

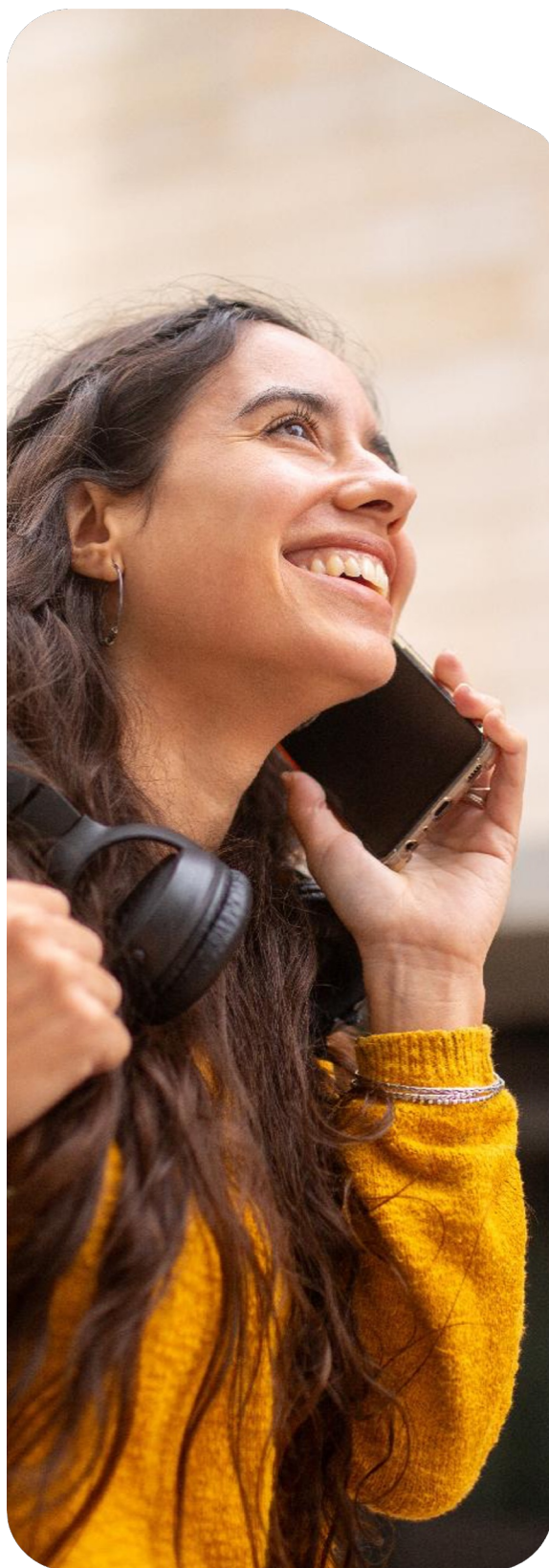
CIM BPS
2026

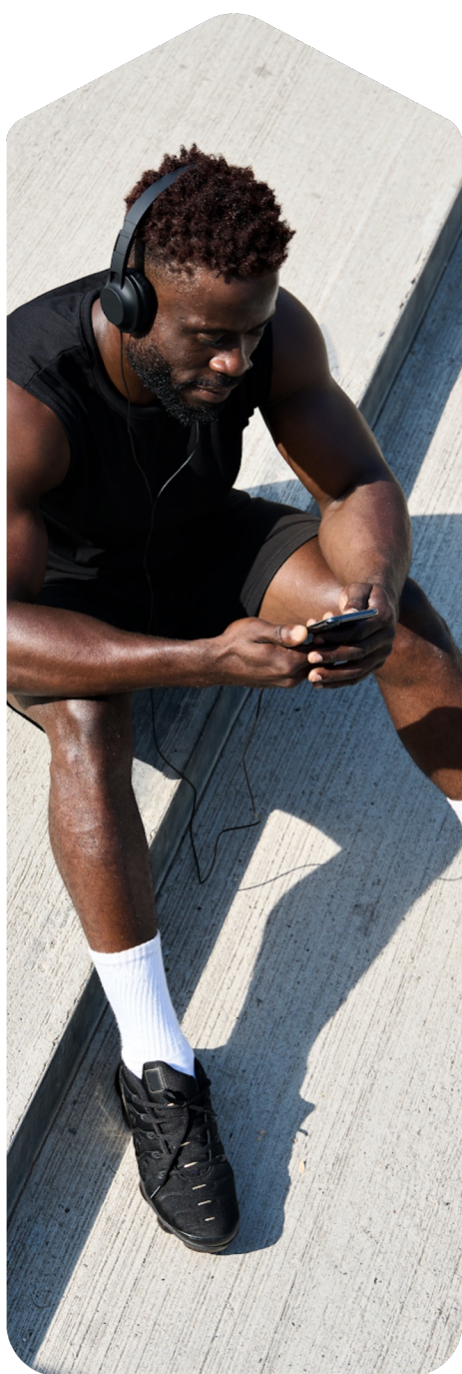


Introduction

Today CIM publishes the results of its latest Belgian Publishing Survey (BPS). This study measures the audience of press brands, whether they are consulted in print or digital form.

Several methodological refinements were introduced during this fieldwork period to make the questionnaire clearer for respondents and to support the stability of the results over time.





BPS 2026 results

The data cover the period from September 2025 to May 2026. A total of 4.270 interviews were conducted among people aged 16 and over. Combined with the interviews from the 2025 fieldwork period, the published results are based on 8.586 interviews.

As usual, CIM presents several indicators:

- The “Paper + Digital Editions” indicator measures the audience of an average issue, whether read in print or via a digital edition (Replica).
- The “Brand” indicator provides the total audience of press brands, including their web audience across websites and apps. This audience is obtained by merging data from the BPS with web audience data measured in the CIM Internet study.

