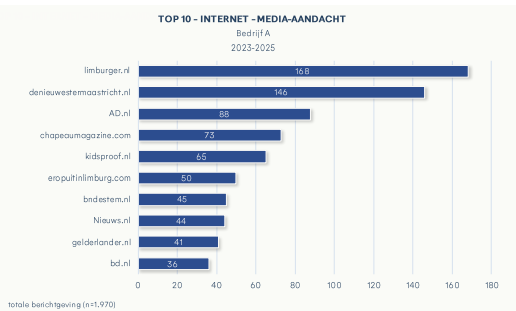
BEREIK VERDELING (INTERNET)

Q1 2023 t/m Q4 2025



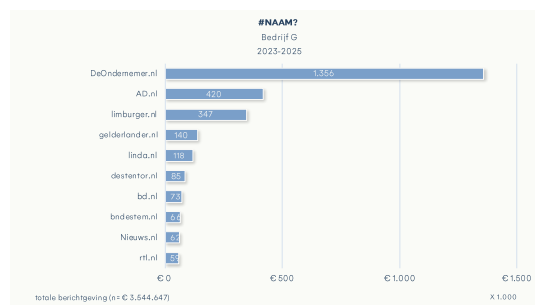
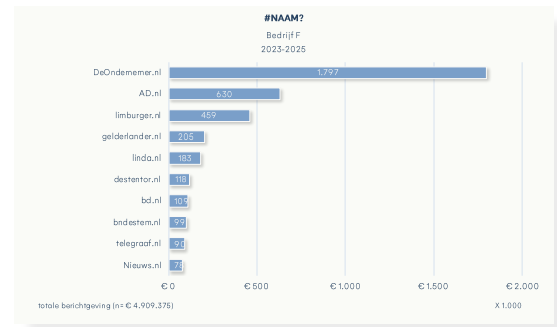
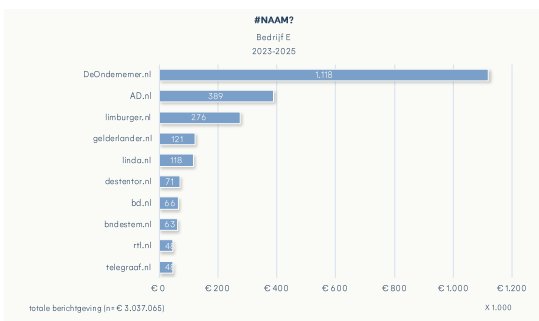
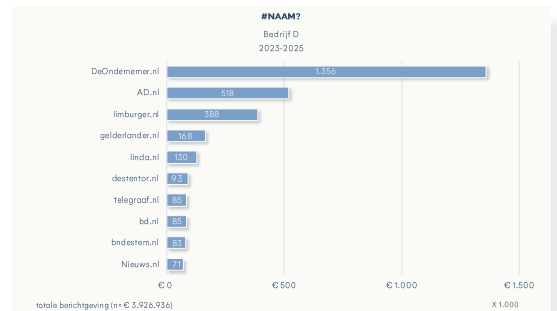
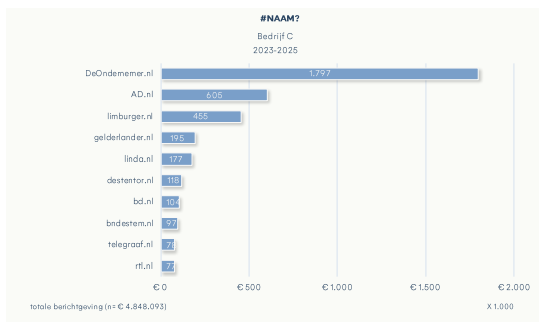
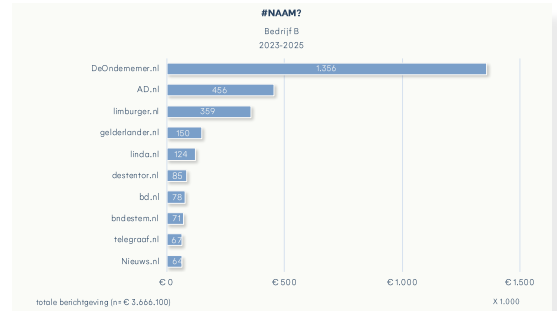
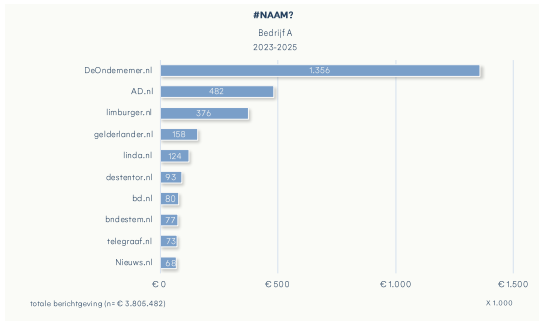
Top 10 - titels

Internet - Media-aandacht



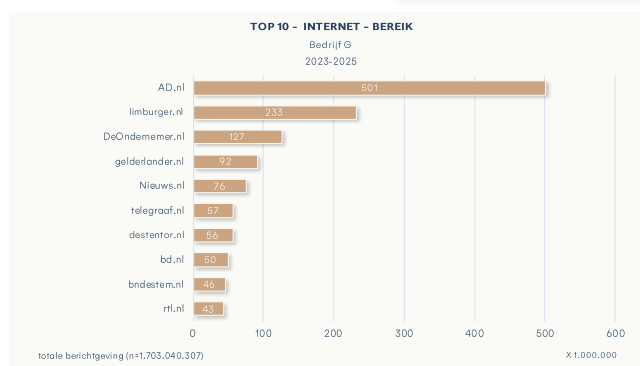
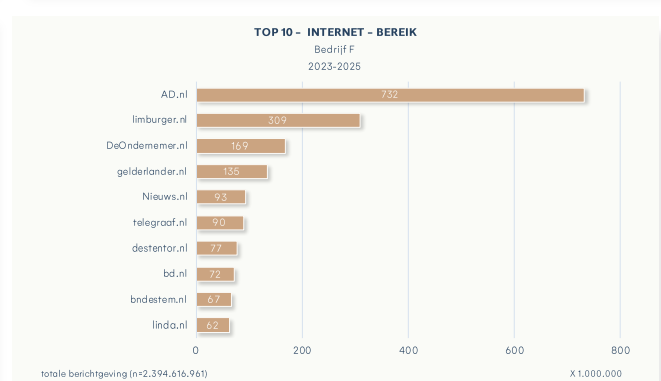
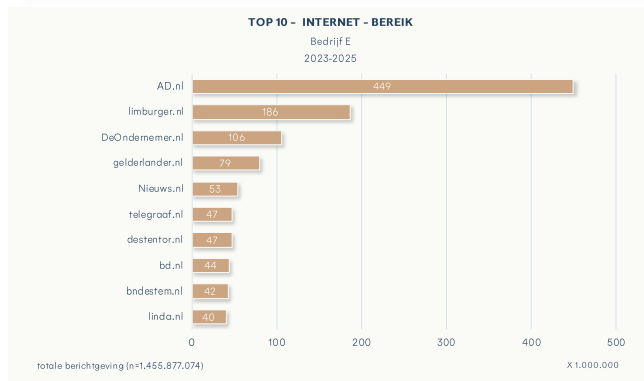
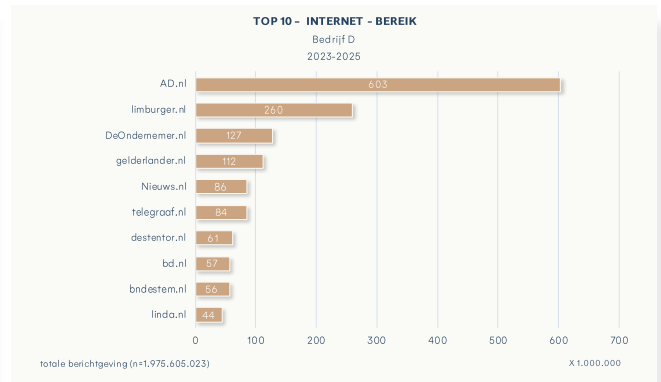
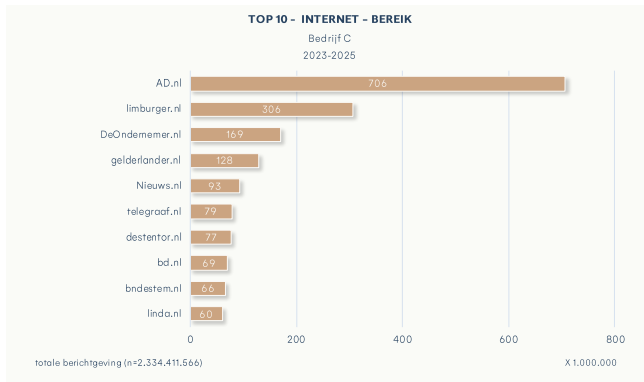
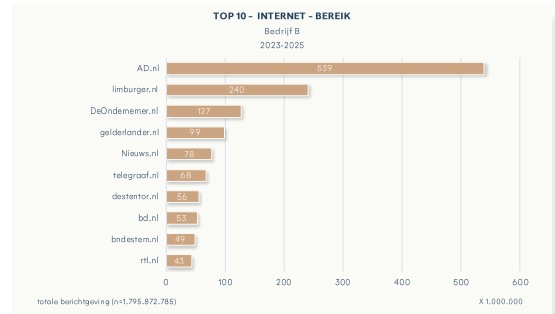
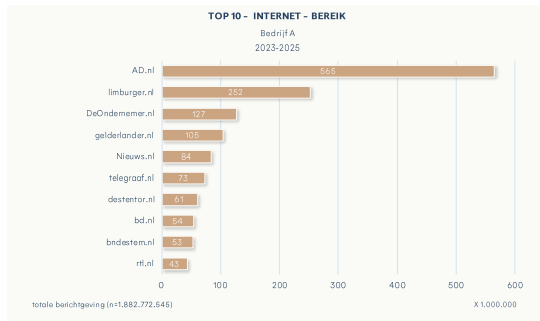
Top 10 - titels

Internet - Mediawaarde



Top 10 - titels

Internet - Bereik



Verdiepingslag

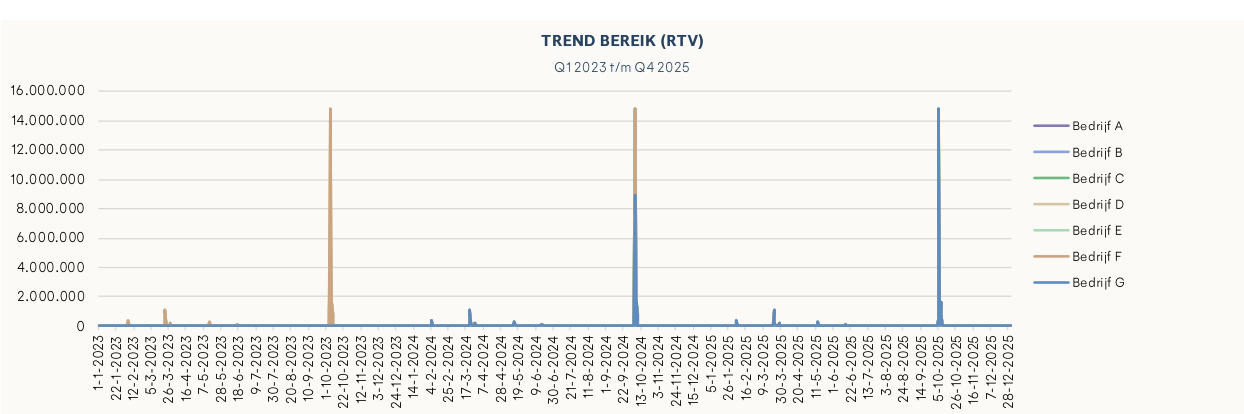
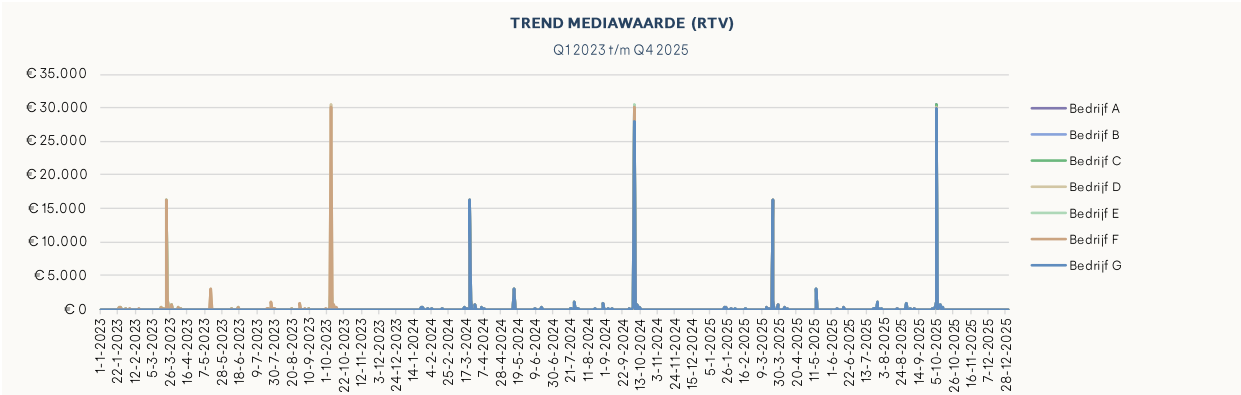
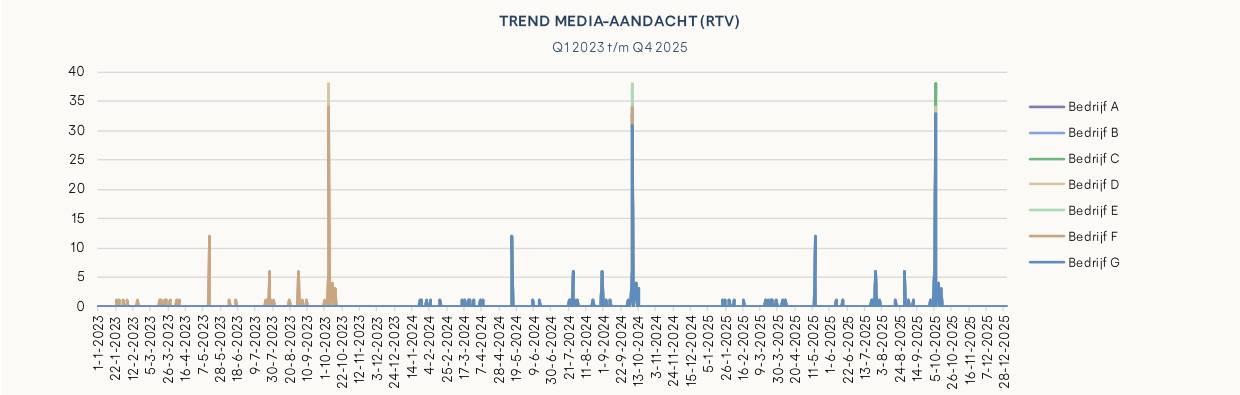
Mediumtypes

RTV

Benchmark

RTV

Nieuwswaarden



Benchmark

RTV

Nieuwswaarden

RTV	Media-aandacht							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	0	0	31	102	31	98	0	262
2024	97	98	97	0	102	98	95	587
2025	102	95	102	98	0	31	97	525
Totaal	199	193	230	200	133	227	192	1.374

RTV	Mediawaarde							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2.023	€ 0	€ 0	€ 26.347	€ 60.179	€ 26.347	€ 59.817	€ 0	€ 172.691
2024	€ 59.668	€ 59.817	€ 59.668	€ 0	€ 60.179	€ 59.817	€ 57.682	€ 356.832
2025	€ 60.179	€ 57.682	€ 60.179	€ 59.817	€ 0	€ 26.347	€ 59.668	€ 323.873
Totaal	€ 119.847	€ 117.500	€ 146.194	€ 119.996	€ 86.526	€ 145.982	€ 117.351	€ 853.397

RTV	Bereik							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	0	0	11.844.390	20.232.238	11.844.390	20.232.238	0	64.153.256
2024	20.232.238	20.232.238	20.232.238	0	20.232.238	20.232.238	14.373.434	115.534.624
2025	20.232.238	14.373.434	20.232.238	20.232.238	0	11.844.390	20.232.238	107.146.776
Totaal	40.464.476	34.605.672	52.308.866	40.464.476	32.076.628	52.308.866	34.605.672	286.834.656

RTV	Media-aandacht								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	0	0	8	10	8	10	0	36
	2024	10	10	10	0	10	10	10	60
	2025	10	10	10	10	0	8	10	58
Q2	2023	0	0	6	16	6	16	0	44
	2024	16	16	16	0	16	16	16	96
	2025	16	16	16	16	0	6	16	86
Q3	2023	0	0	3	20	3	20	0	46
	2024	20	20	20	0	20	20	20	120
	2025	20	20	20	20	0	3	20	103
Q4	2023	0	0	14	56	14	52	0	136
	2024	51	52	51	0	56	52	49	311
	2025	56	49	56	52	0	14	51	278

