



# L'AVENIR

- Profile -  
494 500 readers

## BRAND

### GENDER

Men

Audience

255.830

Profile

51,7%

Women

238.670

48,3%

### AGE

12-14 years

10.310

2,1%

15-24 years

68.900

13,9%

25-44 years

140.580

28,4%

45-64 years

155.740

31,5%

65 years & more

118.970

24,1%

### SOCIAL GROUPS

1 + 2

103.410

20,9%

3 + 4

126.520

25,6%

5 + 6

126.890

25,7%

7 + 8

137.680

27,8%

### MAIN SHOPPER

316.580

64,0%

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## BRAND

### EDUCATION

Primary or lower secondary  
Higher secondary  
Bachelor or master

### Audience

150.190  
194.440  
149.860

### Profile

30,4%  
39,3%  
30,3%

### PROFESSION

Management  
Employee  
Worker  
Student

29.800  
112.240  
51.410  
63.890

6,0%  
22,7%  
10,4%  
12,9%

### PROVINCES

Brussels + 2 Brabant  
Liège  
Hainaut  
Namur + Luxembourg

69.170  
94.680  
112.810  
213.950

14,0%  
19,1%  
22,8%  
43,3%