

ampress cockpit

March 2024



Summary

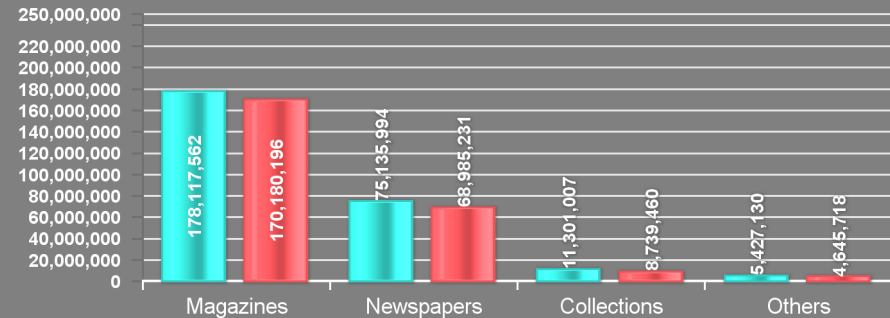
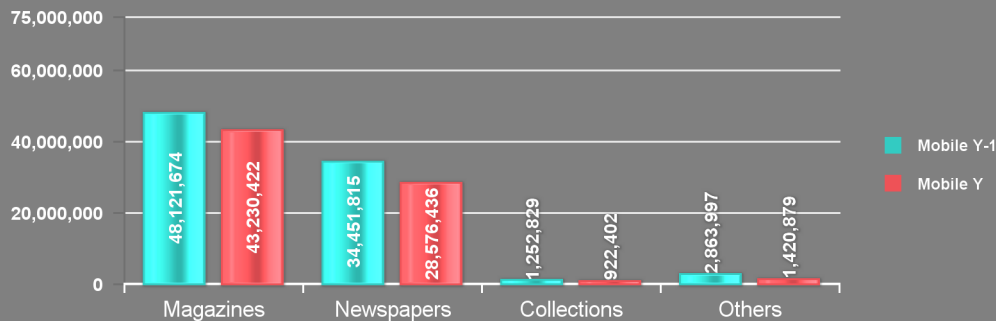
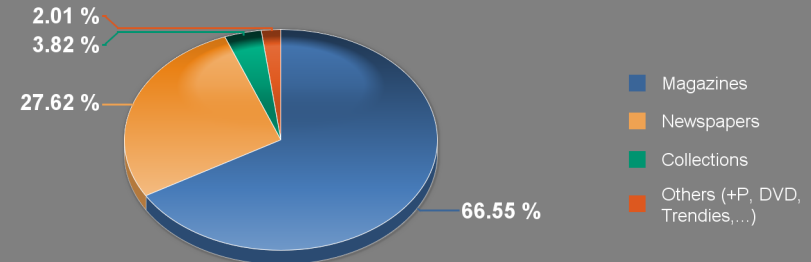
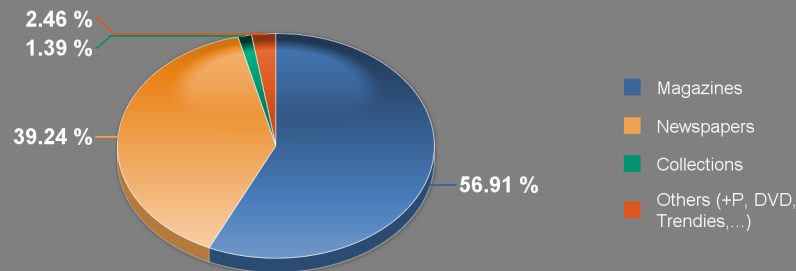


	MONTH	YTD	MOBILE
	Mar'24 vs Mar'23	Jan>Mar'24 vs Jan>Mar'23	Apr'23>Mar'24 vs Apr'22>Mar'23
SALES	-11.5%	-10.0%	-14.5%
TURNOVER	-3.4%	-1.7%	-6.5%



SALES			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-15.8%	-8.7%	-10.2%
Newspapers	-14.5%	-14.5%	-17.1%
Collections	-18.7%	-7.5%	-26.4%
Others (+P, DVD, Trendies,...)	764.1%	88.6%	-50.4%

TURNOVER			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-11.0%	-3.2%	-4.5%
Newspapers	-0.1%	-3.0%	-8.2%
Collections	-10.4%	-1.6%	-22.7%
Others (+P, DVD, Trendies,...)	434.6%	122.2%	-14.4%

