



May 2025



Summary

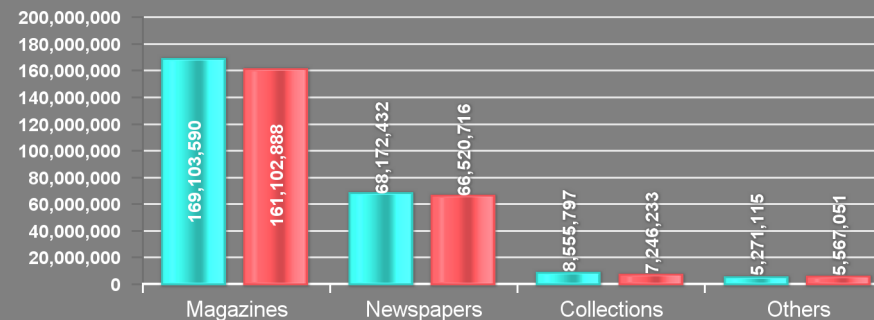
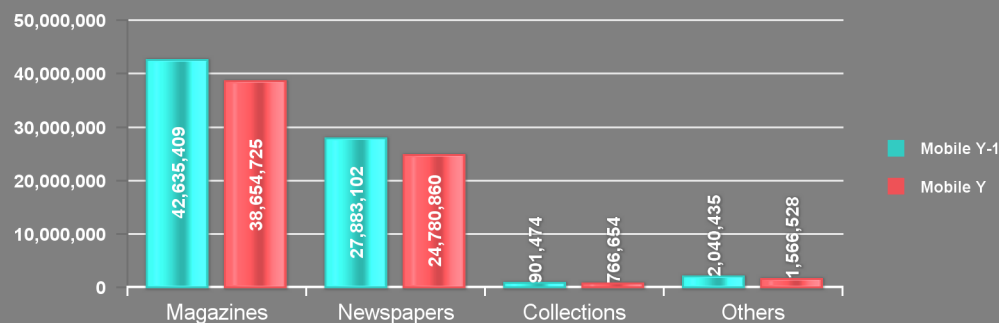
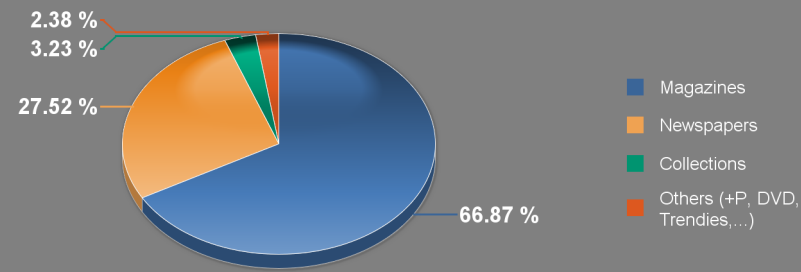
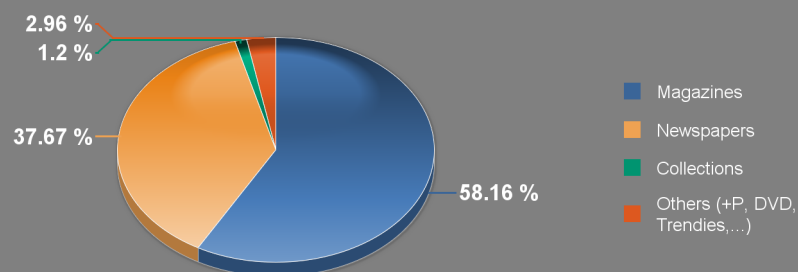


	MONTH	YTD	MOBILE
	May'25 vs May'24	Jan>May'25 vs Jan>May'24	Jun'24>May'25 vs Jun'23>May'24
SALES	-2.4%	-11.6%	-10.5%
TURNOVER	3.0%	-4.1%	-4.2%



SALES			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-11.6%	-10.2%	-9.3%
Newspapers	-3.4%	-9.7%	-11.1%
Collections	-10.8%	-22.3%	-15.0%
Others (+P, DVD, Trendies,...)	552.1%	-42.9%	-23.2%

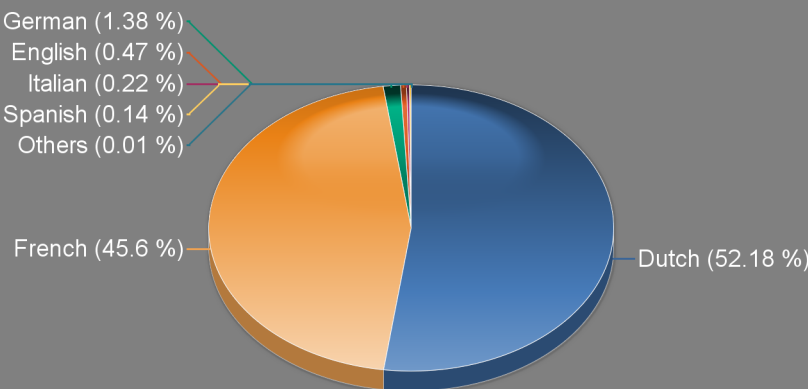
TURNOVER			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-5.3%	-4.9%	-4.7%
Newspapers	9.5%	0.9%	-2.4%
Collections	-18.6%	-17.4%	-15.3%
Others (+P, DVD, Trendies,...)	765.1%	-18.5%	5.6%



