

HUMO

Periodicity	Weekly
Language	NL
Universe	National
Number of issues	52

Readers (CIM NRS 2021*)



Total Reach of total Brand	-
AIR Brand	-
AIR Print + Digital versions	-

Surfers (CIM internet Jan-Dec 2021)



Website avg. daily surfers (Real Users)	43.735
Apps avg. daily surfers (Real Users)	-

Circulation (Jan-Dec 2021 Declaration on honour)



Print run	102.586
Paid copies (>50%)	34.169
Paid subscriptions (>50%)	47.388
Paid sales (<50%)*	1.240
Paid affiliates (incl. in membership)	-
Paid third party**	-
Free push	706
Free pull	-
Other distribution (differed & raw pull)	-
Paid digital Replica circulation	8.861
Paid digital Non Replica circulation	-
Paid Web only access	-

* Average price Paid sales (<50%) : 1.02 €

** Average price Paid third party : 0.00 €

Remark:

*There is no readers figure as there was no CIM NRS 2021 publication due to too much instability in the fieldwork caused by the Covid pandemic.

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