



September 2026



Summary

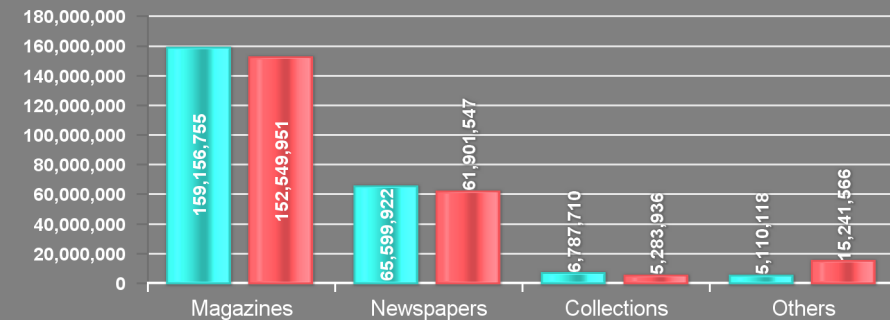
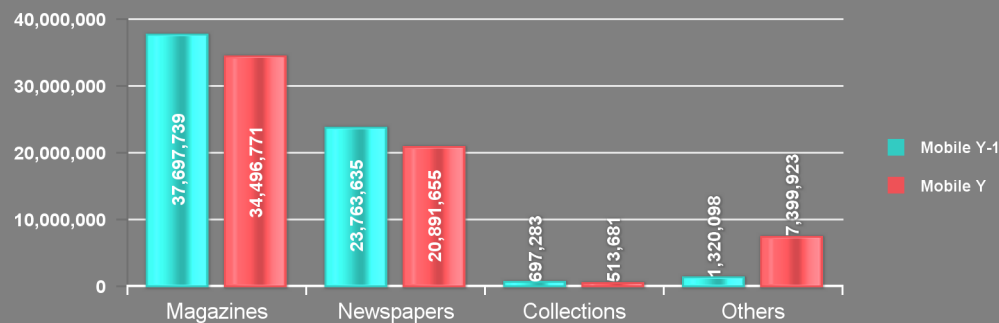
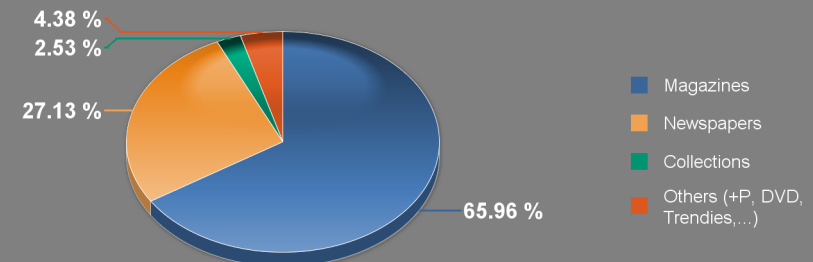
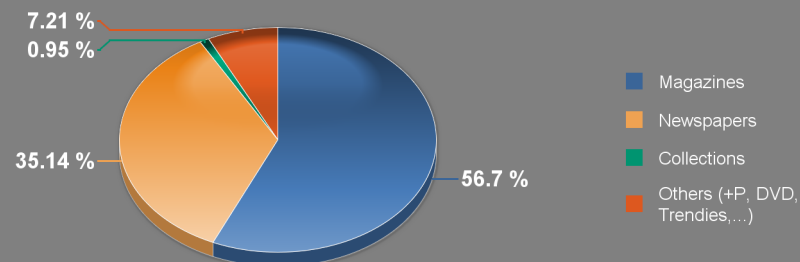


	MONTH	YTD	MOBILE
	Sep'26 vs Sep'25	Jan>Sep'26 vs Jan>Sep'25	Oct'25>Sep'26 vs Oct'24>Sep'25
SALES	-9.2%	2.6%	-0.3%
TURNOVER	-5.2%	-0.1%	-0.7%



SALES			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-5.4%	-8.6%	-8.5%
Newspapers	-15.1%	-13.2%	-12.1%
Collections	-38.4%	-29.1%	-26.3%
Others (+P, DVD, Trendies,...)	16.9%	663.3%	460.6%