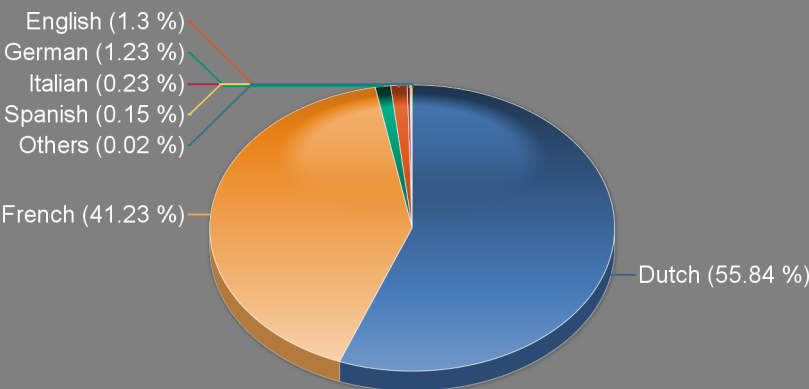
DS CRYPTOGRAMMENBUNDEL
LE VIF WEEKEND RECETTES DS 4' ZWEEDS KAMPIOEN JEUX DE TELE STAR HS
SC FLECHES NIVEAU 2/3 DS 5' DOORLOPER DS VARIAPOCKET GOED GEVOEL HLN WOORDZOEKER 3' GROOT PUZZEL SC JEUX VACANCES
ELLE DECORATION NOUS DEUX LIVRE
DAG ALLEMAAL (ZONDER KALENDER) DS FILIPPINE VAKANTIEBOEK FEMMES + FLAIR FEMME ACTUELLE DS WOORDZOEKER WEEK. SPECIAL MARIE CLAIRE BELGIE
DS WOORDZOEKERPLEZIER SCIENCE ET VIE
DS CIJFERCODE VAKANTIE KANJER HAPPINEZ NL PALLIETERKE
DS WOORDZOEKER BASIC FRANC-TIREUR CANARD ENCHAINE STORY LIBELLE MOUSTIQUE DAG ALLEMAAL + HUMO CINE ASTRO REVUE
FARCEUR/SABLIER CALENDRIER 2021 MARIE CLAIRE BELGIE DS BINAIRE KAMPIOEN MARGRIET DR GOOD LIBELLE LEKKER KNIPMODE DS SUDOKU 7-8 KING DS WOORDZOEKER MINI CINE REVUE HORS SERIE
DS SUDOKU GENIUS PSYCHOLOGIES MAG NL LE SOIR FLECHES TELE POCHE AUF EINEN BLICK DS 3' DOORLOPER HLN GROOT PUZZELBOEK VARIA 3' CLOSER FR BOUQUET REEKS
DER SPIEGEL PLUS MAGAZINE NL KNACK SPORT DAG ALLEMAAL + TONI COPPERS
PRIMA FR POINT DE VUE FLOW NL
SOIR MAG
NEUE POST TELE POCCKET AUTO HEBDO
VTWONEN NOUS DEUX HEBDO + ROMAN AUTOWEEK
NIEUWSBLAD ZWEEDE PUZZELS CUISINE ACTUELLE
LIBELLE + BKZ
SPIROU BLOOM
FLAIR FR HOLA
FEELING
MAXI FR GAEL
TRENDS DI PIU I WEEKEND
CINE
HLN ZWEEDS VAKANTIEBOEK 3'
DS SUDOKU SCHEURBLOK COURRIER INTERNATIONAL DS 5' KRUISWOORD
AMI DES JARDINS DS GROOT WOORDZOEKERBOEK FRANCE DIMANCHE DS GROOT VARIABOEK
GRINTAI TOPMODEL NL
FLOW FR BLIK NATIONAAL
VTWONEN LANDELIJK
SC FLECHES 70 GRIL NIV 2/3
DS 3' ZWEEDS PLEZIER KNACK MAGAZINE DS ZWEEDS POCCKET DELICIOUS
SANTÉ MAGAZINE HLN ZWEEDS 4' GROOT PUZZELBOEK LANDLEVEN
DS 4' KRUISWOORD
JEUX DE TELE STAR PAKKET HAPPINEZ BY YOU MAGAZINE TOPMODEL FR
LIBELLE + PRODUCTPLUS 21% DS EXTRA ZWEEDE RAADSELS DAG ALLEMAAL + STORY + PRIMO
DS VARIABUNDEL DONALD DUCK NL DS SUDOKU KAMPIOEN AUTO BILD
SC MOTS MEL 200 GRILLES CINE TELE REVUE JEUX/HS ICI PARIS MAGAZINE TRENDS TENDANCES
FEELING + LIBELLE LEKKER MONDE DIPLOMATIQUE PARIS MATCH INTERNATIONAL
KNACK WEEKEND KOKEN
SC FLECHES VITAL NIV 2/3
SC SUDOKU CHAMPION HLN ZWEEDS 3' GROOT PUZZELBOEK ELLE BELGIE FR
LIBELLE + FLAIR VL.
MONITEUR AUTOMOBILE
FREIZEIT REVUE D
LANDELIJK WONEN
DS FILIPPINE VAKANTIE KANJER
POKEMON MAG
CHARLIE HEBDO MOTO 80
NOUS DEUX HORZU
TOP SANTE FR ROYALTY
LIBELLE SPECIAL
DS LEGPUZZEL POCCKET
LIBELLE + LIBELLE LEKKER DR GOOD C'EST BON
DS VARIABOEK
DS WOORDZOEKER SCHEURBLOK
DS FILIPPINE 2-3' BOEK
NIEUWSBLAD VARIA PUZZELS DS 100 WOORDZOEKERS
DS TECTONIC 5-7 PLUS MAGAZINE FR BODYMIND STILVOL WONEN
KNACK SPECIAL AUTO PLUS FR AVANTAGES FR
DS 4' DOORLOPERS
DS WOORDZOEKER WEEK. SPECIAL
FEELING + PRODUCTPLUS 21%
MODES ET TRAVAUX
DS 3' DOORLOPER
HNL GROOT PUZZELBOEK VARIA 3' CLOSER FR BOUQUET REEKS
PARIS MATCH NOUVEL OBS
HUMO ECONOMIST
PUBLIC FR
PRIVE
TV FAMILIE VIF L EXPRESS
MARIANNE FR
FIGARO MAGAZINE + MADAME
ARIADNE AT HOME DS SUDOKU ULTRA
PLAYBOY NL
TELE 7 JOURS
TV 14 D EXPRES
POINT VOICI
FLAIR VL
ELLE GALA FR
AUTOGIDS
NEUE BLATT
VOGUE NL