RTV	Mediawaarde								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	€ 0	€ 0	€ 19.348	€ 19.651	€ 19.348	€ 19.651	€ 0	€ 78.000
	2024	€ 19.651	€ 19.651	€ 19.651	€ 0	€ 19.651	€ 19.651	€ 19.651	€ 117.908
	2025	€ 19.651	€ 19.651	€ 19.651	€ 19.651	€ 0	€ 19.348	€ 19.651	€ 117.605
Q2	2023	€ 0	€ 0	€ 1.054	€ 3.800	€ 1.054	€ 3.800	€ 0	€ 9.708
	2024	€ 3.800	€ 3.800	€ 3.800	€ 0	€ 3.800	€ 3.800	€ 3.800	€ 22.799
	2025	€ 3.800	€ 3.800	€ 3.800	€ 3.800	€ 0	€ 1.054	€ 3.800	€ 20.053
Q3	2023	€ 0	€ 0	€ 479	€ 3.266	€ 479	€ 3.266	€ 0	€ 7.490
	2024	€ 3.266	€ 3.266	€ 3.266	€ 0	€ 3.266	€ 3.266	€ 3.266	€ 19.597
	2025	€ 3.266	€ 3.266	€ 3.266	€ 3.266	€ 0	€ 479	€ 3.266	€ 16.810
Q4	2023	€ 0	€ 0	€ 5.466	€ 33.462	€ 5.466	€ 33.100	€ 0	€ 77.493
	2024	€ 32.951	€ 33.100	€ 32.951	€ 0	€ 33.462	€ 33.100	€ 30.965	€ 196.628
	2025	€ 33.462	€ 30.965	€ 33.462	€ 33.100	€ 0	€ 5.466	€ 32.951	€ 169.405

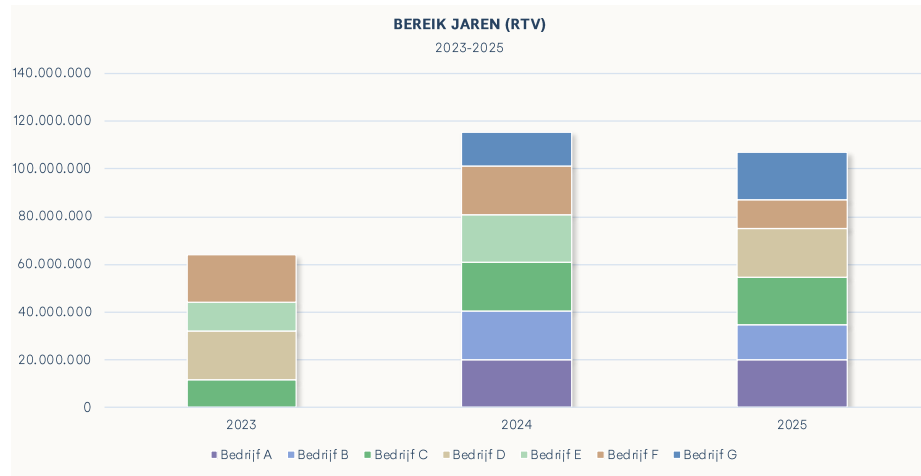
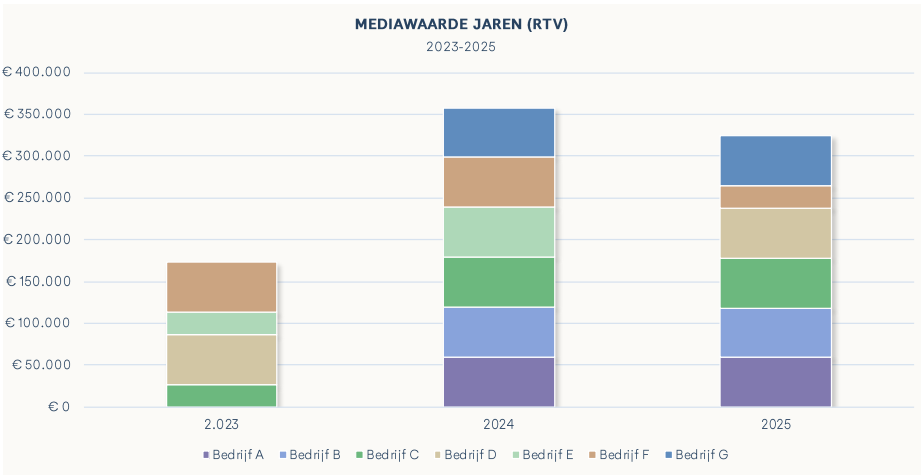
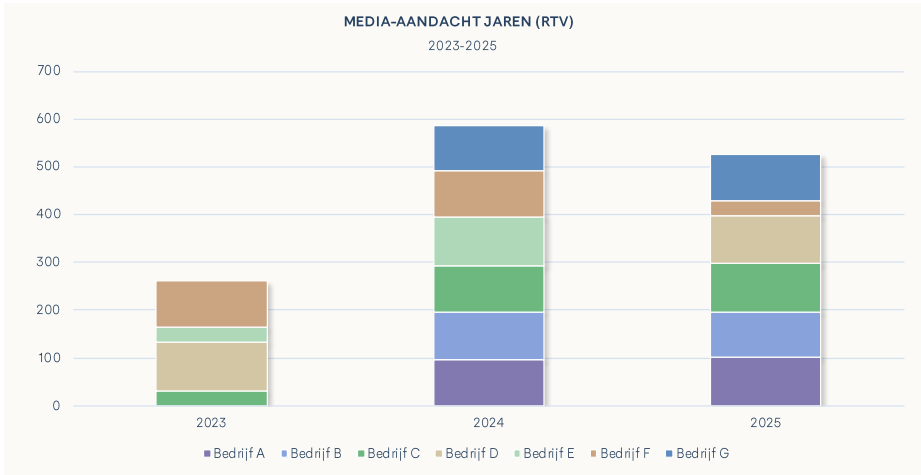
RTV	Bereik								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	0	0	1.553.000	1.960.992	1.553.000	1.960.992	0	7.027.984
	2024	1.960.992	1.960.992	1.960.992	0	1.960.992	1.960.992	1.960.992	11.765.952
	2025	1.960.992	1.960.992	1.960.992	1.960.992	0	1.553.000	1.960.992	11.357.960
Q2	2023	0	0	170.000	441.000	170.000	441.000	0	1.222.000
	2024	441.000	441.000	441.000	0	441.000	441.000	441.000	2.646.000
	2025	441.000	441.000	441.000	441.000	0	170.000	441.000	2.375.000
Q3	2023	0	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0	0
Q4	2023	0	0	10.121.390	17.830.246	10.121.390	17.830.246	0	55.903.272
	2024	17.830.246	17.830.246	17.830.246	0	17.830.246	17.830.246	11.971.442	101.122.672
	2025	17.830.246	11.971.442	17.830.246	17.830.246	0	10.121.390	17.830.246	93.413.816



Benchmark

RTV

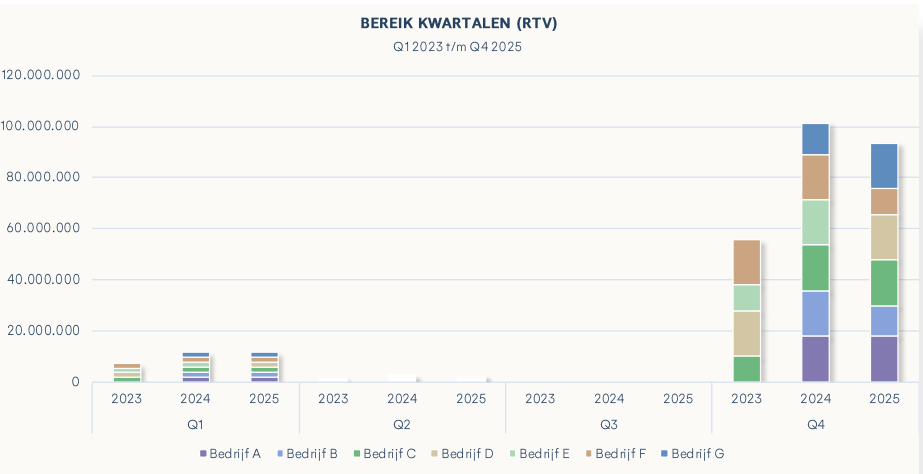
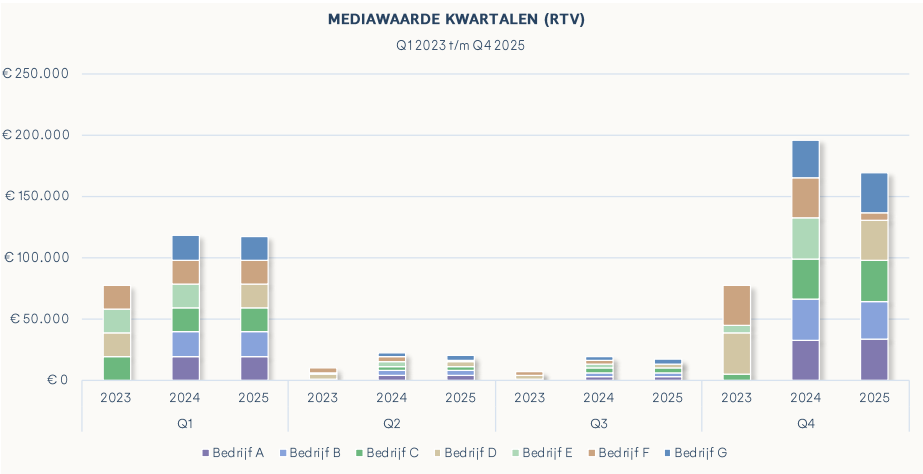
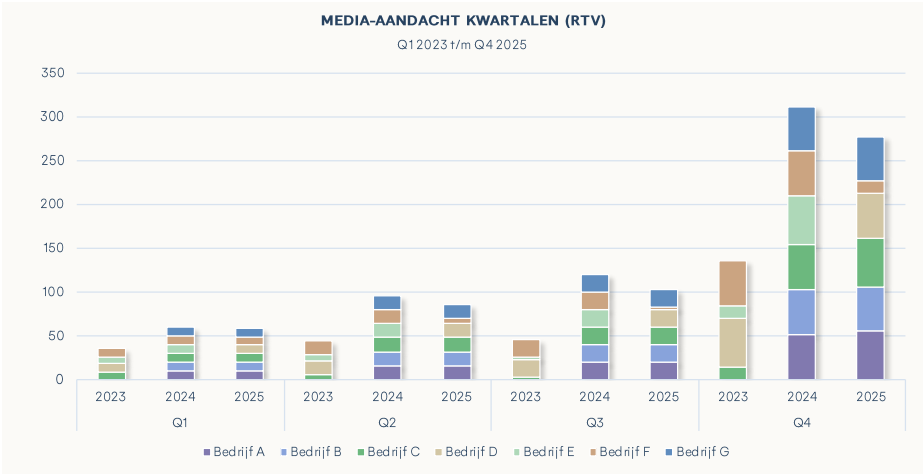
Nieuwswaarden



Benchmark

RTV

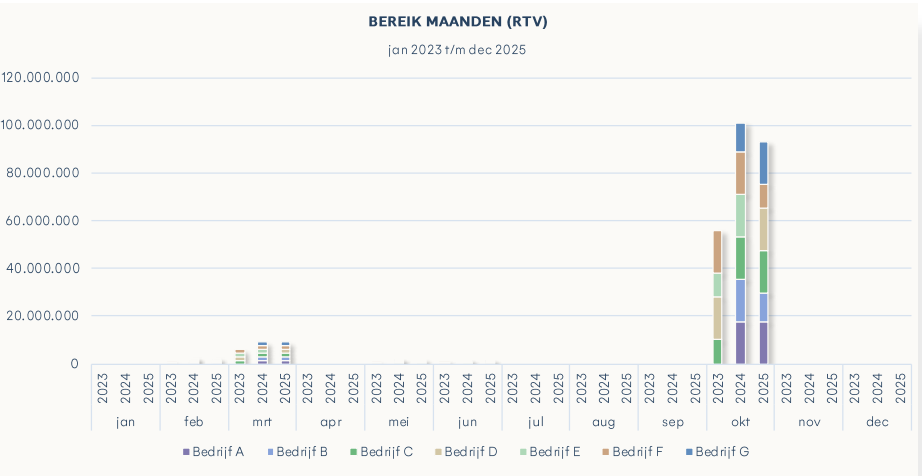
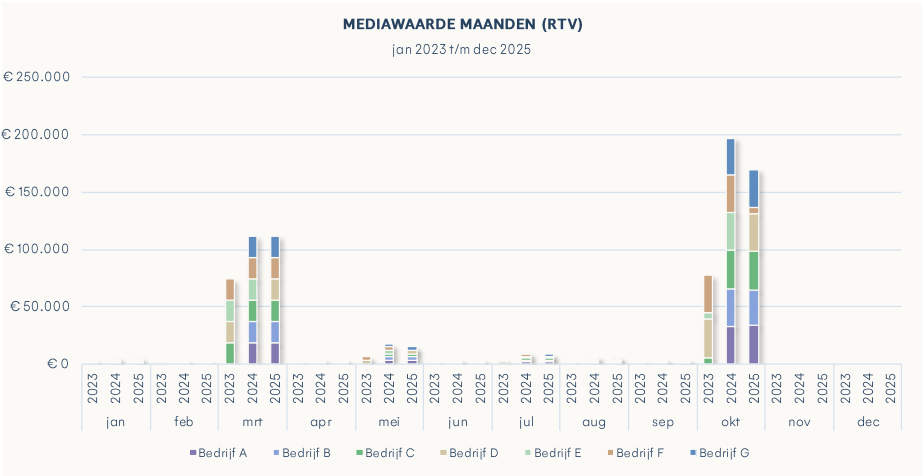
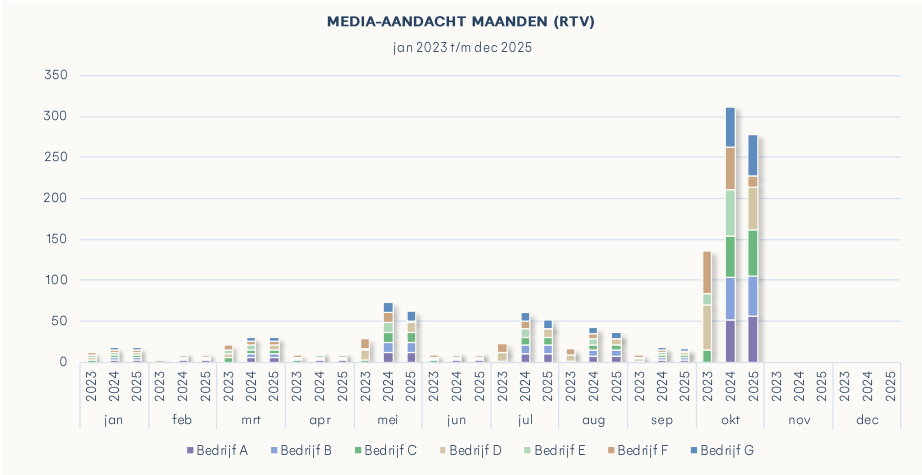
Nieuwswaarden



Benchmark

RTV

Nieuwswaarden



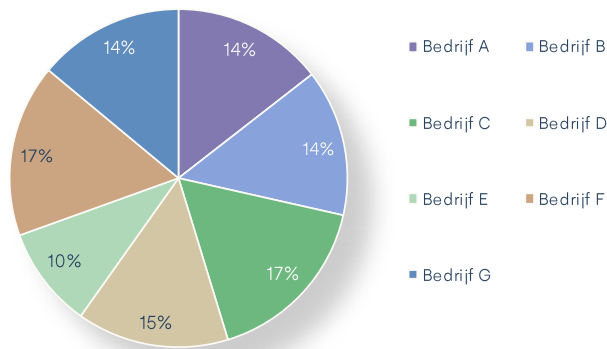
Benchmark

RTV

Nieuwswaarden

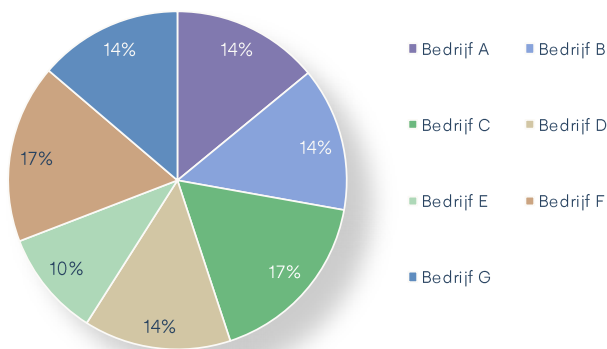
MEDIA-AANDACHT VERDELING (RTV)

