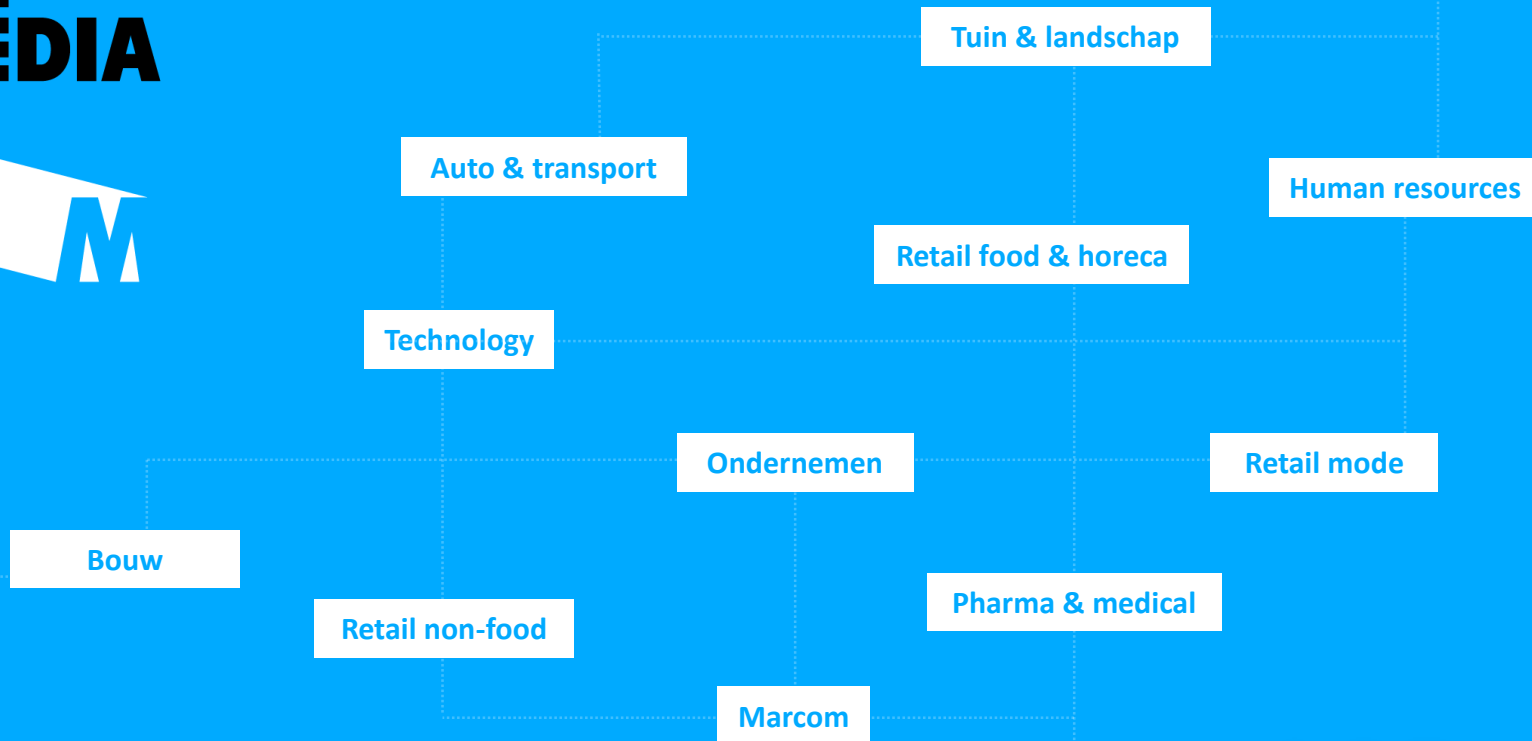


WE MEDIA

B2B



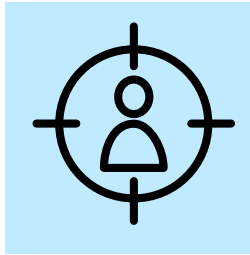
SURVEY DIGEST

1



Online **survey**

2



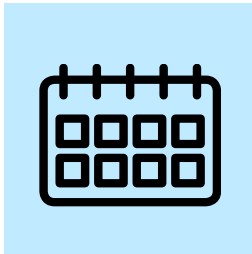
Recrutering: door uitgevers
bij hun abonnees