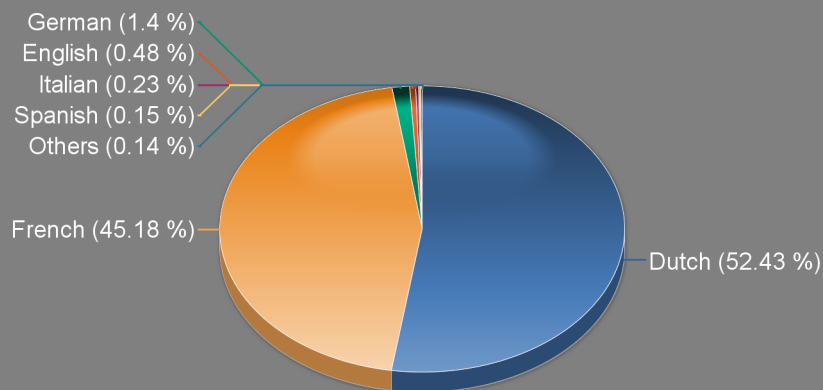


LE VIF WEEKEND RECETTES
SC SUDOKU CHAMPION DS GROOT WOORDZOEKERBOEK DS 4* KRUISWOORD
DELICIOUS DR GOOD DS ZWEEDS POCKET DAG ALLEMAAL + STORY + PRIMO DS GROOT VARIABOEK FEELING WONEN
JEUX DE TELE STAR HS DS 3* ZWEEDS PLEZIER SC JEUX VACANCES 100% JEUX
DS 5* KRUISWOORD HLN GROOT PUZZELBOEK VARIA 3* FLAIR FR FEMMES D'AUJOURD'HUI FEMME ACTUELLE HLN ZWEEDS 4* GROOT PUZZELBOEK KNACK SPECIAL
DS CRYPTOGRAMMENBUNDEL TELE POCHE DS 4* ZWEEDS KAMPIOEN GRINTA! PAKKET HAPPINEZ
CINE ASTRO REVUE DS VARIAPOCKET DAG ALLEMAAL + HUMO HORZU FEMMES + FLAIR HLN WOORDZOEKER 3* GROOT PUZZEL DS SUDOKU SCHEURBLOK
SC MOTS MEL 200 GRILLES DS TECTONIC 3-5 CANARD ENCHAINE MOUSTIQUE LIBELLE STORY TELECABLE ET SATELLITE JOUCEO 4,99 EUROS DS CIJFERCODE VAKANTIE KANJER
DAG ALLEMAAL (ZONDER KALENDER) DS WOORDZOEKER WEEK. SPECIAL PLUS MAGAZINE NL PRIMA FR LIBELLE LEKKER TV 14 D MOTO 80 DS BINAIRE PUZZELS PSYCHOLOGIES MAG NL STRIP FC DE KAMPIOENEN
DS WOORDZOEKERPOCKET LE SOIR FLECHES FLAIR VL + PRODUCT PLUS 21% AUF EINEN BLICK SC JEUX VACANCES DS WOORDZOEKERPLEZIER ELLE BELGIE NL DS 5* DOORLOPER NOUVEAU MARIANNE FR FIGARO MAGAZINE + MADAME NOUS DEUX LIVRE
FLOW FR FEELING + PRODUCT PLUS 21% VTWONEN GAEL POINT DE VUE L OBS SOIR MAG TV FAMILIE EOS ELLE BODYMIND
PRIVE TELE POCKET TRENDS CINE TELE REVUE HUMO VIF L EXPRESS FLAIR VL SPIROU
ROYALTY LIBELLE + LIBELLE LEKKER DER SPIEGEL ELLE BELGIEQUE FR DS WOORDZOEKER VAKANTIEBOEK VOGUE NL NOUVEAU DETECTIVE HS MONITEUR AUTOMOBILE BOUQUET REEKS DS 3* DOORLOPER DS FILIPPINE VAKANTIEBOEK DR GOOD C'EST BON
FLOW SPECIAL STRIP ASTERIX EXPRES DI PIU I MAXI FR HOLA FEELING CLOSER FR AUTOGIDS LIBELLE + BKZ STRIP JOMMEKE CINE TELE REVUE REVUE