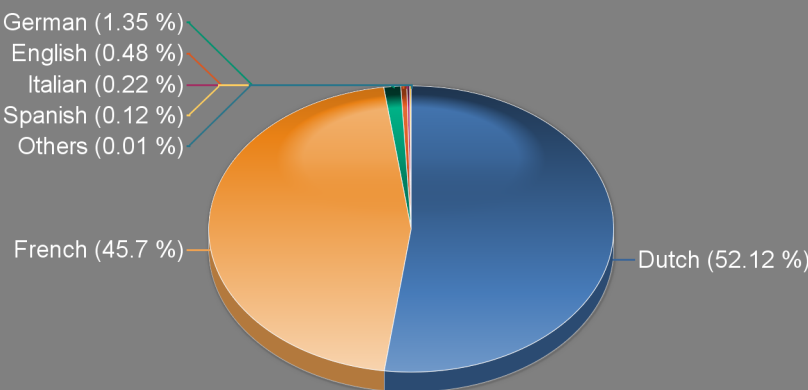
TURNOVER			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-2.5%	-4.1%	-4.2%
Newspapers	-9.4%	-7.3%	-5.6%
Collections	-30.8%	-25.1%	-22.2%
Others (+P, DVD, Trendies,...)	-3.7%	255.2%	198.3%