3



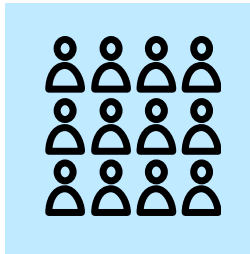
Decision Makers
binnen bedrijven

4



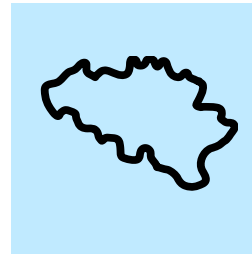
Veldwerk:
09/05 > 31/07/2018

5



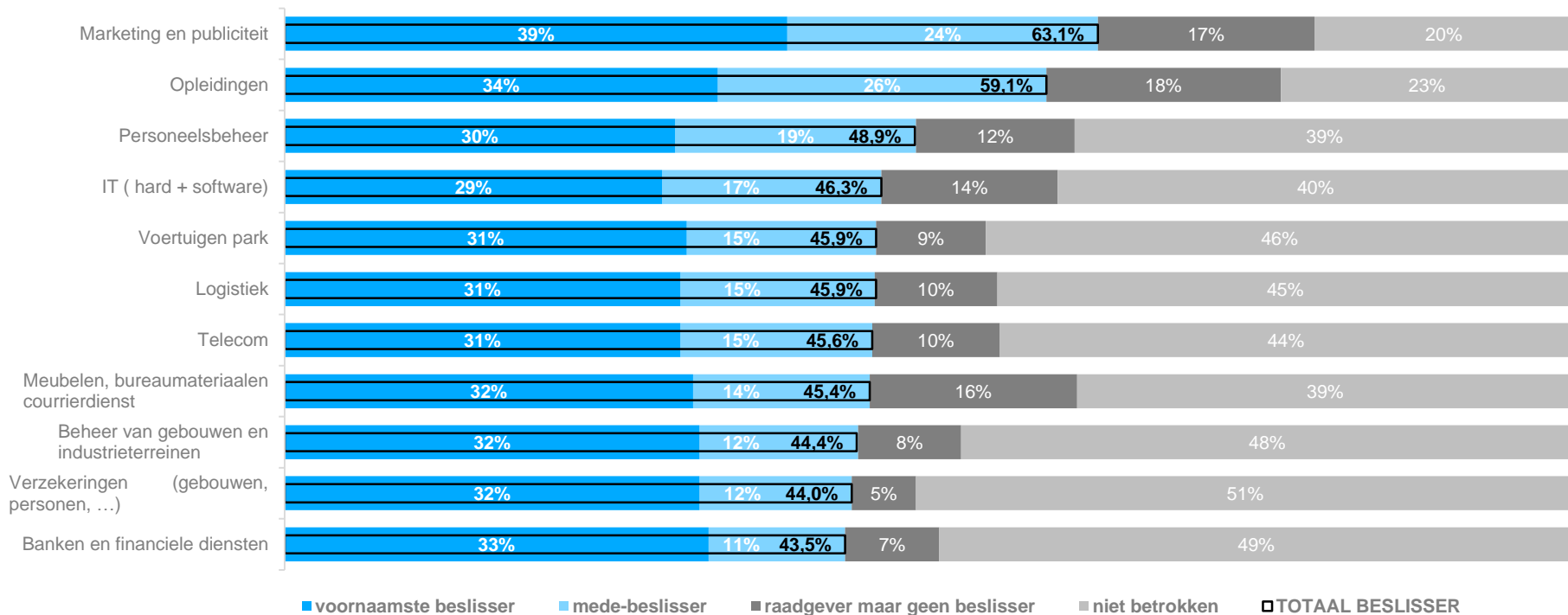
325 **respondenten**

6

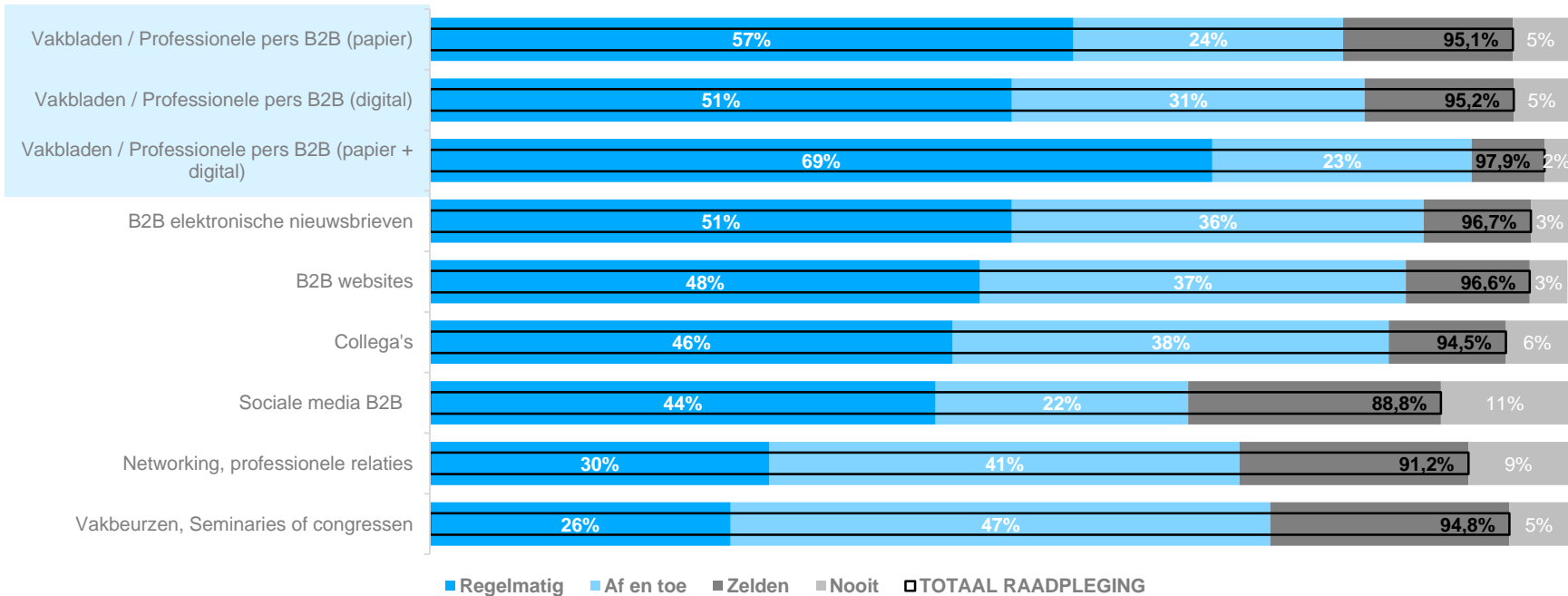


België

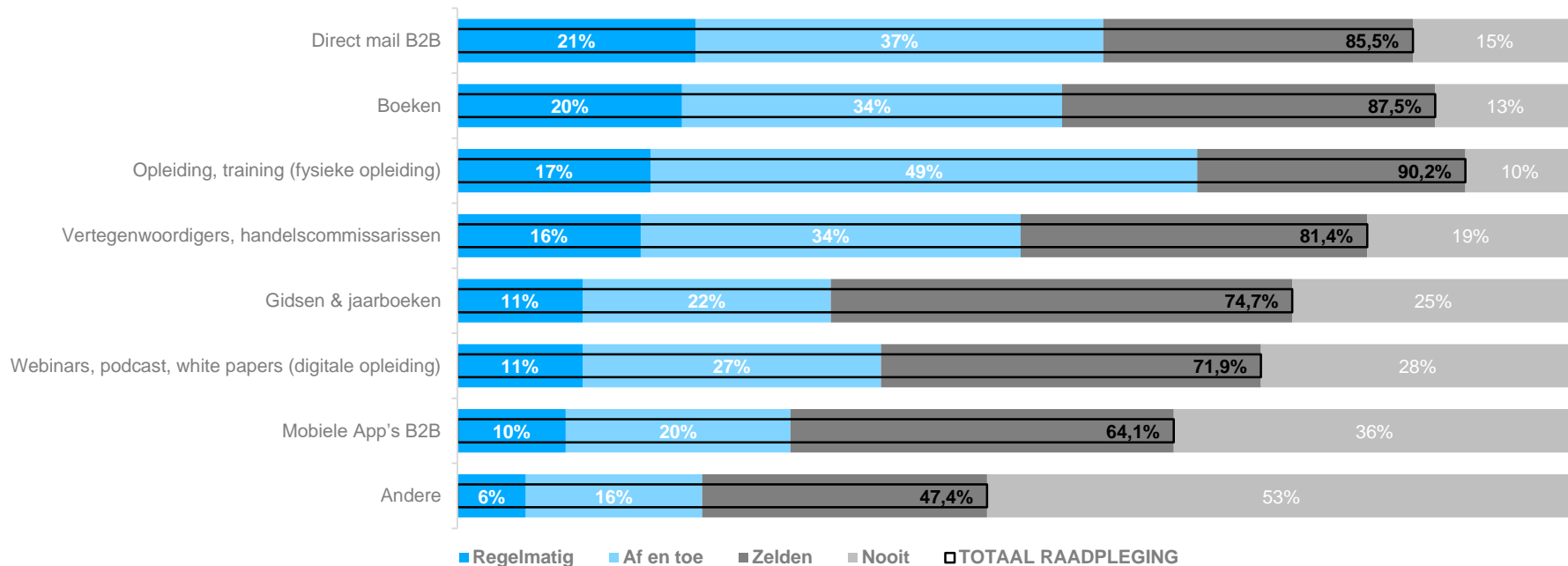
1. BESLISSINGSBEVOEGDHEID



