

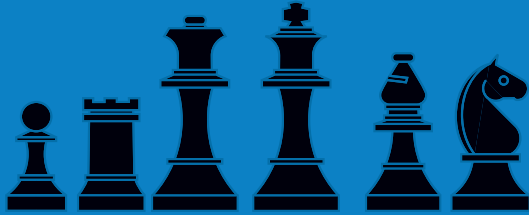
Do you want to reach the top?
It's your move!

#A good strategy stands or falls
with the right media choice.

With Knack, Le Vif/L'Express, Trends-Trends/Tendances,
Bizz, and Industrie Technisch Management
you reach 7 out of 10 Belgian executives. Your move!

**Roularta
Media**





The results of the Executives Survey 2005 confirm that executives attach great importance to the magazines Knack, Le Vif/L'Express, Trends-Trends/Tendances, Bizz and Industrie Technisch Management to inform themselves.

In practice this means that **one insertion** in these magazines **reaches 70.5%** of the executives, and **three insertions 81.3%**. The USP of the above magazines is explicitly included in the cost per thousand by which this target group is reached.

For comparison: the quality newspapers in total reach 56% of the executives (De Standaard + de Morgen + Le Soir + L'Echo + De Tijd + la Libre Belgique). For 1/1 page full color/ 1080mm full color there is a cost per thousand of EUR 635/ 315. The Roularta magazines (Knack, Le Vif/L'Express, Trends-Trends/Tendances, Bizz and Industrie Technisch Management) offer a reach of 70%, **with a cost per thousand of EUR 130.00** for a full page full color.

In view of the specificity of the target group the executives survey is very relevant for advertisers and media specialists. It provides detailed information about the target group and its reading habits and is complementary to the CIM survey.

#Methodology

- **Recruitment by telephone.**
- **Interviews:** Face-to-face; computer assisted.
At working place.
Average duration = 29 minutes
- **Fieldwork:** 1,113 interviews
From Feb. 2004 until Feb. 2005



- **Rates used: 2005**
When possible, NP conditions are applied (in favour of dailies)
- **Format:** 1/Magazines 1/1 FC,
2/Dailies 1/1 FC (= art.1000) and 1080 mm FC (= art. 750 in tabloids and art. 250 in bigger dailies)
Both c/000 c. are mentioned in rankings
- **'RMG' combination** = Trends-Trends/Tendances+Knack+Le Vif/L'Express+Bizz+Industrie Technisch Management
- **Quality Newspapers** = De Tijd, L'Echo, Le Soir, De Morgen, La Libre Belgique, De Standaard



- Knack + Le Vif/L'Express**
- most powerful national combination on executives: 46% coverage
 - a most attractive cost/000 c.



- Trends-Trends/Tendances**
- coverage on all executives: 40%
 - among the cheapest c/000 c. in the whole survey



- Bizz**
- first monthly in the survey on all executives
 - third cheapest title in c/000 c. on all executives
 - coverage on all executives: 22%

- Industrie Technisch Management**
- first monthly on specific industrial targets
 - cheapest title in c/000 c. on all executives
 - coverage on all executives: 20%





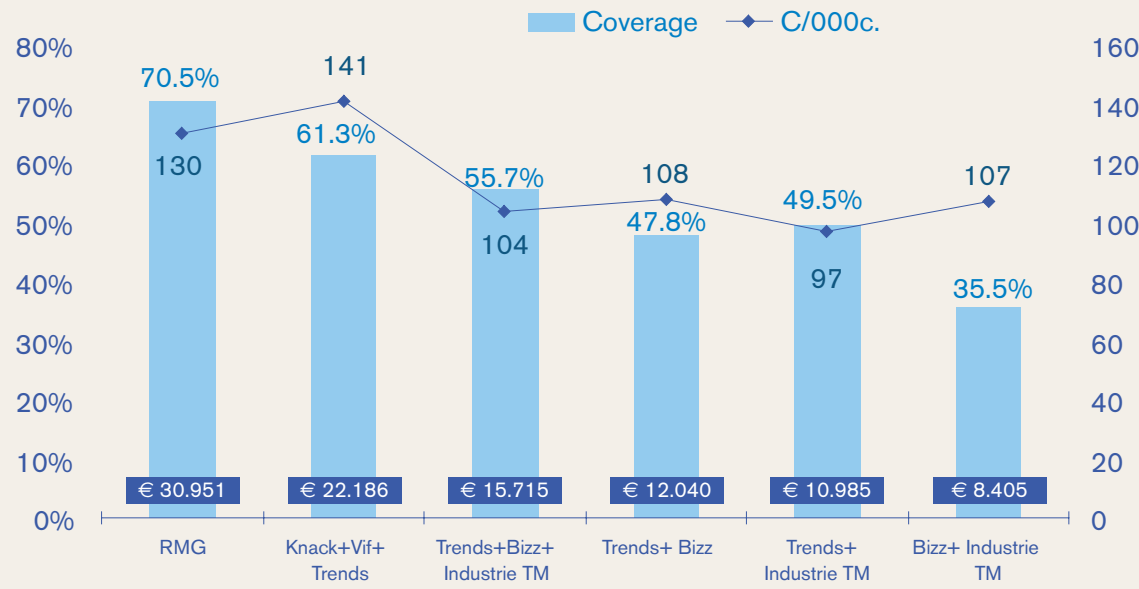
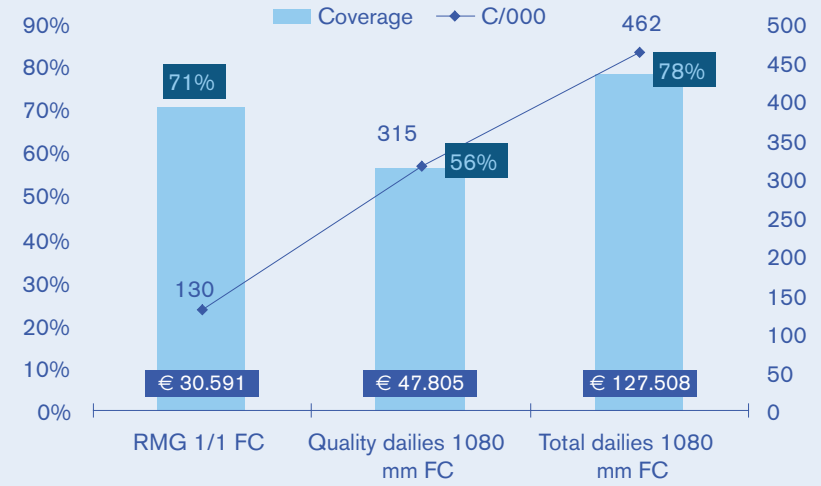
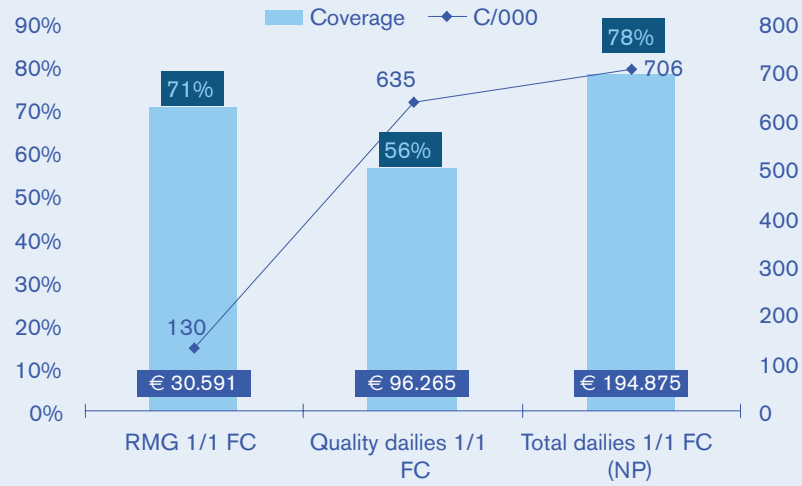
Checkmate