Q1 2023 t/m Q4 2025



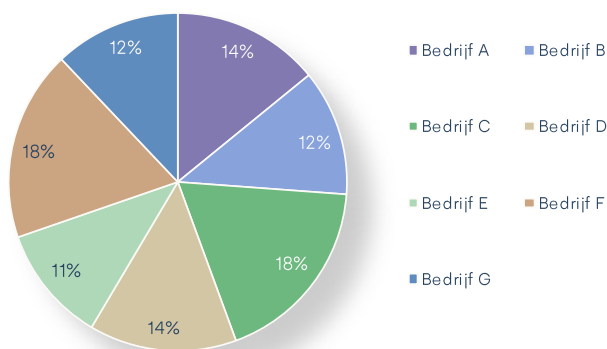
MEDIAWAARDE VERDELING (RTV)

Q1 2023 t/m Q4 2025



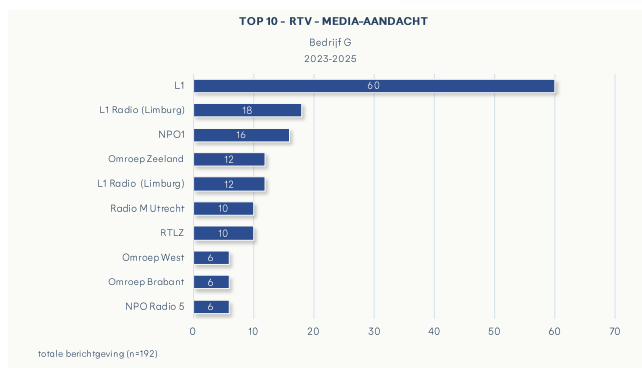
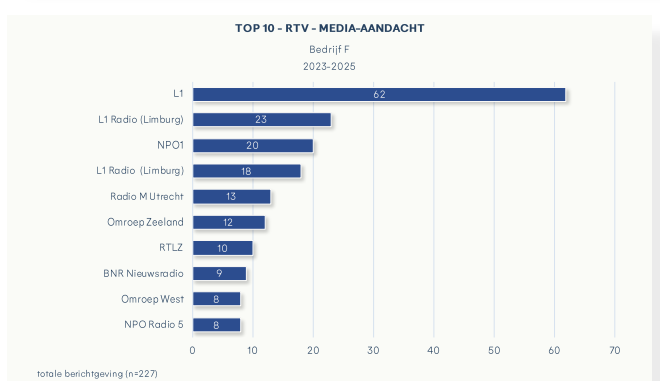
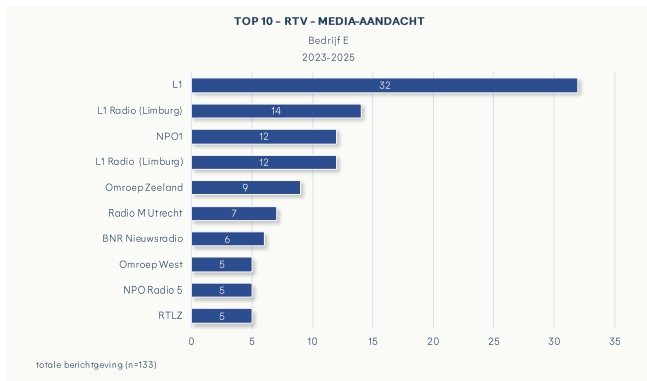
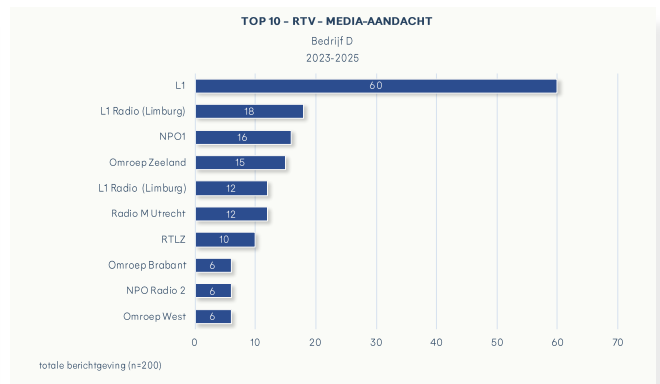
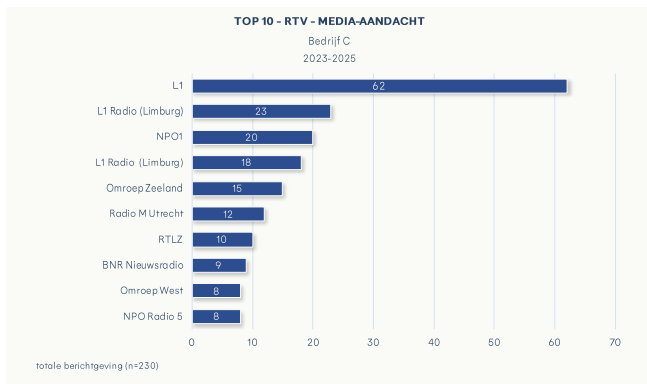
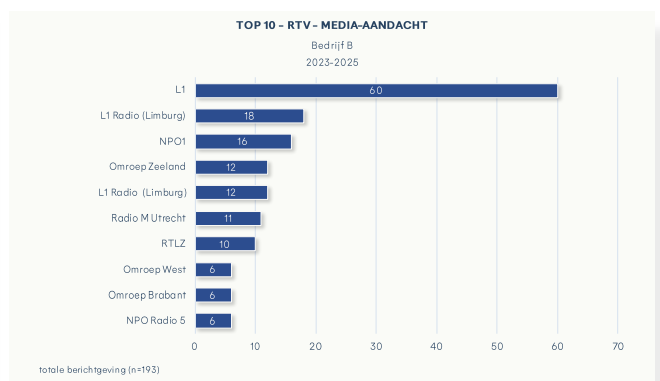
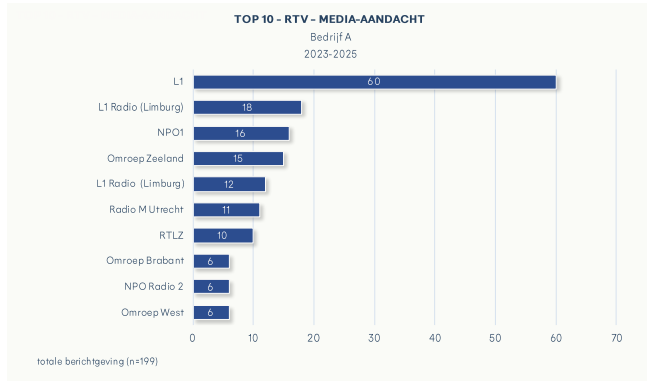
BEREIK VERDELING (RTV)

Q1 2023 t/m Q4 2025



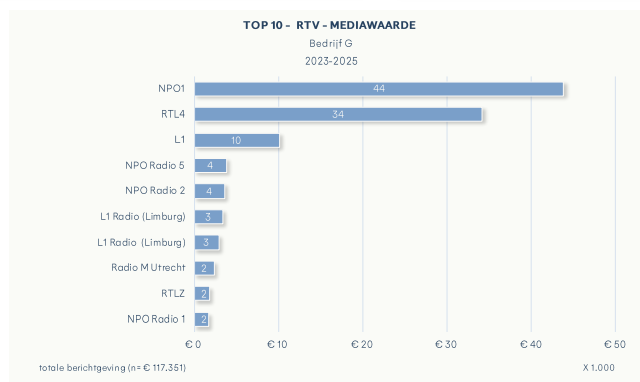
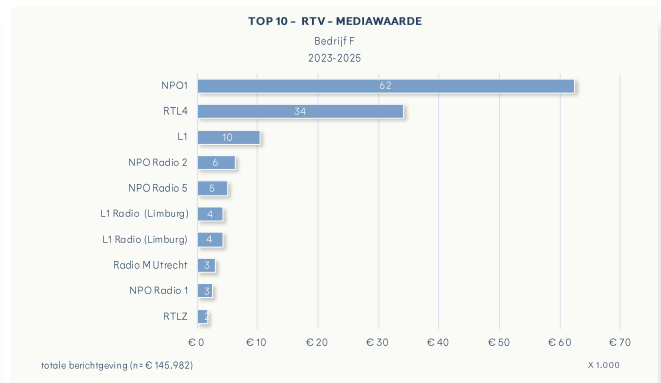
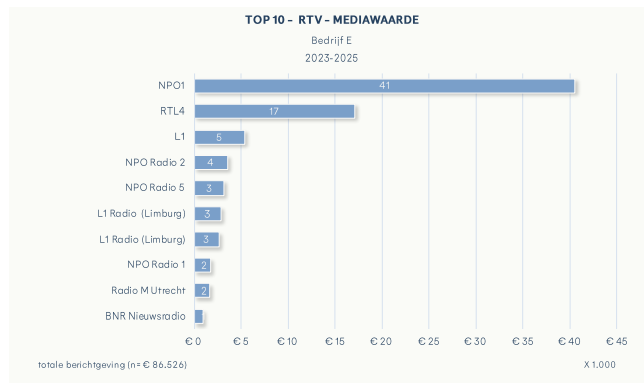
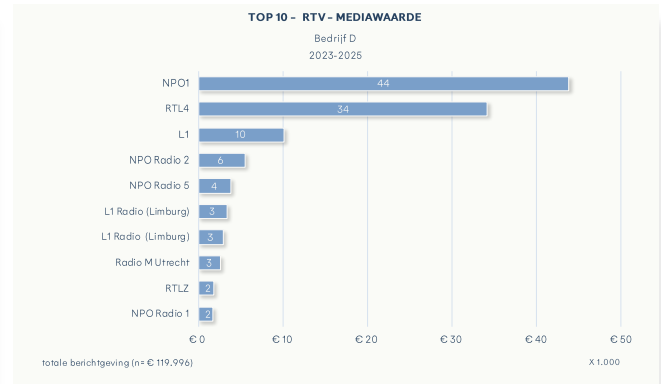
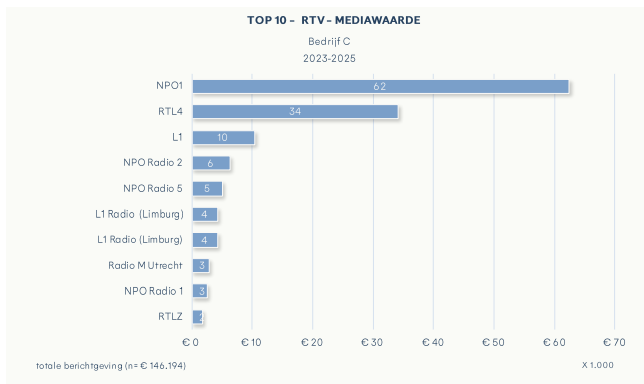
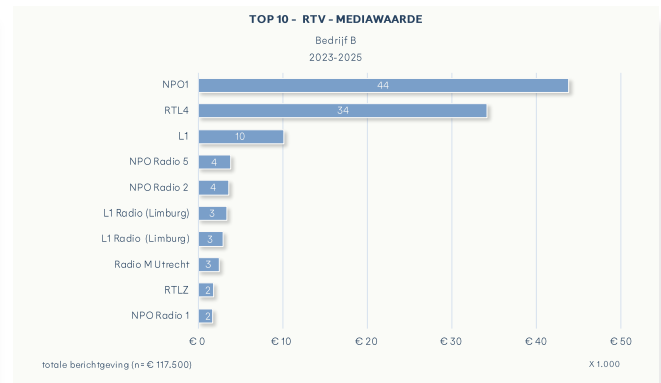
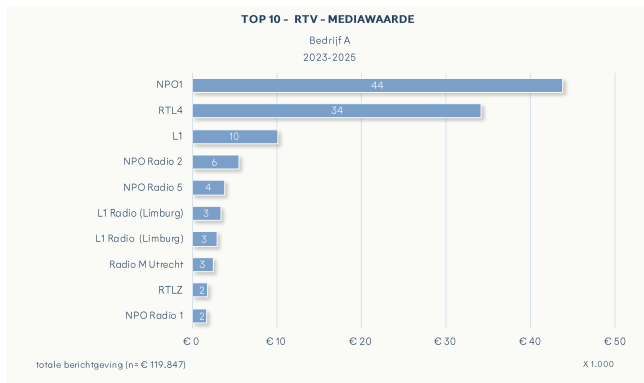
Top 10 - titels

RTV - Media-aandacht



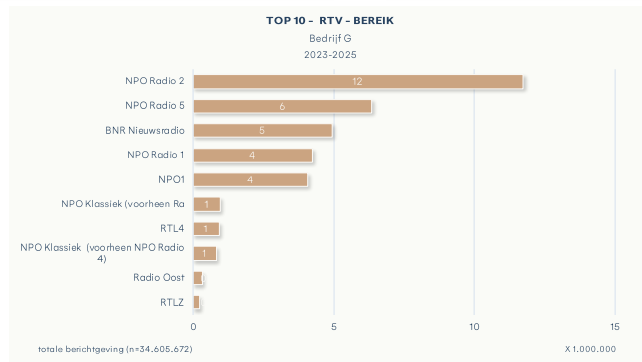
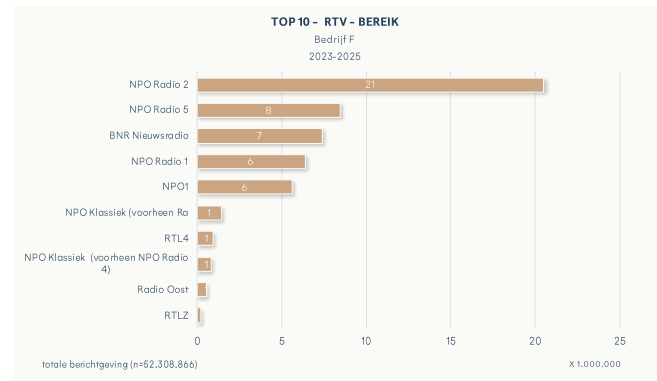
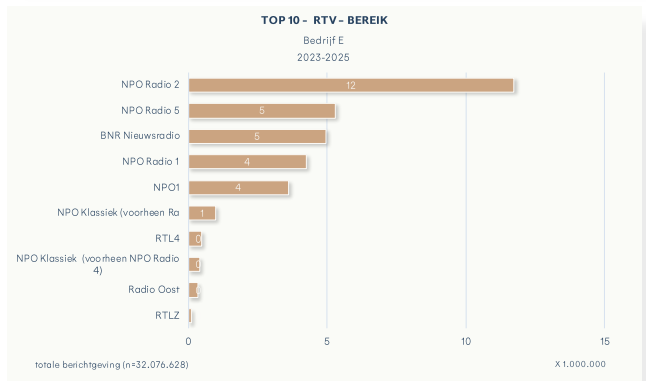
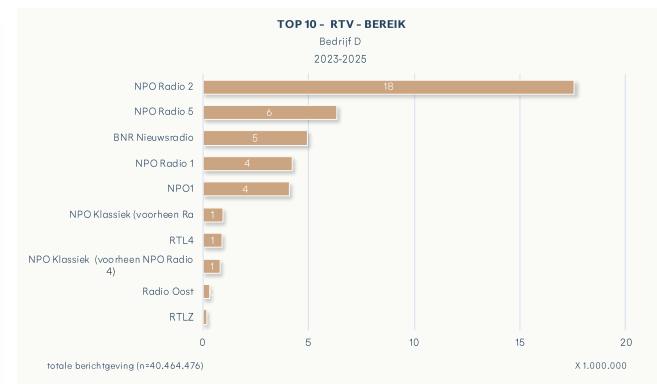
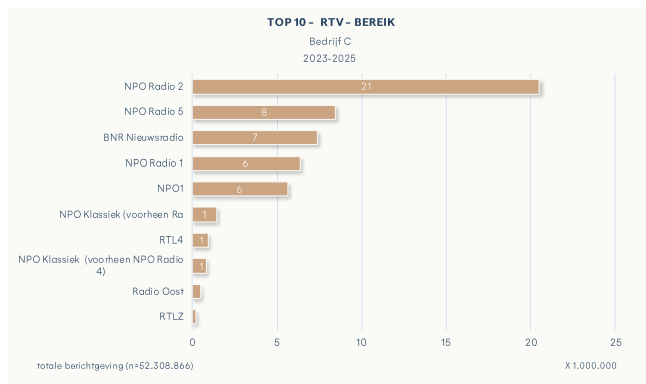
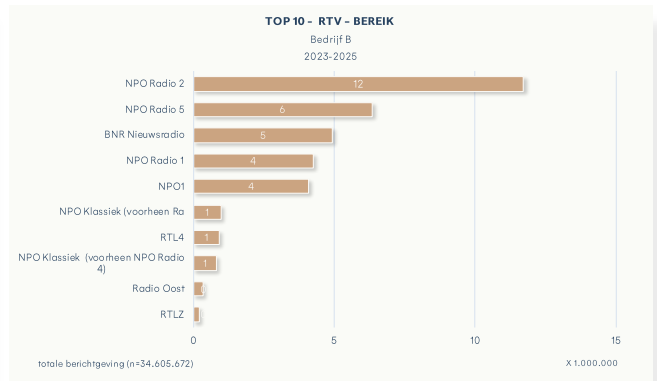
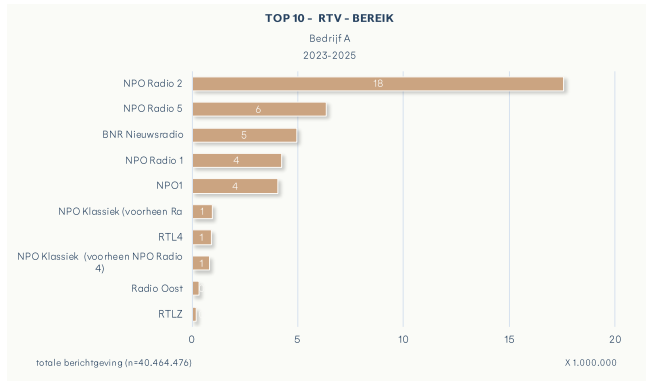
Top 10 - titels