2. RAADPLEGING: B2B INFORMATIEKANALEN

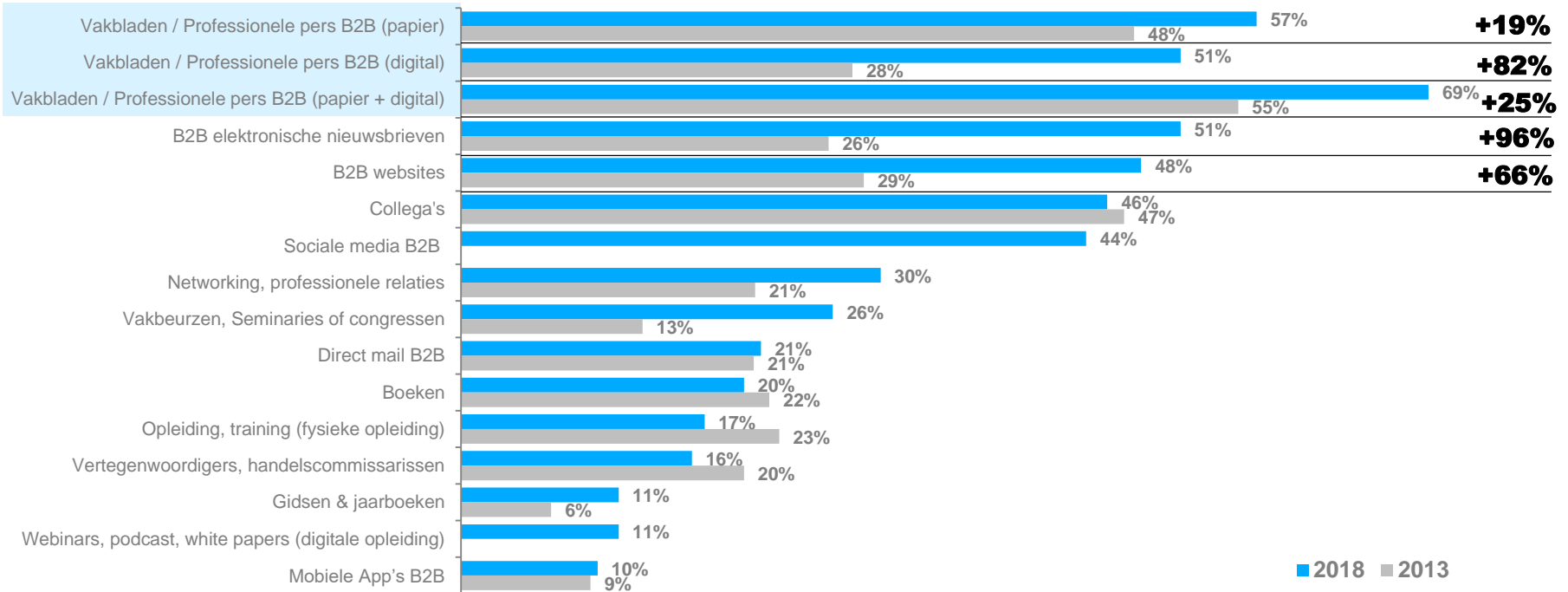


2. RAADPLEGING: B2B INFORMATIEKANALEN

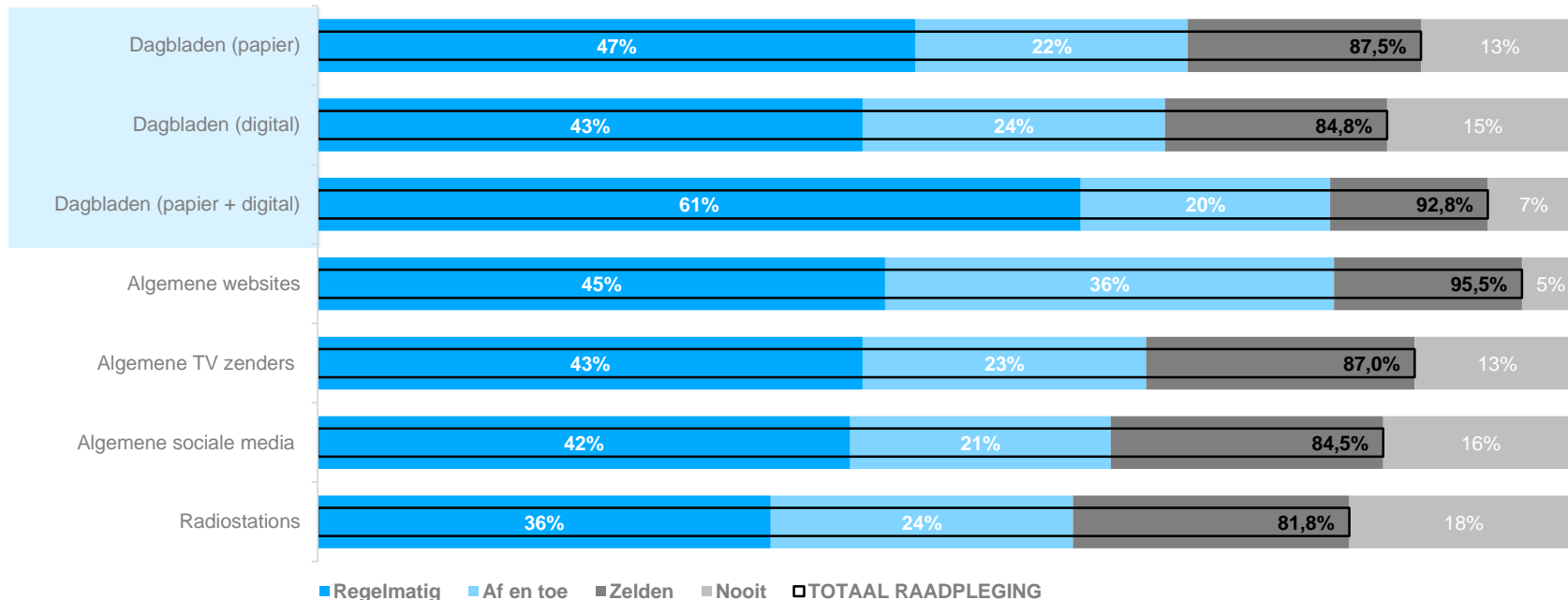


2. RAADPLEGING: B2B INFORMATIEKANALEN

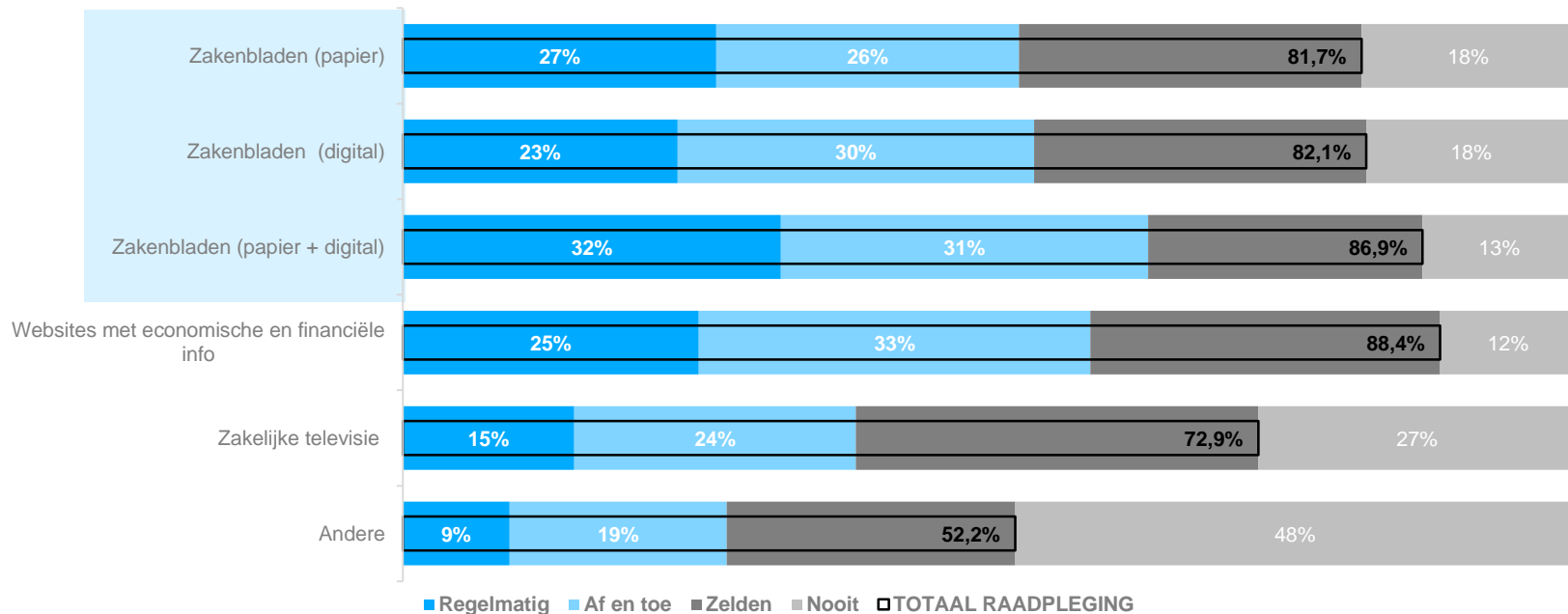
Totaal regelmatig



2. RAADPLEGING: ALGEMENE INFORMATIEKANALEN

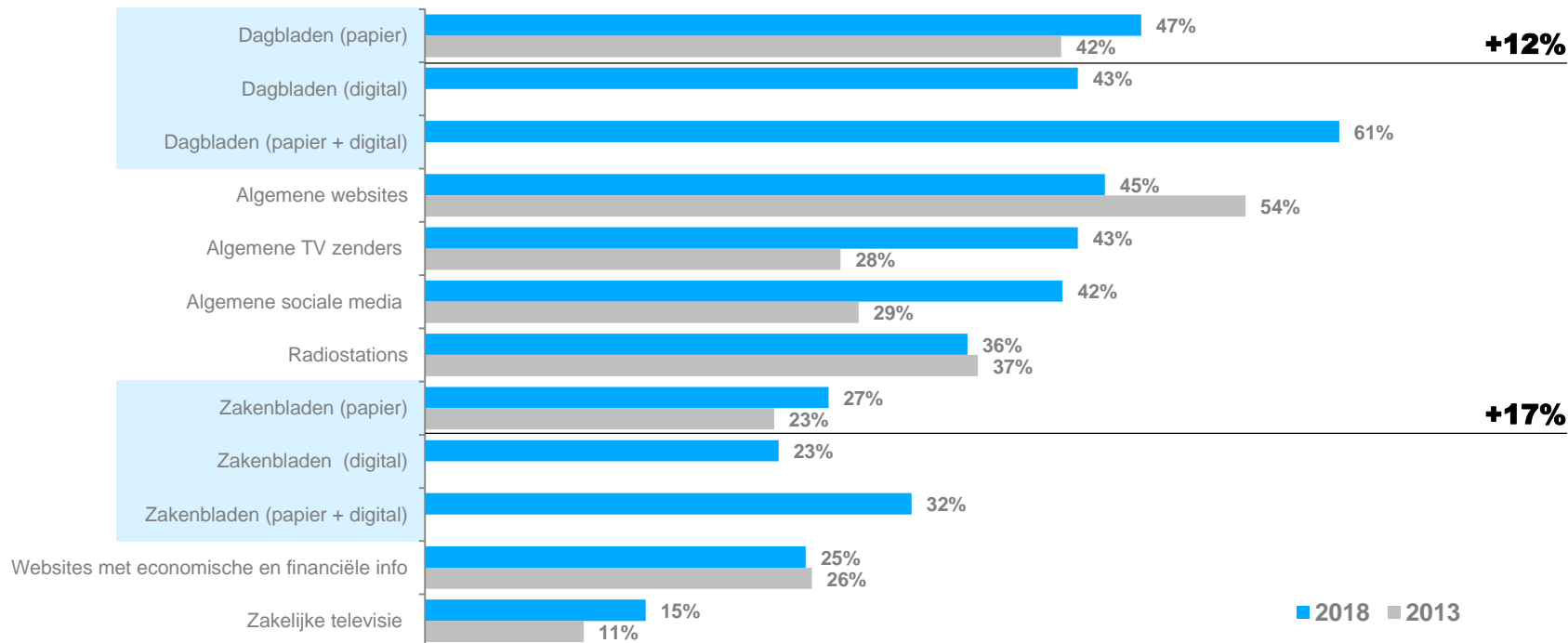