This publication provides an opportunity to highlight a selection of results. Subscribers to the Press Audience Study have access to the full set of results through the software.

The press, the key source of information

The press continues to reach a large share of the Belgian population. This broad reach is good news given the societal role of the press. The press ensures a strong presence for local media and provides reliable

information, produced by independent newsrooms, at a time when social media and AI-generated content are becoming increasingly prevalent.



91.3%

of Belgians consult at least one press brand every month.



82.9%

of Belgians consult at least one print or digital edition of a press brand every month.



53.4%

of Belgians consult a daily press brand every day.



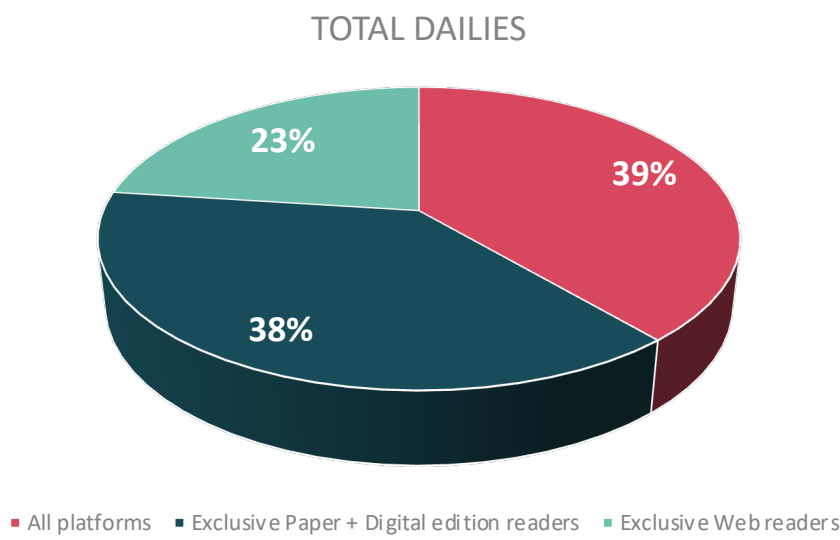
75.6%

of Belgians consult a magazine press brand every month.

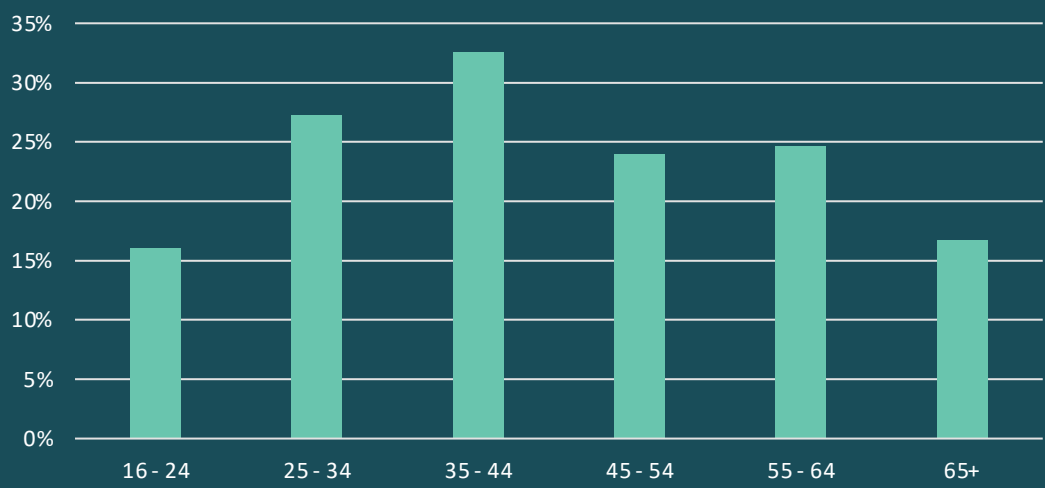
Diverse platforms for greater accessibility

