

Grenz Echo

Periodicity	Daily
Language	FR
Universe	National
Number of issues	303

Readers (CIM NRS 2020)



Total Reach of total Brand	-
AIR Brand	-
AIR Print + Digital versions	-

Surfers (CIM internet Jan-Dec 2020)



Website avg. daily surfers (Real Users)	5.016
Apps avg. daily surfers (Real Users)	-

Circulation (Authentication Jan-Dec 2020)



Print run	8.066
Paid copies (>50%)	483
Paid subscriptions (>50%)	6.382
Paid sales (<50%)*	194
Paid affiliates (incl. in membership)	-
Paid third party**	-
Free push	333
Free pull	-
Other distribution (differed & raw pull)	-
Paid digital Replica circulation	1.056
Paid digital Non Replica circulation	-
Paid Web only access	-

* Average price Paid sales (<50%) : 90 €

** Average price Paid third party : 0 €

Remark:

The 2020 Covid pandemic has influenced the circulation strategy and the reading behavior of press titles:

- Depending on the type of title, certain modes of distribution were reduced or increased,
- Digital reading behaviour was influenced by availability on paper and digital,
- Audience figures in this report are still based on (pre-Covid) 2019-2020 period

Please consider all the elements above while analyzing the strength of press titles in normal circumstances.

The CIM guarantees the validity of the given data, not of any processing they may be subsequently used for.