>> *Language view*

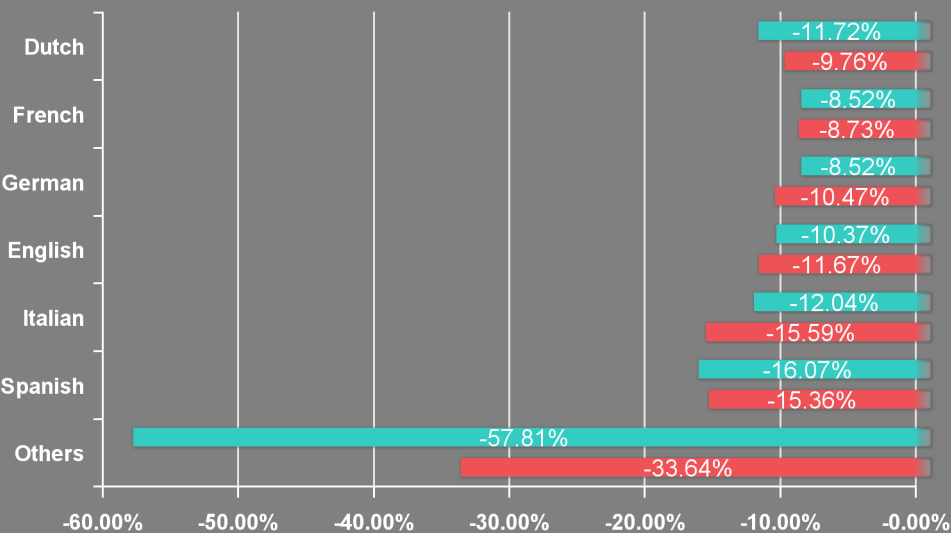
SALES



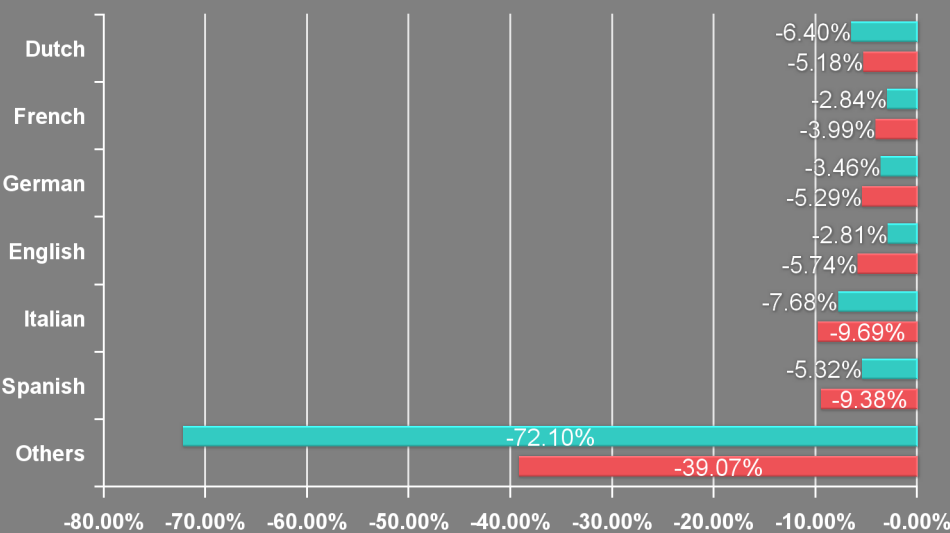
TURNOVER



■ Evol Sold YTD ■ Evol Sold Mobile



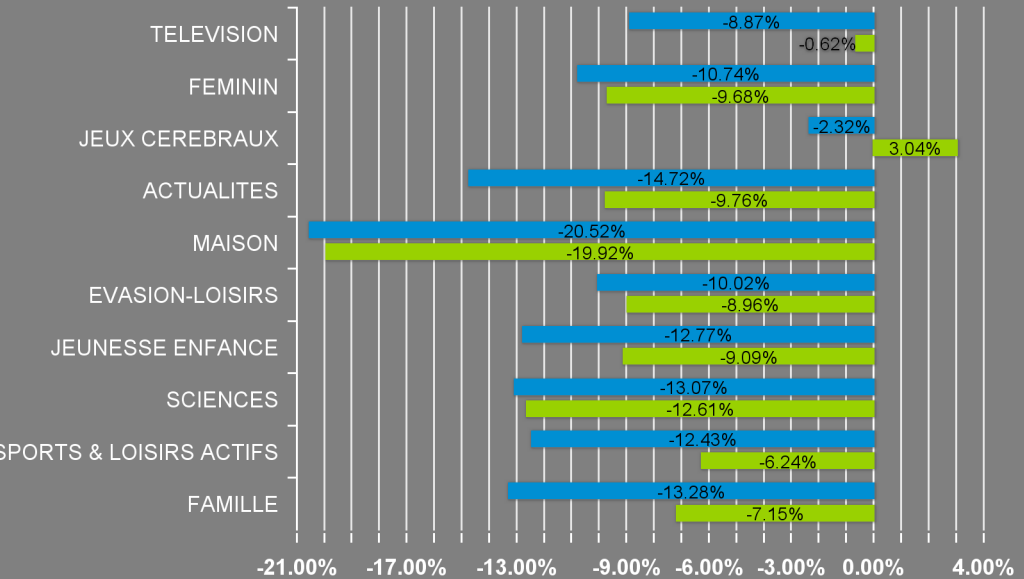
■ Evol Value YTD ■ Evol Value Mobile



>> Family view by language (Mobile)

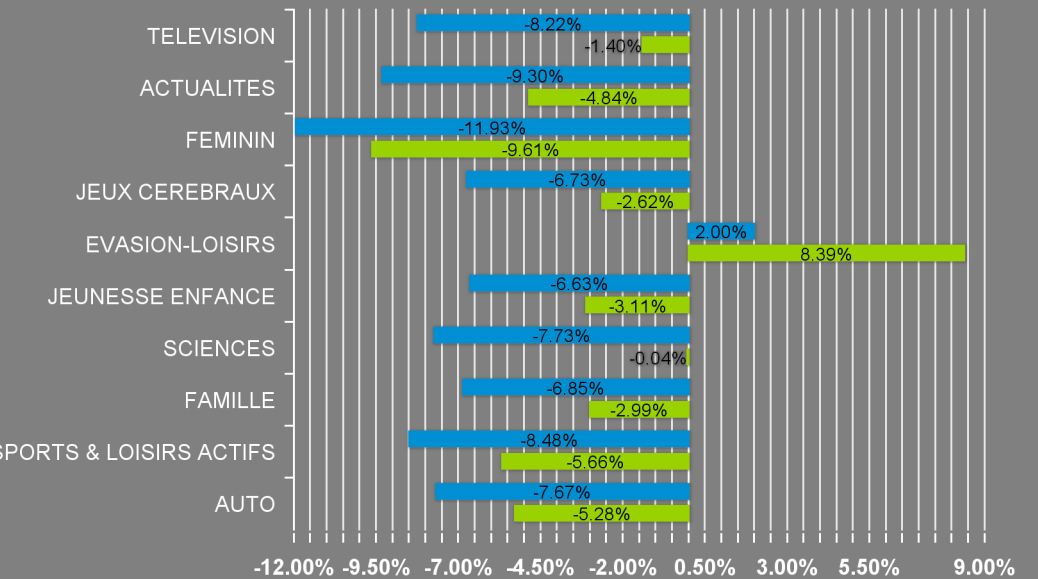
NL	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	37,924,625	19	55.76%	42.16%	-8.87%	-0.62%
FEMININ	20,905,192	102	18.71%	23.24%	-10.74%	-9.68%
JEUX CEREBRAUX	10,724,839	190	9.63%	11.92%	-2.32%	3.04%
ACTUALITES	6,472,403	29	6.61%	7.19%	-14.72%	-9.76%
MAISON	2,465,370	56	1.42%	2.74%	-20.52%	-19.92%
EVASION-LOISIRS	1,539,304	99	0.99%	1.71%	-10.02%	-8.96%
JEUNESSE ENFANCE	1,441,801	60	1.16%	1.60%	-12.77%	-9.09%
SCIENCES	1,397,049	28	0.78%	1.55%	-13.07%	-12.61%
SPORTS & LOISIRS ACTIFS	1,333,720	54	0.82%	1.48%	-12.43%	-6.24%
FAMILLE	1,300,960	32	1.04%	1.45%	-13.28%	-7.15%
TOP 10 DUTCH	85,505,263	669	96.93%	95.05%	-9.43%	-4.64%
ALL FAMILIES	89,959,193	840	100.00%	100.00%	-9.76%	-5.18%

