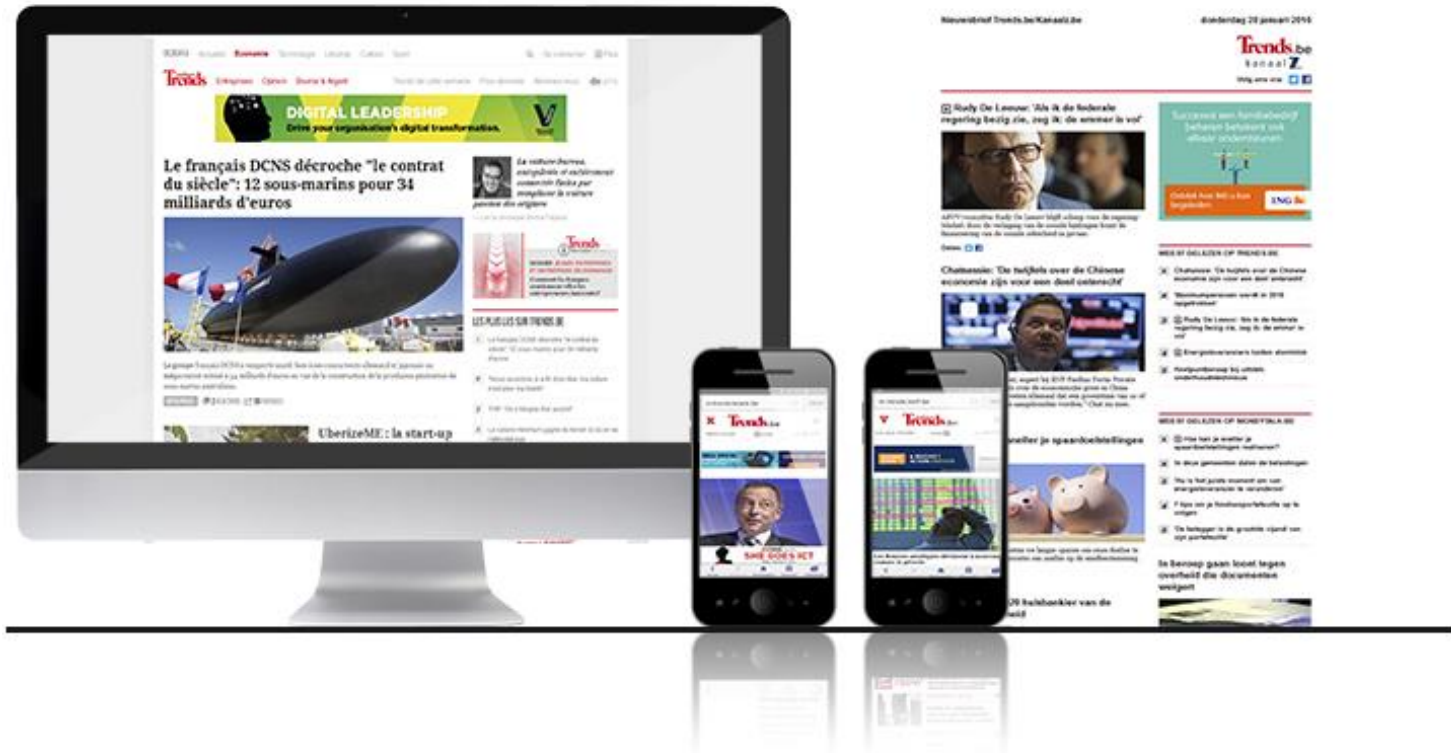









BUSINESS





				
Real Users	849.668	574.051	98.964	315.690
Visits	1.887.248	1.201.076	163.678	522.494
Page Views	4.774.982	3.673.635	307.183	794.164



	56,5% <i>18-44</i>	62,1% <i>Men</i>	
	70,9% <i>Active</i>	56,4% <i>Higher educated</i>	
	46,7% <i>Social groups 1-2</i>	68,5% <i>Social groups 1-4</i>	
	65,8% <i>Dutch-speaking</i>	12,8% <i>Executive</i>	