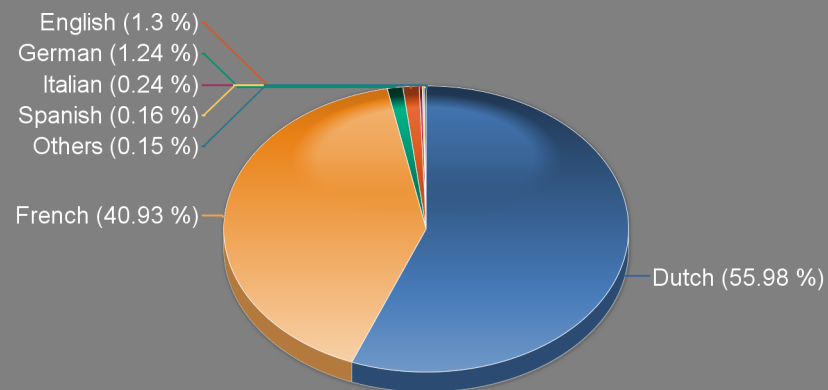
FRANC TIREUR DS TECTONIC 5-7 PLUS MAGAZINE FR DS WOORDZOEKER SCHEURBLOK GOED GEVOEL + RITUALS HANDCREME DS FILIPPINE 4* VAKANTIEBOEK FREIZIT REVUE D DS 100 WOORDZOEKERS LIBELLE + FLAIR VL. DS BINAIRE KAMPIOEN DS WOORDZOEKER MINI
PLAYBOY NL DS VARIABUNDEL HAPPINEZ NL FRANCE DIMANCHE JOEPIE JEZ DS 4* DOORLOPERS DONALD DUCK NL TOPMODEL NL WEEKEND GOED GEVOEL SANTE MAGAZINE SCIENCE ET VIE MARIE CLAIRE BELGIEQUE DS SUDOKU KAMPIOEN KNACK MAGAZINE CINE TELE REVUE JEUX HS BLOOM HLN ZWEEDS VAKANTIEBOEK 3* GOED GEVOEL POCKET PARIS MATCH INTERNATIONAL JEUX DE TELE STAR AMI DES JARDINS DS LEGPUZZEL POCKET CHARLIE HEBDO NOUVEAU DETECTIVE HLN ZWEEDS 3* GROOT PUZZELBOEK AUTO BILD
FEELING + LIBELLE LEKKER NEUE BLATT MODES ET TRAVAUX TELE 7 JOURS ECONOMIST KNACK SPORT NIEUWSBLAD ZWEEDSE PUZZELS DS FILIPPINE VAKANTIE KANJER DS EXTRA ZWEEDSE RAADSELS BLIK NATIONAAL TELE STAR DAG ALLEMAAL + STORY AUTO HEBDO SC FLECHES VITAL NIV 2/3 AVANTAGES FR WOMEN LANDELIJKE STIJL STIJLVOL WOMEN JOUCEO 3,99 EUROS LIBELLE SPECIAL LANDEVEN
TOPMODEL FR NEUE POST ICI PARIS MAGAZINE MONDE DIPLOMATIQUE MARIE CLAIRE BELGIE DS VARIA VAKANTIE KANJER COURRIER INTERNATIONAL KNACK WEEKEND KOKEN NIEUWSBLAD VARIA PUZZELS