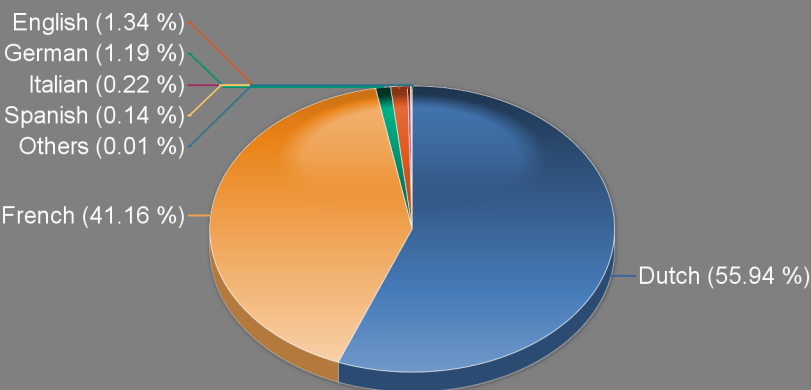


>> *Language view*

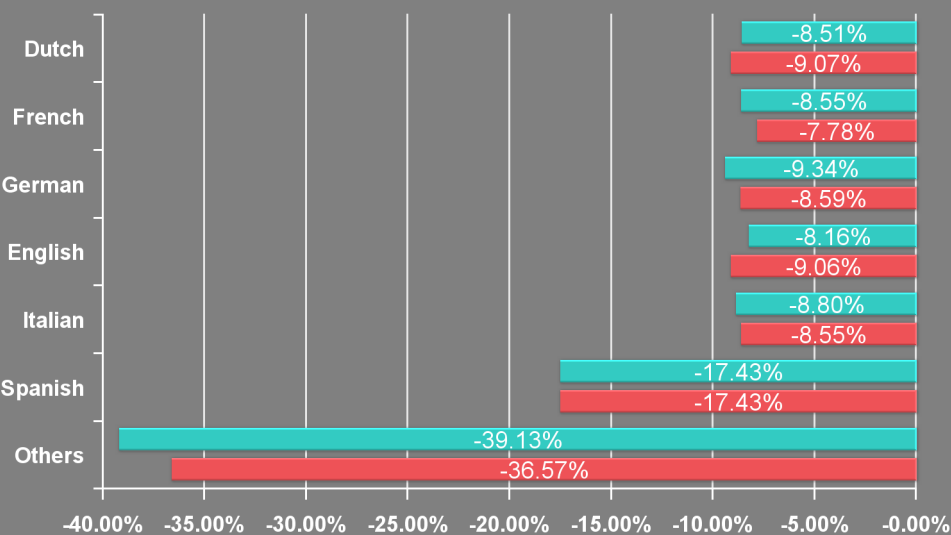
SALES



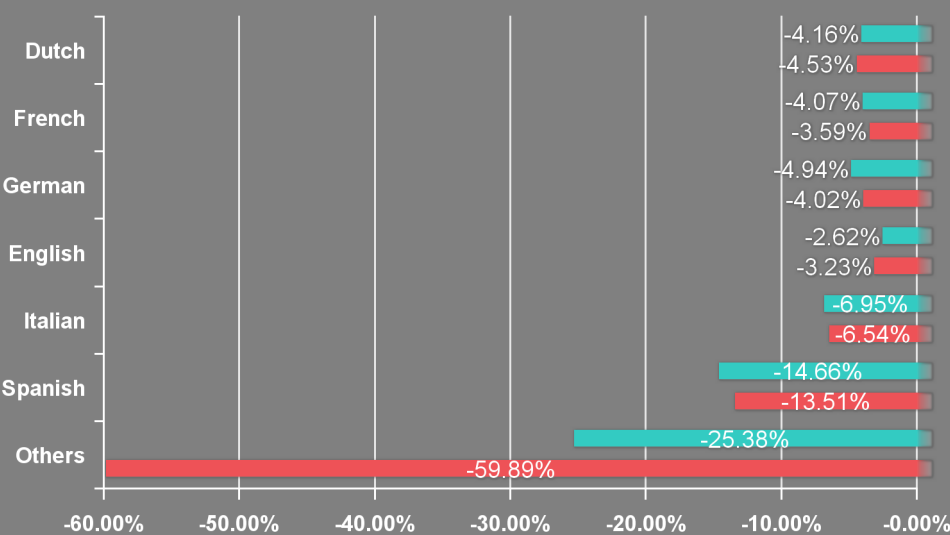
TURNOVER



■ Evol Sold YTD ■ Evol Sold Mobile



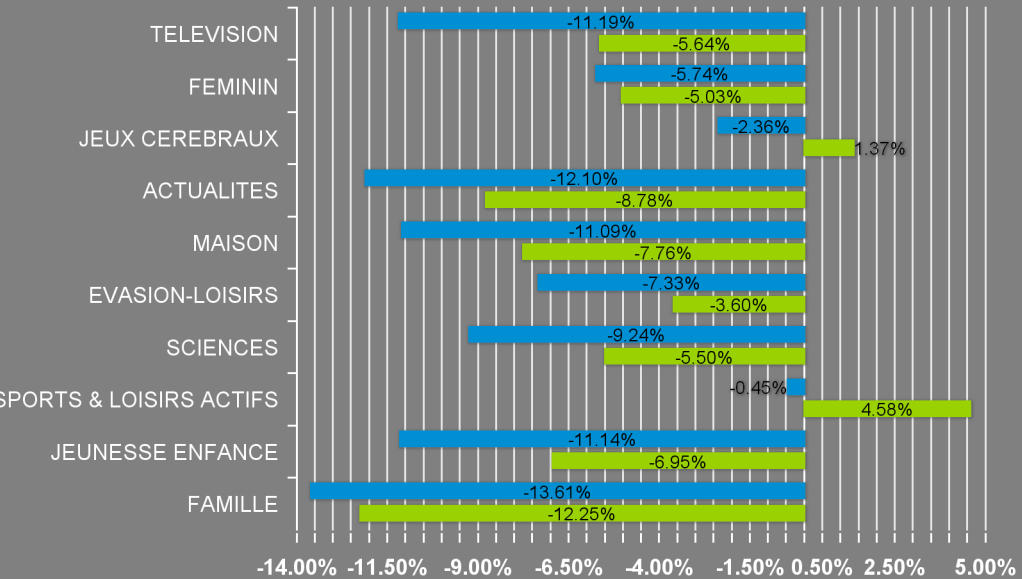
■ Evol Value YTD ■ Evol Value Mobile



>> Family view by language (Mobile)