 Evol Sold Mobile  Evol Value Mobile



FR	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	20,238,134	15	46.05%	30.47%	-8.22%	-1.40%
ACTUALITES	15,489,635	151	22.32%	23.32%	-9.30%	-4.84%
FEMININ	9,597,556	172	12.73%	14.45%	-11.93%	-9.61%
JEUX CEREBRAUX	7,386,455	422	8.24%	11.12%	-6.73%	-2.62%
EVASION-LOISIRS	3,132,572	325	1.98%	4.72%	2.00%	8.39%
JEUNESSE ENFANCE	2,036,192	204	1.90%	3.07%	-6.63%	-3.11%
SCIENCES	1,752,044	170	1.06%	2.64%	-7.73%	-0.04%
FAMILLE	1,320,855	87	1.29%	1.99%	-6.85%	-2.99%
SPORTS & LOISIRS ACTIFS	1,118,764	140	0.79%	1.68%	-8.48%	-5.66%
AUTO	1,067,186	63	1.01%	1.61%	-7.67%	-5.28%
TOP 10 FRENCH	63,139,391	1,999	97.38%	95.05%	-8.61%	-3.49%
ALL FAMILIES	66,427,143	2,129	100.00%	100.00%	-8.73%	-3.99%

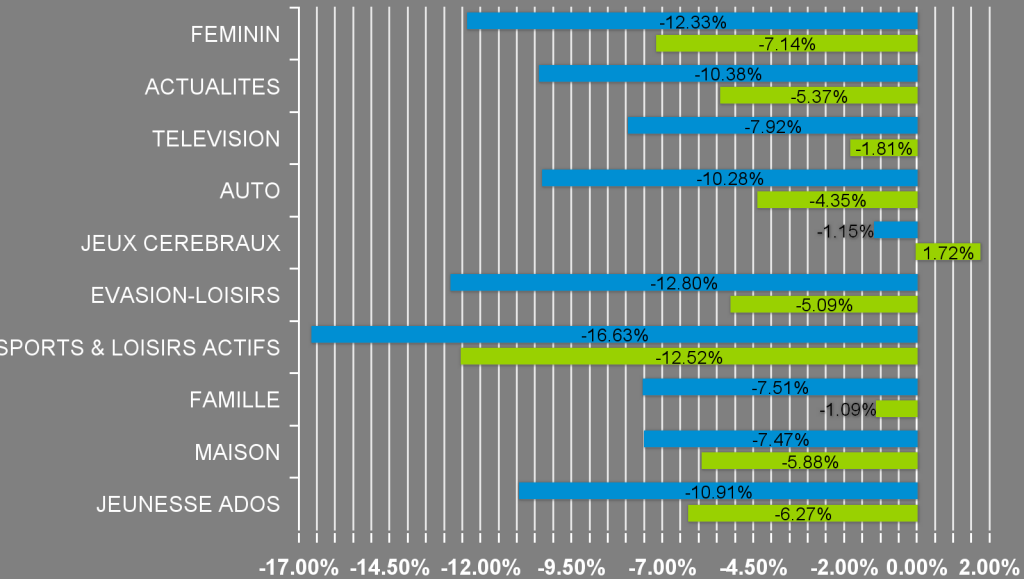
 Evol Sold Mobile  Evol Value Mobile



>> Family view by language (Mobile)