>> Language view

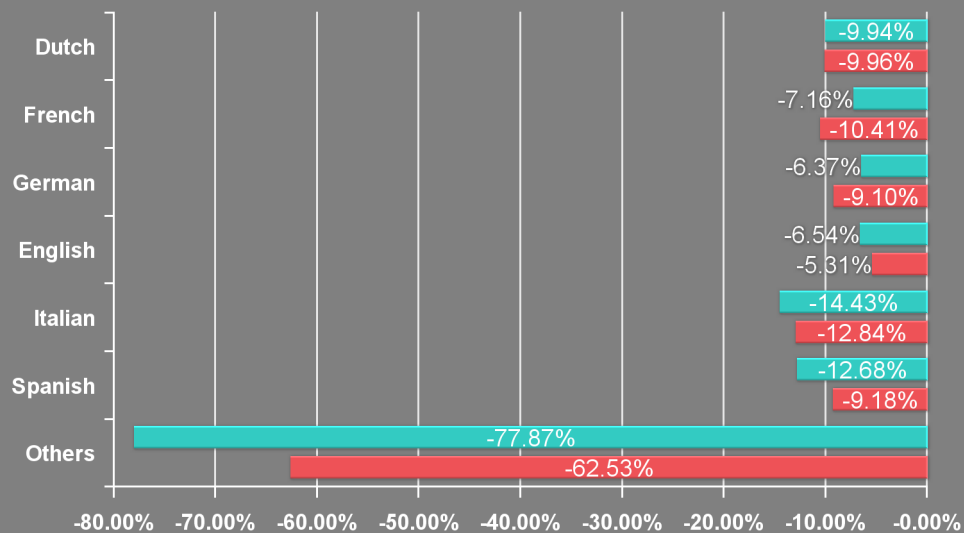
SALES



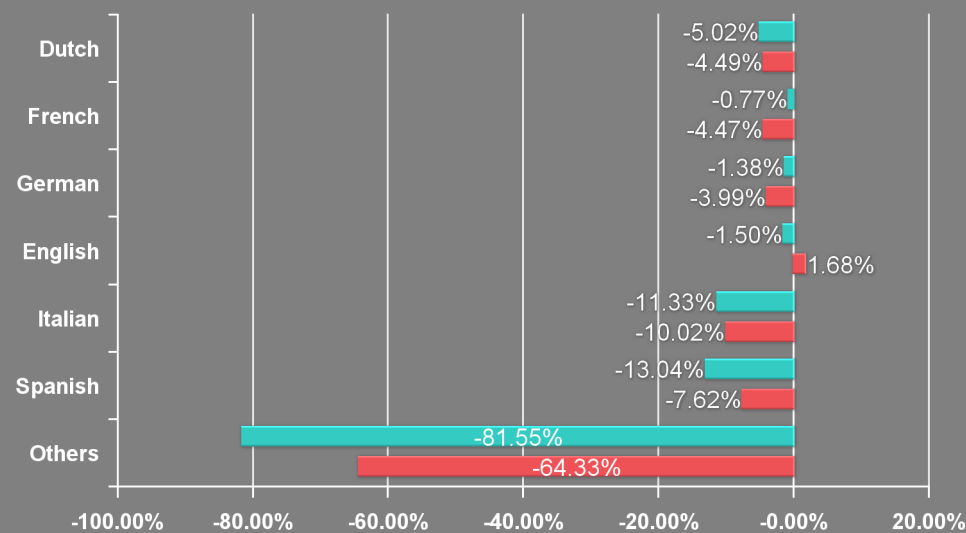
TURNOVER



■ Evol Sold YTD ■ Evol Sold Mobile



■ Evol Value YTD ■ Evol Value Mobile



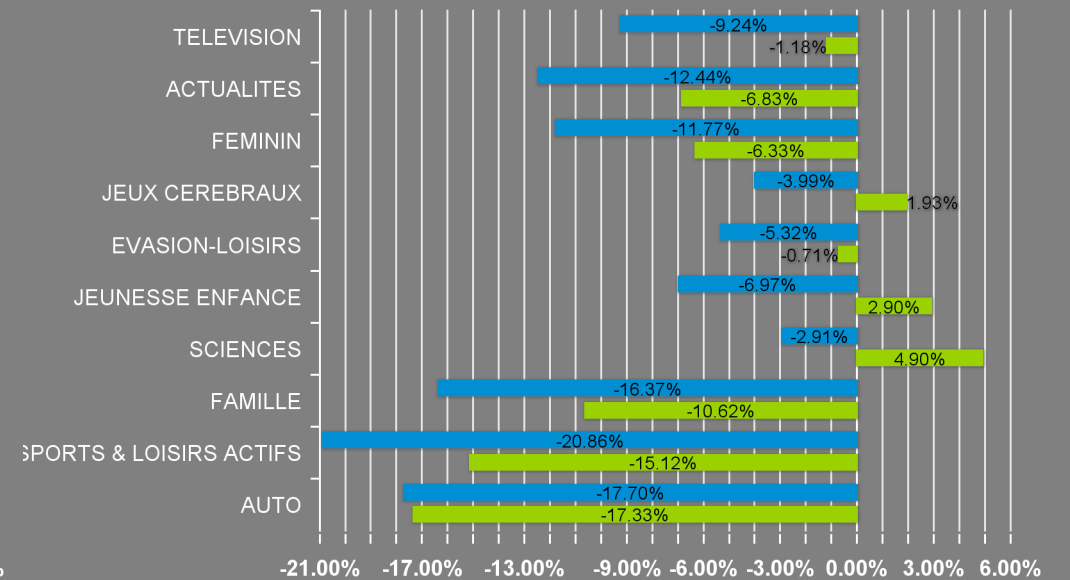
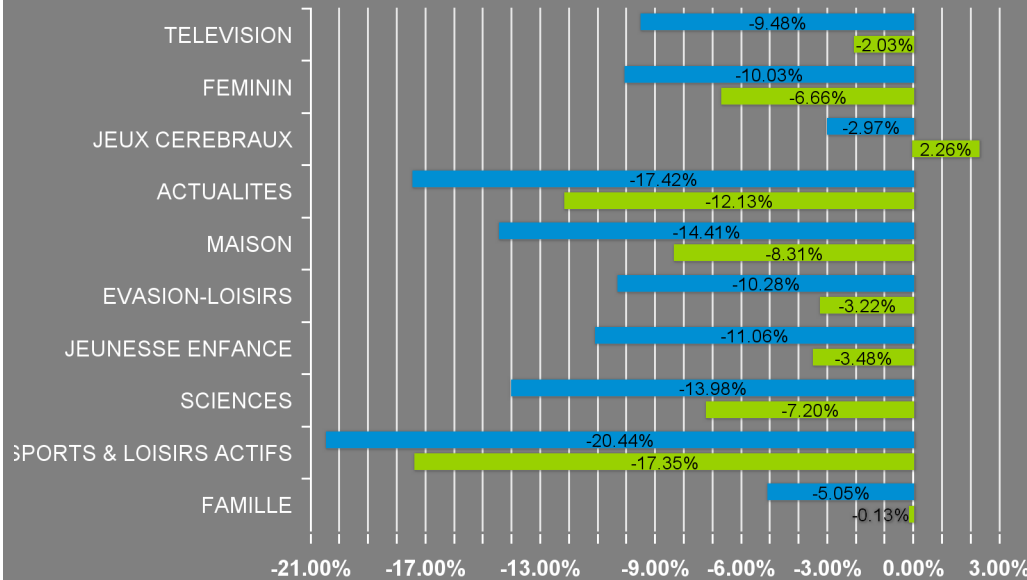
>> Family view by language (Mobile)