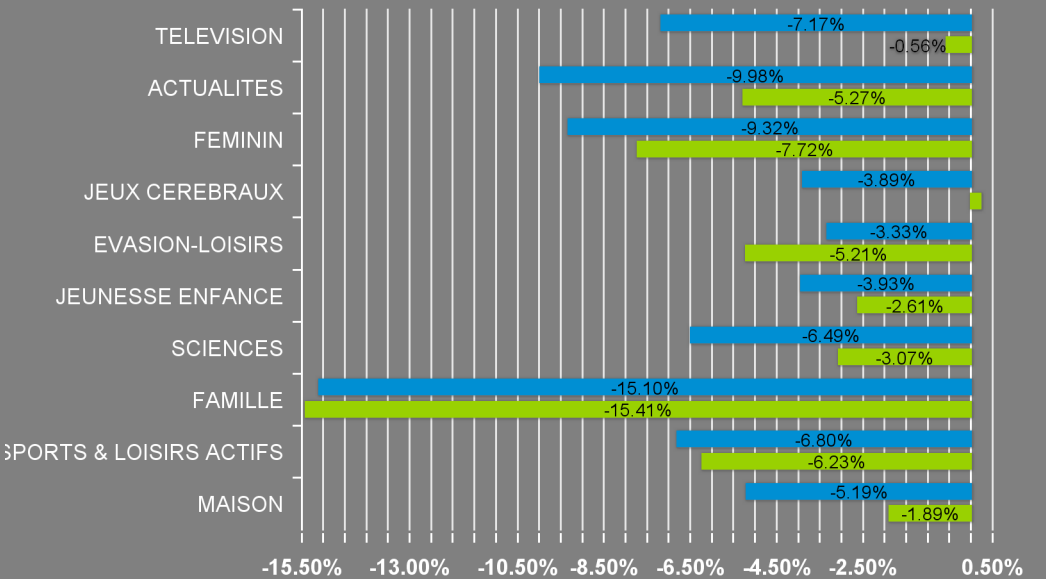
NL	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	36,186,675	21	54.66%	42.41%	-11.19%	-5.64%
FEMININ	19,702,794	97	19.54%	23.09%	-5.74%	-5.03%
JEUX CEREBRAUX	10,823,974	195	10.45%	12.68%	-2.36%	1.37%
ACTUALITES	5,781,649	23	6.30%	6.78%	-12.10%	-8.78%
MAISON	2,123,965	46	1.34%	2.49%	-11.09%	-7.76%
EVASION-LOISIRS	1,425,142	99	0.98%	1.67%	-7.33%	-3.60%
SCIENCES	1,343,163	27	0.79%	1.57%	-9.24%	-5.50%
SPORTS & LOISIRS ACTIFS	1,330,836	49	0.85%	1.56%	-0.45%	4.58%
JEUNESSE ENFANCE	1,315,014	58	1.11%	1.54%	-11.14%	-6.95%
FAMILLE	1,109,313	31	0.96%	1.30%	-13.61%	-12.25%
TOP 10 DUTCH	81,142,526	646	96.98%	95.09%	-9.19%	-4.83%
ALL FAMILIES	85,335,627	813	100.00%	100.00%	-9.07%	-4.53%

 Evol Sold Mobile  Evol Value Mobile



FR	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	20,057,989	15	46.70%	31.94%	-7.17%	-0.56%
ACTUALITES	14,166,085	141	21.39%	22.56%	-9.98%	-5.27%
FEMININ	8,695,965	159	12.51%	13.85%	-9.32%	-7.72%
JEUX CEREBRAUX	7,433,296	412	8.85%	11.84%	-3.89%	0.22%
EVASION-LOISIRS	2,935,815	372	2.11%	4.68%	-3.33%	-5.21%
JEUNESSE ENFANCE	2,014,207	207	2.04%	3.21%	-3.93%	-2.61%
SCIENCES	1,527,871	177	1.02%	2.43%	-6.49%	-3.07%
FAMILLE	1,059,344	85	1.14%	1.69%	-15.10%	-15.41%
SPORTS & LOISIRS ACTIFS	991,185	136	0.78%	1.58%	-6.80%	-6.23%
MAISON	919,575	71	0.83%	1.46%	-5.19%	-1.89%
TOP 10 FRENCH	59,801,332	2,068	97.38%	95.24%	-7.73%	-3.47%
ALL FAMILIES	62,790,590	2,134	100.00%	100.00%	-7.78%	-3.59%