2. RAADPLEGING: ALGEMENE INFORMATIEKANALEN

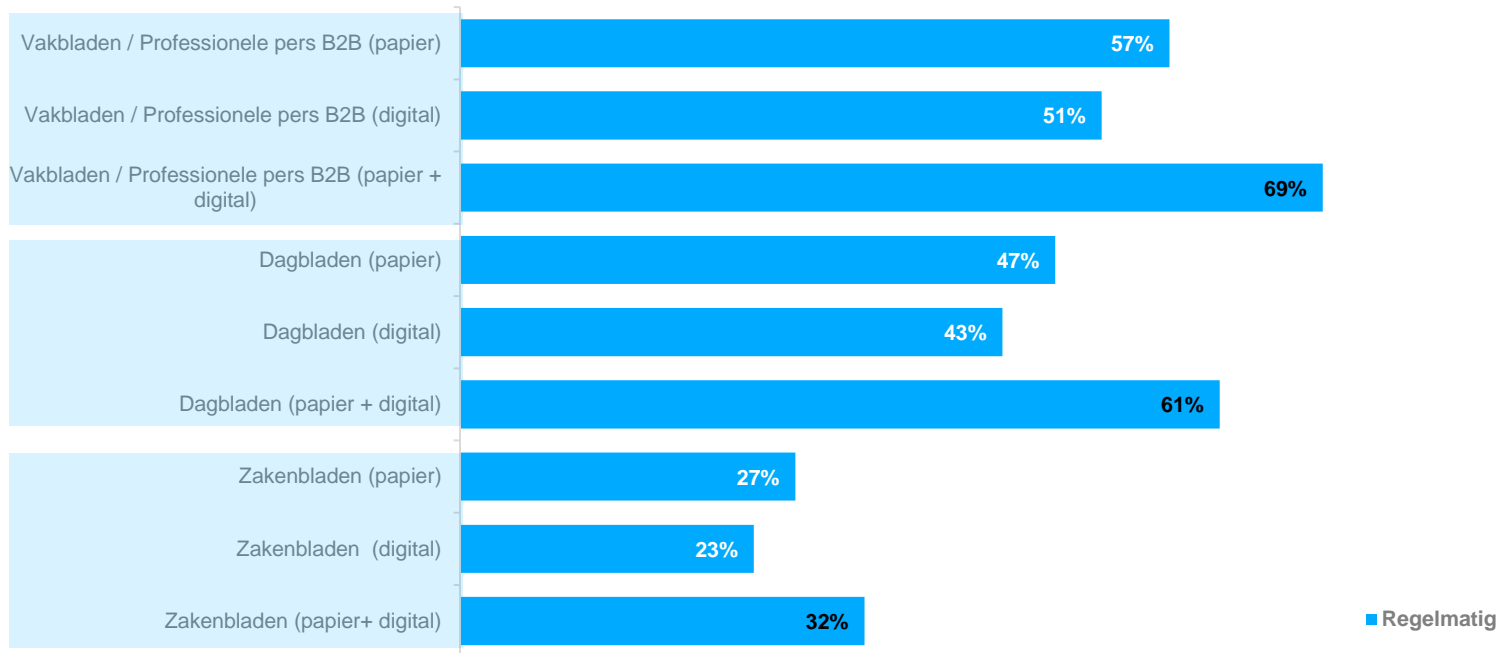


2. RAADPLEGING: ALGEMENE INFORMATIEKANALEN

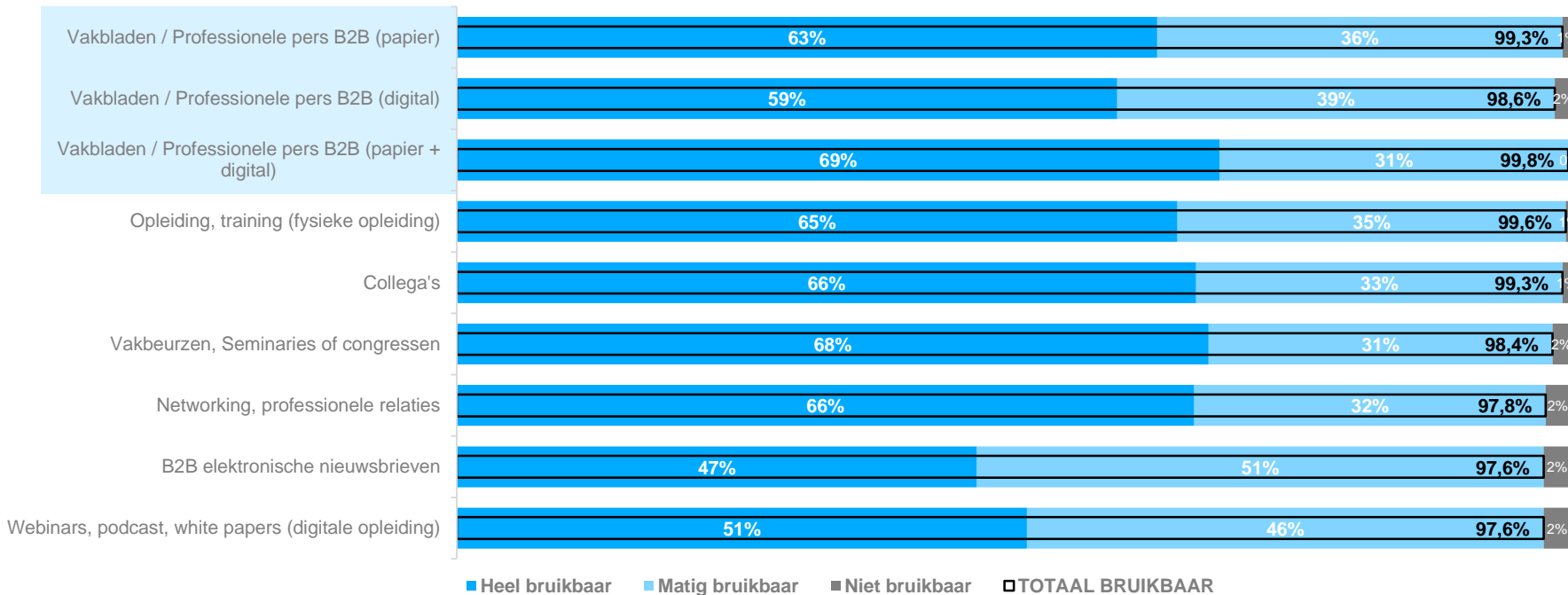
Totaal regelmatig



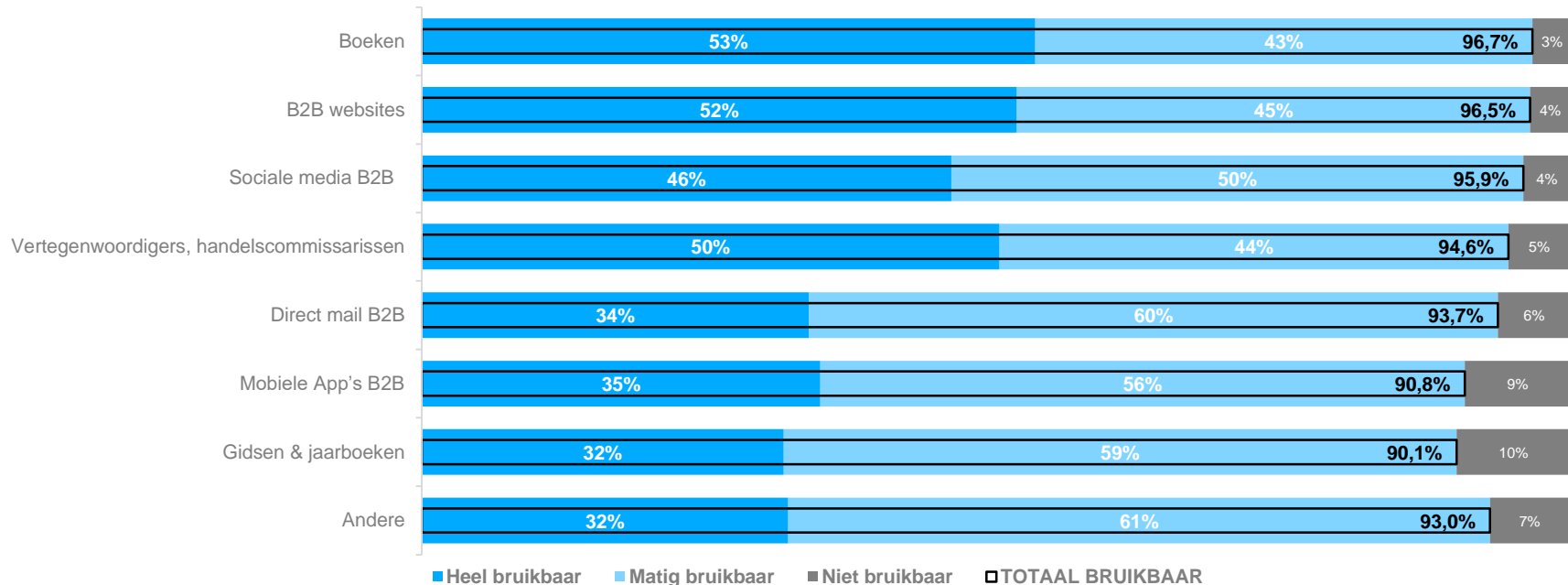
3. BRUIKBAARHEID: ALGEMENE INFORMATIEKANALEN



3. BRUIKBAARHEID: ALGEMENE INFORMATIEKANALEN

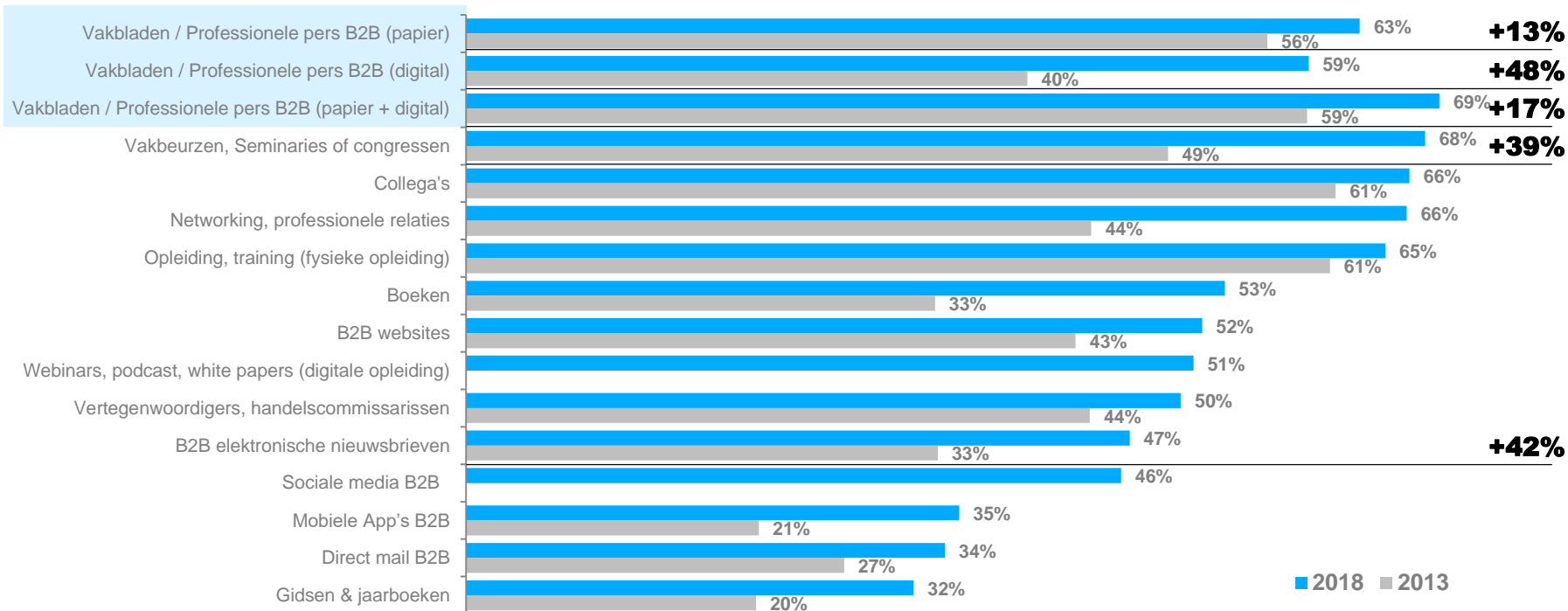