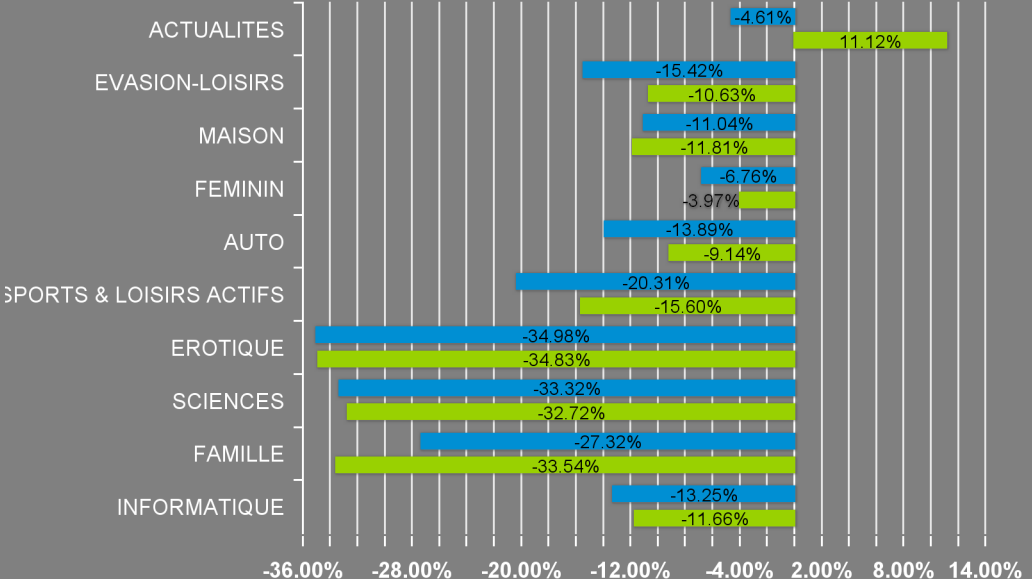
DE	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
FEMININ	639,961	99	43.54%	32.42%	-12.33%	-7.14%
ACTUALITES	469,215	42	13.42%	23.77%	-10.38%	-5.37%
TELEVISION	304,104	19	22.46%	15.41%	-7.92%	-1.81%
AUTO	215,516	50	7.79%	10.92%	-10.28%	-4.35%
JEUX CEREBRAUX	68,469	80	3.86%	3.47%	-1.15%	1.72%
EVASION-LOISIRS	58,639	49	1.36%	2.97%	-12.80%	-5.09%
SPORTS & LOISIRS ACTIFS	50,489	44	1.74%	2.56%	-16.63%	-12.52%
FAMILLE	39,053	34	1.45%	1.98%	-7.51%	-1.09%
MAISON	37,764	29	1.18%	1.91%	-7.47%	-5.88%
JEUNESSE ADOS	20,780	5	1.51%	1.05%	-10.91%	-6.27%
TOP 10 GERMAN	1,903,989	451	98.31%	96.47%	-10.47%	-5.21%
ALL FAMILIES	1,973,678	520	100.00%	100.00%	-10.47%	-5.29%

■ Evol Sold Mobile ■ Evol Value Mobile



EN	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	768,870	53	38.82%	36.64%	-4.61%	11.12%
EVASION-LOISIRS	475,893	279	20.20%	22.68%	-15.42%	-10.63%
MAISON	195,437	75	9.40%	9.31%	-11.04%	-11.81%
FEMININ	191,731	72	11.21%	9.14%	-6.76%	-3.97%
AUTO	145,056	40	6.80%	6.91%	-13.89%	-9.14%
SPORTS & LOISIRS ACTIFS	139,918	78	6.31%	6.67%	-20.31%	-15.60%
EROTIQUE	60,727	24	2.11%	2.89%	-34.98%	-34.83%
SCIENCES	45,335	71	1.74%	2.16%	-33.32%	-32.72%
FAMILLE	22,226	13	1.04%	1.06%	-27.32%	-33.54%
INFORMATIQUE	18,545	14	0.68%	0.88%	-13.25%	-11.66%
TOP 10 ENGLISH	2,063,738	719	98.31%	98.36%	-11.47%	-5.60%
ALL FAMILIES	2,098,166	751	100.00%	100.00%	-11.67%	-5.74%

