

Leserzahlen MACH Basic 2024-2

	Reichweiten 2023-2		Reichweiten 2024-1		Reichweiten 2024-2		Halbjahresvergleich		Jahresvergleich	
	in %	in 1000	in %	in 1000	in %	in 1000	Diff. in Tsd.	RW in %	Diff. in Tsd.	RW in %
		7361		7361		7428				
Tagespresse										
20 Minuten D-CH	11.8	866	12.3	903	11.9	882	-21	-3.3%	16	0.8%
24 heures	2.2	159	2.1	154	1.9	140	-14	-9.5%	-19	-13.6%
az Nordwestschweiz + Replica	4.4	320	4.2	310	4.3	320	10	2.4%	0	-2.3%
Basler Zeitung	1.1	80	1.1	81	1.1	82	1	0.0%	2	0.0%
Blick*	4.1	303	3.7	272	3.6	265	-7	-2.7%	-38	-12.2%
BZ/Bund	3.7	271	3.7	269	3.7	277	8	0.0%	6	0.0%
Corriere del Ticino + Replica	1.3	94	1.3	95	1.2	90	-5	-7.7%	-4	-7.7%
Der Landbote	0.7	49	0.7	50	0.7	51	1	0.0%	2	0.0%
La Liberté + Replica	1.3	95	1.3	95	1.4	101	6	7.7%	6	7.7%
La Regione + Replica	1.1	83	1.1	79	1.1	79	0	0.0%	-4	0.0%
Le Nouvelliste + Replica	1.4	102	1.5	113	1.4	105	-8	-6.7%	3	0.0%
Le Temps	1.2	90	1.2	86	1.2	92	6	0.0%	2	0.0%
Luzerner Zeitung + Replica	3.3	245	3.3	244	3.2	240	-4	-3.0%	-5	-3.0%
Neue Zürcher Zeitung* + Replica	3.3	243	2.9	216	3.2	234	18	10.3%	-9	-3.0%
St. Galler Tagblatt + Replica	3.4	248	3.3	243	3.2	238	-5	-3.0%	-10	-5.9%
Südostschweiz + Replica	1.8	134	2	145	2.0	146	1	0.0%	12	11.1%
Tages-Anzeiger	4.2	309	4	295	4.3	318	23	7.5%	9	2.4%
Tribune de Genève	1.1	79	1.1	80	1.0	77	-3	-9.1%	-2	-9.1%
Zürcher Oberländer	0.6	45	0.6	41	0.6	48	7	0.0%	3	0.0%
Zürcher Regionalzeitungen	2.5	184	2.4	176	2.5	185	9	4.2%	1	0.0%
Zürcher Unterländer	0.5	36	0.5	34	0.5	35	1	0.0%	-1	0.0%
Zürichsee-Zeitung	0.7	55	0.7	53	0.7	53	0	0.0%	-2	0.0%
Wochenzeitungen										
Die Wochenzeitung (WoZ)	1.2	91	1.2	92	1.2	92	0	0.0%	1	0.0%
Finanz und Wirtschaft	0.9	66	1	72	0.9	70	-2	-10.0%	4	0.0%
Handelszeitung	0.8	56	0.8	58	0.8	57	-1	0.0%	1	0.0%
La Domenica	0.8	62	0.9	63	0.8	57	-6	-11.1%	-5	0.0%
NZZ am Sonntag* + Replica	4.7	343	4.4	322	4.5	337	15	2.3%	-6	-4.3%
SonntagsBlick*	4.7	347	4.4	325	3.9	291	-34	-11.4%	-56	-17.0%
Sonntagszeitung	6.4	468	6.1	452	6.4	474	22	4.9%	6	0.0%
Kombinationen										
Cityplus 4	14.3	1051	13.7	1009	13.9	1029	20	1.5%	-22	-2.8%
Metropool	16.9	1247	16.5	1216	16.7	1237	21	1.2%	-10	-1.2%
NZZ BusinessCombi + Replica*	4.5	332	4.1	301	4.4	326	25	7.3%	-6	-2.2%
Zeitschriften										
Annabelle	1.5	113	1.4	106	1.4	103	-3	0.0%	-10	-6.7%
Beobachter	7.9	583	7.3	541	7.2	535	-6	-1.4%	-48	-8.9%
Bilan	0.6	44	0.6	45	0.6	42	-3	0.0%	-2	0.0%
Bilanz	1.5	109	1.6	114	1.7	126	12	6.3%	17	13.3%
Das Magazin	6.9	511	6.6	487	6.7	498	11	1.5%	-13	-2.9%
Die Weltwoche	1.8	129	1.8	132	1.8	134	2	0.0%	5	0.0%
Geo	4.5	329	4.3	319	4.7	346	27	9.3%	17	4.4%
Illustrazione Ticinese	1.1	81	1.1	80	(-)	(-)				
PME Magazine	0.6	43	0.5	40	0.6	41	1	20.0%	-2	0.0%
Schweizer Illustrierte	4.4	324	4.3	313	4.0	295	-18	-7.0%	-29	-9.1%
Z - Die Substanz des Stils + Replica*	6.6	484	6.1	448	6.4	477	29	4.9%	-7	-3.0%

* Leser in 1000 aus der Deutsch- und Westschweiz

via NZZone buchbar