3. BRUIKBAARHEID: ALGEMENE INFORMATIEKANALEN

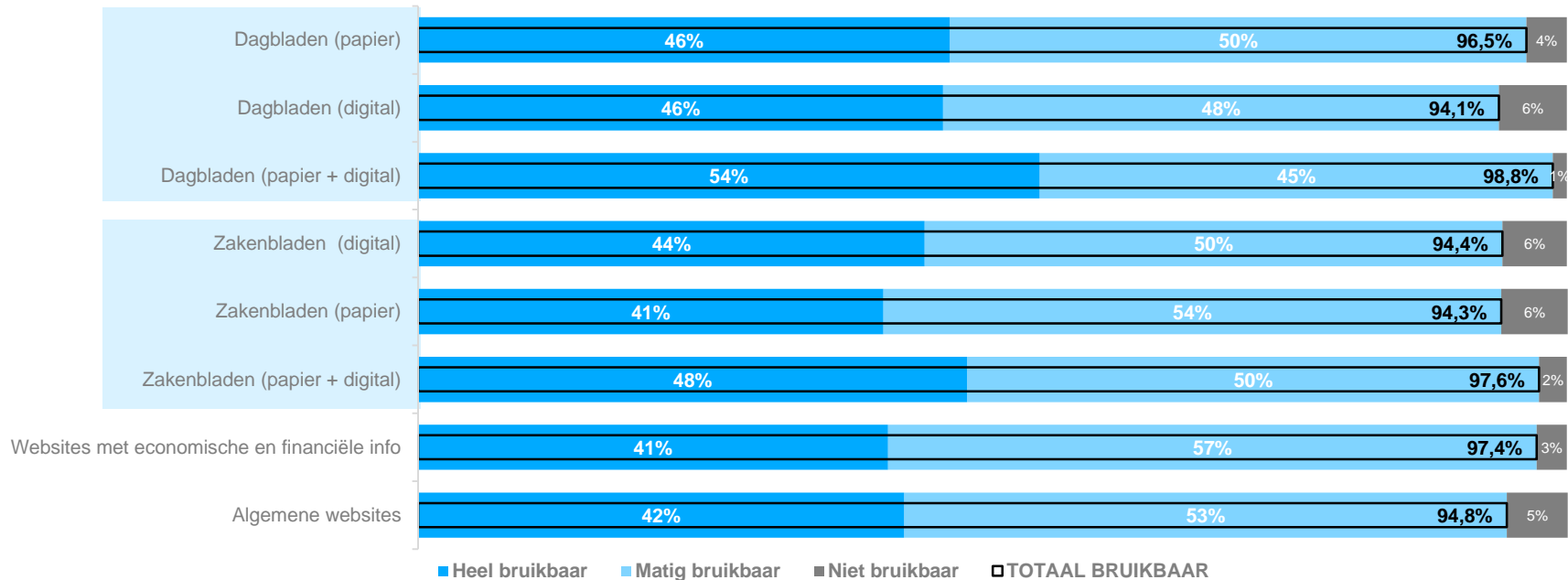


3. BRUIKBAARHEID: ALGEMENE INFORMATIEKANALEN

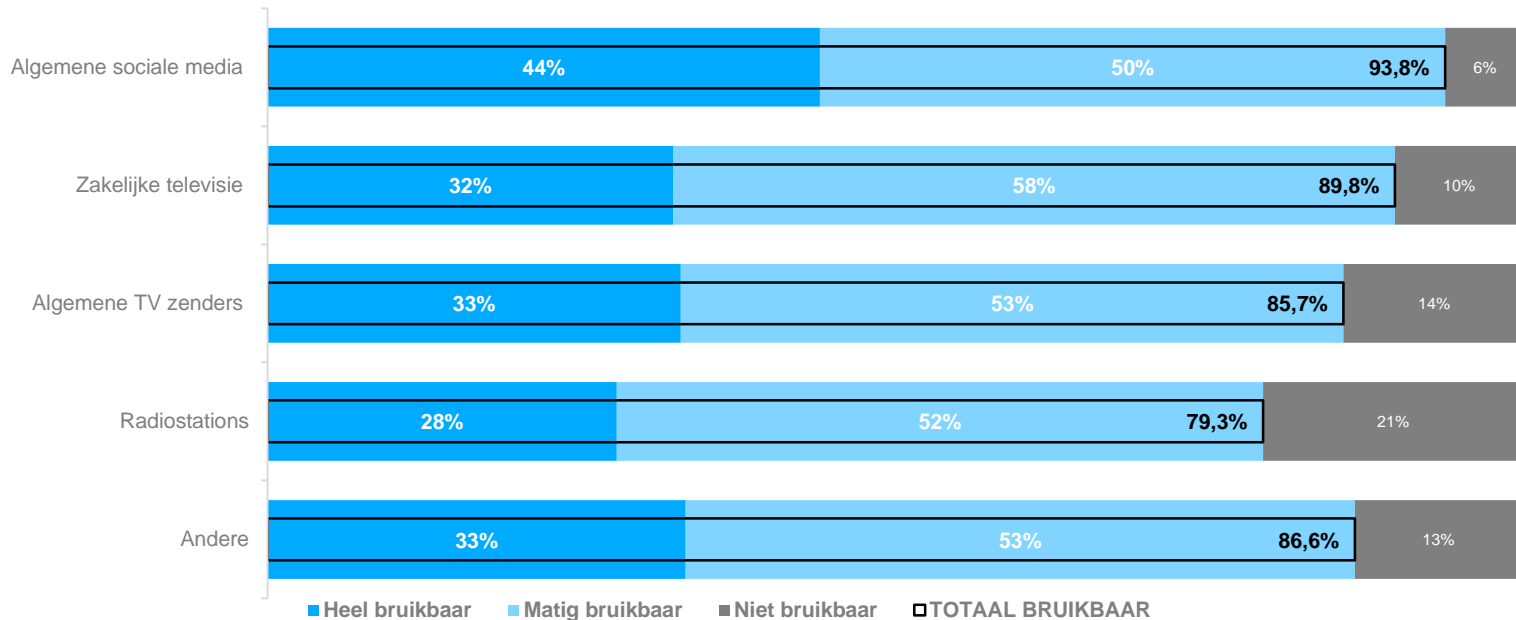
Totaal heel bruikbaar



3. BRUIKBAARHEID: ALGEMENE INFORMATIEKANALEN

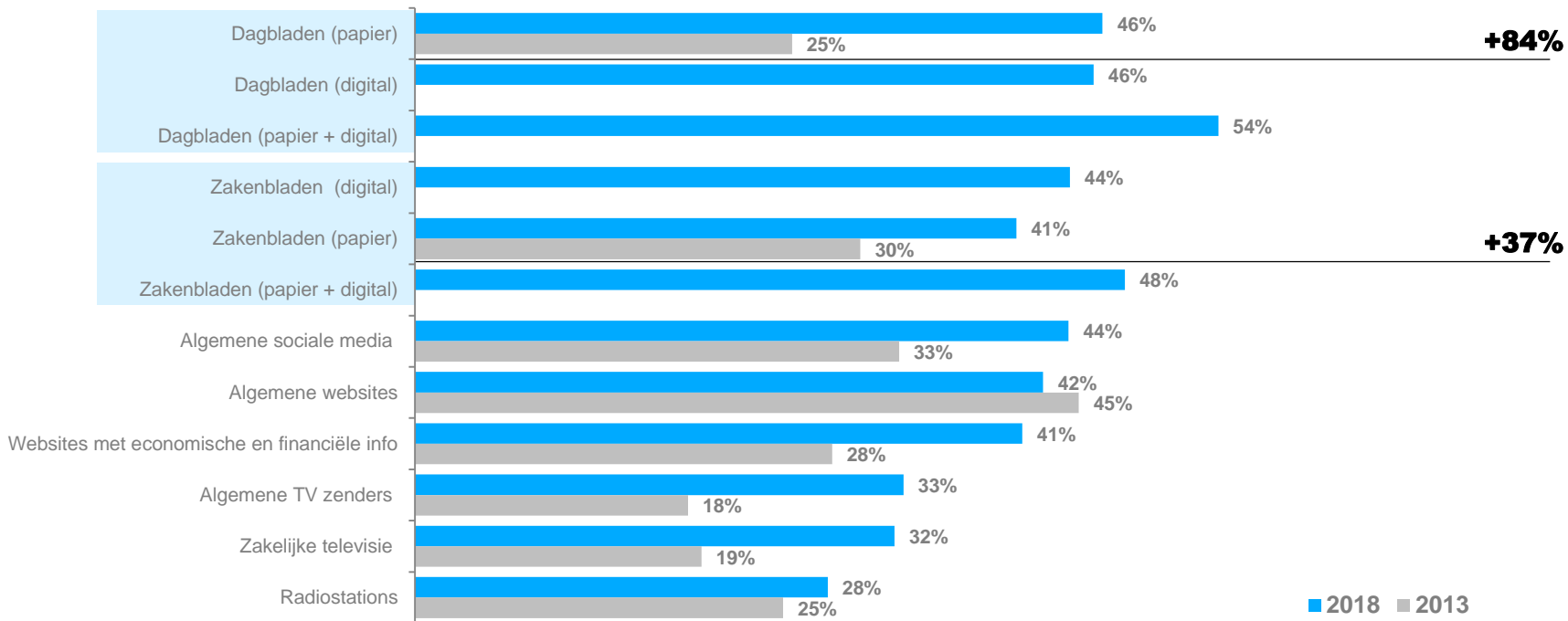


3. BRUIKBAARHEID: ALGEMENE INFORMATIEKANALEN

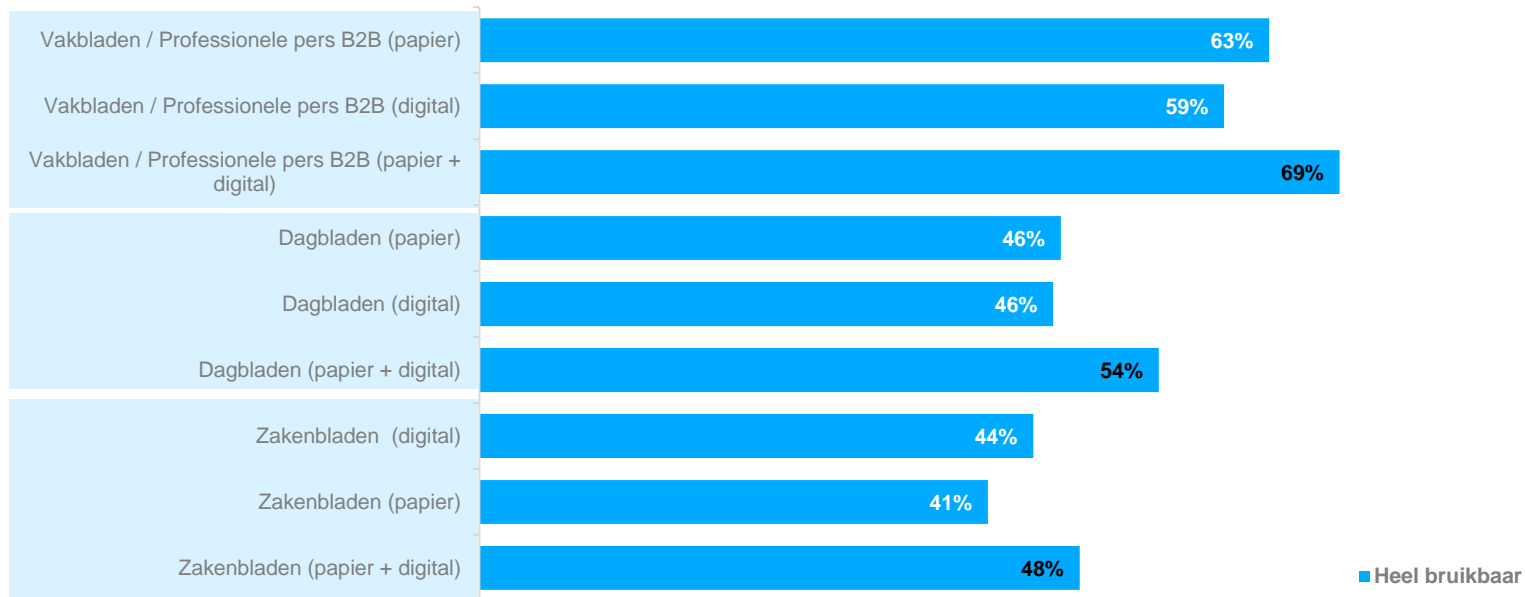