TRENDS.BE

PROFILE PER DEVICE



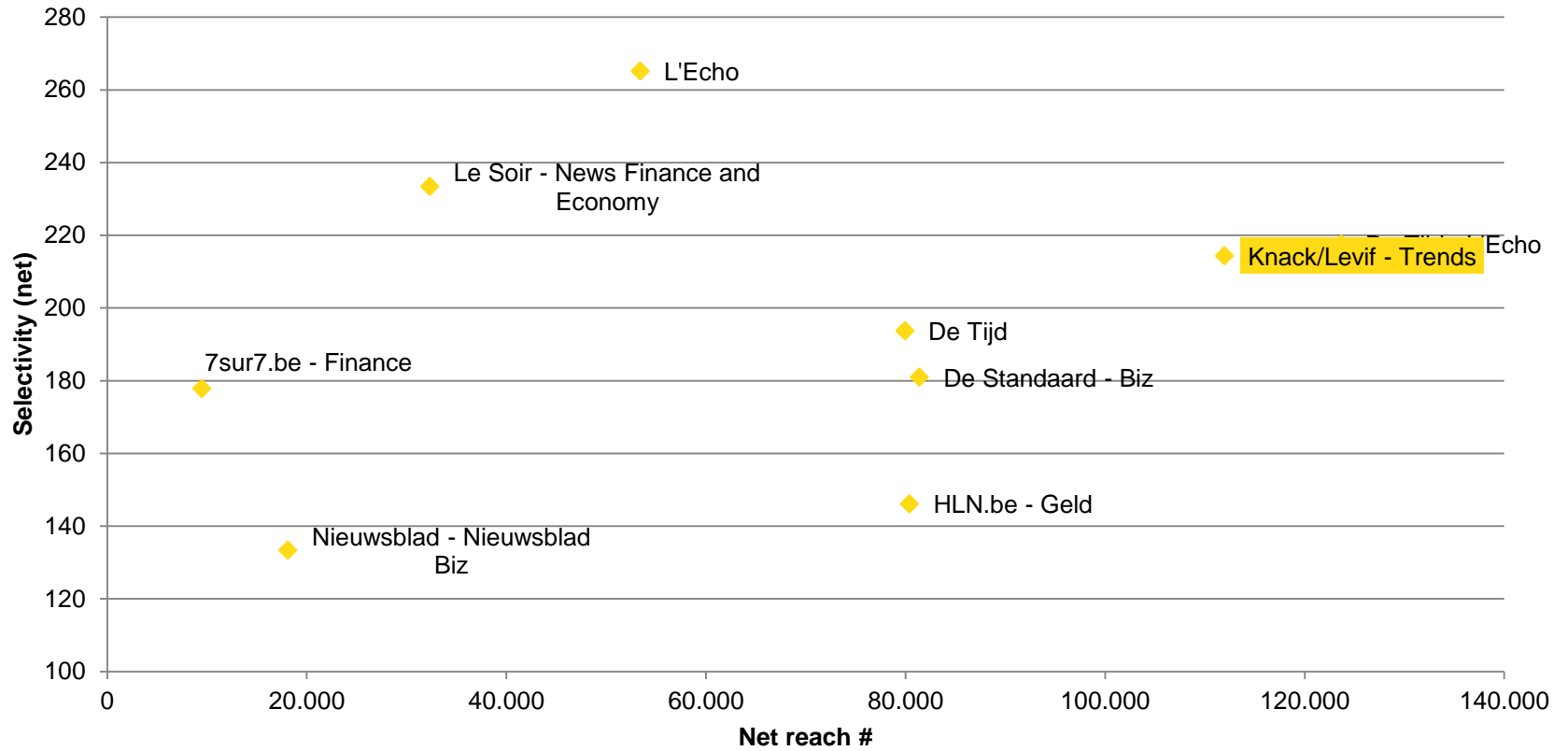
FACTS & FIGURES

				
	18-44	62,4%	33,5%	39,6%
	Active	74,0%	60,5%	61,5%
	SG1-2	48,7%	38,9%	40,9%
	Dutch	69,3%	75,7%	47,1%
	Men	59,8%	62,1%	72,1%
	Higher educated	57,1%	56,7%	53,1%
	SG 1-4	69,1%	67,3%	66,3%
	Executive	11,9%	16,3%	15,5%