NL	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	38,194,337	26	55.35%	40.09%	-9.48%	-2.03%
FEMININ	23,159,880	110	18.75%	24.31%	-10.03%	-6.66%
JEUX CEREBRAUX	10,253,129	188	8.73%	10.76%	-2.97%	2.26%
ACTUALITES	7,225,968	30	7.06%	7.59%	-17.42%	-12.13%
MAISON	3,182,801	62	1.64%	3.34%	-14.41%	-8.31%
EVASION-LOISIRS	1,691,662	106	0.98%	1.78%	-10.28%	-3.22%
JEUNESSE ENFANCE	1,636,524	59	1.22%	1.72%	-11.06%	-3.48%
SCIENCES	1,619,717	28	0.81%	1.70%	-13.98%	-7.20%
SPORTS & LOISIRS ACTIFS	1,449,374	54	0.85%	1.52%	-20.44%	-17.35%
FAMILLE	1,408,833	31	1.07%	1.48%	-5.05%	-0.13%
TOP 10 DUTCH	89,822,224	694	96.47%	94.29%	-9.89%	-4.31%
ALL FAMILIES	95,262,046	885	100.00%	100.00%	-9.96%	-4.49%

FR	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	20,225,831	14	45.26%	29.03%	-9.24%	-1.18%
ACTUALITES	16,405,566	157	22.62%	23.55%	-12.44%	-6.83%
FEMININ	10,696,240	177	13.17%	15.35%	-11.77%	-6.33%
JEUX CEREBRAUX	7,513,930	404	7.95%	10.79%	-3.99%	1.93%
EVASION-LOISIRS	2,993,948	295	1.82%	4.30%	-5.32%	-0.71%
JEUNESSE ENFANCE	2,126,123	186	1.87%	3.05%	-6.97%	2.90%
SCIENCES	1,784,961	128	1.06%	2.56%	-2.91%	4.90%
FAMILLE	1,406,956	82	1.30%	2.02%	-16.37%	-10.62%
SPORTS & LOISIRS ACTIFS	1,191,366	128	0.77%	1.71%	-20.86%	-15.12%
AUTO	1,153,466	65	1.02%	1.66%	-17.70%	-17.33%
TOP 10 FRENCH	65,498,386	1,916	96.85%	94.02%	-10.09%	-3.71%
ALL FAMILIES	69,662,186	2,006	100.00%	100.00%	-10.41%	-4.47%

■ Evol Sold Mobile ■ Evol Value Mobile

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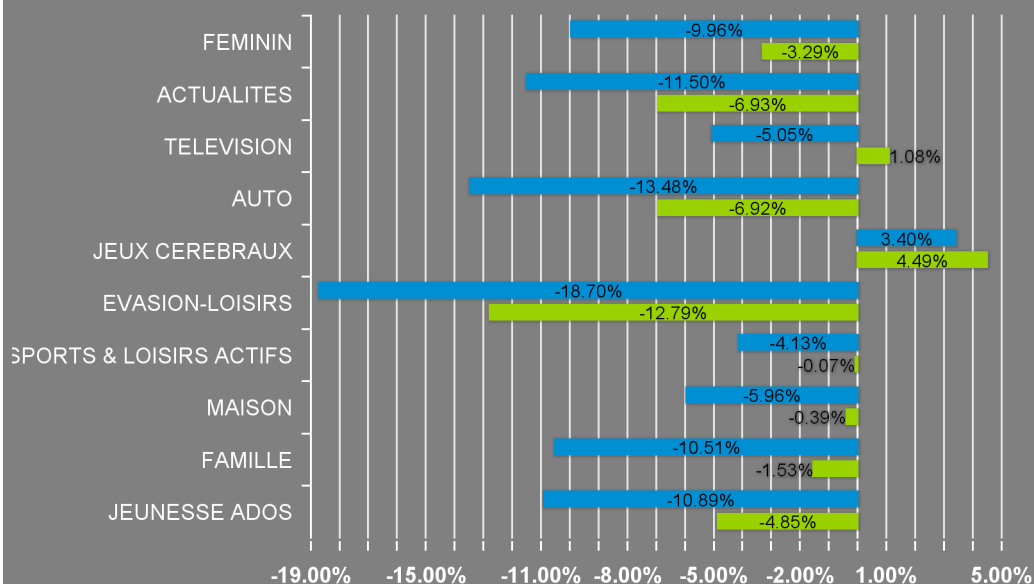


>> Family view by language (Mobile)