3. BRUIKBAARHEID: ALGEMENE INFORMATIEKANALEN

Totaal heel bruikbaar

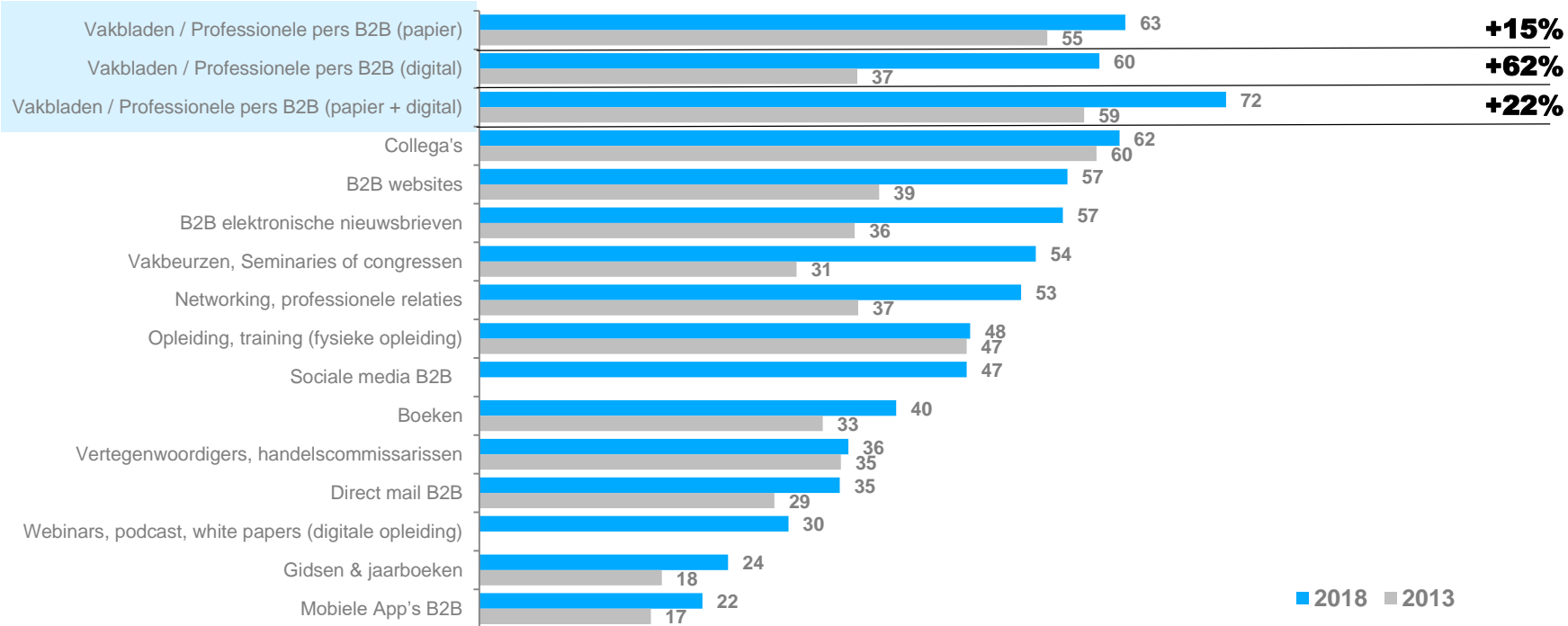


3. BRUIKBAARHEID: VERGELIJKING



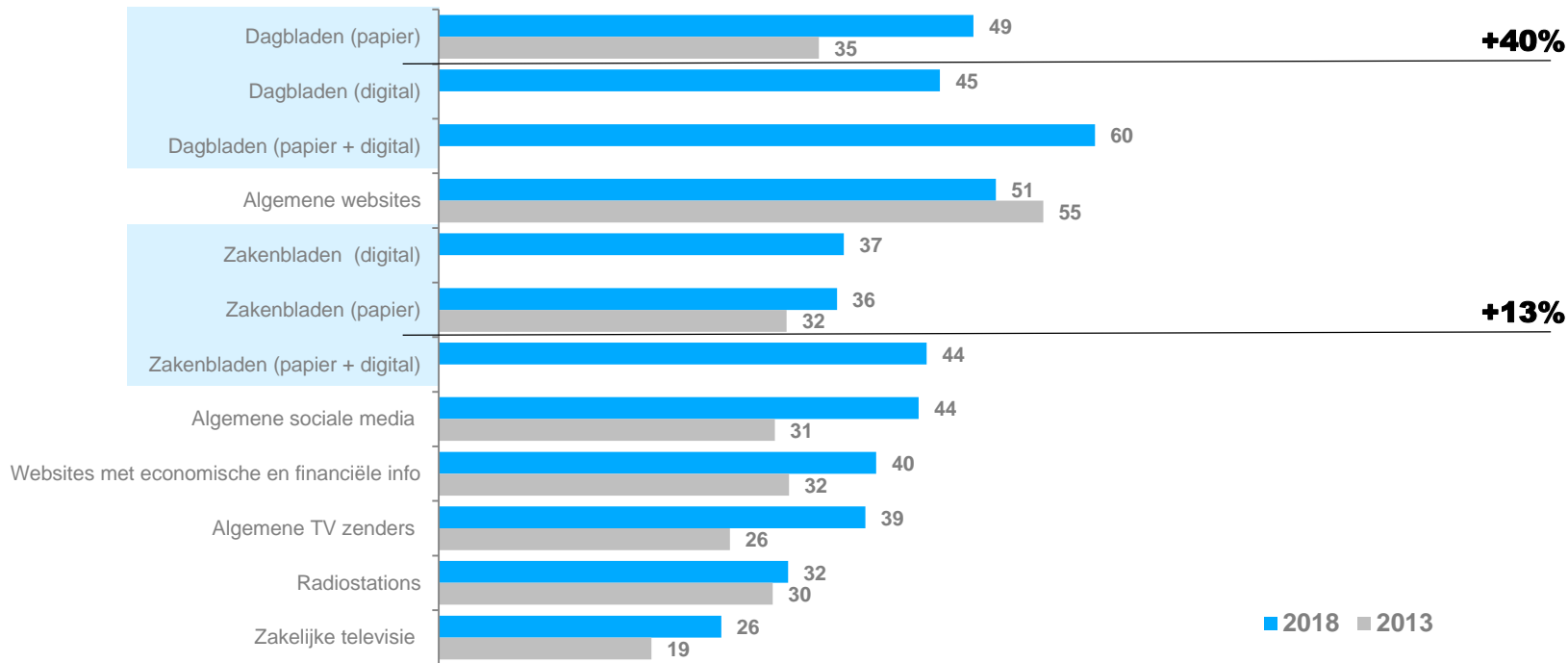
4. RATIO* : (raadpleging x bruikbaarheid*)

B2B INFORMATIEKANALEN



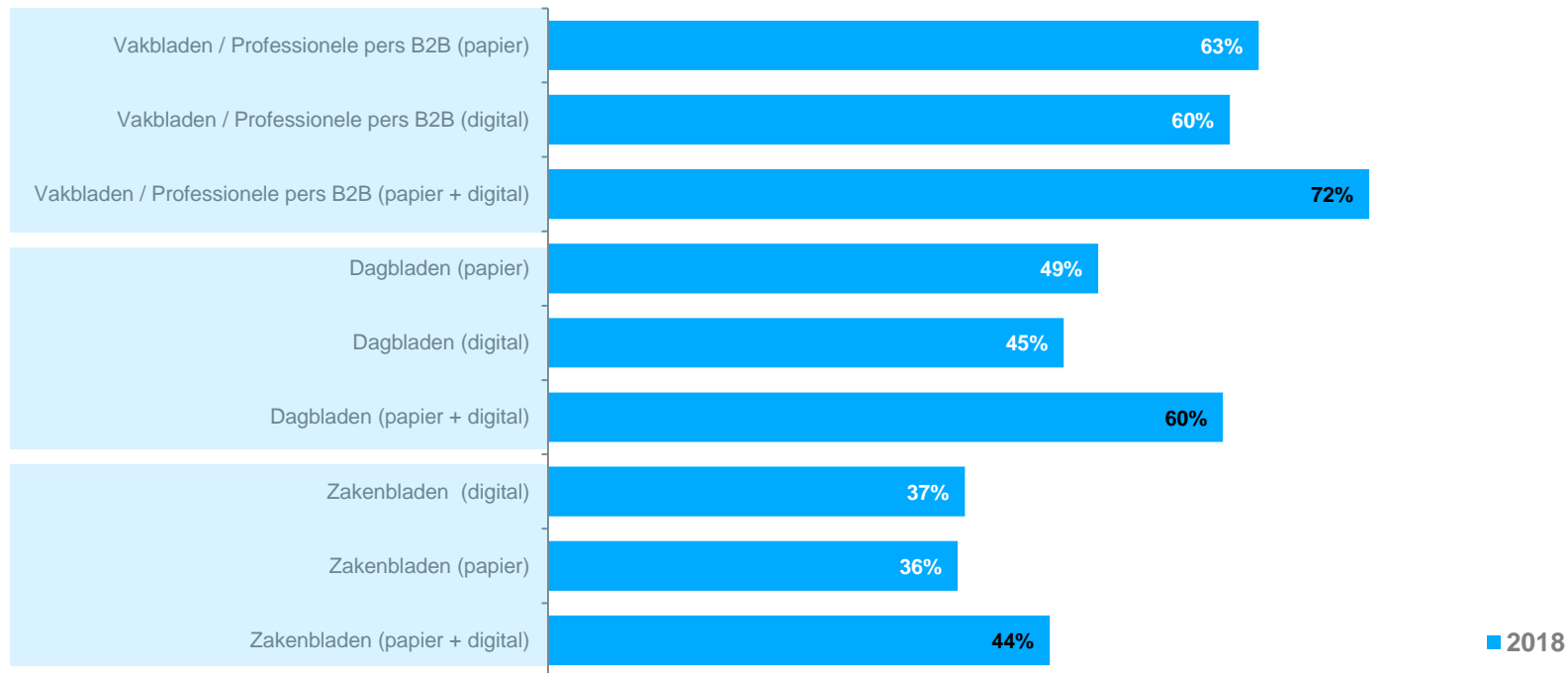
4. RATIO* : (raadpleging x bruikbaarheid*)