Target group : Executives

Device : All platforms

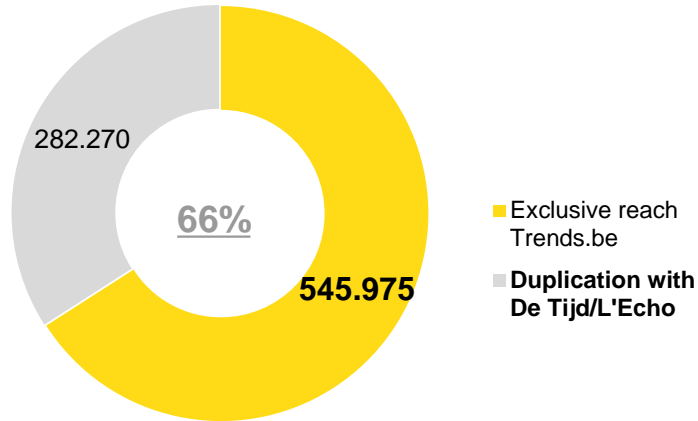




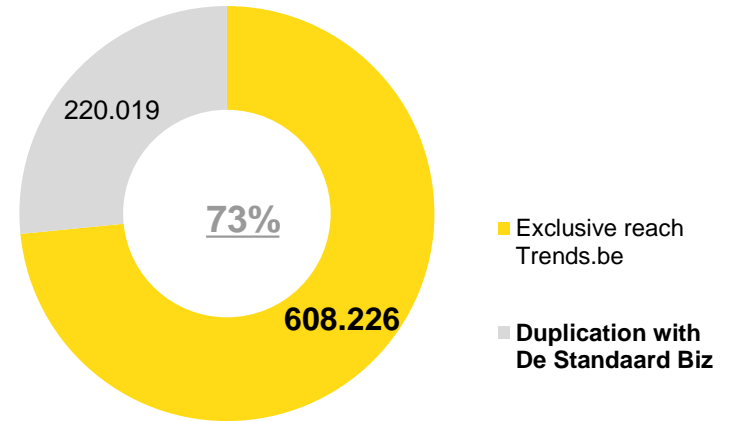
TRENDS.BE EXCLUSIVE SURFERS & DUPLICATION



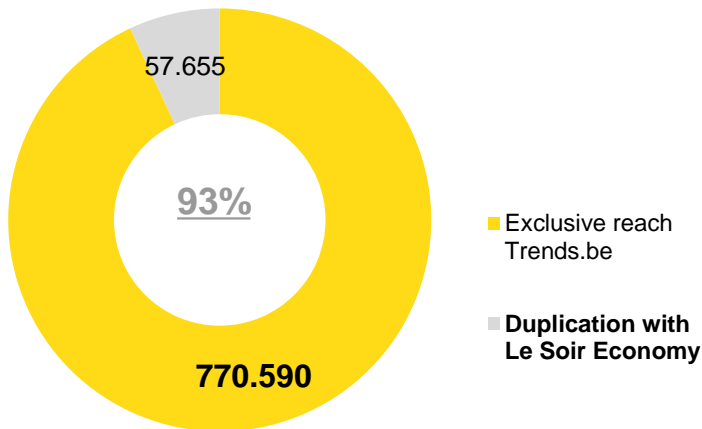
FACTS & FIGURES



66% of the Trends.be surfers do not surf on DeTijd/L'Echo



73% of the Trends.be surfers do not surf onDe Standaard Biz



93% of the Trends.be surfers do not surf onLe Soir Economy