The press has successfully adapted its platforms to changing media habits. Printed newspapers and magazines, digital editions, websites and apps allow people to consult the publications they choose, according to their own preferences and at the times that suit them best. This diversification brings information closer to readers, on the platforms where they access news today. It also enables press brands to maintain their presence and preserve their connection with their audiences.

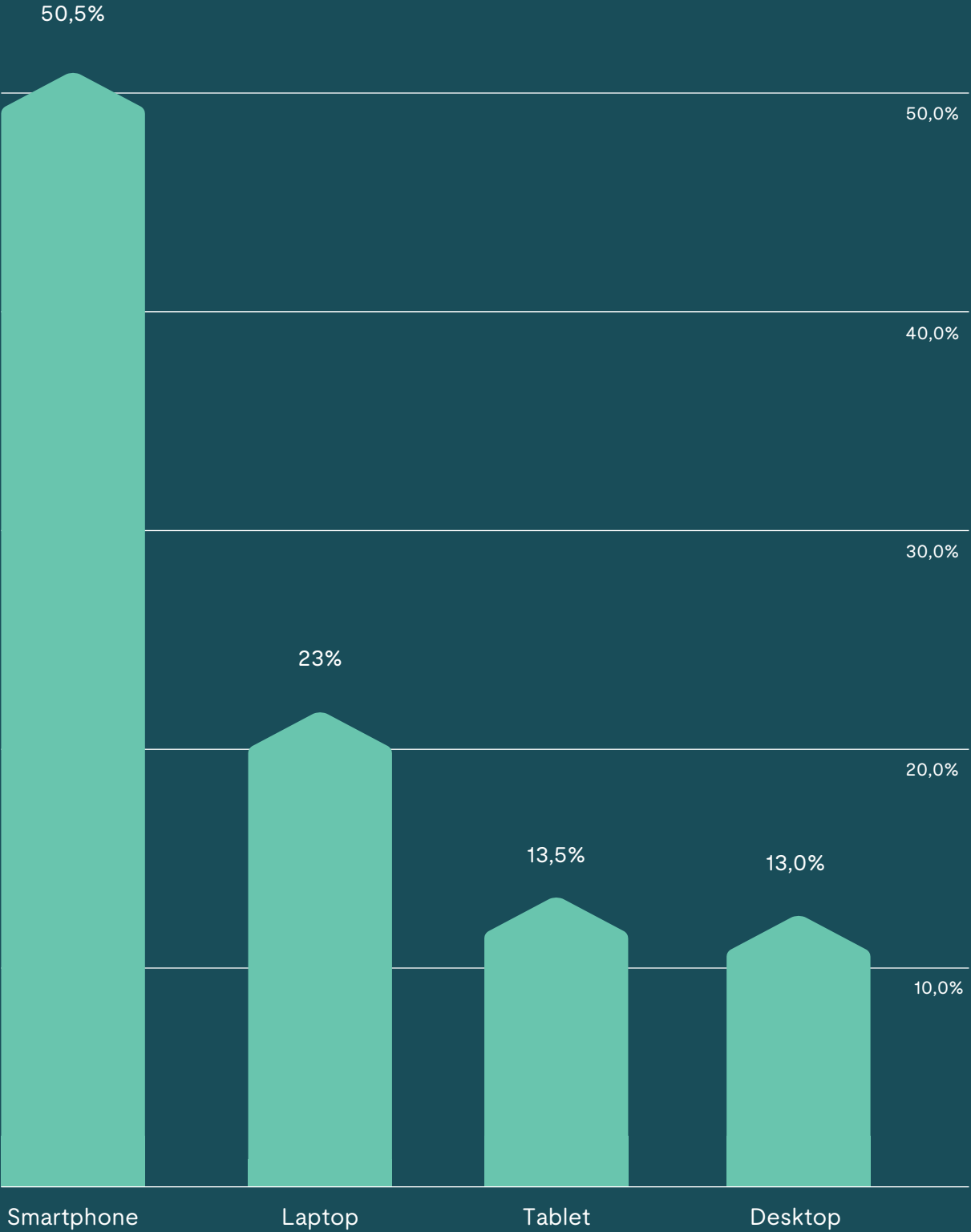
The 3% increase in the number of readers across all platforms compared with the previous edition confirms this trend.