RTV - Mediawaarde



Top 10 - titels

RTV - Bereik

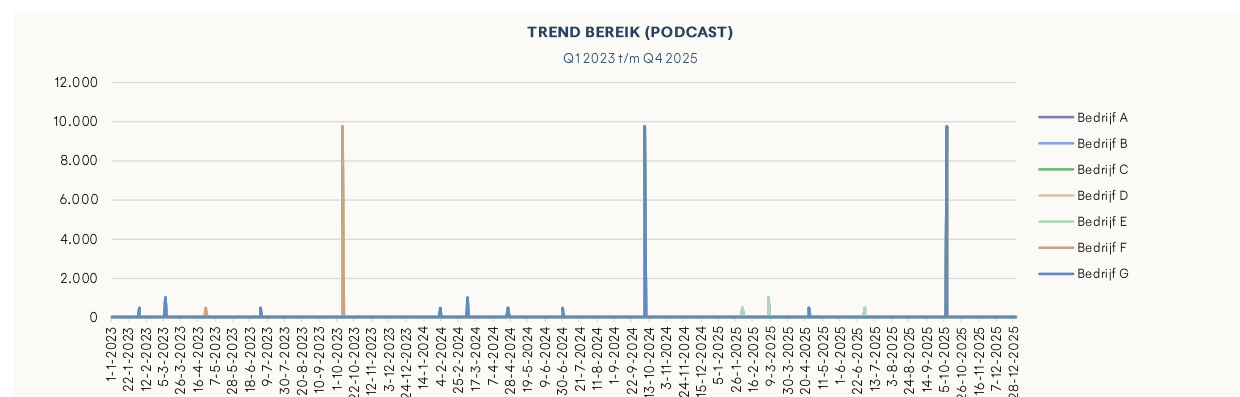


Verdiepingslag

Mediumtypes

Podcasts

Nieuwswaarden



Benchmark

Podcast

Nieuwswaarden

Podcast	Media-aandacht							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	4	4	5	12	5	8	4	42
2024	6	8	6	4	8	8	10	50
2025	12	10	8	8	4	5	6	53
Totaal	22	22	19	24	17	21	20	145

Podcast	Mediawaarde							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2.023	€ 30	€ 30	€ 147	€ 185	€ 147	€ 155	€ 30	€ 724
2024	€ 155	€ 155	€ 155	€ 30	€ 155	€ 155	€ 185	€ 989
2025	€ 185	€ 185	€ 155	€ 155	€ 30	€ 147	€ 155	€ 1.011
Totaal	€ 370	€ 370	€ 457	€ 370	€ 332	€ 457	€ 370	€ 2.724

Podcast	Bereik							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	2.000	2.000	9.818	12.318	9.818	10.318	2.000	48.272
2024	10.318	10.318	10.318	2.000	10.318	10.318	12.318	65.908
2025	12.318	12.318	10.318	10.318	2.000	9.818	10.318	67.408
Totaal	24.636	24.636	30.454	24.636	22.136	30.454	24.636	181.588

Podcast	Media-aandacht								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	3	3	0	3	0	0	3	12
	2024	0	0	0	3	0	0	3	6
	2025	3	3	0	0	3	0	0	9
Q2	2023	0	0	0	1	0	1	0	2
	2024	1	1	1	0	1	1	1	6
	2025	1	1	1	1	0	0	1	5
Q3	2023	1	1	0	1	0	0	1	4
	2024	0	0	0	1	0	0	1	2
	2025	1	1	0	0	1	0	0	3
Q4	2023	0	0	5	7	5	7	0	24
	2024	5	7	5	0	7	7	5	36
	2025	7	5	7	7	0	5	5	36

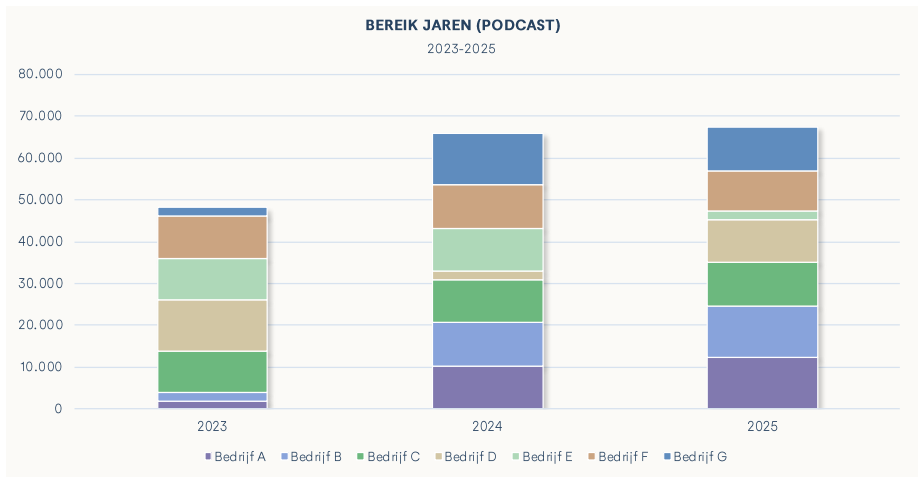
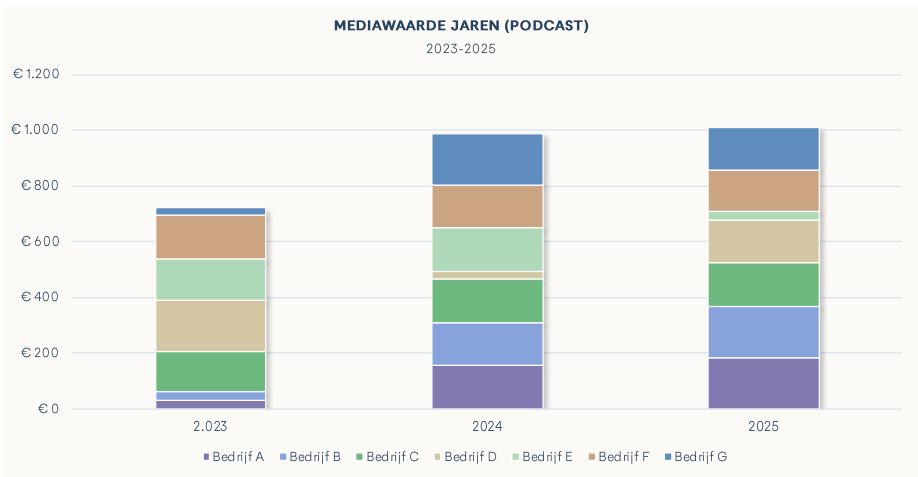
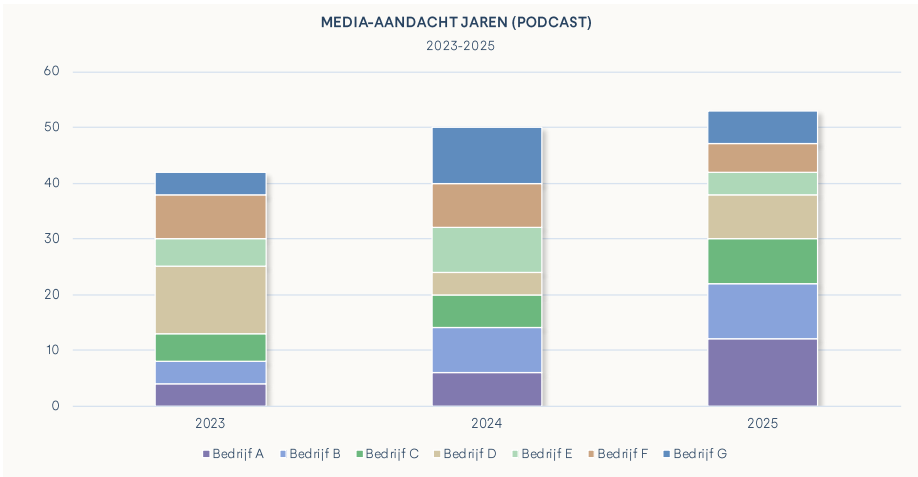
Podcast	Mediawaarde								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	€ 23	€ 23	€ 0	€ 23	€ 0	€ 0	€ 23	€ 90
	2024	€ 0	€ 0	€ 0	€ 23	€ 0	€ 0	€ 23	€ 46
	2025	€ 23	€ 23	€ 0	€ 0	€ 23	€ 0	€ 0	€ 68
	2023	€ 0	€ 0	€ 0	€ 8	€ 0	€ 8	€ 0	€ 15
Q2	2024	€ 8	€ 8	€ 8	€ 0	€ 8	€ 8	€ 8	€ 46
	2025	€ 8	€ 8	€ 8	€ 8	€ 0	€ 0	€ 8	€ 38
Q3	2023	€ 8	€ 8	€ 0	€ 8	€ 0	€ 0	€ 8	€ 30
	2024	€ 0	€ 0	€ 0	€ 8	€ 0	€ 0	€ 8	€ 15
	2025	€ 8	€ 8	€ 0	€ 0	€ 8	€ 0	€ 0	€ 23
	2023	€ 0	€ 0	€ 147	€ 147	€ 147	€ 147	€ 0	€ 589
Q4	2024	€ 147	€ 147	€ 147	€ 0	€ 147	€ 147	€ 147	€ 884
	2025	€ 147	€ 147	€ 147	€ 147	€ 0	€ 147	€ 147	€ 884

Podcast	Bereik								
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal	
Q1	2023	1.500	1.500	0	1.500	0	0	1.500	6.000
	2024	0	0	0	1.500	0	0	1.500	3.000
	2025	1.500	1.500	0	0	1.500	0	0	4.500
Q2	2023	0	0	0	500	0	500	0	1.000
	2024	500	500	500	0	500	500	500	3.000
	2025	500	500	500	500	0	0	500	2.500
Q3	2023	500	500	0	500	0	0	500	2.000
	2024	0	0	0	500	0	0	500	1.000
	2025	500	500	0	0	500	0	0	1.500
Q4	2023	0	0	9.818	9.818	9.818	9.818	0	39.272
	2024	9.818	9.818	9.818	0	9.818	9.818	9.818	58.908
	2025	9.818	9.818	9.818	9.818	0	9.818	9.818	58.908

Benchmark

PODCAST

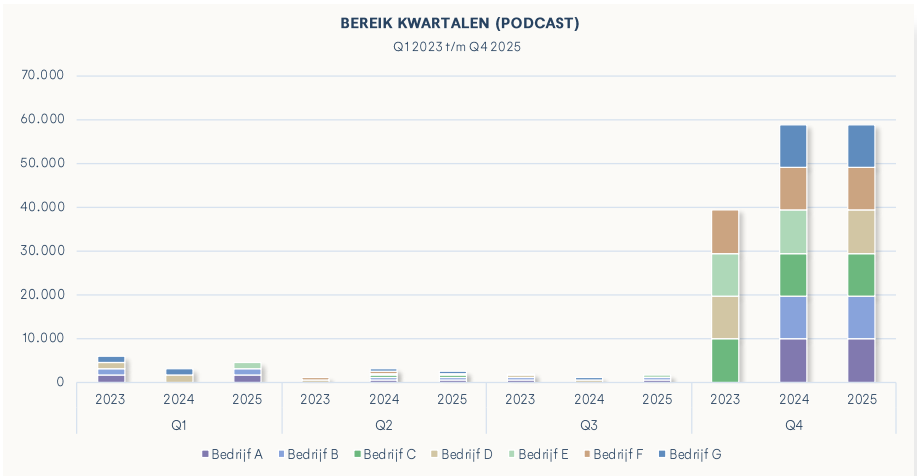
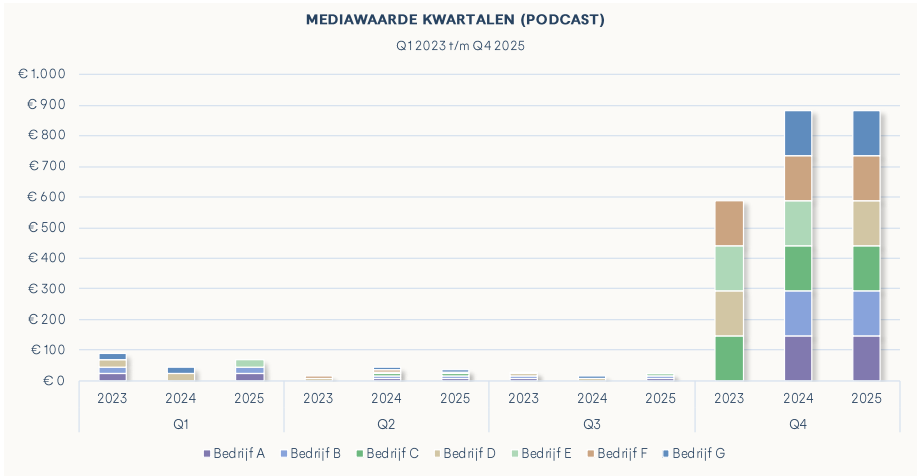
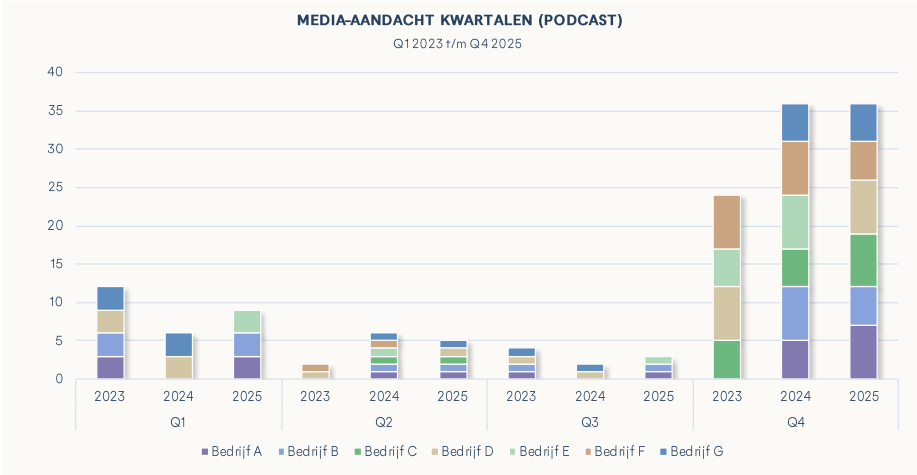
Nieuwswaarden



