

MACH TOTAL AUDIENCE 2024-2

L'étude intermédia de référence

Taux de pénétration combinés des titres presse et offres Web correspondantes

Les taux de pénétration présentés pour la presse imprimée et numérique fournissent des informations sur l'utilisation croisée des offres d'une marque de médias

MACH Total Audience 2024-2

Universe CH / D / F / I – Projection in 1 000

| | Press titles ¹ | Publication period | Online offers ² | Press titles | Online offers ³ | | |
|--|----------------------------|--------------------|---|--------------|----------------------------|-------------------|--------------------|
| | | | | cRR | Avg. Daily Reach | Avg. Weekly Reach | Avg. Monthly Reach |
| Total Universe (with Liechtenstein) | 20 Minuten National GES | 5 x per week | 20 Minuten Online & Tio.ch Kombi ⁶ | 1 308 | 1 111 | 1 873 | 2 596 |
| | 20 Minuten D-CH GES | 5 x per week | 20 Minuten ⁶ | 882 | 789 | 1 300 | 1 790 |
| | 20 Minutes F-CH éd. totale | 5 x per week | 20 Minutes ⁶ | 367 | 254 | 456 | 653 |
| | 20 Minuti I-CH | 5 x per week | tio.ch | 62 | 68 | 116 | 153 |
| | Arcinfo + Replica | 6 x per week | Arcinfo | 62 | 19 | 57 | 127 |
| | Blick | 6 x per week | Blick National | 265 | 665 | 1 238 | 1 889 |
| | Blick / Sonntags Blick | 7 x per week | Blick National | 464 | 665 | 1 238 | 1 889 |
| | La Côte N | 5 x per week | La Côte | 20 | 13 | 37 | 90 |
| | Le Nouvelliste + Replica | 6 x per week | Le Nouvelliste | 105 | 51 | 119 | 219 |
| | Sonntags Blick | 1 x per week | Blick National | 291 | 665 | 1 238 | 1 889 |
| | Migusto GES | 10 x per year | Migusto | 1 347 | 38 | 214 | 642 |
| German-speaking region (w/o Liechtenstein) | 20 Minuten National GES | 5 x per week | 20 Minuten Online & Tio.ch Kombi ⁶ | 885 | 789 | 1 300 | 1 790 |
| | 20 Minuten D-CH GES | 5 x per week | 20 Minuten ⁶ | 876 | 789 | 1 300 | 1 790 |
| | Blick | 6 x per week | Blick National | 263 | 600 | 1 049 | 1 543 |
| | Blick / Sonntags Blick | 7 x per week | Blick National | 461 | 600 | 1 049 | 1 543 |
| | Sonntags Blick | 1 x per week | Blick National | 290 | 600 | 1 049 | 1 543 |
| | Migusto GES | 10 x per year | Migusto | 1 013 | 30 | 164 | 484 |
| French-speaking region | 20 Minuten National GES | 5 x per week | 20 Minuten Online & Tio.ch Kombi ⁶ | 358 | 254 | 456 | 653 |
| | 20 Minutes F-CH éd. totale | 5 x per week | 20 Minutes ⁶ | 356 | 254 | 456 | 653 |
| | Arcinfo + Replica | 6 x per week | Arcinfo | 62 | 19 | 57 | 127 |
| | Blick | 6 x per week | Blick National | 1 | 61 | 177 | 327 |
| | Blick / Sonntags Blick | 7 x per week | Blick National | 1 | 61 | 177 | 327 |
| | La Côte N | 5 x per week | La Côte | 20 | 13 | 37 | 90 |
| | Le Nouvelliste + Replica | 6 x per week | Le Nouvelliste | 105 | 51 | 119 | 219 |
| | Sonntags Blick | 1 x per week | Blick National | 0 | 61 | 177 | 327 |
| | Migusto GES | 10 x per year | Migusto | 258 | 7 | 41 | 130 |
| Italian-speak. region | 20 Minuten National GES | 5 x per week | 20 Minuten Online & Tio.ch Kombi ⁶ | 62 | 68 | 116 | 153 |
| | 20 Minuti I-CH | 5 x per week | tio.ch | 62 | 68 | 116 | 153 |
| | Blick | 6 x per week | Blick National | 0 | 5 | 11 | 19 |
| | Blick / Sonntags Blick | 7 x per week | Blick National | 0 | 5 | 11 | 19 |
| | Sonntags Blick | 1 x per week | Blick National | 0 | 5 | 11 | 19 |
| | Migusto GES | 10 x per year | Migusto | 70 | 2 | 9 | 28 |

