



SUDPRESSE

- Profile -
616 530 readers

BRAND

GENDER

Men

Audience

324.630

Profile

52,7%

Women

291.900

47,3%

AGE

12-14 years

15.160

2,5%

15-24 years

83.500

13,5%

25-44 years

202.300

32,8%

45-64 years

198.810

32,2%

65 years & more

116.760

18,9%

SOCIAL GROUPS

1 + 2

111.130

18,0%

3 + 4

153.060

24,8%

5 + 6

159.040

25,8%

7 + 8

193.300

31,4%

MAIN SHOPPER

418.100

67,8%



SUDPRESSE

- Profile -
616 530 readers

BRAND

EDUCATION

Primary or lower secondary
Higher secondary
Bachelor or master

Audience

191.020
267.520
157.980

Profile

31,0%
43,4%
25,6%

PROFESSION

Management
Employee
Worker
Student

33.680
142.920
91.140
77.150

5,5%
23,2%
14,8%
12,5%

PROVINCES

Brussels + 2 Brabant
Liège
Hainaut
Namur + Luxembourg

77.360
196.820
271.300
63.490

12,5%
31,9%
44,0%
10,3%