

PROFIL DU LECTORAT

GENDER

	Audience	Profile
Men	277.520	55,0%
Women	227.370	45,0%

AGE

16-24 years	25.330	5,0%
25-44 years	130.930	25,9%
45-64 years	212.090	42,0%
65 years & more	136.550	27,0%

SOCIAL GROUPS

1 + 2	119.390	23,6%
3 + 4	123.890	24,5%
5 + 6	128.750	25,5%
7 + 8	132.860	26,3%

MAIN SHOPPER

383.410 75,9%

EDUCATION

Primary or lower secondary	122.770	24,3%
Higher secondary	212.770	42,1%
Bachelor or master	169.350	33,5%

PROFESSION

Management	43.410	8,6%
Employee	138.060	27,3%
Worker	56.190	11,1%
Student	23.020	4,6%

PROVINCES

Brussels + 2 Brabant	146.080	29,0%
Liège	136.510	27,0%
Hainaut	107.770	21,3%
Namur + Luxembourg	110.490	21,9%



504.890 READERS

ROSSEL
ADVERTISING

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