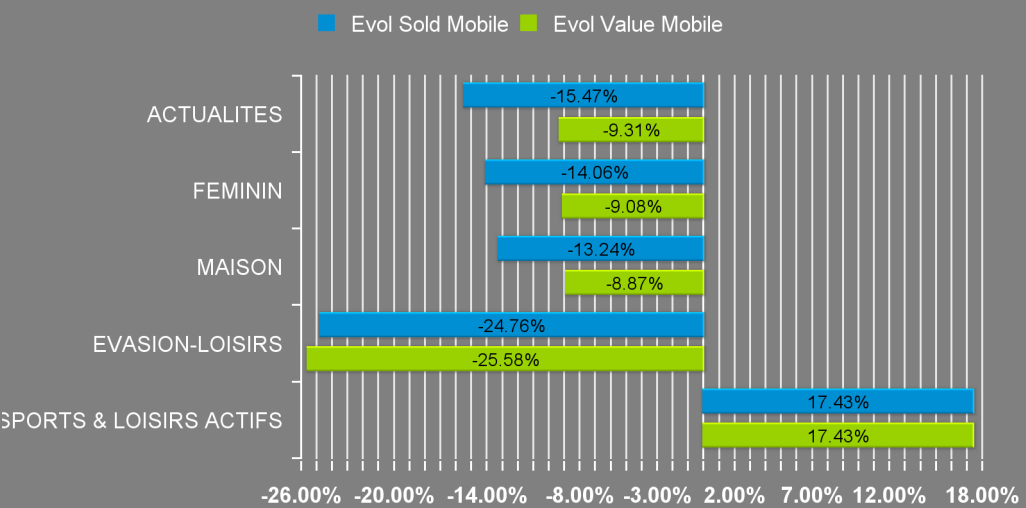
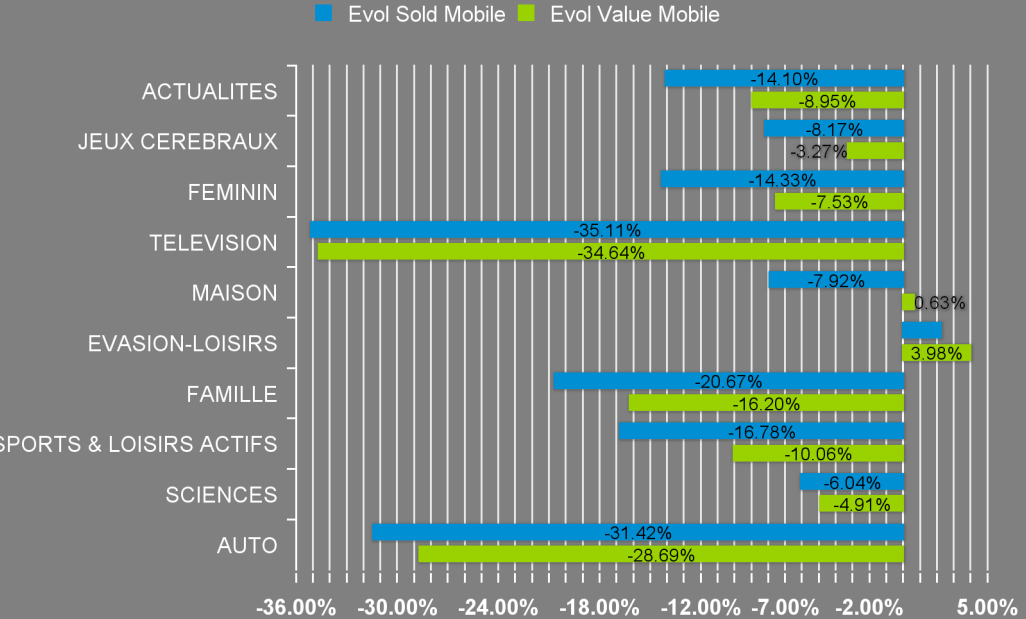
■ Evol Sold Mobile ■ Evol Value Mobile



>> Family view by language (Mobile)

IT	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	162,554	14	51.30%	44.35%	-14.10%	-8.95%
JEUX CEREBRAUX	73,713	34	21.94%	20.11%	-8.17%	-3.27%
FEMININ	39,597	21	8.30%	10.80%	-14.33%	-7.53%
TELEVISION	19,893	4	10.18%	5.43%	-35.11%	-34.64%
MAISON	15,028	14	1.75%	4.10%	-7.92%	0.63%
EVASION-LOISIRS	13,400	8	1.80%	3.66%	2.23%	3.98%
FAMILLE	13,346	8	1.87%	3.64%	-20.67%	-16.20%
SPORTS & LOISIRS ACTIFS	9,889	8	1.03%	2.70%	-16.78%	-10.06%
SCIENCES	6,279	4	0.77%	1.71%	-6.04%	-4.91%
AUTO	6,192	7	0.58%	1.69%	-31.42%	-28.69%
TOP 10 ITALIAN	359,890	122	99.52%	98.18%	-15.60%	-9.58%
ALL FAMILIES	366,560	140	100.00%	100.00%	-15.59%	-9.69%

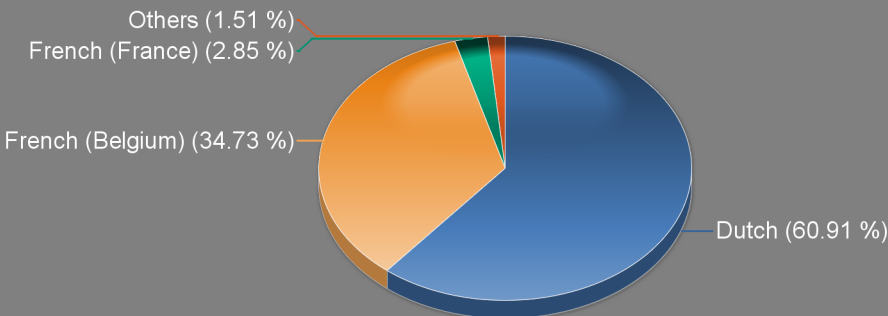
SP	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	212,295	5	91.56%	85.85%	-15.47%	-9.31%
FEMININ	24,021	15	6.03%	9.71%	-14.06%	-9.08%
MAISON	9,047	7	1.93%	3.66%	-13.24%	-8.87%
EVASION-LOISIRS	1,625	4	0.39%	0.66%	-24.76%	-25.58%
SPORTS & LOISIRS ACTIFS	295	1	0.08%	0.12%	17.43%	17.43%
ALL FAMILIES	247,282	32	100.00%	100.00%	-15.36%	-9.38%



