

Profil du lectorat

LE SOIR

ROSSEL | Re-Mediactivate
ADVERTISING | your business.

GENDER

	Audience	Profile
Men	439.010	54,8%
Women	362.740	45,2%

AGE

12-14 years	14.370	1,8%
15-24 years	82.810	10,3%
25-44 years	255.670	31,9%
45-64 years	279.830	34,9%
65 years & more	169.070	21,1%

SOCIAL GROUPS

1 + 2	265.580	33,1%
3 + 4	223.060	27,8%
5 + 6	157.840	19,7%
7 + 8	155.270	19,4%

MAIN SHOPPER

555.870	69,3%
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EDUCATION

	Audience	Profile
Primary or lower secondary	119.120	14,9%
Higher secondary	312.380	39,0%
Bachelor or master	370.250	46,2%

PROFESSION

Management	80.300	10,0%
Employee	251.500	31,4%
Worker	71.080	8,9%
Student	85.730	10,7%

PROVINCES

Brussels + 2 Brabant	313.390	39,1%
Liège	152.730	19,0%
Hainaut	183.230	22,9%
Namur + Luxembourg	115.450	14,4%



801 750 readers