



# Audience Accumulation

Official Rate-Card October 2006

	1 day		7 days		14 days		21 days		Monthly	
	Net Contacts	%	Net Contacts	%	Net Contacts	%	Net Contacts	%	Net Contacts	%
<b>Skynet.be</b>	279.384	10,24%	996.325	36,52%	1.568.815	57,50%	2.124.786	77,88%	2.728.443	100,00%
Home-page	154.925	14,98%	436.329	42,19%	637.729	61,67%	827.697	80,04%	1.034.138	100,00%
Blogs	35.103	3,33%	272.918	25,92%	520.918	49,48%	759.867	72,18%	1.052.803	100,00%
Cars	3.347	6,49%	15.243	29,57%	29.494	57,21%	39.704	77,01%	51.556	100,00%
Classifieds	3.033	4,26%	19.355	27,20%	33.273	46,75%	49.884	70,09%	71.169	100,00%
Dating	1.940	6,41%	8.527	28,17%	14.889	49,18%	21.628	71,44%	30.274	100,00%
Entertainment	16.790	5,61%	87.576	29,25%	143.275	47,85%	209.639	70,01%	299.429	100,00%
Finance	5.391	6,35%	22.367	26,33%	40.525	47,71%	60.947	71,76%	84.936	100,00%
Mail	40.787	12,74%	130.820	40,87%	195.628	61,12%	255.553	79,84%	320.088	100,00%
Multimedia	1.937	3,89%	15.891	31,94%	26.888	54,05%	37.766	75,91%	49.749	100,00%
News	55.391	10,51%	22.367	4,25%	305.920	58,06%	413.099	78,40%	526.888	100,00%
Search	37.780	6,94%	170.398	31,32%	289.389	53,19%	400.221	73,56%	544.046	100,00%
Shopping	480	2,70%	7.398	41,68%	11.360	64,00%	14.678	82,69%	17.750	100,00%
Sport	2.225	6,07%	13.187	35,97%	22.587	61,61%	28.461	77,63%	36.661	100,00%
Travel	1.049	4,52%	7.545	32,54%	13.840	59,69%	18.181	78,41%	23.186	100,00%
Wellness	4.742	6,24%	24.185	31,82%	41.393	54,45%	56.256	74,01%	76.014	100,00%
<b>11online</b>	3.054	7,01%	14.744	33,86%	25.002	57,42%	33.030	75,85%	43.546	100,00%
<b>Arena51</b>	18.218	7,25%	89.096	35,43%	143.438	57,05%	194.932	77,52%	251.445	100,00%
<b>KidCity</b>	7.777	6,99%	37.453	33,64%	61.885	55,59%	84.512	75,91%	111.333	100,00%
<b>Red/Coolbox</b>	94.526	14,08%	276.626	41,21%	415.322	61,88%	539.991	80,45%	671.209	100,00%
<b>Automagazine</b>	8.623	5,33%	46.875	28,99%	82.885	51,25%	118.733	73,42%	161.721	100,00%
<b>Immoweb</b>	50.822	7,95%	233.775	36,57%	370.588	57,97%	496.819	77,72%	639.247	100,00%

Source: Cim Metriweb - September 06