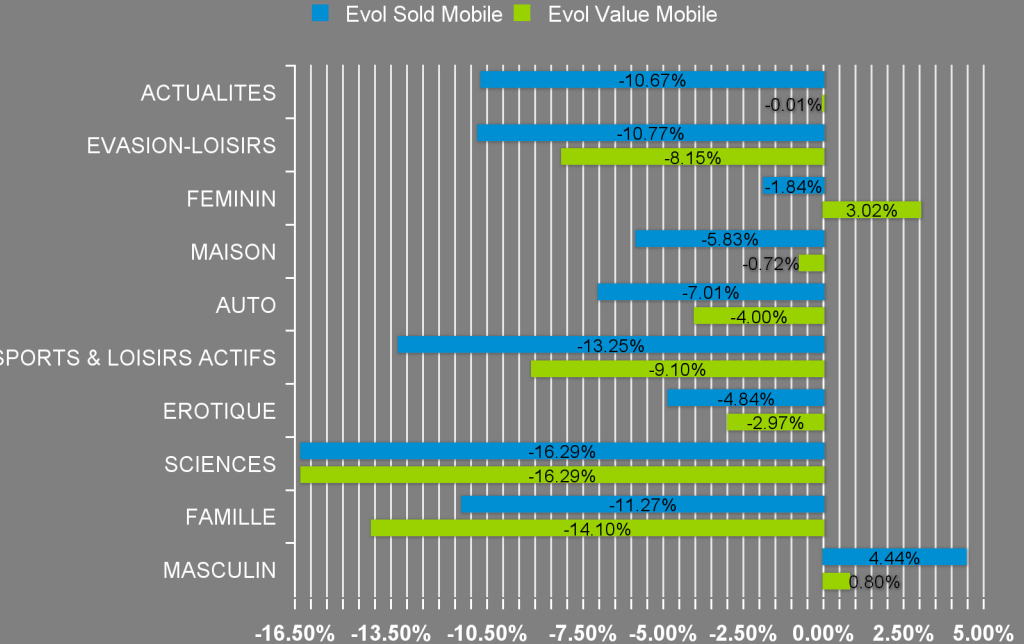
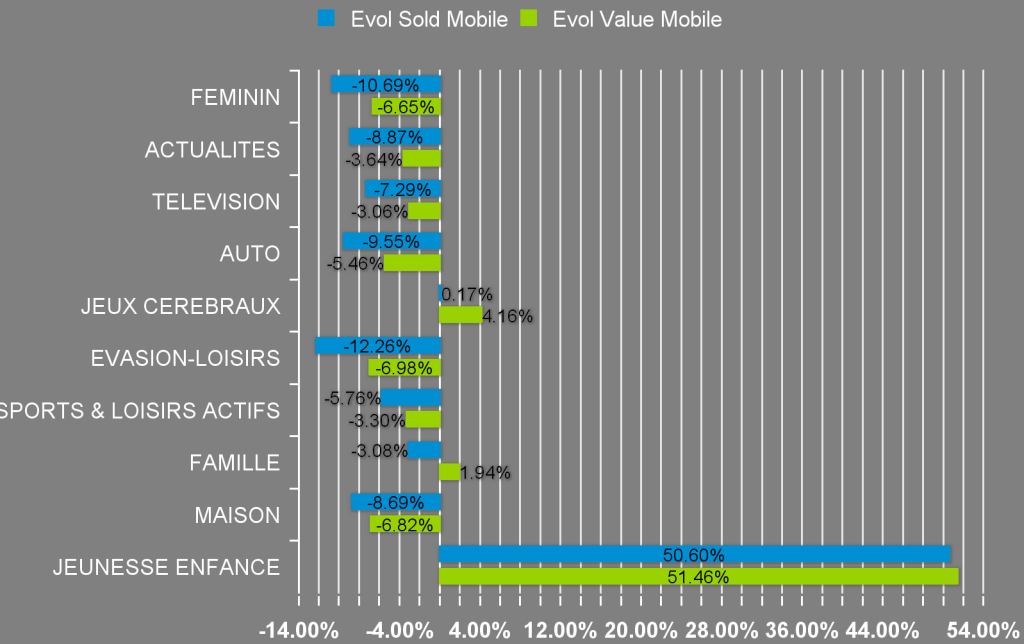
 Evol Sold Mobile  Evol Value Mobile



>> Family view by language (Mobile)