B2B INFORMATIEKANALEN

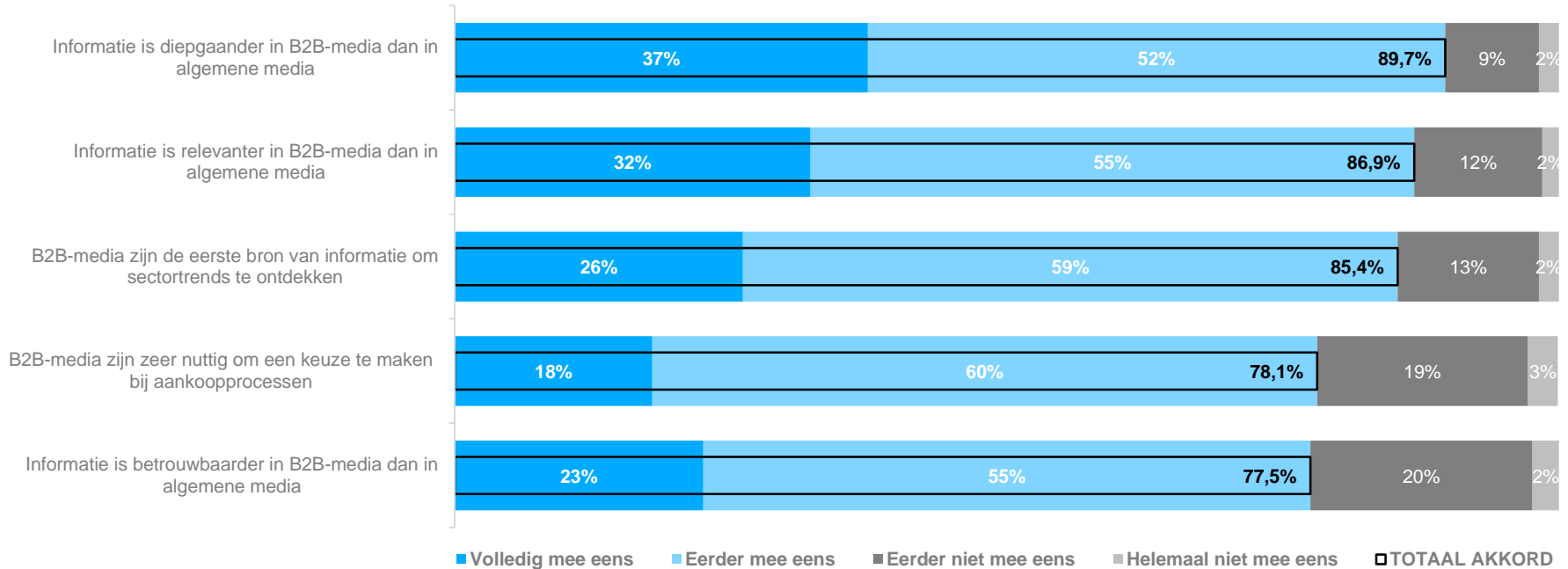


4. RATIO* : (raadpleging x bruikbaarheid*)

VERGELIJKING



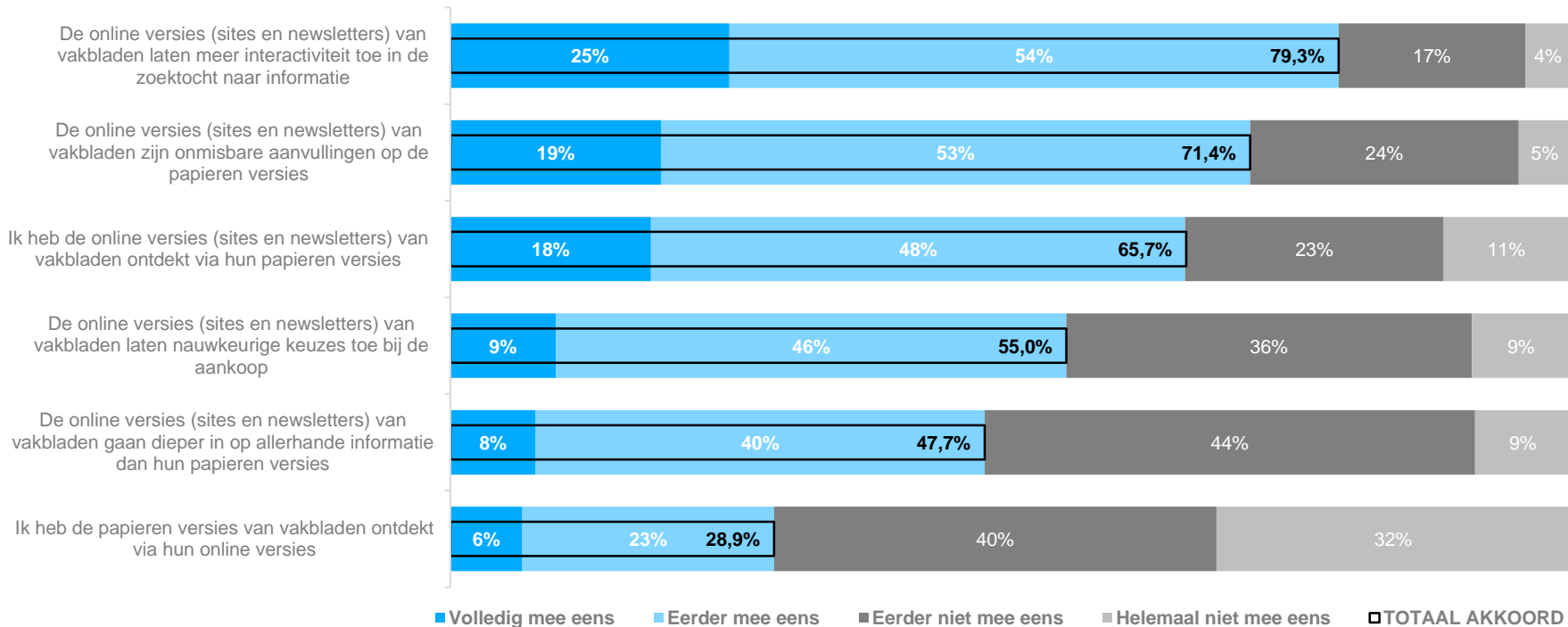
5. CONTENT: B2B VS ALGEMENE KANALEN



5. CONTENT: B2B VS ALGEMENE KANALEN



5. CONTENT: ONLINE VS OFFLINE

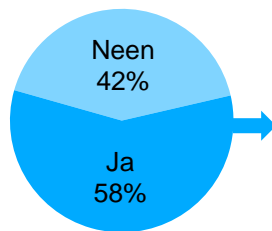


6. LEESGEDRAG B2B: PAPIER VERSIE

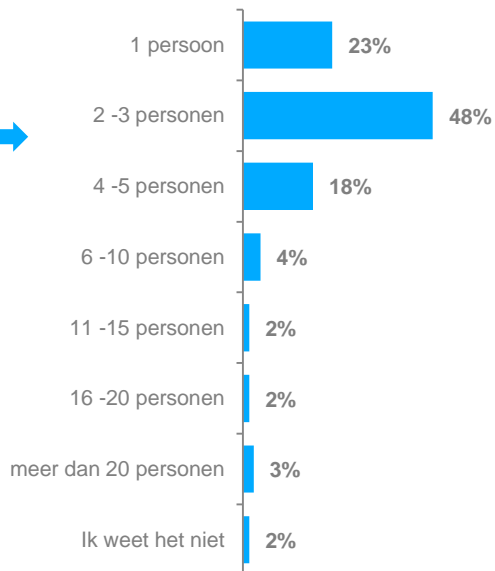
Totaal lezers
van papieren
vakbladen



DISTRIBUTIE AAN COLLEGA'S



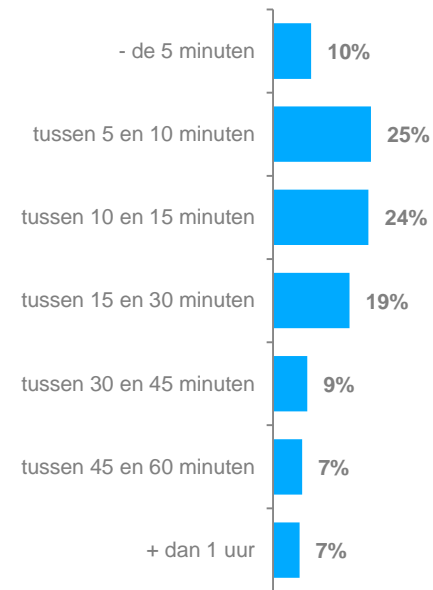
3,8 collega's



LEESTIJD

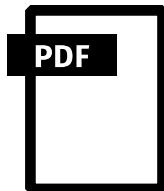


21' 30''

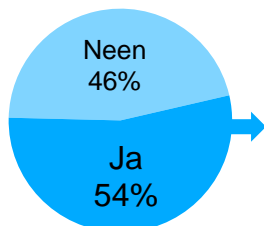


6. LEESGEDRAG B2B: DIGITALE VERSIE

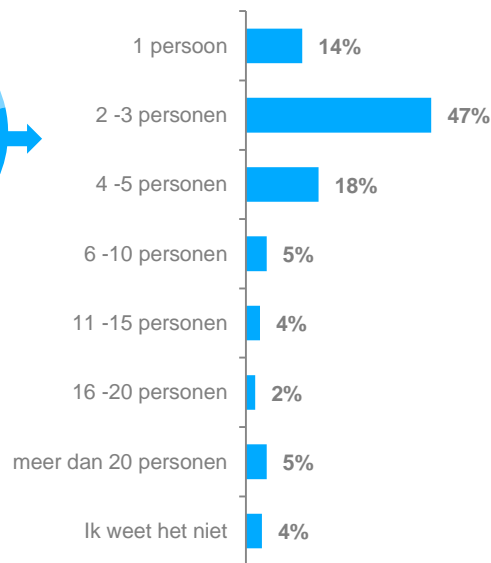
Totaal lezers van digitale vakbladen



DISTRIBUTIE AAN COLLEGA'S



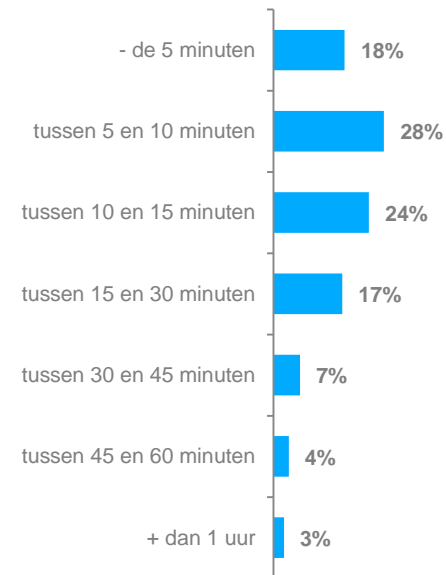
5 collega's



LEESTIJD



15' 50''

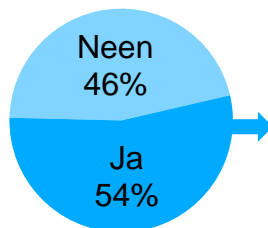


6. LEESGEDRAG B2B: NIEUWSBRIEVEN

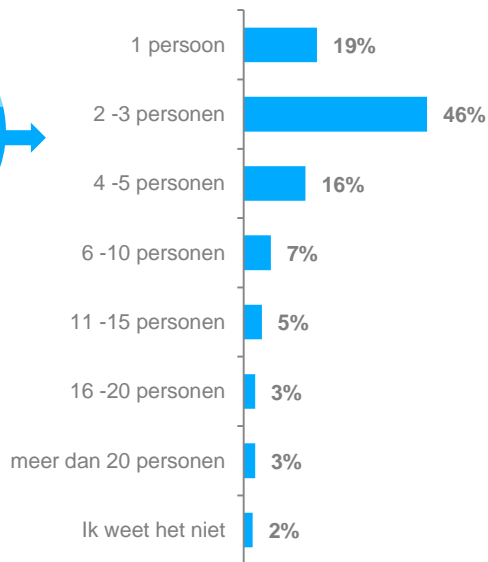
Totaal lezers van B2B nieuwsbrieven



DISTRIBUTIE AAN COLLEGA'S



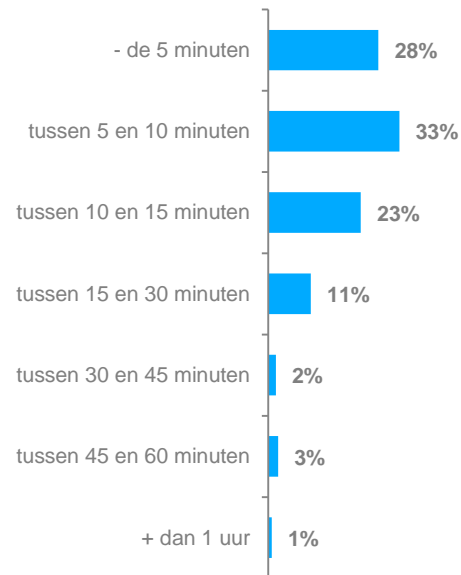
4,5 collega's



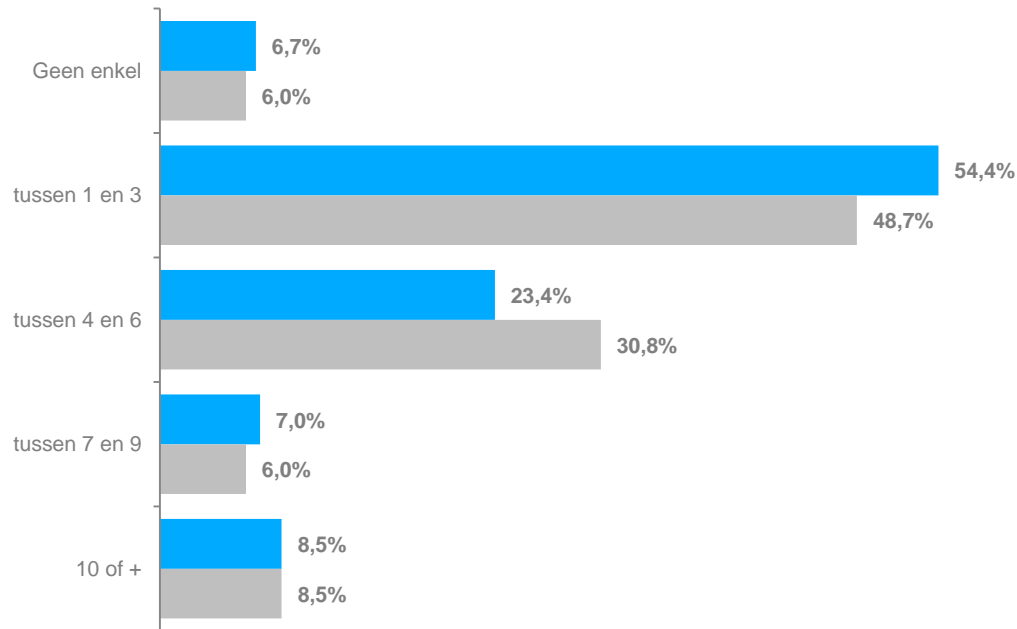
LEESTIJD



11' 20"