Incremental reach Web dailies



Devices used to consult news of magazine website/app



Print continues to play an important role

The distribution of printed newspapers and magazines remains substantial, confirming the important role that print continues to play alongside other platforms. Print provides access to information without requiring a screen or an internet connection. Alongside digital platforms, print helps preserve a variety of reading habits and meets the preferences of a significant share of the public. It therefore remains a tangible alternative to an entirely online offering.

34 million

the average number of copies of printed newspapers and magazines measured by CIM that are distributed each month.

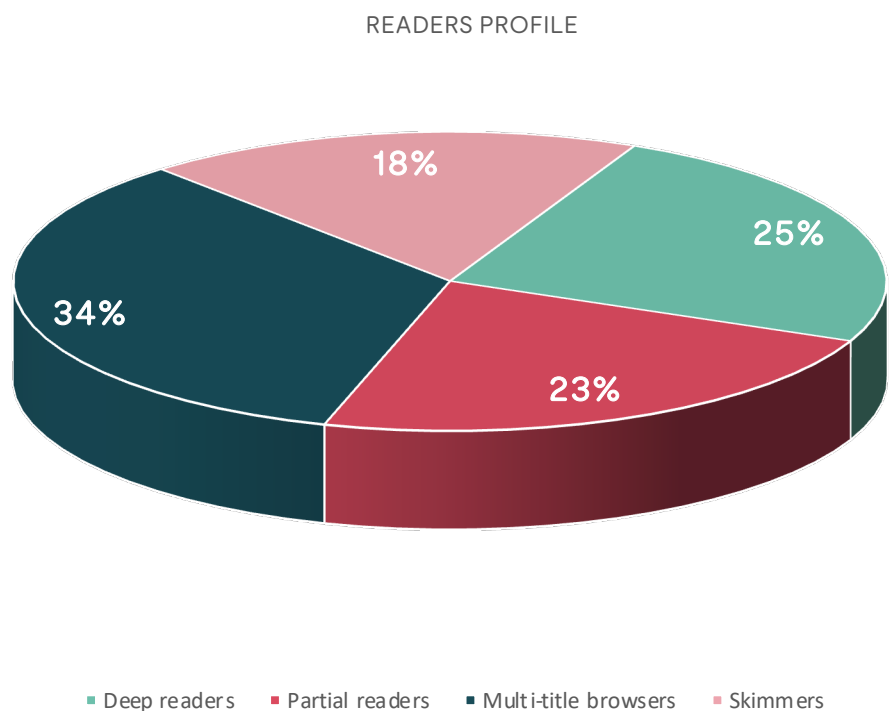


Reader types

The Belgian Publishing Survey shows that there is no single way of reading the press. Some readers focus on a limited number of titles and read them thoroughly, while others consult a broader range of publications and select the content that interests them most. This diversity of behaviours illustrates the ability of the press to respond to a broad variety of reading preferences.

The study also shows that reading behaviours are often consistent across media. Readers who engage deeply with newspapers are more likely to read magazines in the same way, suggesting that reading intensity is linked not only to the publication, but also to the reader's individual habits.

We group readers with similar behaviours into four types. Most are multi-title browsers, while the smallest group consists of readers who browse only a limited selection of titles (skimmers).



Deep readers

A small, loyal selection, read (almost) cover to cover.

Partial readers

A small selection: a few articles and a quick browse.

Multi-title browsers

A wide repertoire (4 dailies or 11 magazines on average), each read partly.

Skimmers

A small selection, mostly flipped through.



Follow us for the latest updates



LinkedIn
www.linkedin.com/company/cim-belgium

CIM Newsletter
Subscribe here: www.cim.be/fr/newsletters

A. Reyerslaan 80
1030 Brussels

+32 (2) 661 31 50

info@cim.be

CIM.BE