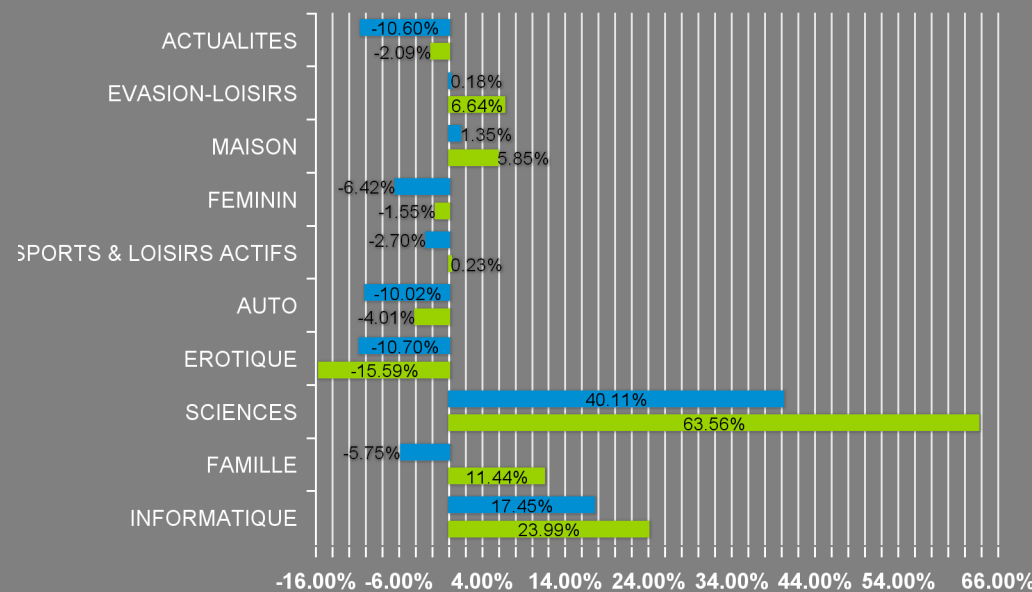
DE	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
FEMININ	691,728	107	44.16%	32.79%	-9.96%	-3.29%
ACTUALITES	503,652	46	13.53%	23.88%	-11.50%	-6.93%
TELEVISION	309,914	20	21.82%	14.69%	-5.05%	1.08%
AUTO	230,066	53	7.83%	10.91%	-13.48%	-6.92%
JEUX CEREBRAUX	69,225	76	3.55%	3.28%	3.40%	4.49%
EVASION-LOISIRS	65,820	63	1.46%	3.12%	-18.70%	-12.79%
SPORTS & LOISIRS ACTIFS	57,966	50	1.86%	2.75%	-4.13%	-0.07%
MAISON	42,227	34	1.19%	2.00%	-5.96%	-0.39%
FAMILLE	39,642	39	1.40%	1.88%	-10.51%	-1.53%
JEUNESSE ADOS	22,270	7	1.50%	1.06%	-10.89%	-4.85%
TOP 10 GERMAN	2,032,510	495	98.28%	96.35%	-9.02%	-3.94%
ALL FAMILIES	2,109,522	580	100.00%	100.00%	-9.10%	-3.99%

EN	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	683,801	75	36.04%	30.94%	-10.60%	-2.09%
EVASION-LOISIRS	525,560	318	21.04%	23.78%	0.18%	6.64%
MAISON	212,159	68	8.95%	9.60%	1.35%	5.85%
FEMININ	199,627	98	10.63%	9.03%	-6.42%	-1.55%
SPORTS & LOISIRS ACTIFS	163,169	74	6.92%	7.38%	-2.70%	0.23%
AUTO	156,831	54	6.89%	7.10%	-10.02%	-4.01%
EROTIQUE	100,844	39	3.16%	4.56%	-10.70%	-15.59%
SCIENCES	75,282	111	2.54%	3.41%	40.11%	63.56%
FAMILLE	32,394	26	1.23%	1.47%	-5.75%	11.44%
INFORMATIQUE	20,389	18	0.68%	0.92%	17.45%	23.99%
TOP 10 ENGLISH	2,170,056	881	98.08%	98.19%	-5.25%	1.80%
ALL FAMILIES	2,210,100	921	100.00%	100.00%	-5.31%	1.68%

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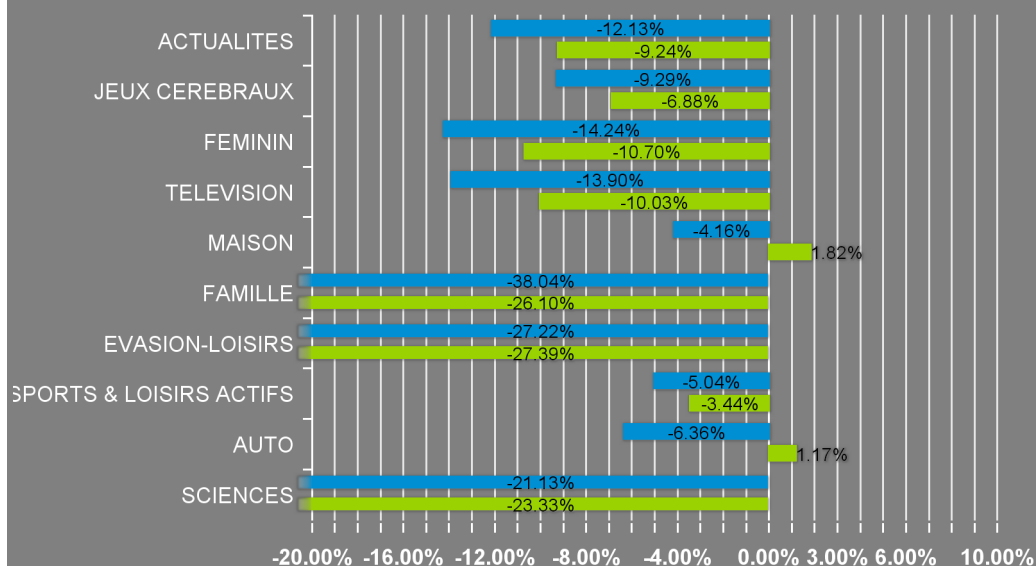