RMG vs Dailies total executives + RMG combinations total executives

(universe: 173.000)





Ranking total executives

(universe: 173.000)

	Title	Coverage	Cost/000 contacts
1	Knack + Le Vif L'Express	45.8%	177
2	Trends + Trends/Tendances	39.4%	100
3	Tijd + L'Echo	33.5%	398-151
4	Knack	29.3%	161
5	De Tijd	24.6%	366-135
6	Bizz NI+Fr	21.8%	123
7	Kamers van Koophandel+Dyn.	21.5%	NA
8	KMO-PME Magazine	20.5%	137
9	Industrie TM NI+Fr	19.8%	91
10	De Standaard	19.5%	561-389
11	Le Vif L'Express	19.4%	210
12	Laatste Nieuws	16.2%	1209-458
13	Het Nieuwsblad	16.2%	1004-453
14	Le Soir	15.4%	937-378

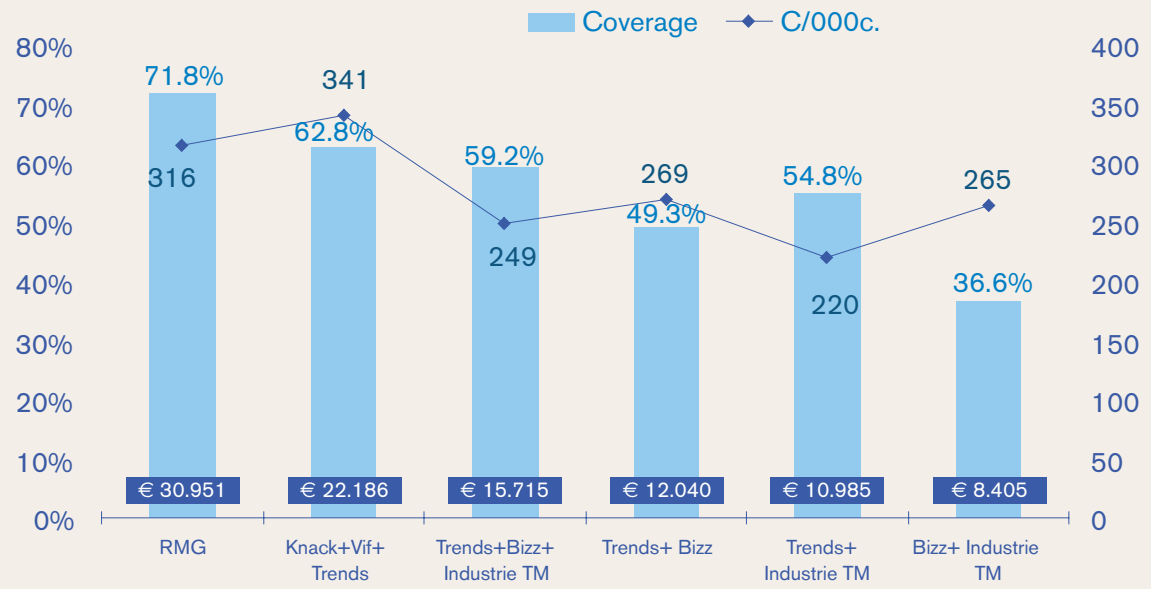
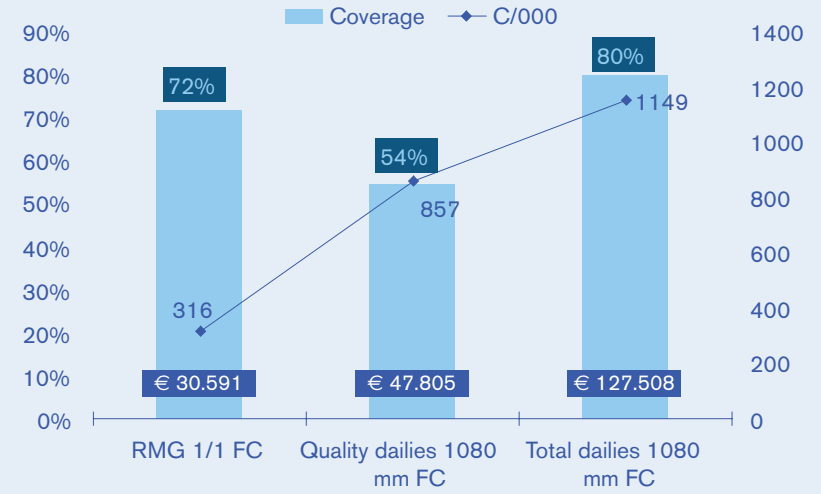
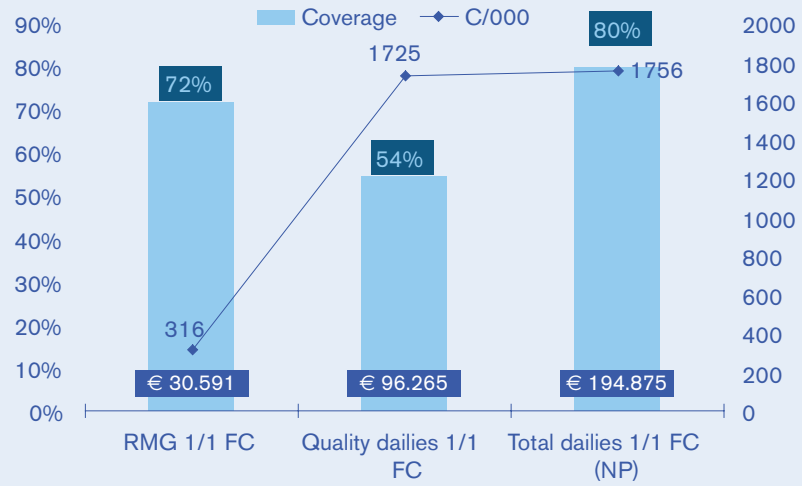
	Title	Coverage	Cost/000 contacts
15	L'Echo	12.9%	477-188
16	Regio Managers (3 ed.)	11.9%	NA
17	ZO Magazine	10.2%	243
18	GAVA	9.7%	1048-661
19	De Morgen	9.1%	819-336
20	Chambres de Com Fr+Entrepr	8.7%	NA
21	Ondernemen (VKW)	8.3%	134
22	Usine/bedrijf	8.2%	199
23	Forward NI+Fr	7.8%	279
24	Dernière Heure	7.7%	930-673
25	PC Mag NI	7.4%	258
26	Computer Magazine NI+Fr	7.0%	209
27	Libre Match	6.8%	308
28	Smart Business&Strat. NI+Fr	6.4%	438