DE	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
FEMININ	553,286	83	41.84%	30.46%	-10.69%	-6.65%
ACTUALITES	442,245	32	13.58%	24.35%	-8.87%	-3.64%
TELEVISION	290,073	18	23.16%	15.97%	-7.29%	-3.06%
AUTO	196,260	49	7.76%	10.81%	-9.55%	-5.46%
JEUX CEREBRAUX	71,194	90	4.40%	3.92%	0.17%	4.16%
EVASION-LOISIRS	51,632	44	1.26%	2.84%	-12.26%	-6.98%
SPORTS & LOISIRS ACTIFS	45,132	39	1.73%	2.48%	-5.76%	-3.30%
FAMILLE	37,521	35	1.50%	2.07%	-3.08%	1.94%
MAISON	33,693	25	1.17%	1.86%	-8.69%	-6.82%
JEUNESSE ENFANCE	21,741	13	0.66%	1.20%	50.60%	51.46%
TOP 10 GERMAN	1,742,777	428	97.06%	95.95%	-8.64%	-4.05%
ALL FAMILIES	1,816,303	481	100.00%	100.00%	-8.59%	-4.02%

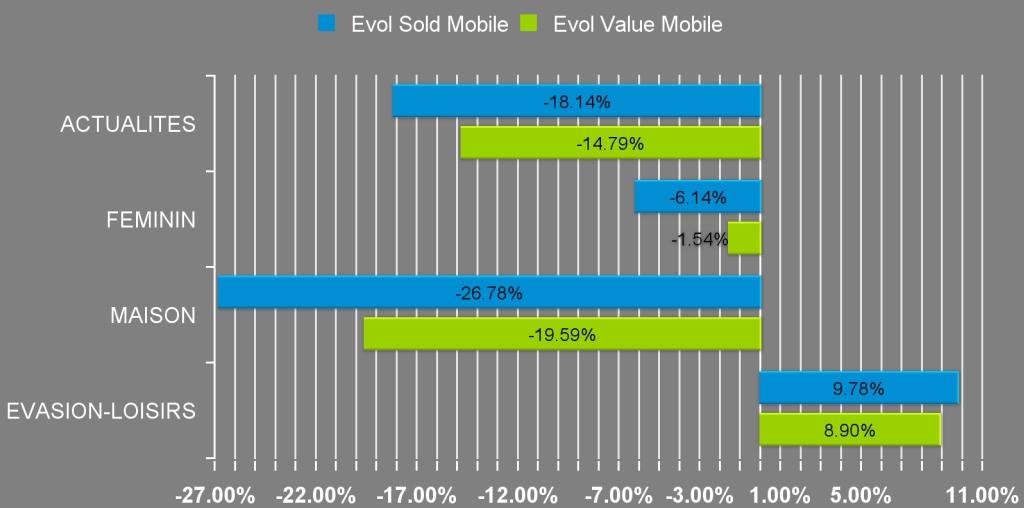
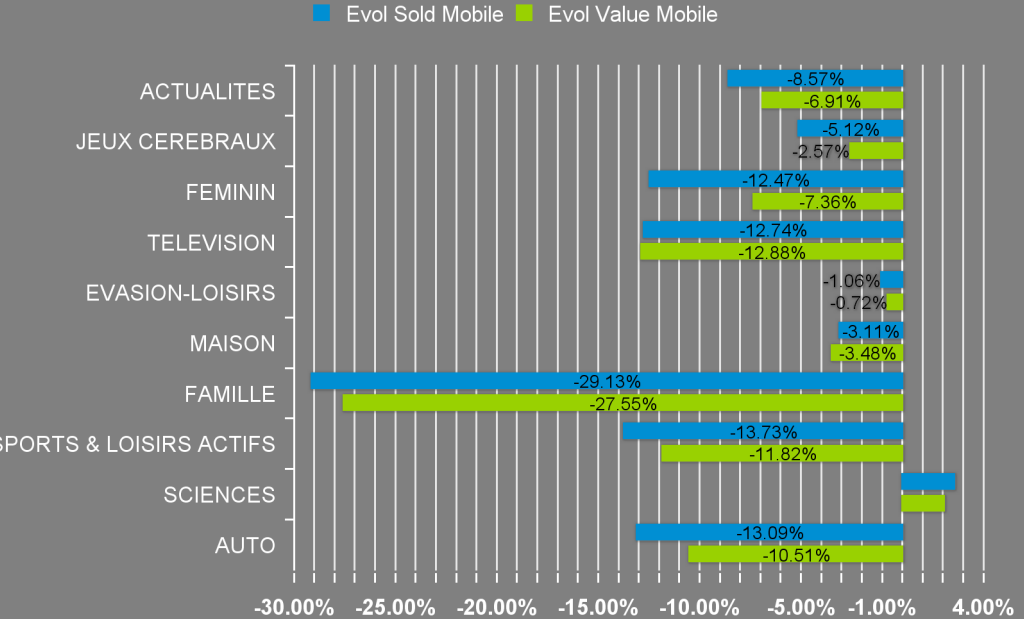
EN	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	782,493	43	37.78%	38.23%	-10.67%	-0.01%
EVASION-LOISIRS	434,817	207	19.71%	21.25%	-10.77%	-8.15%
FEMININ	206,934	63	12.64%	10.11%	-1.84%	3.02%
MAISON	199,632	60	10.03%	9.75%	-5.83%	-0.72%
AUTO	137,846	37	6.86%	6.74%	-7.01%	-4.00%
SPORTS & LOISIRS ACTIFS	121,655	59	5.77%	5.94%	-13.25%	-9.10%
EROTIQUE	61,797	26	2.39%	3.02%	-4.84%	-2.97%
SCIENCES	35,264	28	1.51%	1.72%	-16.29%	-16.29%
FAMILLE	19,115	10	1.03%	0.93%	-11.27%	-14.10%
MASCULIN	15,084	16	0.74%	0.74%	4.44%	0.80%
TOP 10 ENGLISH	2,014,637	549	98.46%	98.44%	-8.94%	-3.07%
ALL FAMILIES	2,046,648	573	100.00%	100.00%	-9.06%	-3.23%



