

PROFIL DU LECTORAT

Télépro

GENDER

	Audience	Profile
Men	196.180	44,0%
Women	249.570	56,0%

AGE

	Audience	Profile
12-14 years	6.140	1,4%
15-24 years	41.190	9,2%
25-44 years	86.150	19,3%
45-64 years	159.850	35,9%
65 years & more	152.420	34,2%

SOCIAL GROUPS

	Audience	Profile
1 + 2	79.630	17,9%
3 + 4	112.230	25,2%
5 + 6	111.710	25,1%
7 + 8	142.180	31,9%

MAIN SHOPPER

315.430 70,8%

EDUCATION

	Audience	Profile
Primary or lower secondary	123.420	27,7%
Higher secondary	187.790	42,1%
Bachelor or master	134.540	30,2%

PROFESSION

	Audience	Profile
Management	21.880	4,9%
Employee	114.220	25,6%
Worker	35.010	7,9%
Student	40.500	9,1%

PROVINCES

	Audience	Profile
Brussels + 2 Brabant	83.760	18,8%
Liège	148.680	33,4%
Hainaut	111.690	25,1%
Namur + Luxembourg	91.880	20,6%



445.750 READERS

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