

PROFIL DU LECTORAT

Télépro

GENDER

	Audience	Profile
Men	193.310	45,4%
Women	232.560	54,6%

AGE

	Audience	Profile
16-24 years	38.020	8,9%
25-44 years	86.530	20,3%
45-64 years	137.820	32,4%
65 years & more	163.500	38,4%

SOCIAL GROUPS

	Audience	Profile
1 + 2	75.520	17,7%
3 + 4	109.360	25,7%
5 + 6	109.860	25,8%
7 + 8	131.130	30,8%

MAIN SHOPPER

	Audience	Profile
	317.820	74,6%

EDUCATION

	Audience	Profile
Primary or lower secondary	111.780	26,2%
Higher secondary	187.750	44,1%
Bachelor or master	126.340	29,7%

PROFESSION

	Audience	Profile
Management	18.870	4,4%
Employee	94.340	22,2%
Worker	40.570	9,5%
Student	28.720	6,7%

PROVINCES

	Audience	Profile
Brussels + 2 Brabant	79.660	18,7%
Liège	126.220	29,6%
Hainaut	119.670	28,1%
Namur + Luxembourg	95.090	22,3%



425.870 READERS

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