	Title	Coverage	Cost/000 contacts
29	Libre Belgique	6.3%	1175-835
30	Belang van Limburg	6.3%	1391-482
31	Gr Vers l'Avenir	6.1%	1415-660
32	Clickx	6.0%	321
33	Media Marketing monthly	5.1%	379
34	Business ICT	4.7%	615
35	PC World NI+Fr	4.5%	465
36	Netwerk	4.5%	478
37	Data news NI+Fr	4.3%	873
38	Snelbericht	4.3%	260
39	Solvay Business Journal	4.1%	392
40	Entreprendre /Dynamiek	3.8%	273
41	(Het Volk)	No publication	



RMG vs Dailies Top Management + RMG combinations top management

(universe: 71.000 - 42%)





Ranking top management

(universe: 71.000 - 42%)

	Title	Coverage	Cost/000 contacts
1	Knack + Le Vif L'Express	45.0%	443
2	Trends + Trends/Tendances	42.5%	233
3	Tijd + L'Echo	33.1%	1035-391
4	KMO-PME Magazine	32.5%	210
5	Kamers van Koophandel+Dyn.	30.8%	NA
6	Knack	30.4%	376
7	De Tijd	25.8%	854-314
8	Industrie TM NI+Fr	24.0%	200
9	Regio Managers (3 ed.)	20.4%	NA
10	De Standaard	19.4%	1362-946
11	Bizz NI+Fr	18.6%	356
12	ZO Magazine	17.8%	338
13	Laatste Nieuws	17.0%	2821-1106
14	Le Vif L'Express	16.8%	590

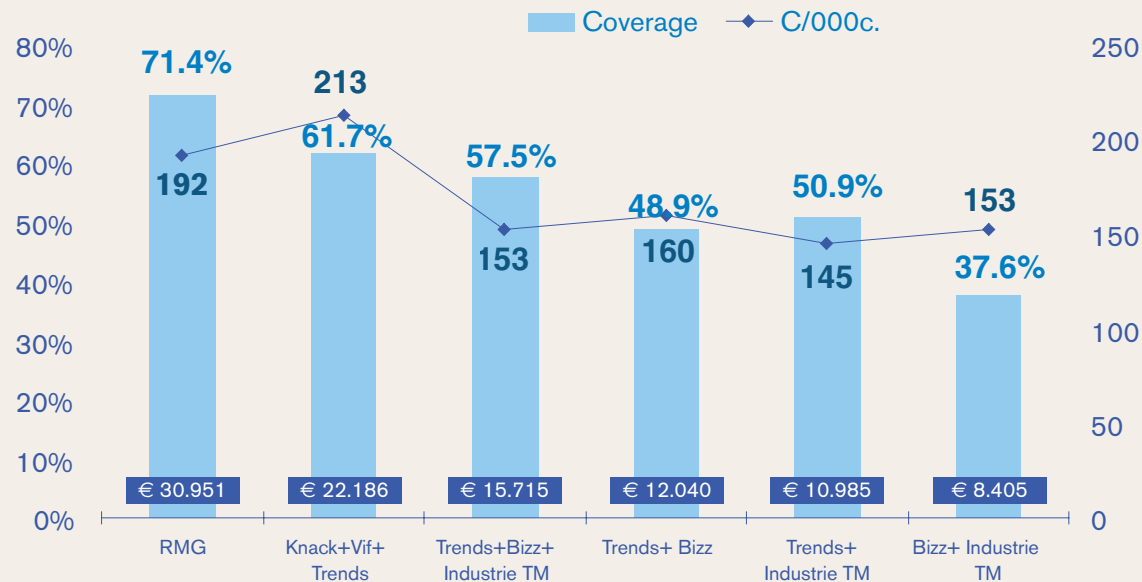
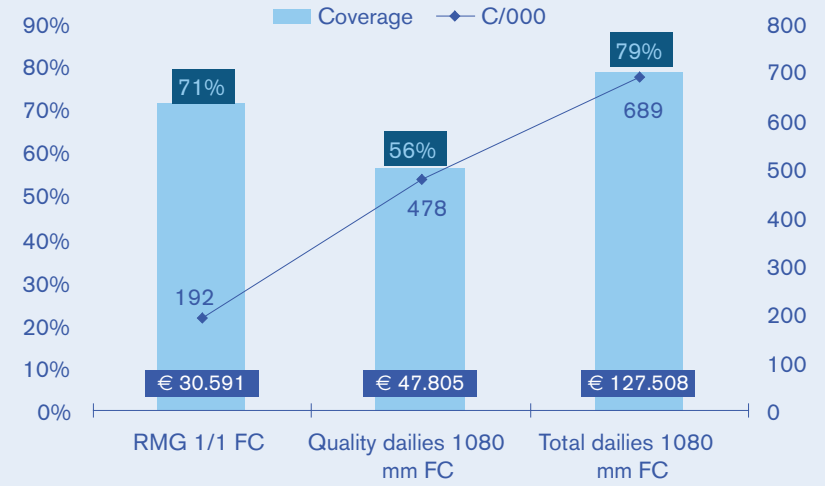
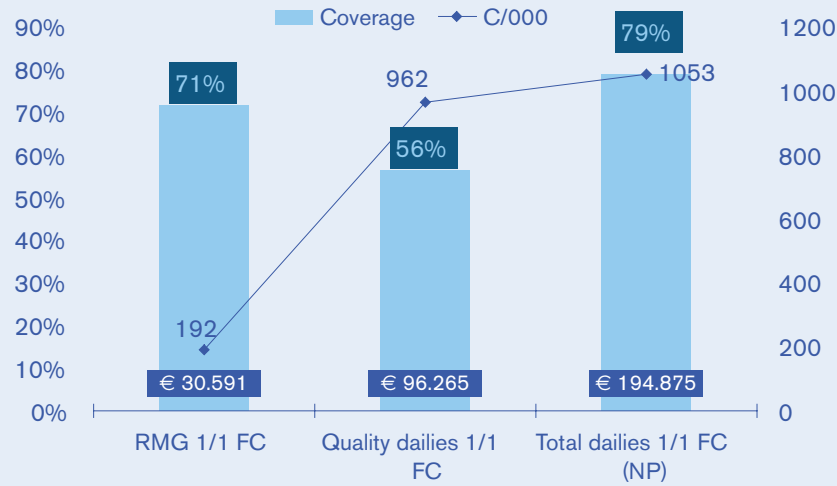
	Title	Coverage	Cost/000 contacts
15	Het Nieuwsblad	15.9%	2557-1152
16	Ondernemen	12.4%	215
17	Gazet van Antwerpen	11.1%	2226-1404
18	Chambres de Com Fr+Entrepr	10.9%	NA
19	Usine/bedrijf	10.7%	368
20	Le Soir	10.5%	3614-1458
21	Echo	9.2%	1500-590
22	Belang v/Limburg	8.7%	2550-883
23	Computer Magazine NI+Fr	8.1%	438
24	De Morgen	7.9%	2183-897
25	Libre Match	7.7%	657
26	PC Magazine NI	7.0%	660
27	Dernière Heure	6.6%	2419-1751
28	Forward NI+Fr	6.3%	886