VALEURS PUBLIÉES

La valeur média cRR (calculated Recent Readership) indique le nombre de personnes lisant une édition moyenne d'un titre de presse ou d'une combinaison de titres. Côté numérique, la valeur média indique le nombre de personnes utilisant une offre Web sur un laps de temps défini. Dans l'étude MACH Total Audience 2024-2, cette valeur est publiée sous les dénominations Avg. Daily Reach, Avg. Weekly Reach et Avg. Monthly Reach.

Combination press titles + online offers⁴ (Avg. Daily Reach)

| Brutto ⁵ | Netto | External overlap | Exclusive print | Exclusive online |
|---------------------|-------|------------------|-----------------|------------------|
| 2 419 | 2 123 | 296 | 1 012 | 815 |
| 1 671 | 1 476 | 195 | 687 | 594 |
| 621 | 535 | 85 | 282 | 169 |
| 130 | 115 | 14 | 48 | 54 |
| 81 | 73 | 8 | 54 | 11 |
| 930 | 857 | 72 | 192 | 593 |
| 1 129 | 1 016 | 113 | 351 | 552 |
| 33 | 30 | 3 | 17 | 11 |
| 157 | 135 | 21 | 84 | 30 |
| 956 | 890 | 66 | 225 | 599 |
| 1 385 | 1 368 | 17 | 1 330 | 21 |
| 1 674 | 1 478 | 196 | 689 | 593 |
| 1 665 | 1 470 | 195 | 681 | 594 |
| 863 | 790 | 72 | 190 | 528 |
| 1 061 | 948 | 113 | 348 | 487 |
| 890 | 824 | 66 | 224 | 534 |
| 1 043 | 1 029 | 14 | 999 | 16 |
| 612 | 527 | 85 | 273 | 168 |
| 609 | 524 | 85 | 270 | 169 |
| 81 | 73 | 8 | 54 | 11 |
| 61 | 61 | 0 | 0 | 60 |
| 61 | 61 | 0 | 0 | 60 |
| 33 | 30 | 3 | 17 | 11 |
| 156 | 135 | 21 | 83 | 30 |
| 61 | 61 | 0 | 0 | 61 |
| 265 | 262 | 3 | 256 | 4 |
| 130 | 115 | 14 | 48 | 54 |
| 130 | 115 | 14 | 48 | 54 |
| 5 | 5 | 0 | 0 | 5 |
| 5 | 5 | 0 | 0 | 5 |
| 5 | 5 | 0 | 0 | 5 |
| 72 | 71 | 1 | 69 | 1 |

Combination press titles + online offers⁴ (Avg. Weekly Reach)

| Brutto ⁵ | Netto | External overlap | Exclusive print | Exclusive online |
|---------------------|-------|------------------|-----------------|------------------|
| 3 181 | 2 721 | 460 | 848 | 1 413 |
| 2 182 | 1 884 | 298 | 584 | 1 002 |
| 823 | 687 | 136 | 230 | 320 |
| 178 | 154 | 24 | 38 | 92 |
| 119 | 100 | 20 | 42 | 38 |
| 1 502 | 1 399 | 103 | 161 | 1 135 |
| 1 702 | 1 529 | 173 | 291 | 1 065 |
| 56 | 50 | 6 | 14 | 31 |
| 224 | 180 | 44 | 61 | 75 |
| 1 529 | 1 424 | 105 | 187 | 1 133 |
| 1 561 | 1 450 | 112 | 1 235 | 103 |
| 2 186 | 1 886 | 299 | 586 | 1 001 |
| 2 176 | 1 878 | 298 | 578 | 1 002 |
| 1 312 | 1 209 | 103 | 160 | 946 |
| 1 510 | 1 338 | 173 | 288 | 877 |
| 1 339 | 1 235 | 105 | 185 | 945 |
| 1 177 | 1 090 | 87 | 925 | 77 |
| 814 | 678 | 137 | 221 | 319 |
| 812 | 675 | 136 | 219 | 320 |
| 119 | 100 | 20 | 42 | 38 |
| 178 | 178 | 0 | 0 | 177 |
| 178 | 178 | 0 | 0 | 177 |
| 56 | 50 | 6 | 14 | 31 |
| 224 | 179 | 44 | 60 | 75 |
| 177 | 177 | 0 | 0 | 177 |
| 299 | 280 | 19 | 239 | 22 |
| 178 | 154 | 24 | 38 | 92 |
| 178 | 154 | 24 | 38 | 92 |
| 11 | 11 | 0 | 0 | 11 |
| 11 | 11 | 0 | 0 | 11 |
| 11 | 11 | 0 | 0 | 11 |
| 11 | 11 | 0 | 0 | 11 |
| 80 | 74 | 5 | 65 | 4 |