>> Family view by language (Mobile)

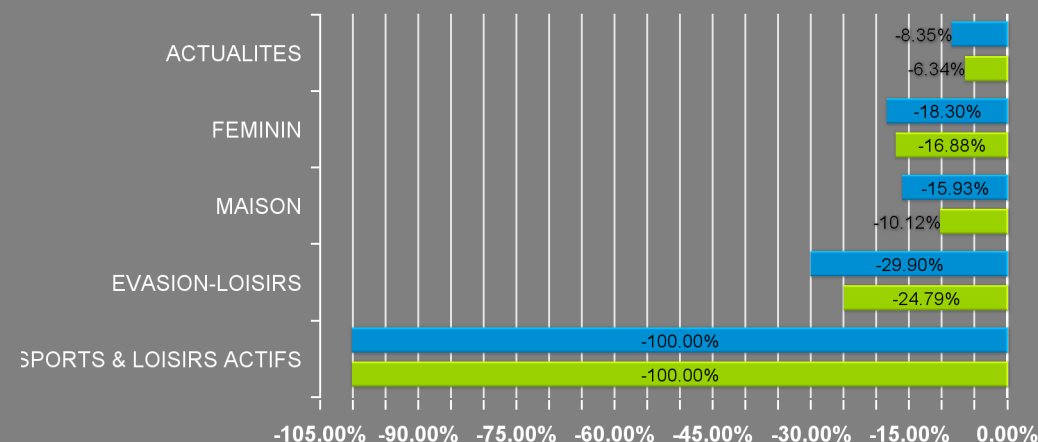
IT	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	174,281	14	50.18%	43.52%	-12.13%	-9.24%
JEUX CEREBRAUX	74,219	30	19.80%	18.54%	-9.29%	-6.88%
FEMININ	43,143	22	8.32%	10.77%	-14.24%	-10.70%
TELEVISION	31,063	5	13.65%	7.76%	-13.90%	-10.03%
MAISON	15,271	12	1.68%	3.81%	-4.16%	1.82%
FAMILLE	15,051	9	1.93%	3.76%	-38.04%	-26.10%
EVASION-LOISIRS	12,466	9	1.40%	3.11%	-27.22%	-27.39%
SPORTS & LOISIRS ACTIFS	11,074	8	1.06%	2.77%	-5.04%	-3.44%
AUTO	9,033	8	0.75%	2.26%	-6.36%	1.17%
SCIENCES	6,487	4	0.68%	1.62%	-21.13%	-23.33%
TOP 10 ITALIAN	392,089	121	99.45%	97.92%	-12.81%	-10.06%
ALL FAMILIES	400,416	143	100.00%	100.00%	-12.84%	-10.02%

SP	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	237,532	6	92.09%	86.41%	-8.35%	-6.34%
FEMININ	24,616	15	5.50%	8.96%	-18.30%	-16.88%
MAISON	10,499	8	1.96%	3.82%	-15.93%	-10.12%
EVASION-LOISIRS	2,001	4	0.40%	0.73%	-29.90%	-24.79%
SPORTS & LOISIRS ACTIFS	234	1	0.06%	0.09%	-100.00%	-100.00%
ALL FAMILIES	274,882	34	100.00%	100.00%	-9.18%	-7.62%

