

PROFIL DU LECTORAT



GENDER

	Audience	Profile
Men	538.360	51,9%
Women	499.070	48,1%

AGE

	Audience	Profile
16-24 years	86.000	8,3%
25-44 years	311.960	30,1%
45-64 years	425.730	41,0%
65 years & more	213.750	20,6%

SOCIAL GROUPS

	Audience	Profile
1 + 2	232.110	22,4%
3 + 4	281.480	27,1%
5 + 6	241.630	23,3%
7 + 8	282.210	27,2%

MAIN SHOPPER

	Audience	Profile
	780.160	75,2%

EDUCATION

	Audience	Profile
Primary or lower secondary	231.430	22,3%
Higher secondary	466.080	44,9%
Bachelor or master	339.930	32,8%

PROFESSION

	Audience	Profile
Management	93.760	9,0%
Employee	317.260	30,6%
Worker	108.030	10,4%
Student	68.120	6,6%

PROVINCES

	Audience	Profile
Brussels + 2 Brabant	238.880	23,0%
Liège	290.290	28,0%
Hainaut	330.520	31,9%
Namur + Luxembourg	155.420	15,0%



1.037.440 READERS

ROSSEL
ADVERTISING

Re-Mediactivate
your business.