	Title	Coverage	Cost/000 contacts
29	Gr Vers l'Avenir	6.3%	3396-1585
30	Libre Belgique	5.6%	3230-2298
31	Smart Business Strategies	5.6%	1222
32	Business ICT	5.0%	1386.4
33	Clickx	5.0%	932
34	Entreprendre/Dynamiek	4.7%	514
35	Snelbericht	4.4%	617
36	PC World NI+Fr	4.2%	1181
37	Netwerk	3.9%	1348
38	Solvay Business Journal	3.2%	1216
39	Data news NI+Fr	2.4%	3941
40	Media Marketing	2.2%	2166
41	(Het Volk)	No publication	



RMG vs Dailies DM informatics + RMG combinations DM informatics

(universe: 114.000 - 66%)





Ranking DM informatics

(universe: 114.000 - 66%)

	Title	Coverage	Cost/000 contacts
1	Knack + Le Vif L'Express	46.0%	265
2	Trends + Trends/Tendances	39.6%	152
3	Tijd + L'Echo	33.6%	602-228
4	Knack	28.0%	255
5	KMO-PME Magazine	25.0%	170
6	De Tijd	24.2%	549-202
7	Bizz NI+Fr	23.2%	174
8	Kamers van Koophandel+Dyn.	21.3%	NA
9	Le Vif L'Express	21.1%	292
10	Industrie TM NI+Fr	21.0%	132
11	De Standaard	19.7%	867-602
12	Laatste Nieuws	17.1%	1693-663
13	Het Nieuwsblad	16.3%	1480-667
14	Le Soir	15.8%	1406-567

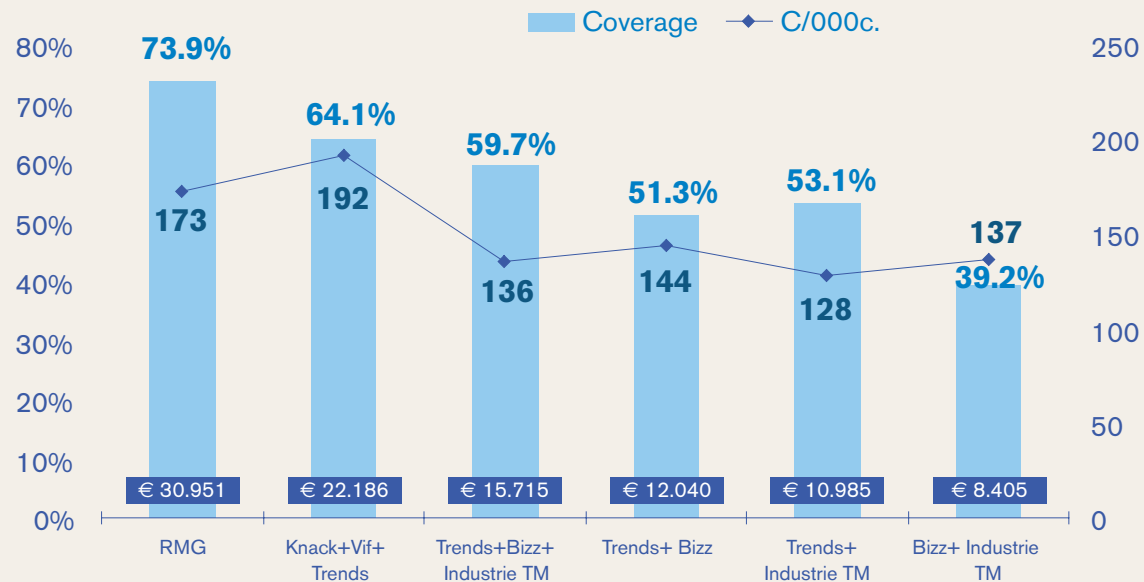
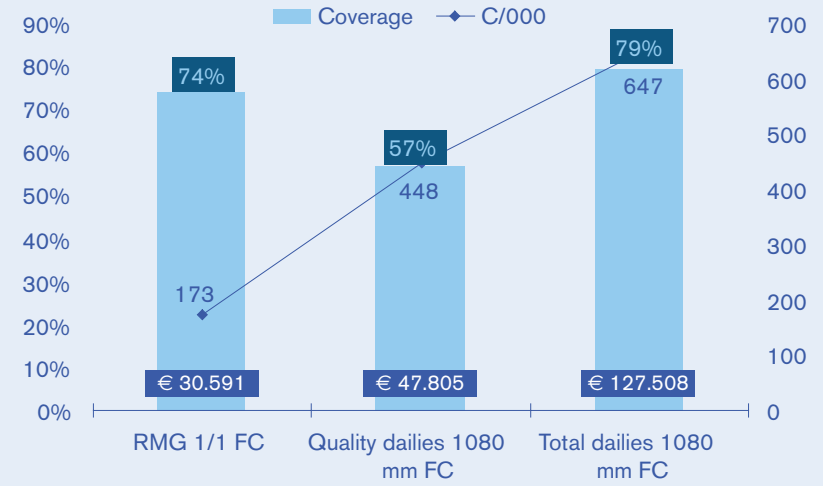
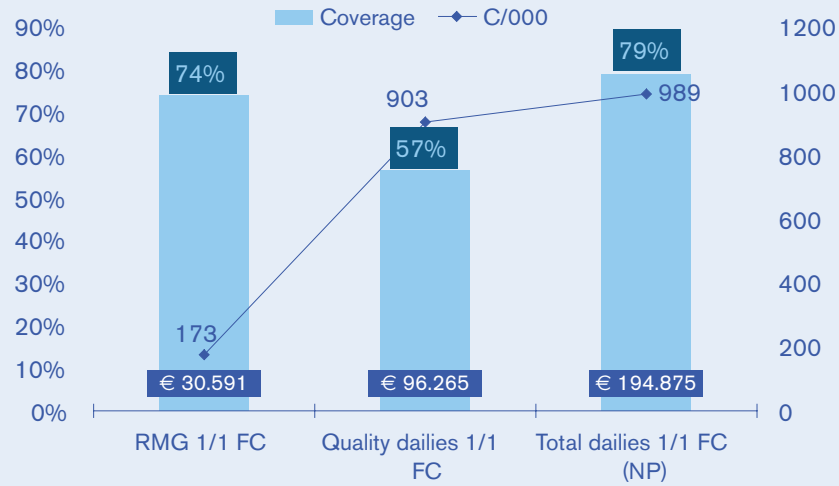
	Title	Coverage	Cost/000 contacts
15	L'Echo	13.2%	700-275
16	Regio Managers (3 ed.)	13.1%	NA
17	ZO Magazine	11.6%	323
18	Gazet v/Antwerpen	9.8%	1619-1021
19	Chambres de Com Fr+Entrepr	9.5%	NA
20	Usine/bedrijf	10.7%	368
21	PC Magazine NL	9.2%	315
22	Computer Mag. NI+FR	8.7%	255
23	Dernière Heure	8.5%	1210-876
24	De Morgen	8.2%	1456-598
25	Ondernemen	8.2%	204
26	Forward NI+Fr	7.5%	436
27	Libre Match	7.3%	432
28	Clickx	7.2%	400

