

# WEB PROFILE

## Gender

	Audience	Profile
Men	117.292	41%
Women	166.740	59%

## Age

	Audience	Profile
12-24 years	15.848	6%
25-34 years	40.964	14%
35-44 years	48.496	17%
45-54 years	75.460	27%
55-64 years	47.880	17%
65 years & more	55.384	20%

## Social Groups

	Audience	Profile
1 + 2	74.368	26%
3 + 4	69.412	24%
5 + 6	71.092	25%
7 + 8	56.840	20%

## Main Shopper

	Audience	Profile
	201.208	71%

## Education

	Audience	Profile
Education Low	56.392	20%
Education Medium	111.692	39%
Education High	115.948	41%

## Profession

	Audience	Profile
Management	34.720	12%
Employee	86.408	30%
Worker	23.408	8%
Student	19.348	7%
Retired	59.696	21%

## Provinces

	Audience	Profile
Brussels + 2 Brabant	101.556	36%
Liège	62.552	22%
Hainaut	66.304	23%
Namur + Luxembourg	42.392	15%



284.032  
RU/Month



ROSSEL  
ADVERTISING

Re-Mediactivate  
your business.