cinenews

138.992
RU/Month

Gender	Audience	Profile
Men	58.632	42%
Women	80.360	58%

Age		
12-24 years	15.932	12%
25-34 years	14.868	11%
35-44 years	17.024	12%
45-54 years	34.888	25%
55-64 years	22.428	16%
65 years & more	33.852	24%

Social Groups		
1 + 2	32.172	23%
3 + 4	31.136	22%
5 + 6	35.504	26%
7 + 8	32.004	23%

Main Shopper		
	95.368	69%

Education	Audience	Profile
Education Low	38.584	28%
Education Medium	55.468	40%
Education High	44.940	32%

Profession		
Management	11.480	8%
Employee	37.016	27%
Worker	12.516	9%
Student	15.484	11%
Retired	34.048	25%

Provinces		
Brussels + 2 Brabant	49.084	35%
Liège	14.840	11%
Hainaut	17.612	13%
Namur + Luxembourg	21.056	15%

Rossel Advertising

Source : CIM Monthly Avg March-May 2023 – All Platforms – Total Universe