Benchmark

PODCAST

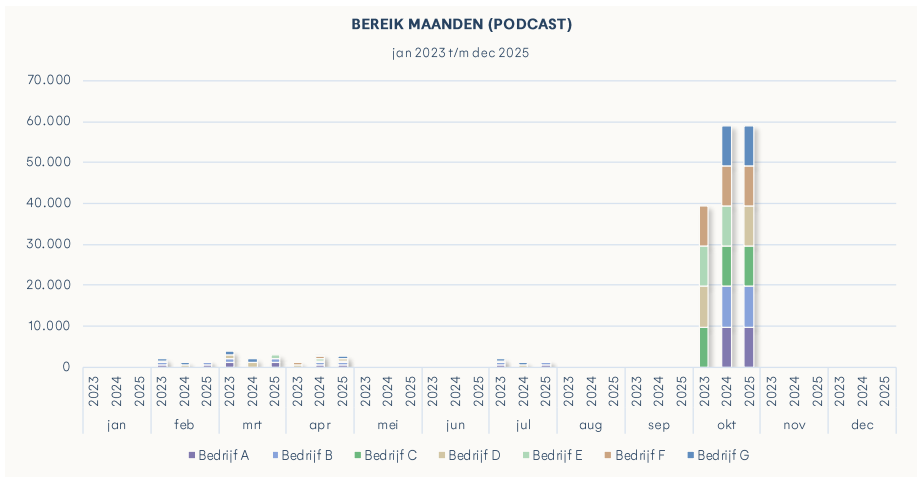
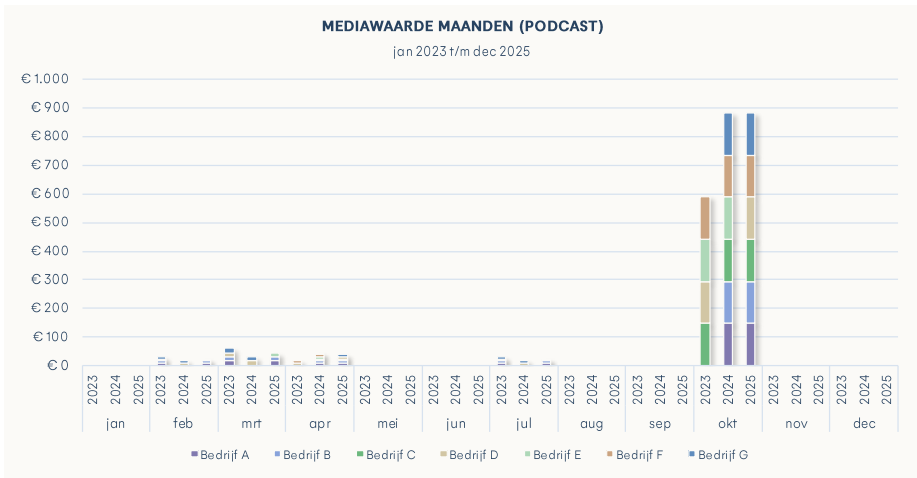
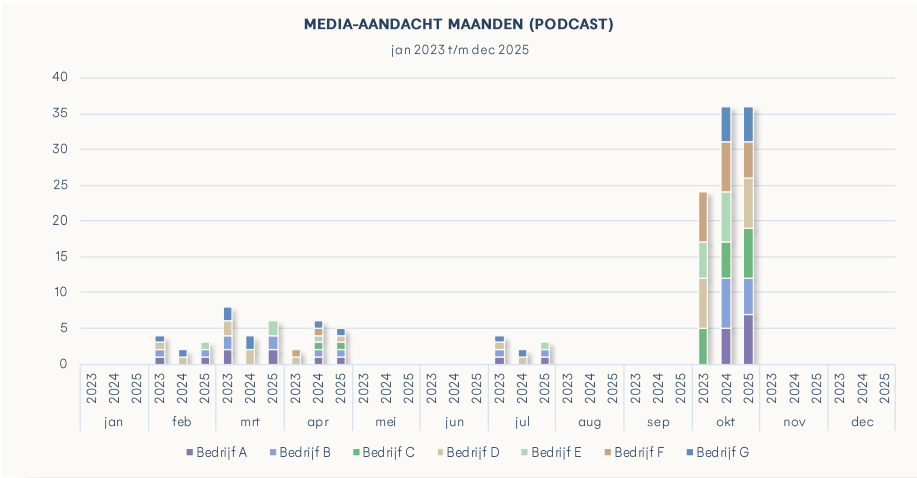
Nieuwswaarden



Benchmark

PODCAST

Nieuwswaarden



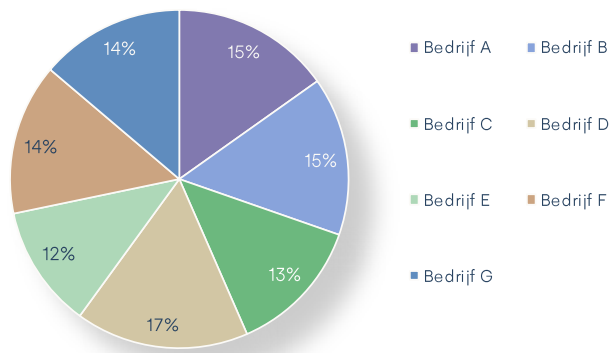
Benchmark

PODCAST

Nieuwswaarden

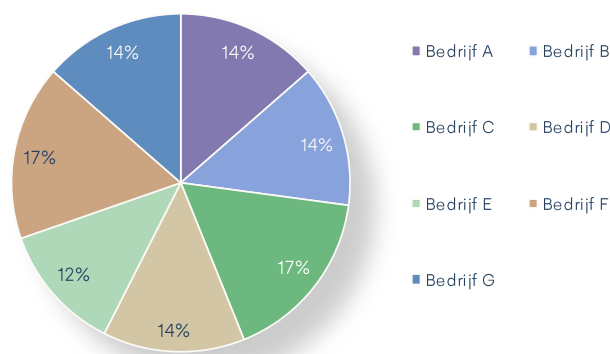
MEDIA-AANDACHT VERDELING (PODCAST)

Q1 2023 t/m Q4 2025



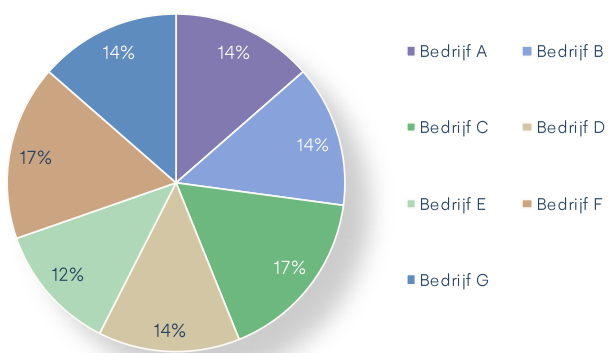
MEDIAWAARDE VERDELING (PODCAST)

Q1 2023 t/m Q4 2025



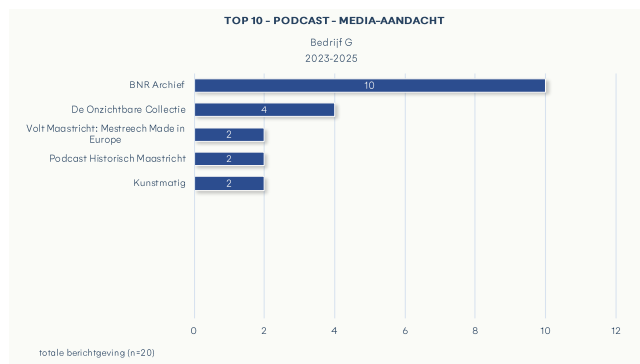
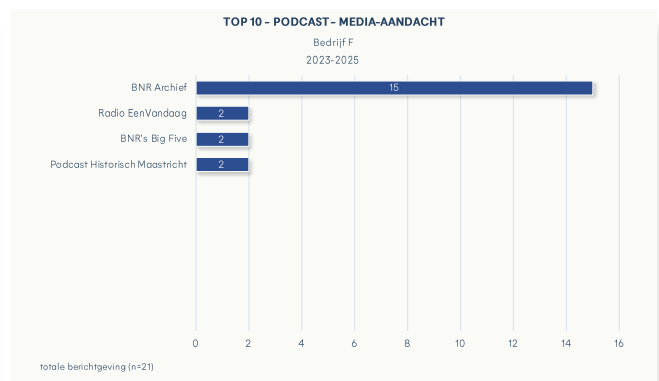
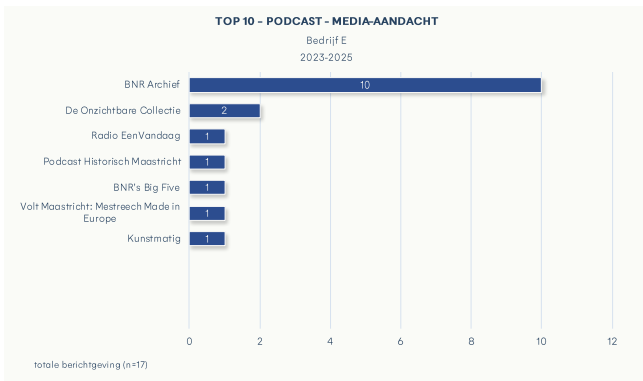
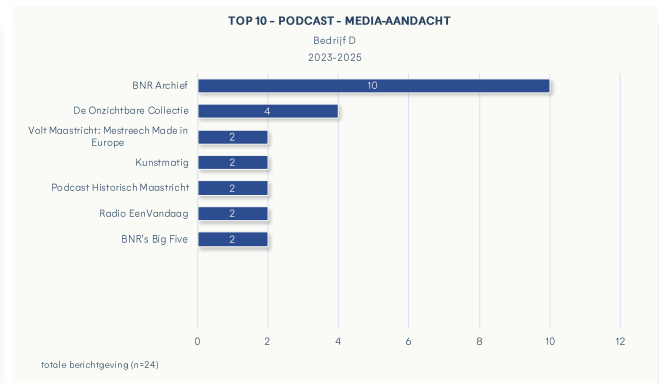
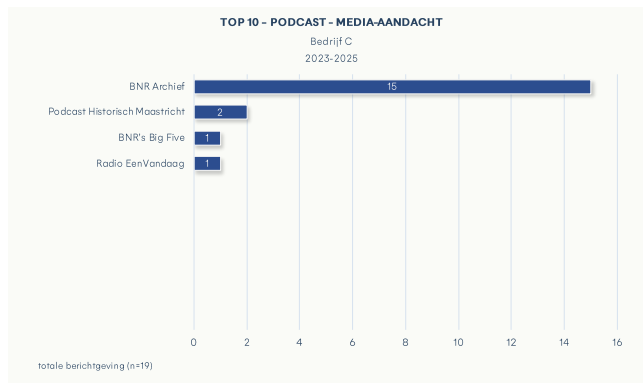
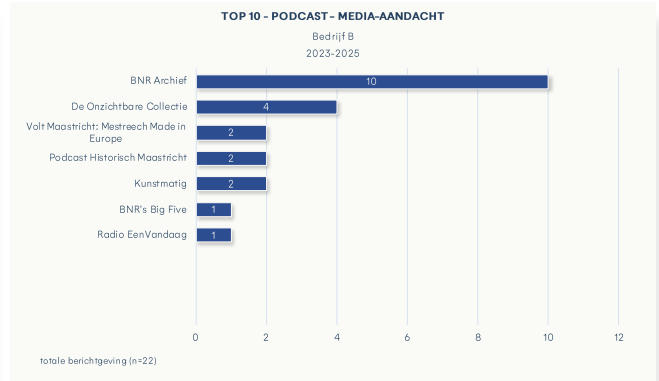
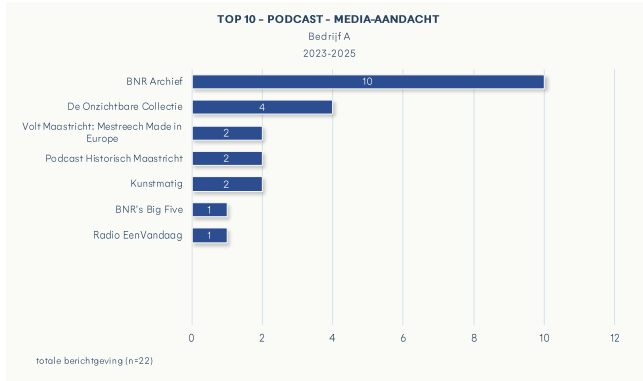
BEREIK VERDELING (PODCAST)

Q1 2023 t/m Q4 2025



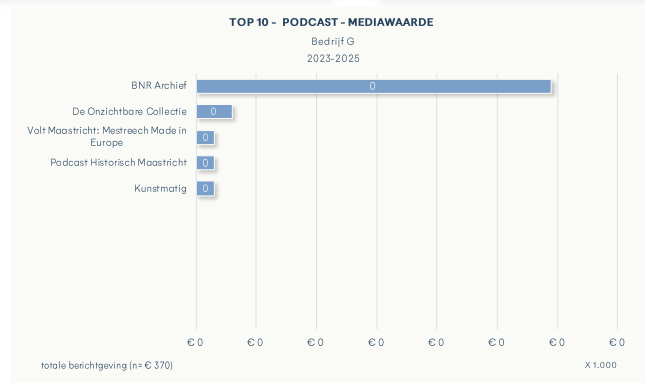
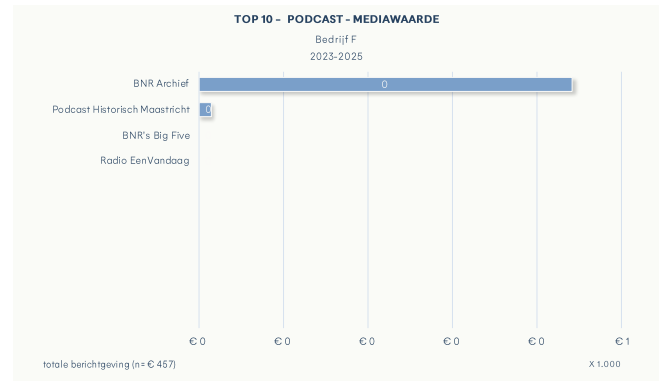
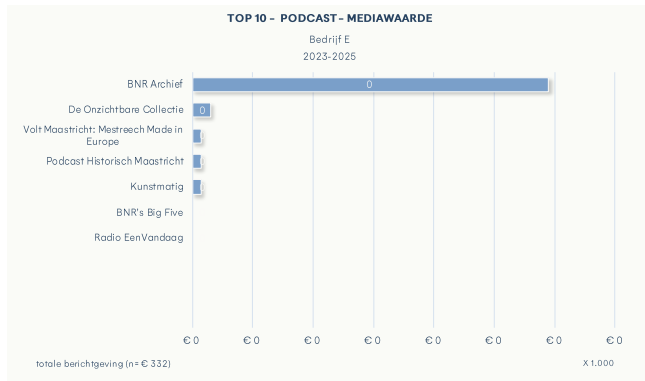
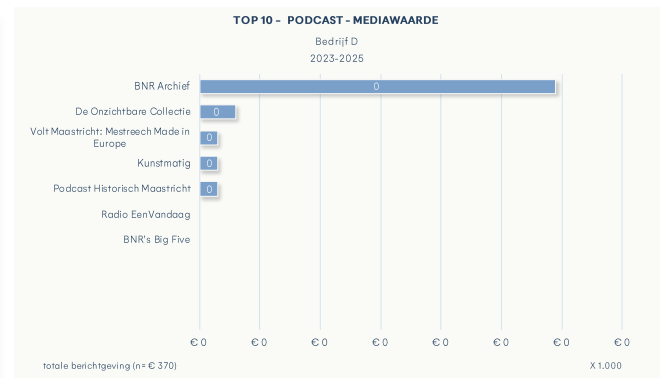
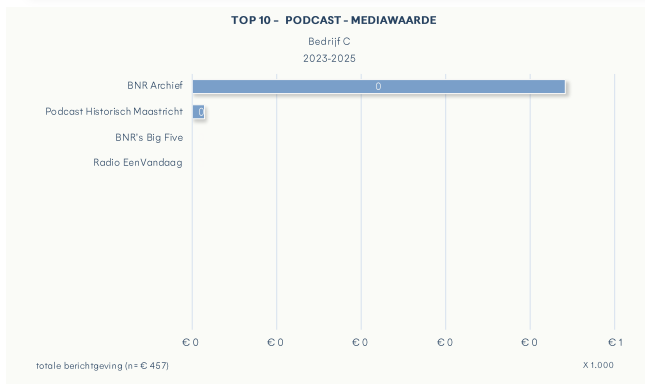
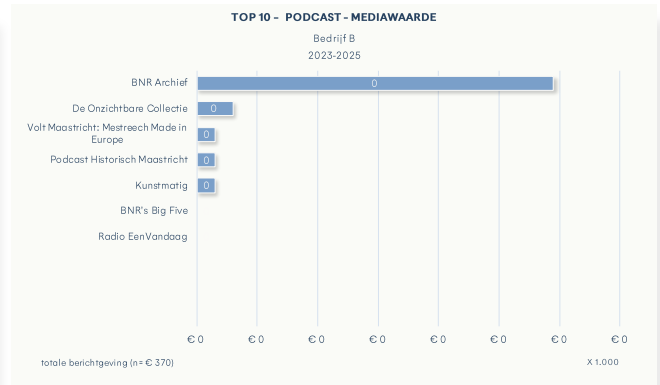
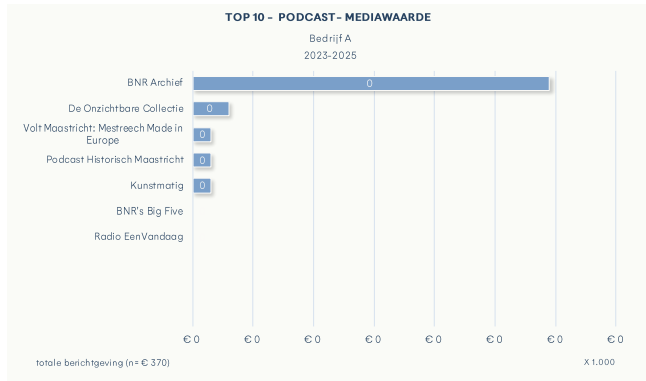
Top 10 - titels

