



VLAN

- Profile -
1 587 180 readers

BRAND

GENDER

	Audience	Profile
Men	747.100	47,1%
Women	840.080	52,9%

AGE

12-14 years	19.100	1,2%
15-24 years	111.340	7,0%
25-44 years	464.600	29,3%
45-64 years	572.680	36,1%
65 years & more	419.470	26,4%

SOCIAL GROUPS

1 + 2	284.660	17,9%
3 + 4	401.840	25,3%
5 + 6	415.280	26,2%
7 + 8	485.400	30,6%

MAIN SHOPPER

	1.155.780	72,8%
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EDUCATION

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

Audience

- 464.620
- 652.390
- 470.180

Profile

- 29,3%
- 41,1%
- 29,6%

PROFESSION

- Management
- Employee
- Worker
- Student

- 72.080
- 368.180
- 198.110
- 100.550

- 4,5%
- 23,2%
- 12,5%
- 6,3%

PROVINCES

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

- 348 860
- 427.690
- 481.240
- 329.400

- 22,0%
- 26,9%
- 30,3%
- 20,8%