Combination press titles + online offers⁴ (Avg. Monthly Reach)

| Brutto ⁵ | Netto | External overlap | Exclusive print | Exclusive online |
|---------------------|-------|------------------|-----------------|------------------|
| 3 904 | 3 303 | 602 | 706 | 1 995 |
| 2 672 | 2 284 | 389 | 493 | 1 402 |
| 1 019 | 840 | 180 | 187 | 473 |
| 215 | 184 | 31 | 31 | 122 |
| 189 | 158 | 31 | 31 | 96 |
| 2 154 | 2 024 | 130 | 135 | 1 759 |
| 2 353 | 2 131 | 223 | 241 | 1 667 |
| 110 | 102 | 8 | 11 | 82 |
| 324 | 264 | 60 | 45 | 158 |
| 2 180 | 2 045 | 136 | 155 | 1 753 |
| 1 989 | 1 700 | 289 | 1 058 | 353 |
| 2 676 | 2 285 | 390 | 495 | 1 400 |
| 2 666 | 2 277 | 389 | 487 | 1 402 |
| 1 806 | 1 676 | 130 | 133 | 1 414 |
| 2 005 | 1 782 | 222 | 239 | 1 321 |
| 1 833 | 1 697 | 136 | 154 | 1 408 |
| 1 497 | 1 276 | 221 | 792 | 263 |
| 1 011 | 830 | 180 | 178 | 472 |
| 1 008 | 829 | 180 | 176 | 473 |
| 189 | 158 | 31 | 31 | 96 |
| 327 | 327 | 0 | 0 | 327 |
| 327 | 327 | 0 | 0 | 327 |
| 110 | 102 | 8 | 11 | 82 |
| 323 | 263 | 60 | 44 | 158 |
| 327 | 327 | 0 | 0 | 327 |
| 389 | 335 | 54 | 204 | 76 |
| 215 | 184 | 31 | 31 | 122 |
| 215 | 184 | 31 | 31 | 122 |
| 19 | 19 | 0 | 0 | 19 |
| 19 | 19 | 0 | 0 | 19 |
| 19 | 19 | 0 | 0 | 19 |
| 98 | 85 | 14 | 57 | 14 |

¹Information on the published titles can be found in the documentation of MACH Basic 2024-2.

²Information on the published online offers (brand and networks) can be found in the documentation of Mediapulse Online Content Audience Data 2024 semester 1.

³Online reaches below about 37 thousand projection cannot be evaluated in Next>Level due to low case numbers.

⁴Numbers highlighted in red show the favoured combination based on the publication period of the press title.

⁵For the title combinations and networks, the gross value corresponds to the simple sum of the net reaches of both media types.

⁶In the Mediapulse Online Content Audience Data the brands '20 Minuten' and '20 Minutes' could only be recorded incompletely due to a tagging error in March 2024. The average online reach for these brands was in consultation with Mediapulse recalculated for MACH Total Audience 2024-2 by excluding the corresponding month. The combination '20 Minuten Online & Tio.ch Kombi' is calculated as a statistical combination of the existing brands. Structural congruence with the Mediapulse reference values is guaranteed.

Des taux de pénétration combinés au lieu de valeurs catégorielles

L'étude MACH Total Audience est la seule étude média qui propose le taux de pénétration total de marques de médias à un niveau faisant référence, simplifiant ainsi la planification média stratégique.



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