	Title	Coverage	Cost/000 contacts
29	Gr Vers l'Avenir	6.6%	2123-991
30	Business ICT NI+Fr	6.5%	615
31	Smart Business Strategies NF	6.5%	652
32	La Libre Belgique	6.5%	1846-1313
33	Belang v/Limburg	6.3%	2186-757
34	Netwerk	5.8%	565
35	PC World NI+FR	5.7%	548
36	Data news	5.1%	1126
37	Media Marketing NI+Fr	5.0%	578
38	Entreprendre-Dynamiek	4.2%	368
39	Snelbericht	3.8%	440
40	Solvay Business Journal	3.5%	685
41	(Het Volk)	No publication	



RMG vs Dailies DM telecom + RMG combinations DM telecom

(universe: 120.000 - 70%)





Ranking DM telecom

(universe: 120.000 - 70%)

	Title	Coverage	Cost/000 contacts
1	Knack + Le Vif L'Express	48.0%	242
2	Trends + Trends/Tendances	42.1%	136
3	Tijd + L'Echo	34.2%	563-213
4	Knack	30.1%	224
5	KMO-PME Magazine	25.6%	157
6	De Tijd	25.1%	513-189
7	Bizz NI+Fr	24.3%	159
8	Kamers van Koophandel+Dyn.	23.6%	NA
9	Industrie TM NI+Fr	22.3%	116
10	Le Vif L'Express	21.0%	279
11	De Standaard	19.8%	795-552
12	Laatste Nieuws	16.9%	1612-632
13	Het Nieuwsblad	16.7%	1406-634
14	Le Soir	16.0%	1332-537