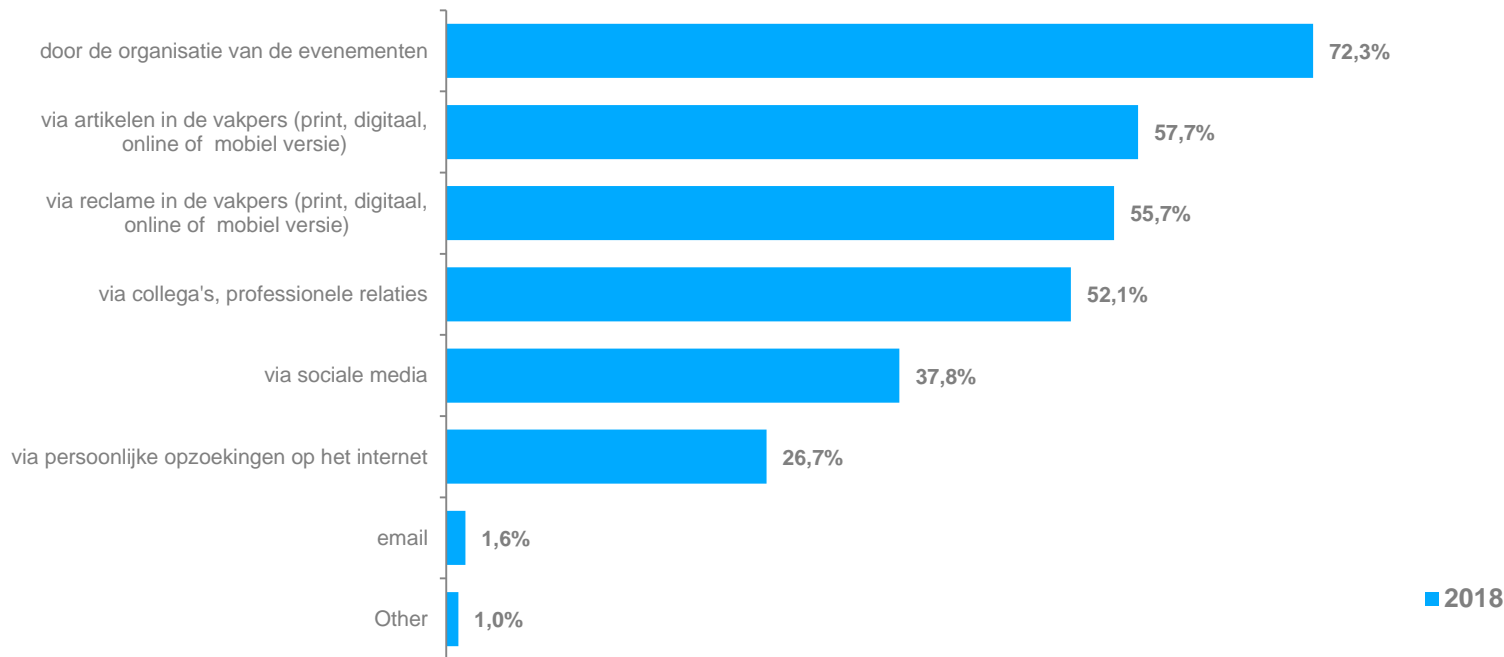
7. VAKBEURZEN: AANTAL BEZOCHT PER JAAR



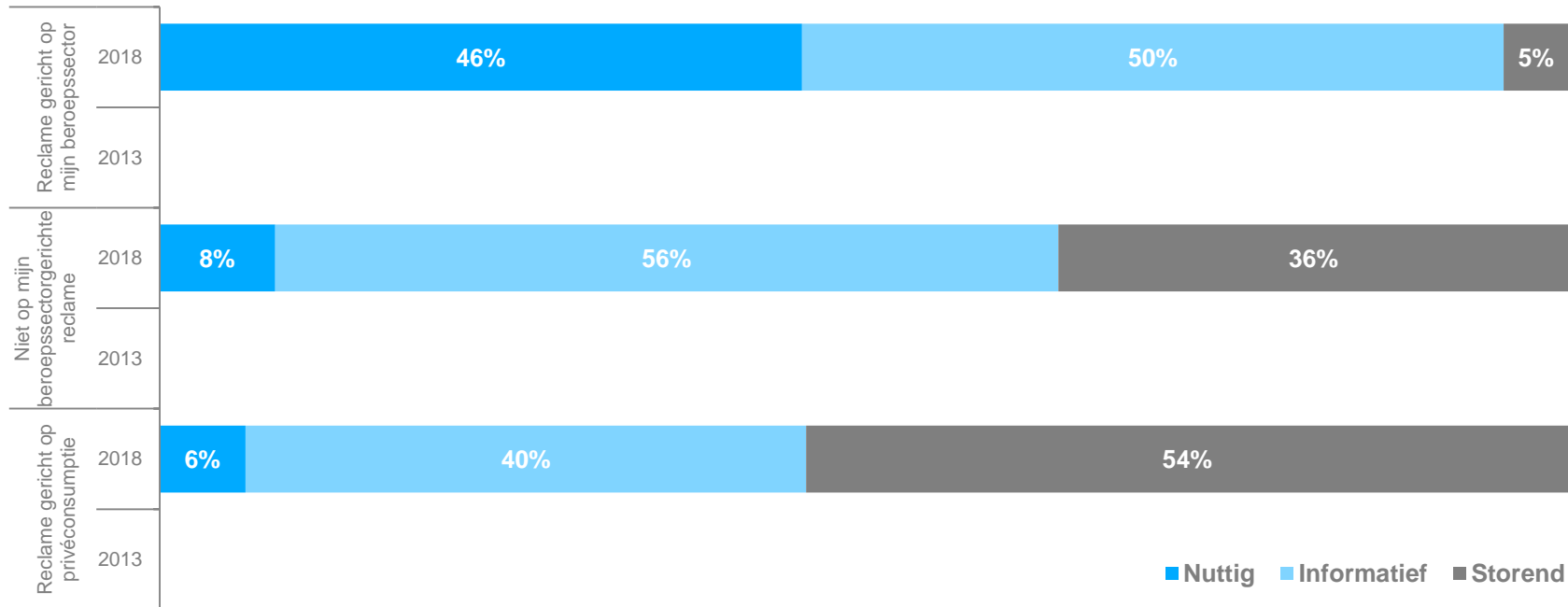
2018: 3,44 per jaar
2013: 3,82 per jaar

■ 2018 ■ 2013

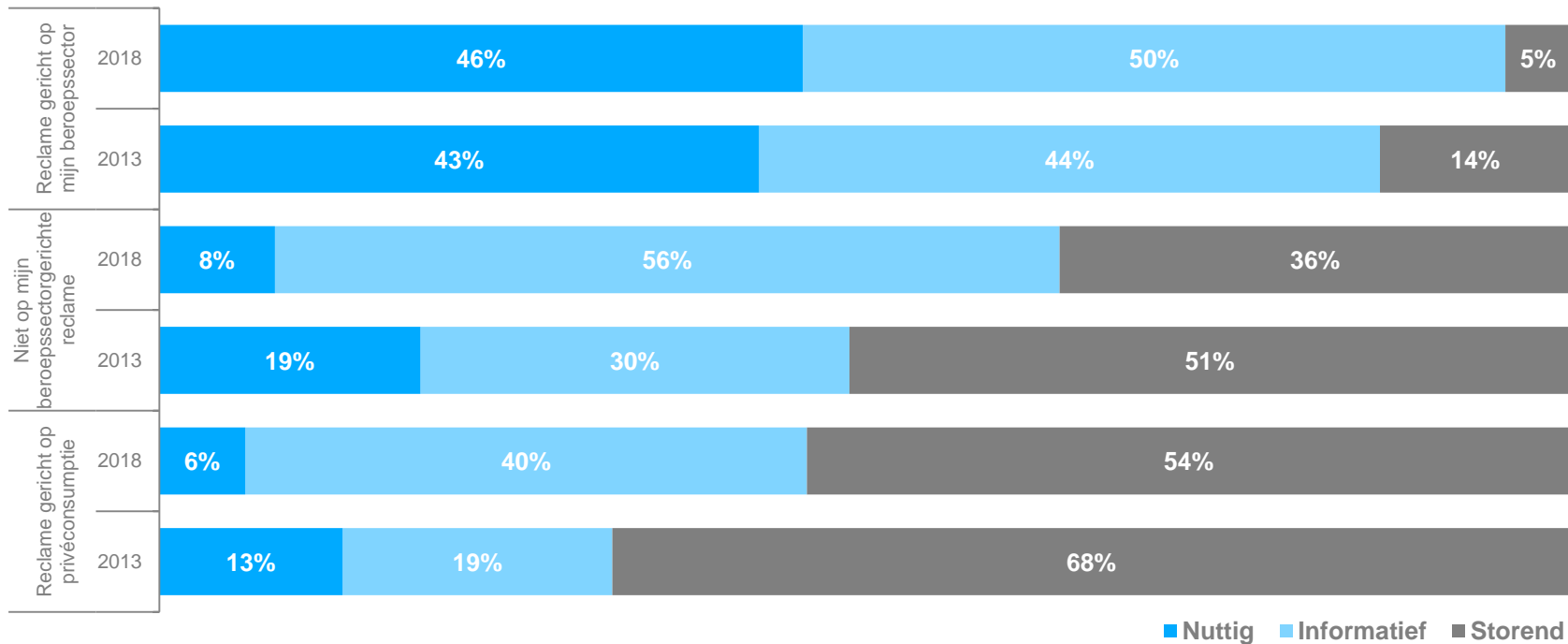
7. VAKBEURZEN: BRONNEN VAN INFO OVER BEURZEN



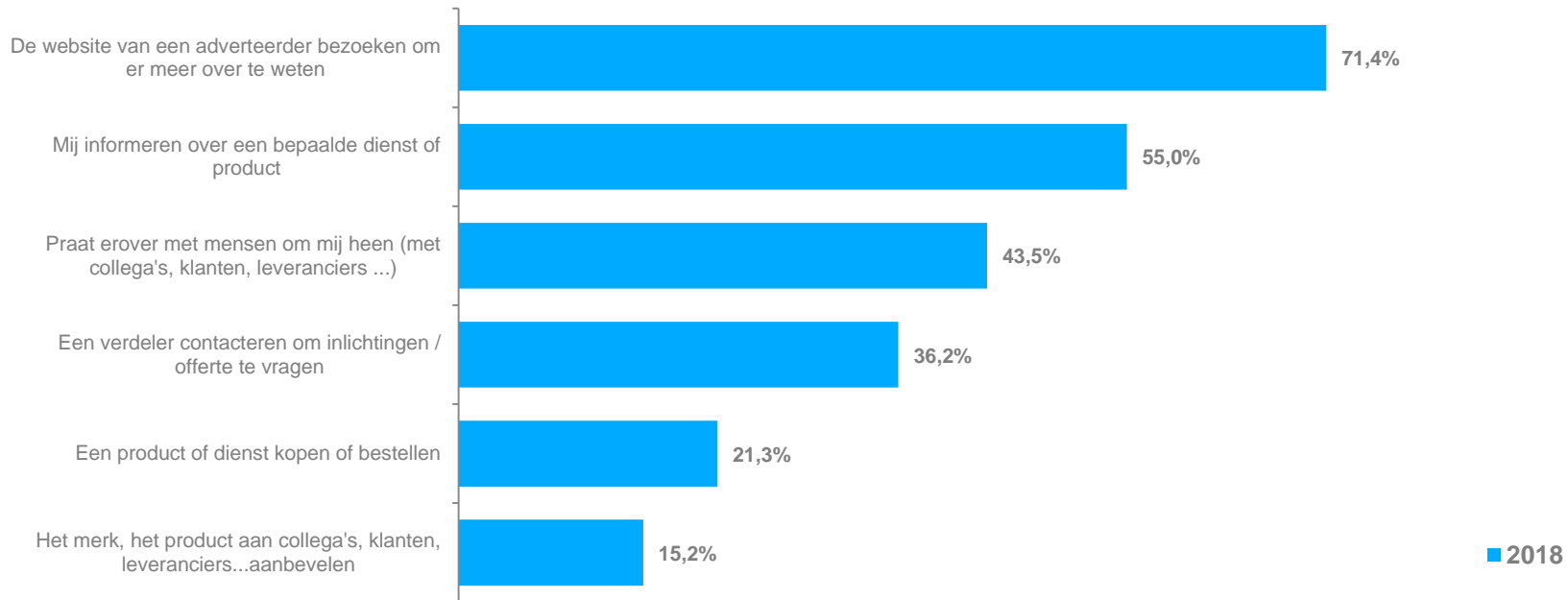
8. RECLAME IN B2B: BEOORDELING



8. RECLAME IN B2B: BEOORDELING



8. RECLAME IN B2B: CALL TO ACTION



A national survey on behalve of

**WE
MEDIA**

B2B



by

AQRate
Accurate Research Solutions