

## Feeling

### Periodicity

Monthly

### Language

NL

### Universe

National

### Number of issues

12

### Readers (CIM NRS 2021 \*)



Total Reach of total Brand

-

AIR Brand

AIR Print + Digital versions

### Surfers (CIM internet Jun 2020-May 2021)



Website avg. daily surfers (Real Users)

13.801

Apps avg. daily surfers (Real Users)

### Circulation (Jan-Dec 2020 Controlled)



Print run

57.971

Paid copies (>50%)

24.150

Paid subscriptions (>50%)

9.566

Paid sales (<50%)\*

-

Paid affiliates (incl. in membership)

-

Paid third party\*\*

2.600

Free push

568

Free pull

-

Other distribution (differed & raw pull)

1.284

Paid digital Replica circulation

63

Paid digital Non Replica circulation

-

Paid Web only access

-

\* Average price Paid sales (<50%) : 0.00 €

\*\* Average price Paid third party : 3.05 €

### Remark:

- Web average daily surfers: based on less than 40 respondents per day

\*The 2020 Covid pandemic has influenced:

- The circulation strategy of press titles with the decrease or increase of some distribution modes depending on the title.

- The readers figures as there was no CIM NRS 2021 publication due to too much instability in the fieldwork.

Please consider all the elements above while analyzing the strength of press titles in normal circumstances.

The CIM guarantees the validity of the given data, not of any processing they may be subsequently used for.