



| Publicatie | CIM oplage |
|--------------|------------|
| Boer&Tuinder | 14.419 ex. |

| Publicatie | Verklaring uitgever |
|-------------------------------------|---------------------|
| Der Bauer | 591 ex. |
| Sierteelt&Groenvoorziening | 1.139 ex. |
| Proeftuinnieuws | 1.508 ex. |
| Fruit | 1.400 ex. |
| Stiel | 2.955 ex. |
| Buiten | 54.000 ex. |
| De Schapenhouder | 3.000 ex. |
| Vlaams Diergeneeskundig Tijdschrift | 1.200 ex. |

The Center for Information on the Media (CIM), was created in 1971. The objective of this organisation was the collection and the distribution of information, responding to the needs of the advertising world. Today, CIM has more than 200 members within the Belgian communication sector. They are advertisers, advertising agencies, media center, advertising organisations and also the media themselves.

The investigations are following the generally accepted rules.

CIM offers following services:

1. Edition control and certification
2. Studies of the different media-products
3. Audiometric tests
4. Radio investigation

This is just a summary of the editorial control and the certification. As an editor can 'tell'

his advertiser a lot of things on the editorial circulation of his magazine, even without any evidences, CIM relies on the certification.

So, there is a control of the average number of published magazines at one date (edition). Considering the publications of member organisations, the official report mentions the distribution to the members en the services for free (exchanged subscriptions for example).

For publications on subscription, a spread divides de real subscriptions from the sale in kiosks and shops, and also the free services.

If you need more information on the CIM activities, feel free to contact us or CIM directly by phone 02/661 31 50