>> Family view by language (Mobile)

IT	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	150,229	13	52.22%	44.96%	-8.57%	-6.91%
JEUX CEREBRAUX	68,701	31	22.66%	20.56%	-5.12%	-2.57%
FEMININ	37,230	20	8.20%	11.14%	-12.47%	-7.36%
TELEVISION	15,083	4	8.70%	4.51%	-12.74%	-12.88%
EVASION-LOISIRS	14,025	8	2.09%	4.20%	-1.06%	-0.72%
MAISON	12,585	12	1.75%	3.77%	-3.11%	-3.48%
FAMILLE	9,099	6	1.40%	2.72%	-29.13%	-27.55%
SPORTS & LOISIRS ACTIFS	8,574	8	0.98%	2.57%	-13.73%	-11.82%
SCIENCES	6,159	4	0.85%	1.84%	2.56%	2.06%
AUTO	5,646	6	0.56%	1.69%	-13.09%	-10.51%
TOP 10 ITALIAN	327,330	112	99.41%	97.96%	-8.67%	-6.79%
ALL FAMILIES	334,148	130	100.00%	100.00%	-8.55%	-6.54%

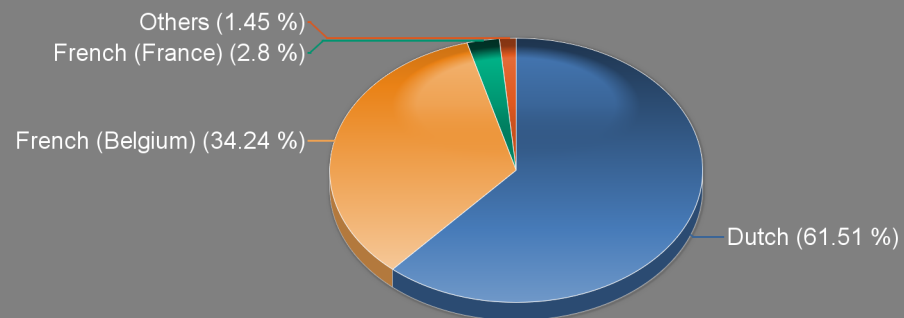
SP	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	181,850	5	90.59%	84.71%	-18.14%	-14.79%
FEMININ	24,349	14	7.27%	11.34%	-6.14%	-1.54%
MAISON	6,494	4	1.55%	3.02%	-26.78%	-19.59%
EVASION-LOISIRS	1,978	4	0.60%	0.92%	9.78%	8.90%
ALL FAMILIES	214,671	27	100.00%	100.00%	-17.43%	-13.51%