PODCAST - Media-aandacht



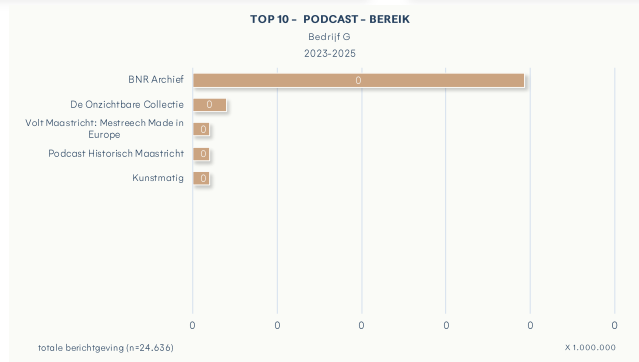
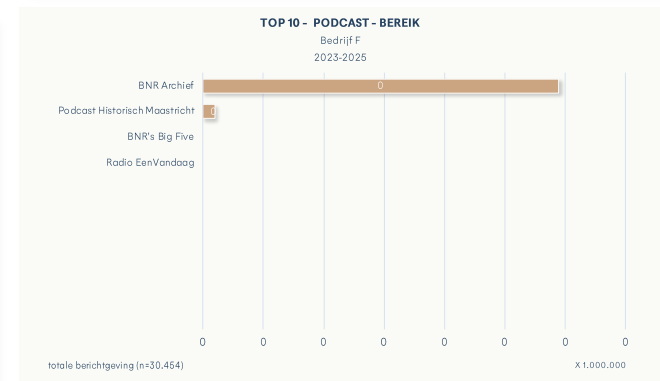
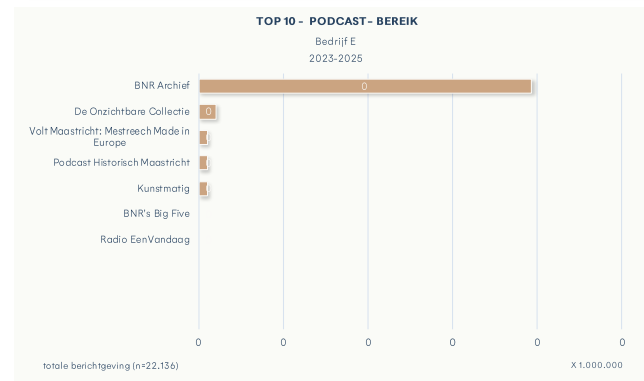
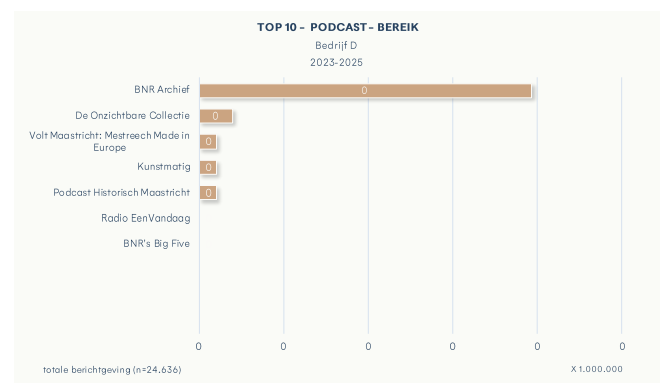
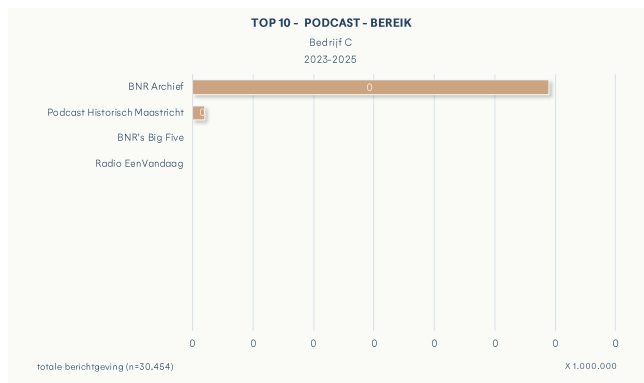
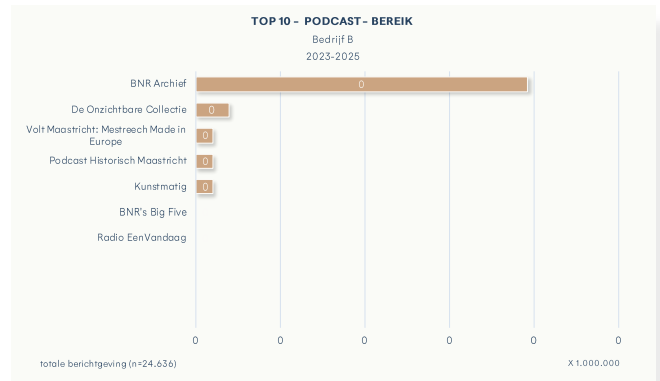
Top 10 - titels

Podcast - Mediawaarde



Top 10 - titels

Podcast - Bereik



Verdiepingslag

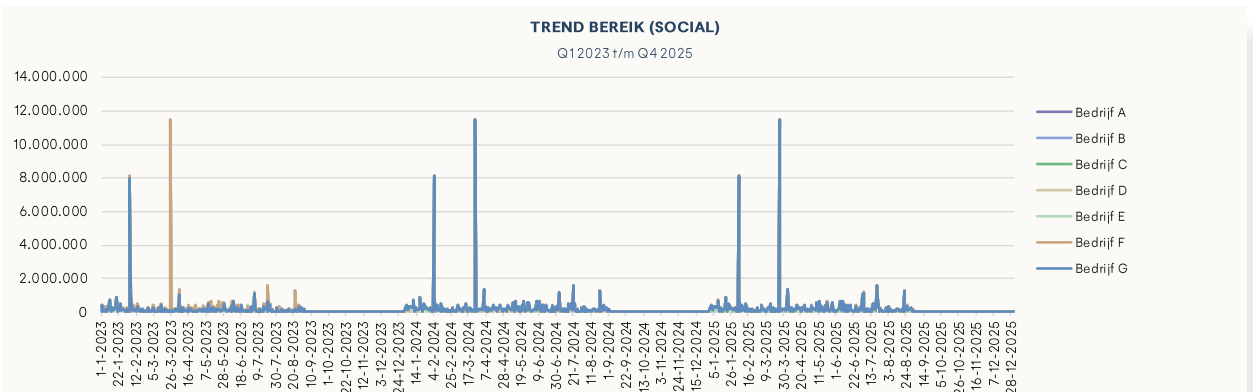
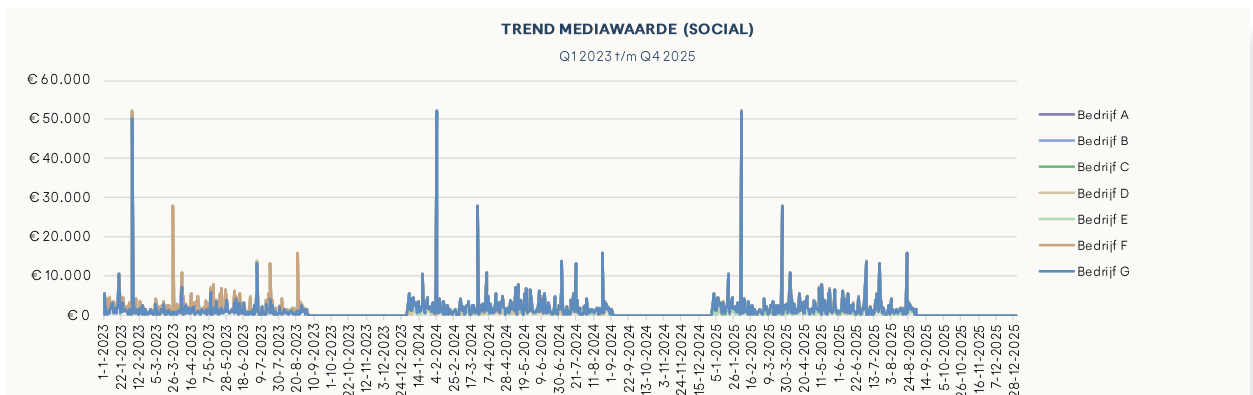
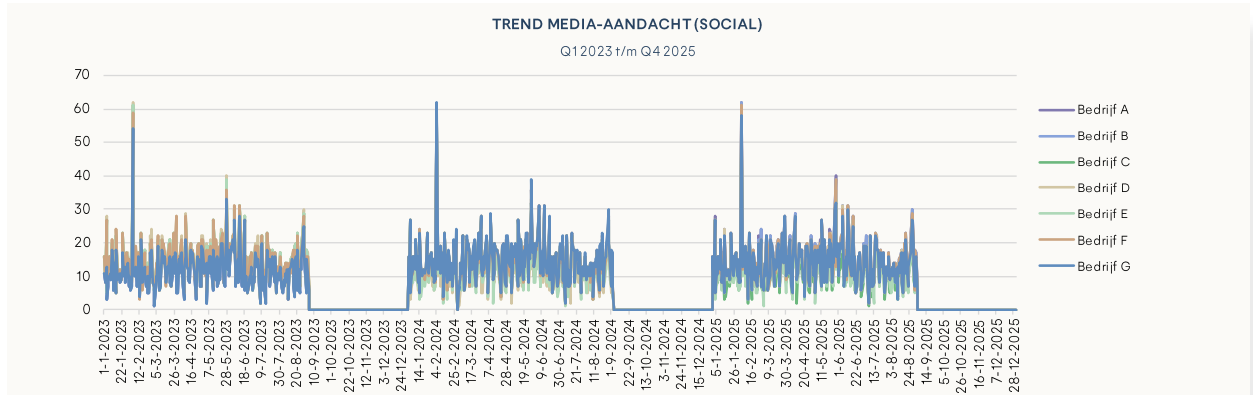
Mediumtypes

Social

Benchmark

SOCIAL

Nieuwswaarden



Benchmark

Social Nieuwswaarden

Social	Media-aandacht							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	2.895	2.895	3.566	3.695	3.566	3.558	2.895	23.070
2024	3.477	3.558	3.477	2.895	2.975	3.558	3.667	23.607
2025	3.695	3.667	2.975	3.558	2.895	3.566	3.477	23.833
Totaal	10.067	10.120	10.018	10.148	9.436	10.682	10.039	70.510

Social	Mediawaarde							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2.023	€ 333.139	€ 333.139	€ 562.761	€ 567.226	€ 562.761	€ 557.860	€ 333.139	€ 3.250.023
2024	€ 552.576	€ 557.860	€ 552.576	€ 333.139	€ 514.962	€ 557.860	€ 566.440	€ 3.635.412
2025	€ 567.226	€ 566.440	€ 514.962	€ 557.860	€ 333.139	€ 562.761	€ 552.576	€ 3.654.963
Totaal	€ 1.452.940	€ 1.457.439	€ 1.630.298	€ 1.458.224	€ 1.410.862	€ 1.678.480	€ 1.452.155	€ 10.540.398

Social	Bereik							
	Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
2023	41.544.160	41.544.160	70.178.659	70.583.558	70.178.659	69.527.619	41.544.160	405.100.975
2024	68.963.616	69.527.619	68.963.616	41.544.160	64.600.649	69.527.619	70.538.474	453.665.753
2025	70.583.558	70.538.474	64.600.649	69.527.619	41.544.160	70.178.659	68.963.616	455.936.735
Totaal	181.091.334	181.610.253	203.742.924	181.655.337	176.323.468	209.233.897	181.046.250	1.314.703.463

Social	Media-aandacht								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	1.012	1.012	1.271	1.328	1.271	1.281	1.012	8.187
	2024	1.260	1.281	1.260	1.012	1.094	1.281	1.313	8.501
	2025	1.328	1.313	1.094	1.281	1.012	1.271	1.260	8.559
	Totaal	3.599	3.606	3.625	3.611	3.377	3.833	3.585	25.247
Q2	2023	1.173	1.173	1.409	1.462	1.409	1.411	1.173	9.210
	2024	1.368	1.411	1.368	1.173	1.155	1.411	1.452	9.338
	2025	1.462	1.452	1.155	1.411	1.173	1.409	1.368	9.430
	Totaal	4.003	4.036	3.932	4.044	3.737	4.231	3.943	28.078
Q3	2023	710	710	886	905	886	866	710	5.673
	2024	849	866	849	710	726	866	902	5.768
	2025	905	902	726	866	710	886	849	5.844
	Totaal	2.464	2.478	2.464	2.481	2.322	2.638	2.461	17.285
Q4	2023	0	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0	0
	Totaal	0	0	0	0	0	0	0	0

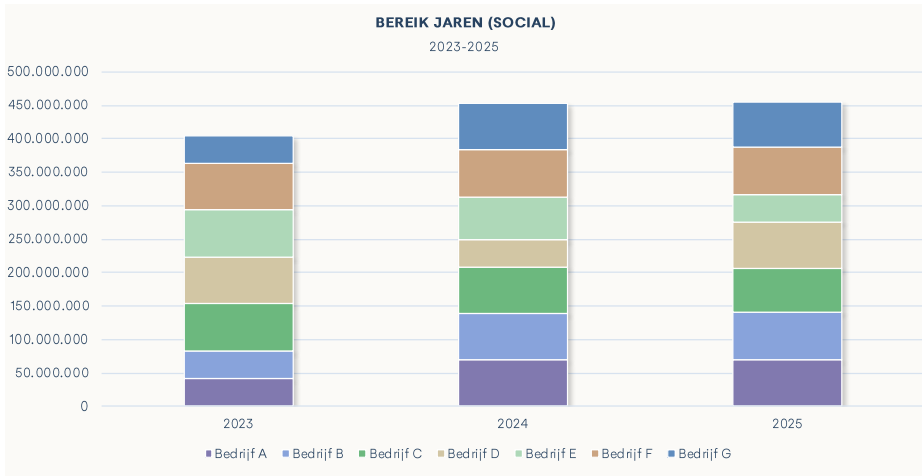
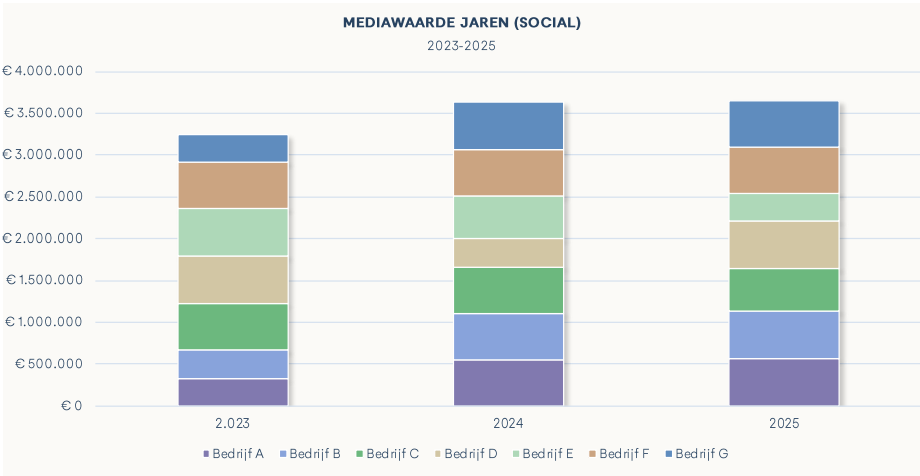
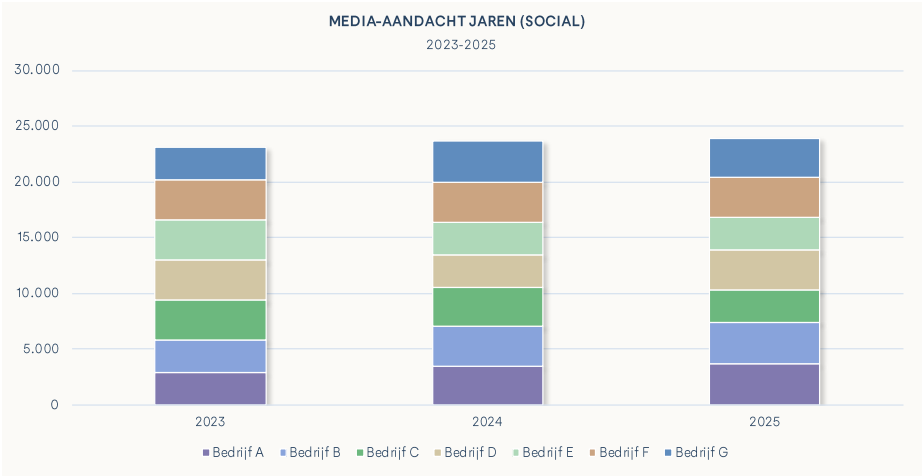
Social	Mediawaarde								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	€ 151.761	€ 151.761	€ 239.234	€ 240.802	€ 239.234	€ 238.425	€ 151.761	€ 1.412.977
	2024	€ 237.558	€ 238.425	€ 237.558	€ 151.761	€ 217.301	€ 238.425	€ 240.597	€ 1.561.624
	2025	€ 240.802	€ 240.597	€ 217.301	€ 238.425	€ 151.761	€ 239.234	€ 237.558	€ 1.565.677
	Totaal	€ 629.121	€ 630.783	€ 694.093	€ 630.988	€ 608.296	€ 716.084	€ 629.916	€ 5.540.278
Q2	2023	€ 105.939	€ 105.939	€ 192.212	€ 194.278	€ 192.212	€ 189.888	€ 105.939	€ 1.086.406
	2024	€ 186.363	€ 189.888	€ 186.363	€ 105.939	€ 176.102	€ 189.888	€ 193.735	€ 1.228.279
	2025	€ 194.278	€ 193.735	€ 176.102	€ 189.888	€ 105.939	€ 192.212	€ 186.363	€ 1.238.517
	Totaal	€ 486.580	€ 489.560	€ 554.357	€ 490.155	€ 474.253	€ 571.994	€ 486.047	€ 4.553.202
Q3	2023	€ 75.440	€ 75.440	€ 131.315	€ 132.146	€ 131.315	€ 129.546	€ 75.440	€ 750.641
	2024	€ 128.655	€ 129.546	€ 128.655	€ 75.440	€ 121.560	€ 129.546	€ 132.108	€ 845.509
	2025	€ 132.146	€ 132.108	€ 121.560	€ 129.546	€ 75.440	€ 131.315	€ 128.655	€ 850.769
	Totaal	€ 336.241	€ 337.094	€ 381.530	€ 337.132	€ 327.915	€ 489.107	€ 335.803	€ 3.446.919
Q4	2023	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
	2024	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
	2025	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
	Totaal	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0

