Appendix

Appendix 1: Cohen's Kappa Reliability Scores of the Dependent Variables

Variables	Kappa value
Numerical underrepresentation	
Mention in the article – news presence	1.000
Mention in the title – news prominence	1.000
Total mentions in the article – news prominence	1.000
Substantive underrepresentation	
Private sphere	1.000
Gender	0.798
Appearance	0.931
Age	1.000
Personality traits	0.763

Appendix 2: Codebook

1. Number of article

We number each item so we can identify them more easily. For example, '543'.

2. Title of article

We note the main title of the article for identification. This can simply be copied and pasted.

3. Paper

We note which newspaper the article comes from. We have five options: *De Morgen*, *De Standaard*, *De Tijd*, *Het Laatste Nieuws* or *Het Nieuwsblad.*

4. Date of publication

We note the date on which the article was published. For example, '27/11/2019'.

5. Period

We make a distinction between three periods: 'election' (26 February to 26 May 2019), 'coalition' (1 October to 31 December 2019) and 'regular' (15 August to 15 November 2021).

6. Politician

We note which politician is mentioned in the article. If more than one is mentioned, we indicate several options. There are nine possibilities.

7. Gender of politician

We note the gender of the politician, that is, *male* or *female*.

8. Number of mentions

We note how often the (first) name of a politician is mentioned throughout the article.

9. Name is mentioned in title

We note whether the name of the politician is mentioned in the title.

10. Article refers to private life

We note any reference to the marital status of the politician. This includes, but is not limited to, 'single', 'married', 'divorced' or 'widow'. We note any reference to the role of the politician as a *mother* or a *father*. This includes the mention of kids as well.

11. Article stresses gender

The explicit mention of gender includes terms such as 'man', 'woman', 'gentleman' and other similar words. A combination of two or more words, such as 'leading lady' or 'poster boy', and references in a foreign language are included.

12. Article refers to appearance

We note any reference to appearance. This includes, but is not limited to, the nationality, presence, haircut and costume.

13. Article refers to age

We note any reference to the age of the politicians. This includes, but is not limited to, stating the exact age or references such as 'young' and 'old'.

14. Article refers to personality traits

We note whether a reference is made to the personality of a politician. The distinction is made between typical female characteristics (warmth, care, kindness) or typical male characteristics (assertiveness, perseverance). If mention is made of personality traits that are traditionally not linked to a specific gender, we choose the option 'neutral'.

Appendix 3: Descriptive Statistics per Individual

	Election	Coalition	Routine	Total
Numerical representation				
Mentions in article – news presence				
Wouter Beke (m)	190	268	165	**623**
Hilde Crevits (f)	326	191	195	**712**
Benjamin Dalle (m)	12	86	50	**148**
Zuhal Demir (f)	68	230	410	**708**
Matthias Diependaele (m)	13	91	89	**193**
Jan Jambon (m)	180	439	260	**879**
Lydia Peeters (f)	61	138	145	**344**
Bart Somers (m)	55	167	96	**318**
Ben Weyts (m)	28	81	264	**373**
Total	**933**	**1,691**	**1,674**	**4,298**
Mentions in title – news prominence				
Wouter Beke (m)	10	32	14	**56**
Hilde Crevits (f)	29	9	15	**53**
Benjamin Dalle (m)	1	5	4	**10**
Zuhal Demir (f)	2	23	54	**79**
Matthias Diependaele (m)	0	1	3	**4**
Jan Jambon (m)	13	58	12	**83**
Lydia Peeters (f)	0	2	4	**6**
Bart Somers (m)	1	16	7	**24**
Ben Weyts (m)	0	3	21	**24**
Total	**56**	**149**	**134**	**339**
Substantive representation				
Private sphere				

Wouter Beke (m)	6	0	0	**6**
Hilde Crevits (f)	7	6	3	**16**
Benjamin Dalle (m)	1	9	1	**11**
Zuhal Demir (f)	2	2	2	**6**
Matthias Diependaele (m)	1	2	0	**3**
Jan Jambon (m)	2	1	3	**6**
Lydia Peeters (f)	0	0	0	**0**
Bart Somers (m)	0	3	0	**3**
Ben Weyts (m)	0	1	0	**1**
Total	**19**	**24**	**9**	**52**
Gender				
Wouter Beke (m)	0	0	0	**0**
Hilde Crevits (f)	38	9	3	**50**
Benjamin Dalle (m)	0	2	0	**2**
Zuhal Demir (f)	4	6	6	**16**
Matthias Diependaele (m)	2	0	0	**2**
Jan Jambon (m)	2	0	1	**3**
Lydia Peeters (f)	0	0	0	**0**
Bart Somers (m)	0	0	0	**0**
Ben Weyts (m)	0	0	0	**0**
Total	**46**	**17**	**10**	**73**
Appearance				
Wouter Beke (m)	2	1	0	**3**
Hilde Crevits (f)	12	4	0	**16**
Benjamin Dalle (m)	1	3	0	**4**
Zuhal Demir (f)	3	1	1	**5**
Matthias Diependaele (m)	0	0	0	**0**
Jan Jambon (m)	3	1	0	**4**
Lydia Peeters (f)	0	0	0	**0**
Bart Somers (m)	0	0	0	**0**
Ben Weyts (m)	0	0	0	**0**
Total	**21**	**10**	**1**	**32**
Age				
Wouter Beke (m)	1	2	0	**3**
Hilde Crevits (f)	3	2	0	**5**
Benjamin Dalle (m)	1	8	0	**9**
Zuhal Demir (f)	0	2	0	**2**
Matthias Diependaele (m)	0	2	0	**2**
Jan Jambon (m)	1	1	0	**2**

Lydia Peeters (f)	1	2	0	**3**
Bart Somers (m)	0	2	0	**2**
Ben Weyts (m)	0	2	0	**2**
Total	**7**	**23**	**0**	**30**
Personality				
Wouter Beke (m)	7	3	0	**10**
Hilde Crevits (f)	25	5	3	**33**
Benjamin Dalle (m)	0	3	1	**4**
Zuhal Demir (f)	1	1	11	**13**
Matthias Diependaele (m)	0	3	0	**3**
Jan Jambon (m)	8	22	9	**49**
Lydia Peeters (f)	2	1	0	**3**
Bart Somers (m)	0	0	0	**0**
Ben Weyts (m)	0	1	0	**1**
Total	**43**	**39**	**24**	**106**

Appendix 4: Descriptive Statistics for Mentions in the Title – News Prominence (Including the Rep. Variable)

	Female actors % (*n*)		Rep.	Male actors % (*n*)		Rep.
Election	3.3	(31)	1.66	2.7	(25)	0.67
Coalition	2.0	(34)	0.68	6.8	(115)	1.16
Routine	4.4	(73)	1.64	3.6	(61)	0.68
Total	3.2	(138)	1.22	4.7	(201)	0.89