





Swiss National Readership Survey (MACH Basic 2022-2) new with Quality of Reading information and Readers' Loyalties



Zurich, 04.10.2022 In MACH Basic 2022-2, key figures on contact and title qualities at the individual title level are once again available.

The data on reading volume, reading duration, number of pick-ups and title loyalty show how readers use press titles and how strongly they feel connected to them.

	Pick-ups per issue	1.8 times
	Volume of reading per issue	81%
	Time spent reading per issue	30 min
	Title loyalty	76%

WEMF collects contact and title qualities and makes them available to license holders at no extra cost.

Benefits for advertising industry

In these times of discussions about fraud, viewability and brand safety on the Internet, advertisers and agencies may find it reassuring that printed high-circulation newspapers have proven to be intensively used and appreciated by their readerships and are thus recommended as a reliable advertising medium.

Benefits for media companies

Contact and title qualities give publishers of newspapers and magazines an insight into the reading habits of their existing printed offerings. A comparison with other title groups and press titles shows where there may still be potential for optimisation in terms of content and presentation as well as image.

German version →

<https://wemf.ch/de/medienstudien/intramediastudien/mach-basic/ktq-kennzahlen/>

French version →

https://remp.ch/fr/etudes-media/etudes-intramedia/mach-basic/indicateurs-qct/?_gl=1*1n5llwm*_ga*MTgzNDIyNTg2MS4xNjE1NDUzNTg2*_ga_KSXZ5D825M*MTY2NTQwNzY0Ny4yNTguMS4xNjY1NDA4MDkxLjAuMC4w