Special	Bereik								
		Bedrijf A	Bedrijf B	Bedrijf C	Bedrijf D	Bedrijf E	Bedrijf F	Bedrijf G	Totaal
Q1	2023	20.347.386	20.347.386	37.077.025	37.184.289	37.077.025	36.939.196	20.347.386	209.319.693
	2024	36.841.275	36.939.196	36.841.275	20.347.386	34.463.004	36.939.196	37.174.952	239.536.284
	2025	37.184.289	37.174.952	34.463.004	36.939.196	20.347.386	37.077.025	36.841.275	240.017.127
Q2	2023	12.110.384	12.110.384	19.077.344	19.277.962	19.077.344	18.809.837	12.110.384	112.673.639
	2024	18.419.975	18.809.837	18.419.975	12.110.384	17.281.795	18.809.837	19.243.382	123.095.185
	2025	19.277.962	19.243.382	17.281.795	18.809.837	12.110.384	19.077.344	18.419.975	124.220.679
Q3	2023	9.086.390	9.086.390	14.024.290	14.121.307	14.024.290	13.778.586	9.086.390	83.207.643
	2024	13.702.366	13.778.586	13.702.366	9.086.390	12.865.850	13.778.586	14.120.140	91.034.284
	2025	14.121.307	14.120.140	12.865.850	13.778.586	9.086.390	14.024.290	13.702.366	91.698.929
Q4	2023	0	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0	0
	2025	0	0	0	0	0	0	0	0

Benchmark

SOCIAL

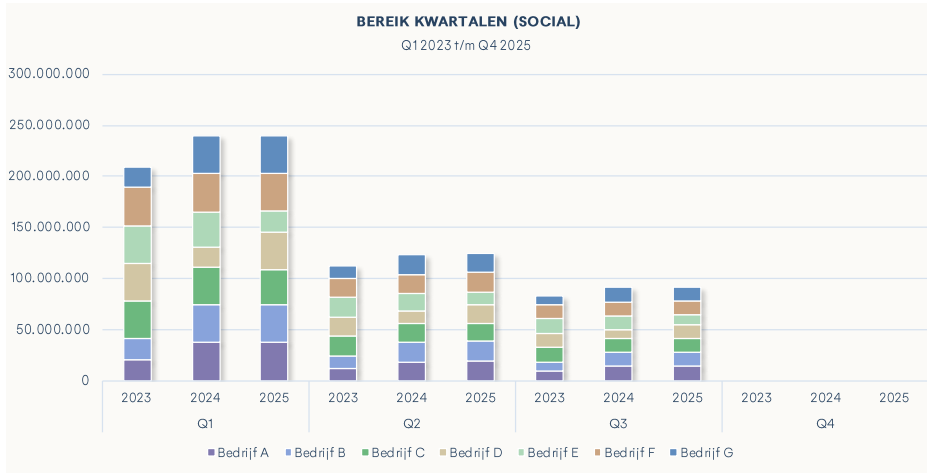
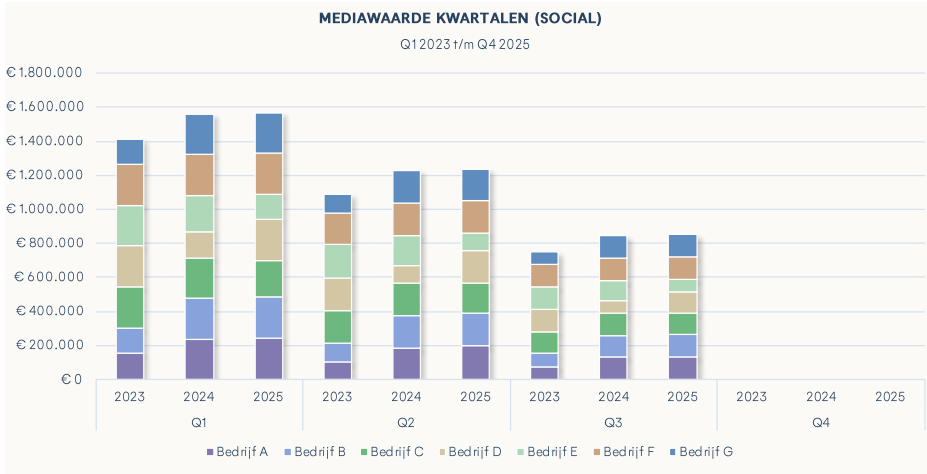
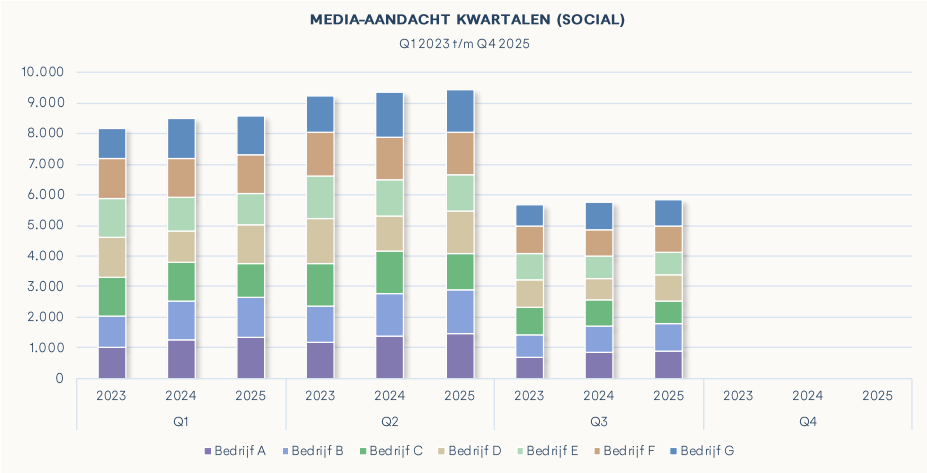
Nieuwswaarden



Benchmark

SOCIAL

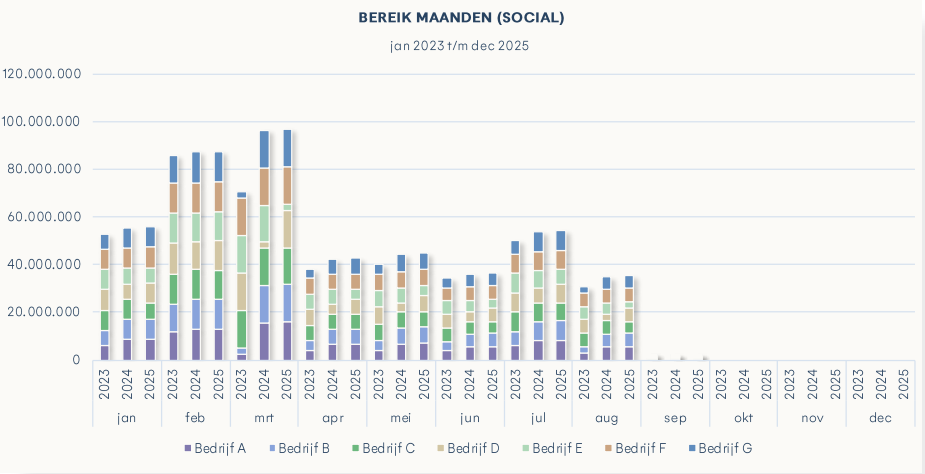
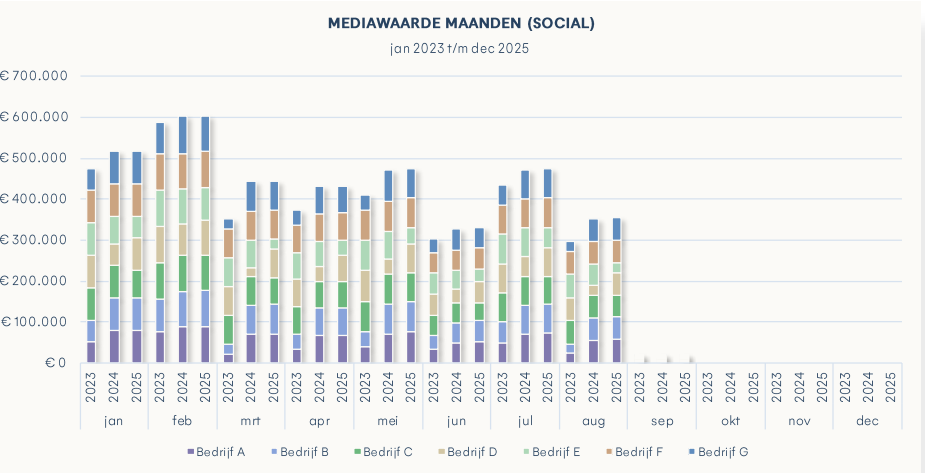
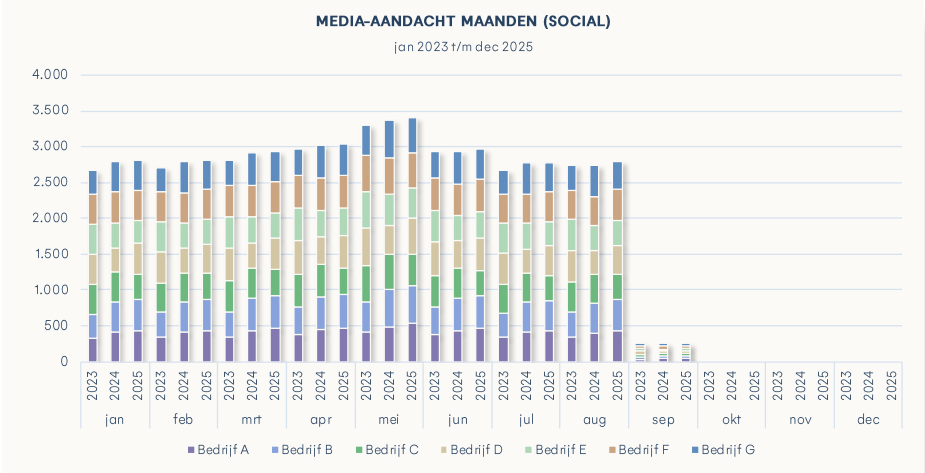
Nieuwswaarden



Benchmark

SOCIAL

Nieuwswaarden



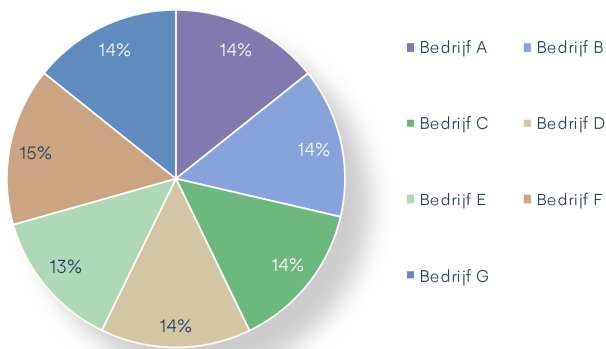
Benchmark

SOCIAL

Nieuwswaarden

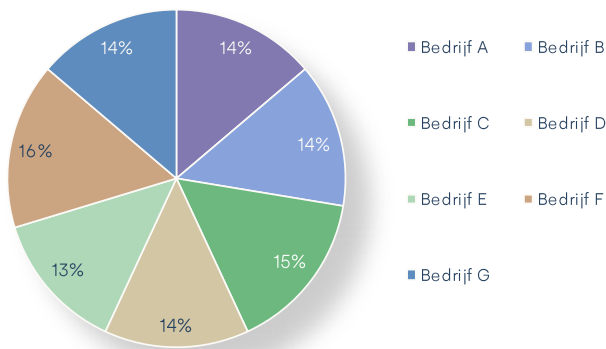
MEDIA-AANDACHT VERDELING (SOCIAL)

Q1 2023 t/m Q4 2025



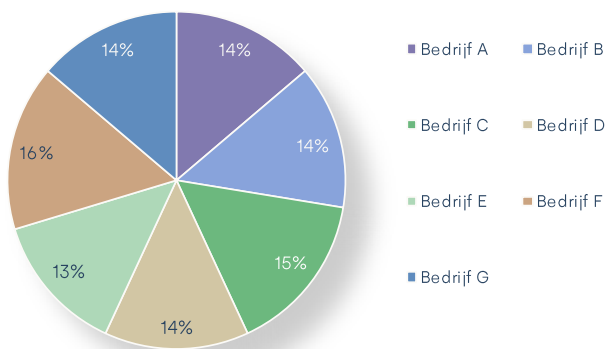
MEDIAWAARDE VERDELING (SOCIAL)

