

Profil du lectorat



ROSSEL | Re-Mediactivate
ADVERTISING your business.

GENDER

	Audience	Profile
Men	696.790	45,8%
Women	824.460	54,2%

AGE

12-14 years	18.260	1,2%
15-24 years	111.000	7,3%
25-44 years	433.600	28,5%
45-64 years	525.190	34,5%
65 years & more	433.200	28,5%

SOCIAL GROUPS

1 + 2	299.110	19,7%
3 + 4	386.020	25,4%
5 + 6	352.430	23,2%
7 + 8	483.690	31,8%

MAIN SHOPPER

1.134.440 74,6%

EDUCATION

	Audience	Profile
Primary or lower secondary	389.570	25,6%
Higher secondary	634.960	41,7%
Bachelor or master	496.720	32,7%

PROFESSION

Management	83.080	5,5%
Employee	411.570	27,1%
Worker	147.350	9,7%
Student	101.620	6,7%

PROVINCES

Brussels + 2 Brabant	310.020	20,4%
Liège	449.490	29,5%
Hainaut	426.200	28,0%
Namur + Luxembourg	335.530	22,1%



1.521.240 readers