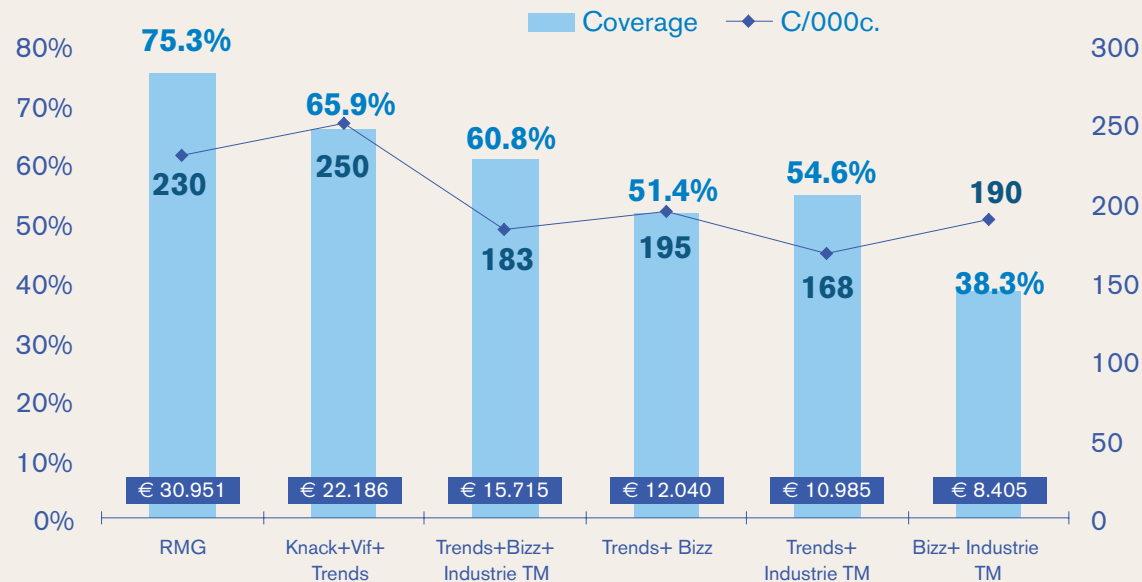
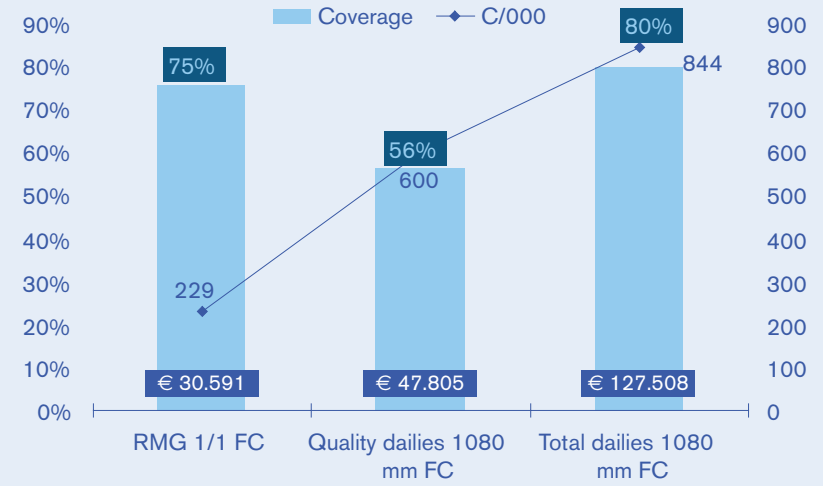
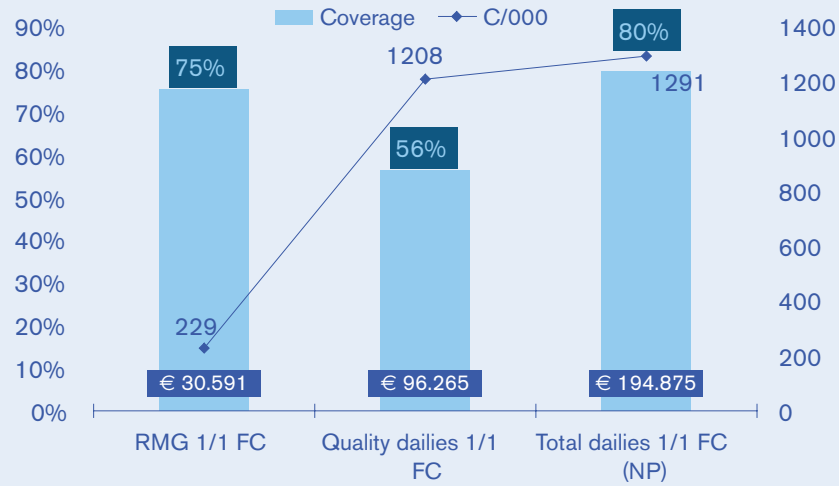
	Title	Coverage	Cost/000 contacts
15	Regio Managers (3 ed.)	13.9%	NA
16	L'Echo	13.0%	656-258
17	ZO Magazine	12.2%	293
18	Gazet v/Antwerpen	10.8%	1370-864
19	Usine/bedrijf	9.7%	238
20	Chambres de Com Fr+Entrepr	9.6%	NA
21	Ondernemen	8.2%	179
22	PC Magazine NL	8.1%	338
23	Computer Mag. NI+FR	8.0%	263
24	Dernière Heure	7.9%	1210-876
25	De Morgen	7.9%	1310-538
26	Forward NI+Fr	7.8%	414
27	Smart Business Strategies NF	7.8%	517
28	Libre Match	7.7%	388

	Title	Coverage	Cost/000 contacts
29	La Libre Belgique	6.7%	1615-1149
30	Belang v/Limburg	6.6%	1913-662
31	Gr Vers l'Avenir	6.4%	2123-991
32	Business ICT NI+Fr	6.3%	785.67
33	Media Marketing NI+Fr	6.2%	447
34	Clickx	6.0%	459
35	Netwerk	5.5%	562
36	PC World NI+FR	5.4%	562
37	Data News	4.5%	1202
38	Entreprendre-Dynamiek	4.3%	338
39	Snelbericht	4.0%	397
40	Solvay Business Journal	3.7%	619
41	(Het Volk)	No publication	



RMG vs Dailies DM car park + RMG combinations DM car park

(universe: 93.000 - 54%)





Ranking DM car park

(universe: 93.000 - 54%)

	Title	Coverage	Cost/000 contacts
1	Knack + Le Vif L'Express	48.9%	313
2	Trends + Trends/Tendances	43.1%	177
3	Tijd + L'Echo	35.0%	739-280
4	Knack	31.8%	276
5	Kamers van Koophandel+Dyn.	29.0%	NA
6	KMO-PME Magazine	28.0%	186
7	De Tijd	26.1%	641-236
8	Industrie TM NI+Fr	22.5%	153
9	Bizz NI+Fr	21.8%	232
10	De Standaard	20.5%	1004-697
11	Le Vif L'Express	19.4%	390
12	Regio Managers (3 ed.)	17.2%	NA
13	Het Nieuwsblad	16.8%	1758-792
14	Laatste Nieuws	16.3%	2116-829