■ Evol Sold Mobile ■ Evol Value Mobile



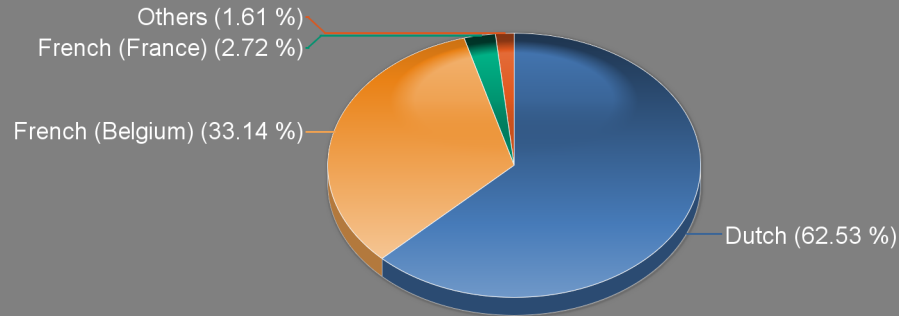
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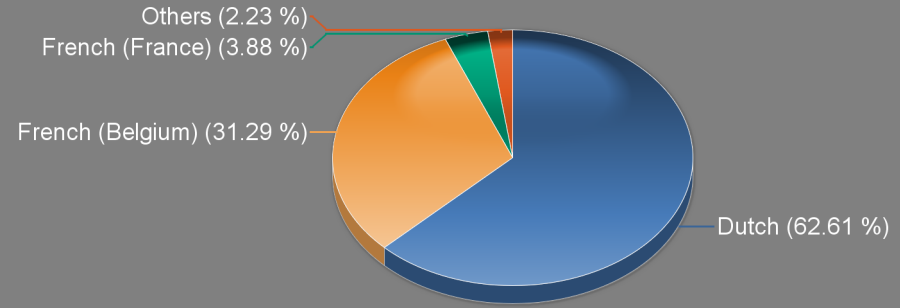


>> Language view

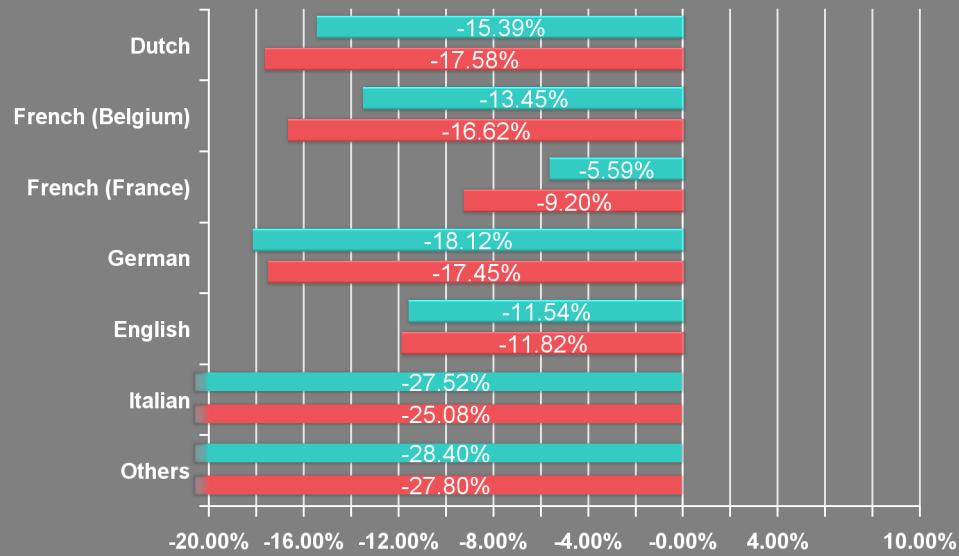
SALES



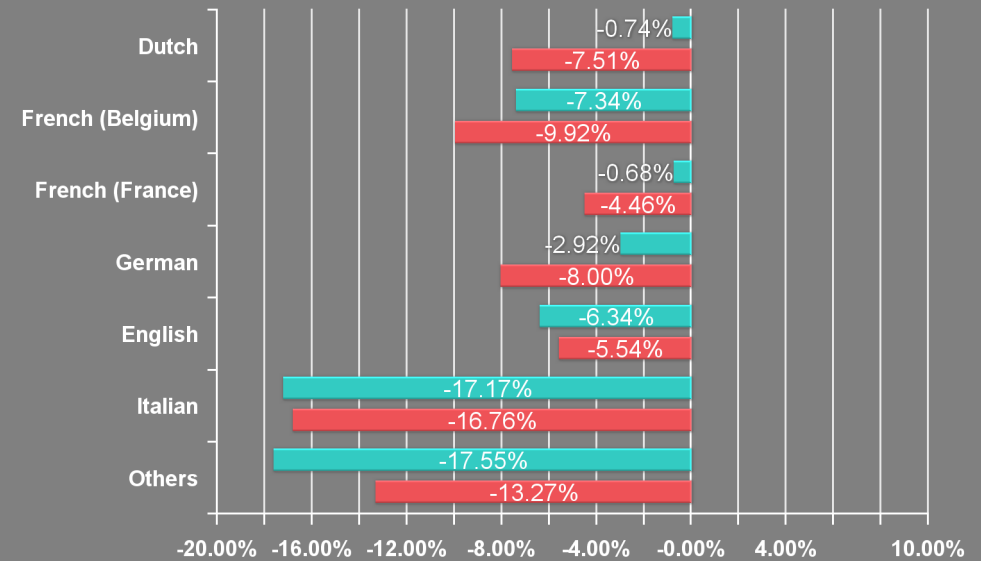
TURNOVER



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THANK YOU FOR READING

Please contact mktg.research@ampnet.be for more detailed information

Merci de contacter mktg.research@ampnet.be pour plus d'information

Voor meer informatie, kan u steeds mktg.research@ampnet.be contacteren