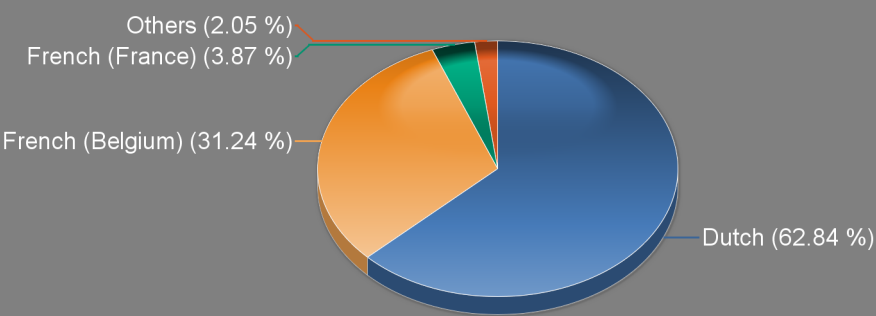
Business Intelligence - 2025/06

>> *Language view*

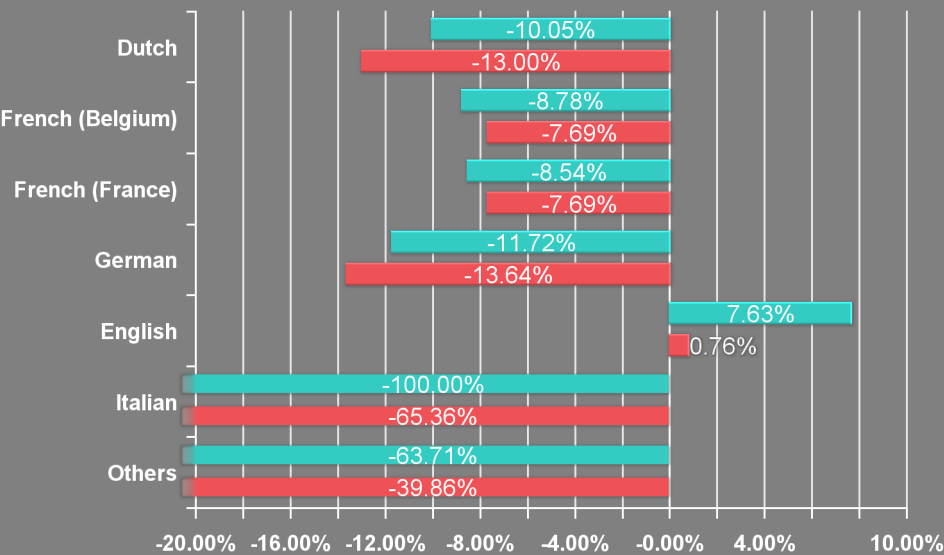
SALES



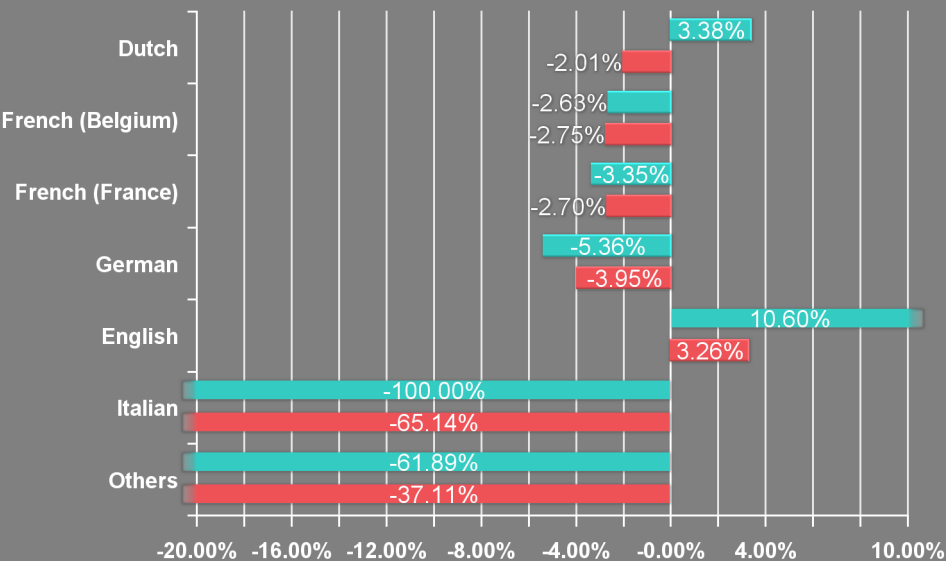
TURNOVER



■ Evol Sold YTD ■ Evol Sold Mobile



■ Evol Value YTD ■ Evol Value Mobile



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