



LE SOIR

- Profile -
489 250 readers

BRAND

GENDER

Men

Audience

287.090

Profile

58,7%

Women

202.160

41,3%

AGE

12-14 years

10.770

2,2%

15-24 years

64.260

13,1%

25-44 years

168.620

34,5%

45-64 years

153.850

31,4%

65 years & more

91.740

18,8%

SOCIAL GROUPS

1 + 2

197.650

40,4%

3 + 4

139.980

28,6%

5 + 6

79.920

16,3%

7 + 8

71.700

14,7%

MAIN SHOPPER

315.050

64,4%



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EDUCATION

- Primary or lower secondary
- Higher secondary
- Bachelor or master

Audience

- 68.830
- 136.440
- 283.970

Profile

- 14,1%
- 27,9%
- 58,0%

PROFESSION

- Management
- Employee
- Worker
- Student

- 61.580
- 139.370
- 41.360
- 71.950

- 12,6%
- 28,5%
- 8,5%
- 14,7%

PROVINCES

- Brussels + 2 Brabant
- Liège
- Hainaut
- Namur + Luxembourg

- 244.850
- 80.720
- 93.530
- 46.670

- 50,0%
- 16,5%
- 19,1%
- 9,5%