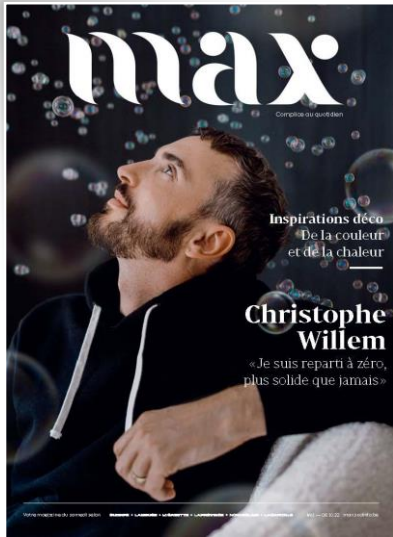


max



174.230 READERS

Gender Audience Profile

Men	71.600	41,1%
Women	102.640	58,9%

Age

16-24 years	8.570	4,9%
25-44 years	43.000	24,7%
45-64 years	77.840	44,7%
65 years & more	44.820	25,7%

Social groups

1 + 2	43.470	24,9%
3 + 4	46.520	26,7%
5 + 6	43.810	25,1%
7 + 8	40.430	23,2%

Main Shopper 143.110 82,1%

Education Audience Profile

Primary or lower secondary	42.640	24,5%
Higher secondary	69.870	40,1%
Bachelor or master	61.720	35,4%

Profession

Management	12.840	7,4%
Employee	53.290	30,6%
Worker	17.470	10,0%
Student	6.760	3,9%

Provinces

Brussels + 2 Brabant	42.560	24,4%
Liège	49.530	28,4%
Hainaut	50.330	28,9%
Namur + Luxembourg	25.140	14,4%