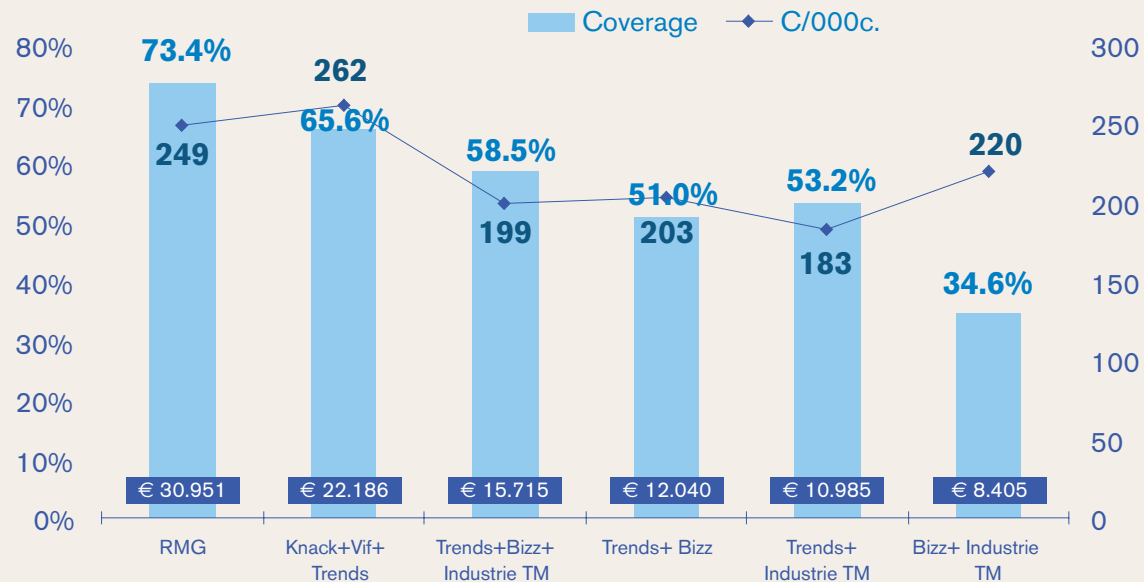
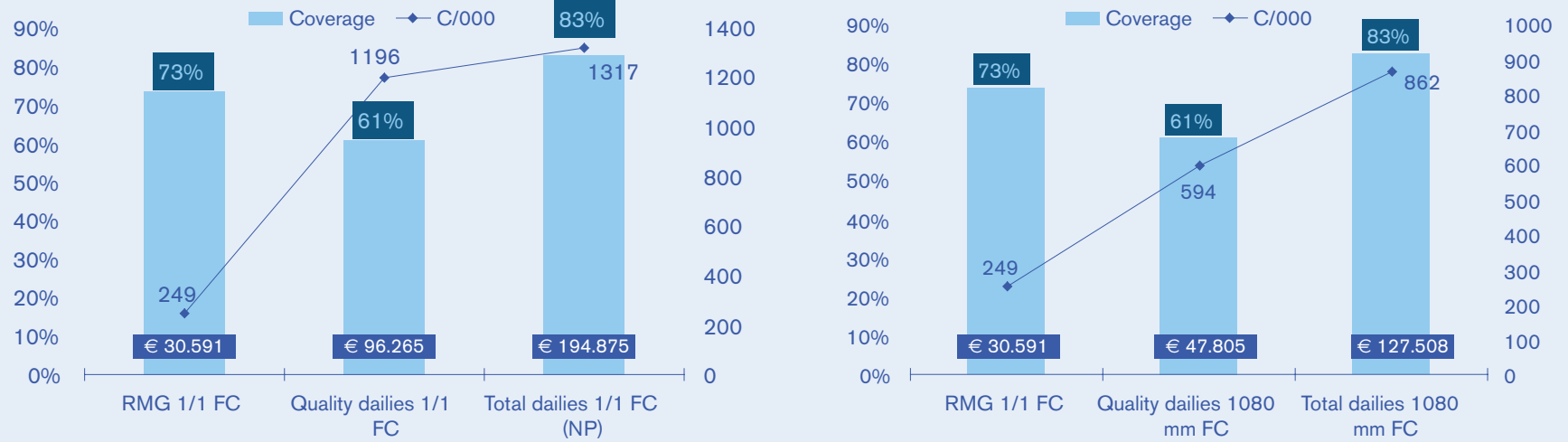
	Title	Coverage	Cost/000 contacts
15	ZO Magazine	15.1%	305
16	Le Soir	12.3%	2300-928
17	L'Echo	11.7%	955-375
18	Ondernemen	11.0%	186
19	Gazet v/Antwerpen	10.5%	1781-1123
20	Chambres de Com Fr+Entrepr	10.3%	NA
21	Usine/bedrijf	9.1%	328
22	De Morgen	8.9%	1638-673
23	Libre Match	8.6%	451
24	Dernière Heure	8.0%	1728-1251
25	Belang v/Limburg	7.6%	2186-757
26	Smart Business Strategies NF	7.4%	712
27	Computer Magazine NI+Fr	6.7%	405
28	Forward NI+Fr	6.5%	668

	Title	Coverage	Cost/000 contacts
29	Gr Vers l'Avenir	6.5%	2426-1132
30	PC Magazine NI	6.4%	557
31	La Libre Belgique	6.1%	2153-1532
32	Business ICT NI+Fr	5.4%	999.19
33	Clickx	5.0%	706
34	PC World NI+Fr	4.7%	832
35	Snelbericht	4.3%	484
36	Netwerk	4.2%	961
37	Entreprendre-Dynamiek	3.9%	475
38	Data News	3.0%	2367
39	Solvay Business Journal	3.0%	973
40	Media Marketing NI+Fr	2.9%	1238
41	(Het Volk)	No publication	



RMG vs Dailies DM finance + RMG combinations DM finance

(universe: 90.000 - 52%)





Ranking DM finance

(universe: 90.000 - 52%)

	Title	Coverage	Cost/000 contacts
1	Knack + Le Vif L'Express	46.9%	337
2	Trends + Trends/Tendances	43.6%	180
3	Tijd + L'Echo	37.9%	699-264
4	Knack	29.4%	307
5	KMO-PME Magazine	27.7%	194
6	De Tijd	27.1%	641-236
7	Kamers van Koophandel+Dyn.	25.3%	NA
8	Bizz NI+Fr	20.6%	253
9	De Standaard	19.7%	1059-736
10	Le Vif L'Express	19.6%	398
11	Industrie-TM NI+Fr	19.5%	188
12	Laatste Nieuws	17.4%	2116-829
13	Regio Managers (3 ed.)	15.8%	NA
14	Het Nieuwsblad	15.5%	2009-905