Q1 2023 t/m Q4 2025



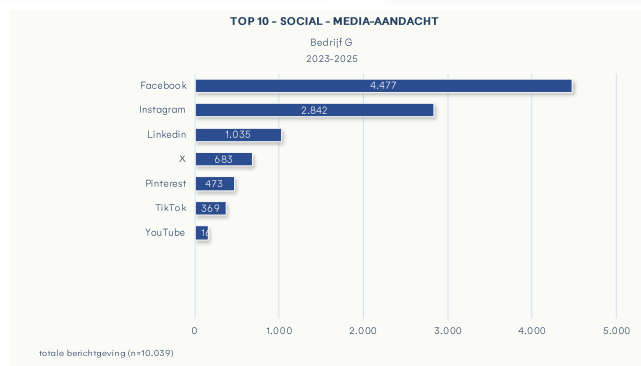
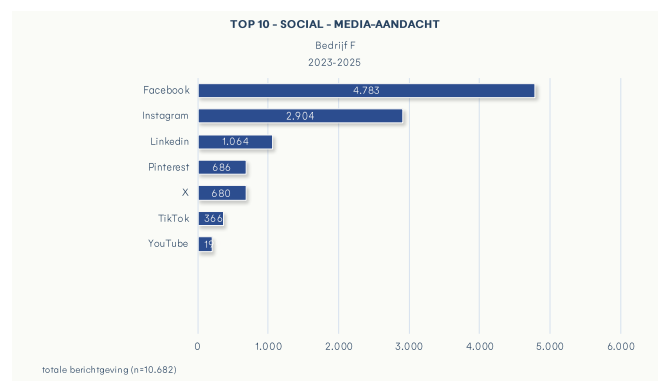
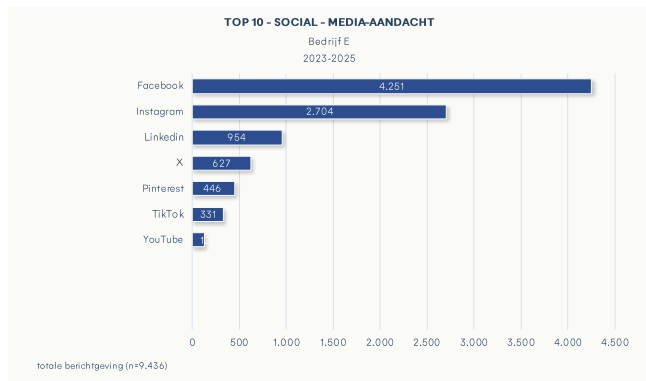
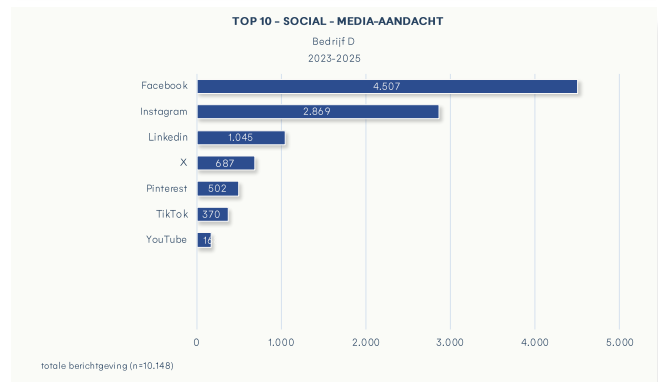
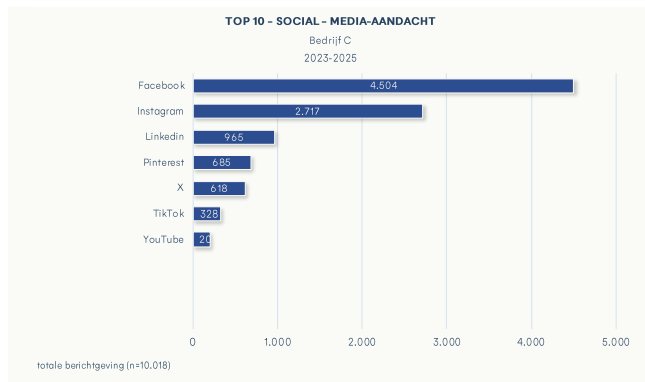
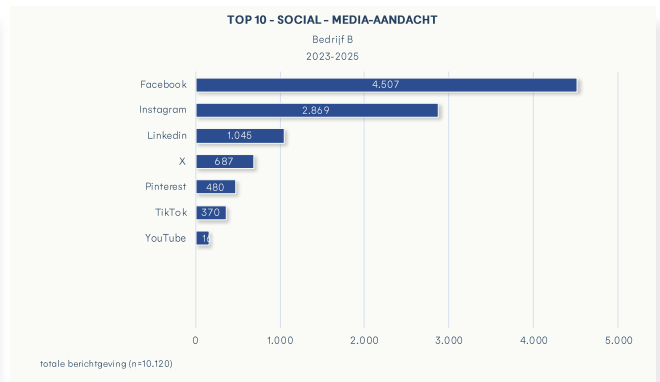
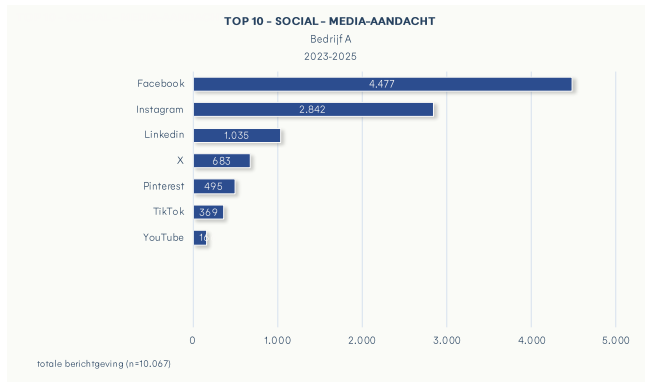
BEREIK VERDELING (SOCIAL)

Q1 2023 t/m Q4 2025



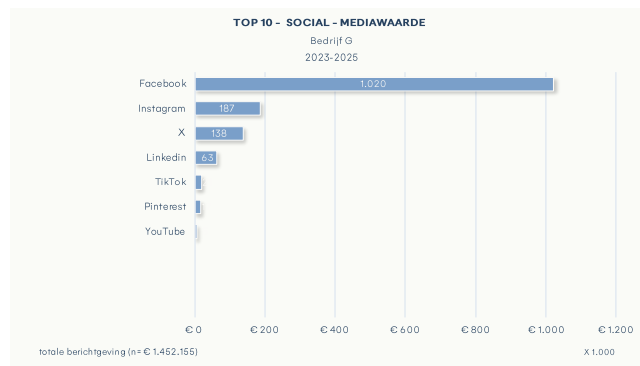
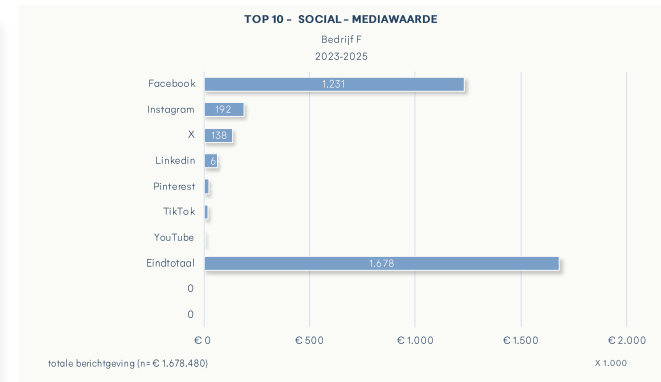
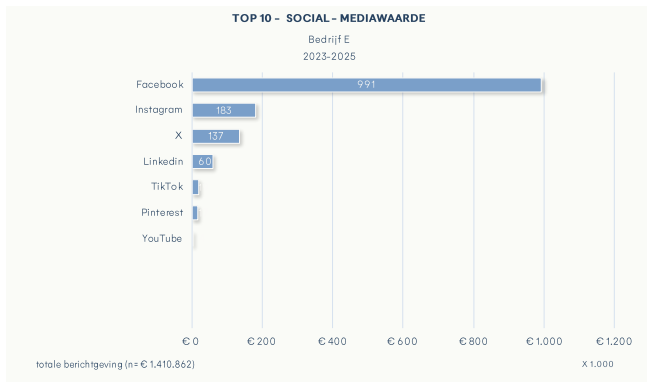
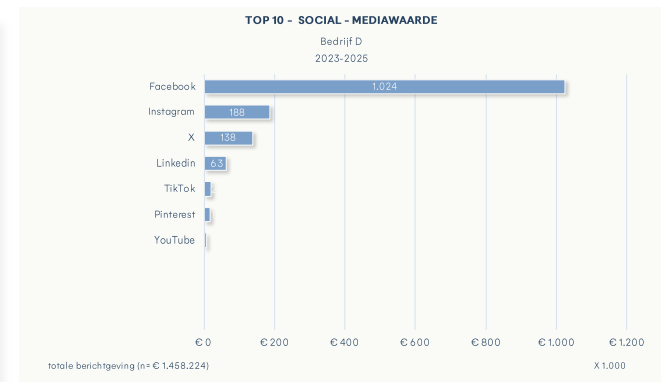
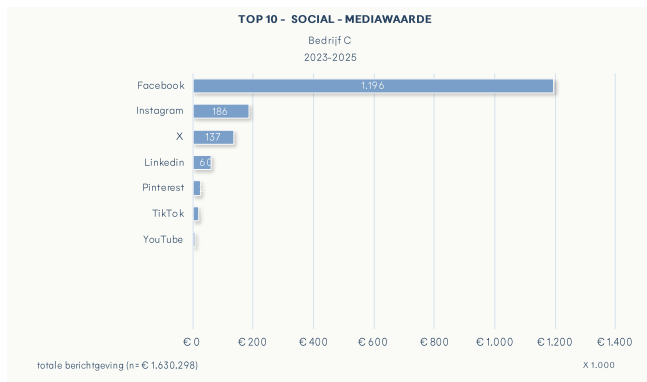
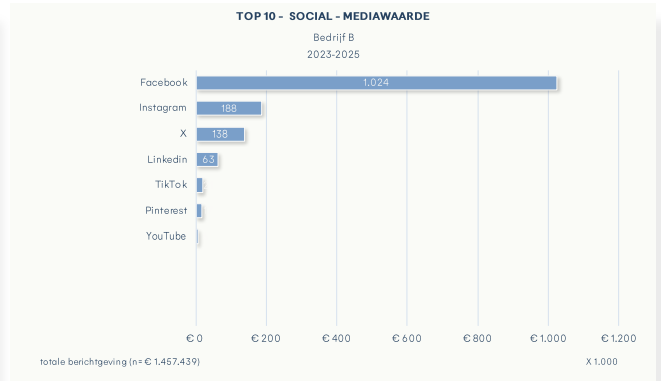
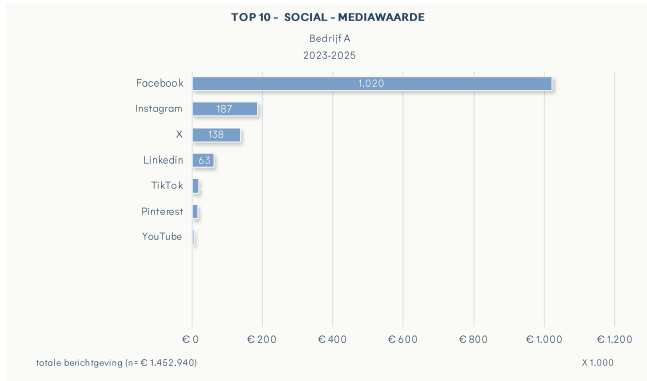
Top 10 - titels

Social - Media-aandacht



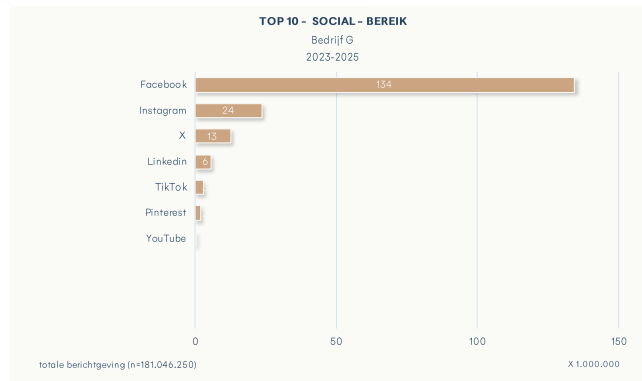
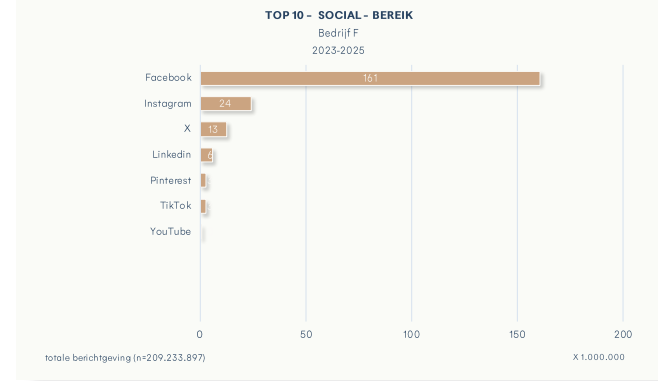
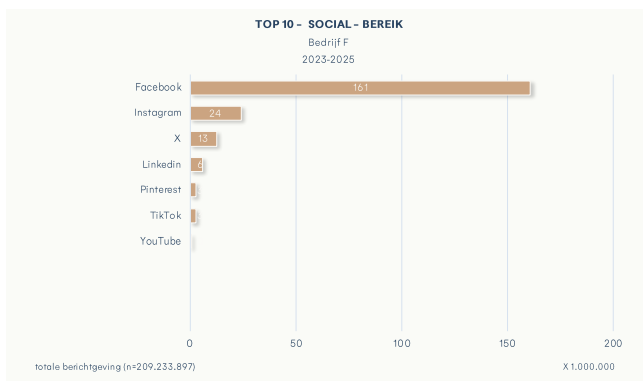
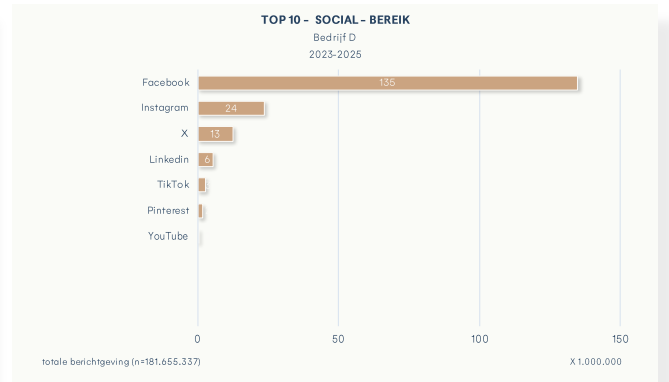
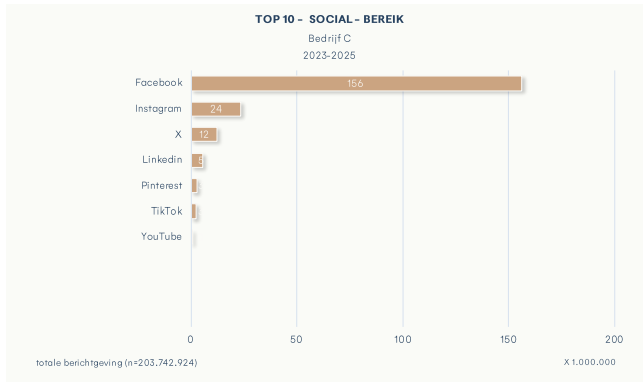
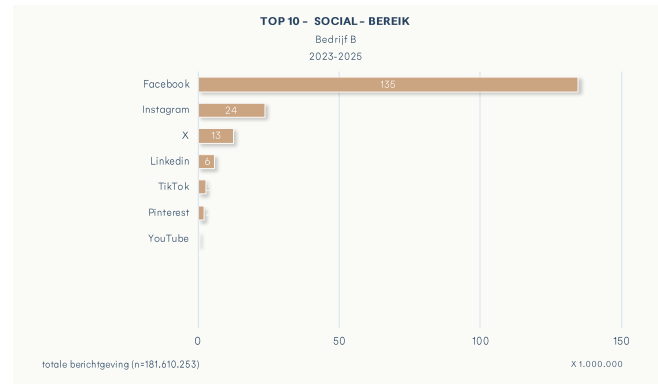
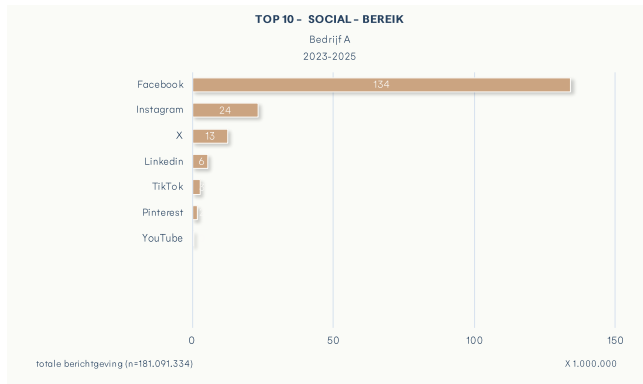
Top 10 - titels

Social - Mediawaarde



Top 10 - titels

Social - Bereik



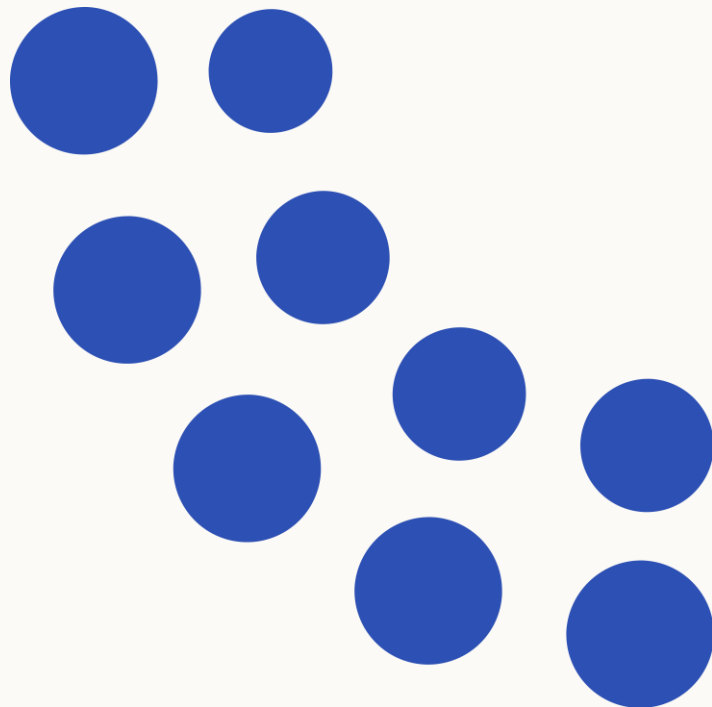
Verantwoording

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.



media•web

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