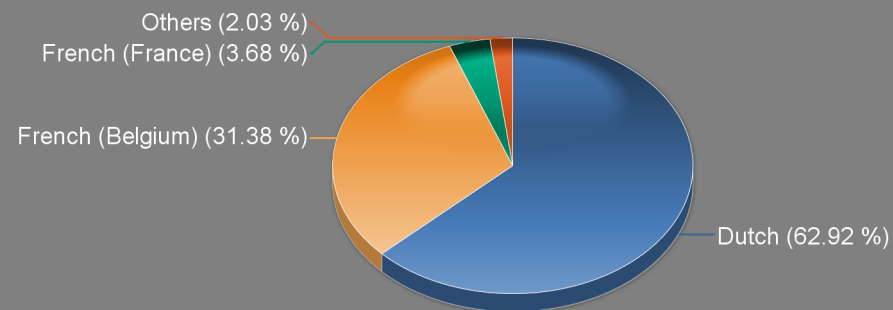
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>> Language view

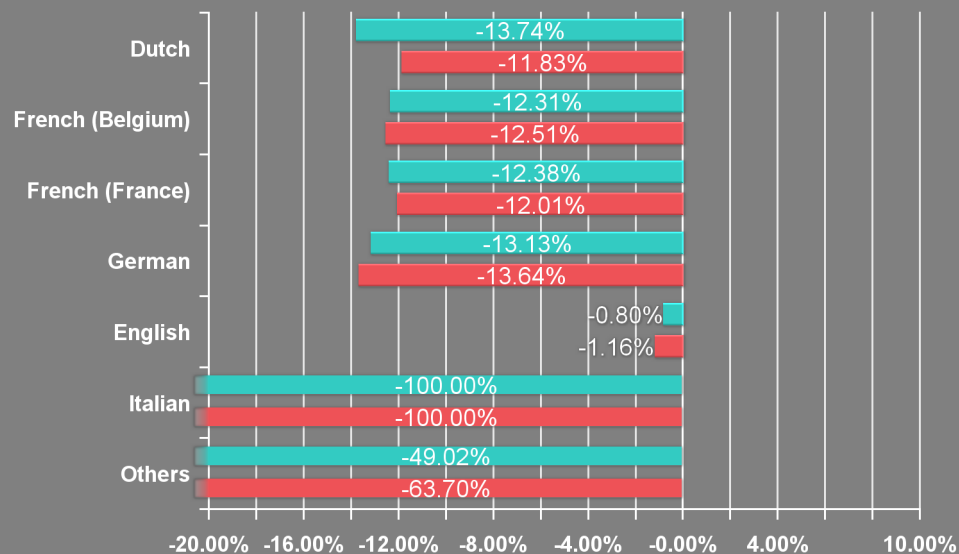
SALES



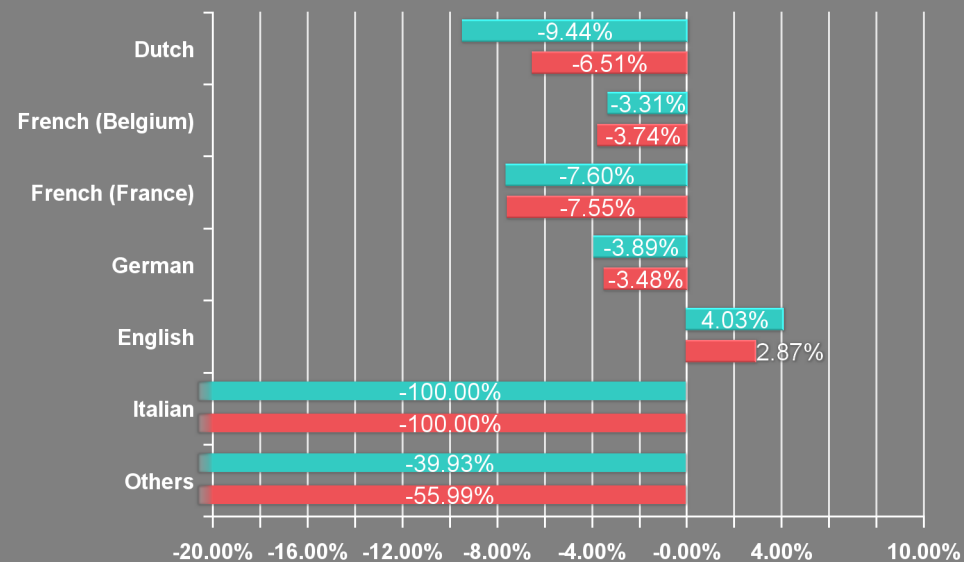
TURNOVER



■ 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