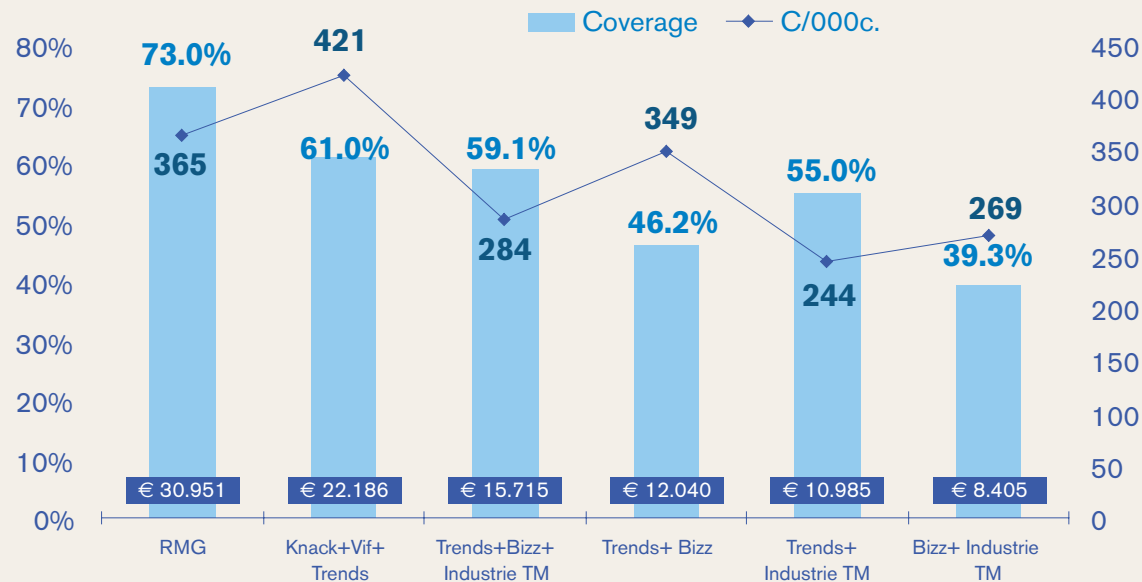
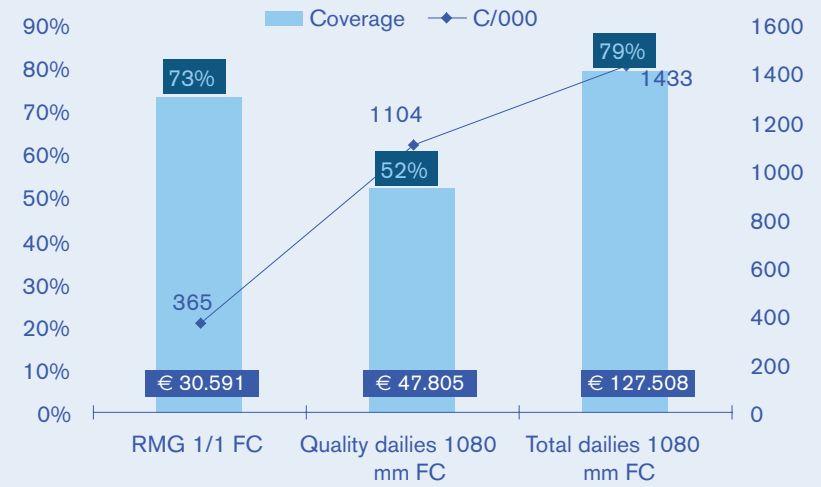
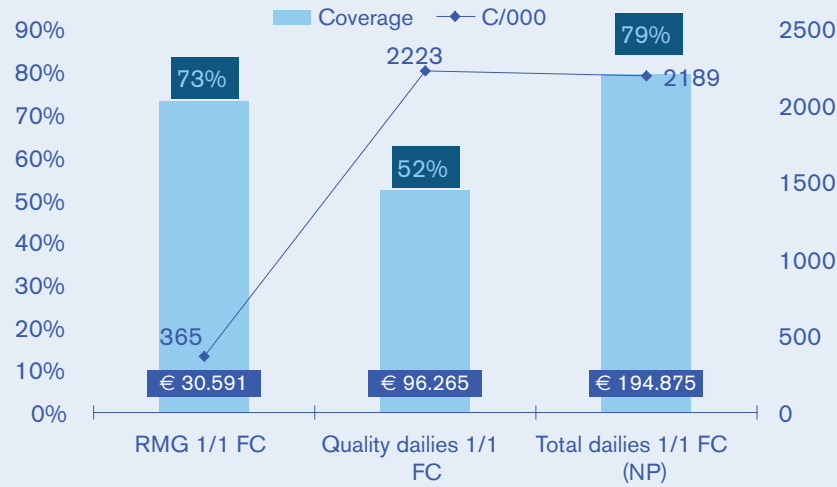
	Title	Coverage	Cost/000 contacts
15	Le Soir	14.8%	1946-785
16	ZO Magazine	14.1%	338
17	L'Echo	13.6%	875-344
18	Ondernemen	11.0%	193
19	Chambres de Com Fr+Entrepr	10.8%	NA
20	Gazet v/Antwerpen	9.6%	1979-1248
21	Usine/bedrijf	8.8%	355
22	Libre Match	8.6%	464
23	De Morgen	7.7%	1871-769
24	Belang v/Limburg	7.7%	2186-757
25	Dernière Heure	7.6%	1728-1251
26	Forward NI+Fr	7.0%	646
27	PC Magazine NI	6.6%	552
28	Smart Business Strategies NF	6.5%	832

	Title	Coverage	Cost/000 contacts
29	La Libre Belgique	6.5%	2153-1532
30	Computer Magazine NI+Fr	6.4%	441
31	Gr Vers l'Avenir	6.0%	2830-1321
32	Business ICT NI+Fr	5.1%	1081
33	Clickx	4.8%	765
34	Entreprendre/Dynamiek	4.1%	765
35	PC World NI+Fr	4.0%	1002
36	Snelbericht	3.7%	579
37	Solvay Business Journal	3.7%	818
38	Netwerk	3.6%	1149
39	Media Marketing NI+Fr	2.8%	1298
40	Data News NI+Fr	2.7%	2787
41	(Het Volk)	No publication	



RMG vs Dailies DM industrial machines + RMG combinations DM industrial machines

(universe: 60.000 - 35%)





Ranking DM industrial machines

(universe: 60.000 - 35%)

Title	Coverage	Cost/000 contacts
1 Knack + Le Vif L'Express	45.2%	522
2 Trends + Trends/Tendances	39.1%	302
3 Knack	30.8%	442
4 Industrie-TM NI+Fr	29.6%	176
5 Kamers van Koophandel+Dyn.	29.2%	NA
6 Tijd + L'Echo	29.0%	1438-544
7 KMO-PME Magazine	27.8%	295
8 De Tijd	23.6%	1098-404
9 Regio Managers (3 ed.)	18.3%	NA
10 De Standaard	17.9%	1734-1204
11 Het Nieuwsblad	17.4%	2557-1152
12 Bizz NI+Fr	17.2%	457
13 Le Vif L'Express	16.9%	696
14 ZO Magazine	16.0%	448

Title	Coverage	Cost/000 contacts
15 Laatste Nieuws	15.7%	3385-1327
16 Le Soir	11.9%	3614-1458
17 Ondernemen	11.8%	269
18 Usine/bedrijf	11.6%	412
19 Chambres de com. Fr + Entr	11.4%	NA
20 Gazet v/Antwerpen	9.7%	2968-1872
21 Belang v/Limburg	8.9%	3060-1060
22 Computer Magazine NI+Fr	7.3%	578
23 Dernière Heure	7.0%	3024-2189
24 L'Echo	6.9%	2625-1032
25 De Morgen	6.7%	3275-1346
26 PC Magazine NI	6.6%	832
27 Gr. Vers l'Avenir	6.4%	3396-1585
28 Business ICT NI+Fr	6.0%	1375.1

Title	Coverage	Cost/000 contacts
29 Clickx	5.9%	932
30 Libre Match	5.8%	1041
31 Forward NI+Fr	5.7%	1180
32 Smart Business Strategies NF	5.7%	1434
33 La Libre Belgique	5.5%	4307-3063
34 Netwerk	5.4%	1166
35 PC World NI+Fr	4.1%	1564
36 Entreprendre/Dynamiek	3.6%	857
37 Snelbericht	3.5%	909
38 Media Marketing NI+Fr	3.4%	1633
39 Solvay Business Journal	3.0%	1544
40 Data News NI+Fr	2.6%	4447
41 (Het Volk)	No publication	