



Roularta
Advertising

AUDIENCES

ONE STEP FORWARD IN THE MEDIA REVOLUTION?

LET "AUDIENCES" BE YOUR GUIDE TO SUCCESS



REAL ESTATE INVESTOR AUDIENCE

1.16M

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the **last 70 days**
- Visitors with **>1 visit**
- Visitors **not marked** for removal
- SUBSCRIBED TO (PRINT+ONLINE): **NB TRENDS IMMO NL** OR SUBSCRIBED TO **NB TRENDS IMMO FR** OR **MINIMUM INTEREST-SCORE OF 3**



1 OUT OF 2 READERS

Expect real estate prices **to rise.**



2 OUT OF 3 READERS

See **little to no risk** in real estate investments.

92%

Already investing own **their home**

30%

Plan to purchase an **additional property.**

28%

Have a **second home** in Belgium

BEST INVESTMENTS

According to the readers:

- 1) Residential real estate: **68%**
- 2) Building lands: **29.%**
- 3) Real estate funds: **26%**



57%

Women are **more optimistic** than men regarding an **increase.**



50%



76%



23%



PERSONAL FINANCE

AUDIENCE

542K

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the last 70 days
- Visitors with >1 visit
- Visitors **not marked** for removal
- SUBSCRIBED TO (PRINT + ONLINE): Beleggers Belangen, Knack/Le Vif, Plus Magazine (NL/FR), Mijn Magazines, Trends (NL/FR), RMG, Plus Online, Zin
OR
MINIMUM INTEREST-SCORE OF 3



BANKING PRODUCTS

96% of the respondents have a **classic debit card**

95%

Have a current account

86%

Have a **classic savings account**

64%

Have a credit card with a **monthly statement**

41%

Have **retirement/pension savings**

32%

Have a **mortgage loan**

TOP 3 USE OF BANKING SERVICES

68%

PC BANKING

66%

MOBILE BANKING

65%

CONTACTLESS PAYMENTS

39%

MAKE PAYMENTS VIA SMARTPHONE

READER ATTITUDES

- **70%** are the **responsible person** for banking matters
- **60%** find **security crucial**
- **60%** **trust** their bank
- **57%** expect a **structured overview** of their costs/revenues
- **36%** are a customer at **multiple banks**
- **46%** think that insurances are **crucial for anything**

BANK EXPECTATIONS

- **53%** attach importance to personal contact with the bank
- **52%** choose a bank based on the conditions
- **52%** find it important that their bank has an active durability plan
- **50%** request personalized services
- **47%** expect their bank to propose innovative products/services
- **35%** find the vicinity of a bank important

ONLINE PURCHASES

- **61%** try to arrange their banking matters **online**
- **59%** are **not scared** to use their credit card **online**
- **52%** pay their online purchases by **debit cards**
- **46%** pay their online purchases by **credit cards**
- **27%** pay their online purchases via **smartphone**



BUSINESS & FINANCE

AUDIENCE

529K

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the last 70 days
- Visitors with >1 visit
- Visitors **not** marked for removal
- SUBSCRIBED TO (PRINT+ONLINE): **EW, Grafisch Nieuws (NL/FR), Mijn Magazines, Le Vif, Trends (NL/FR), KW, Datanews (NL/FR), RMG**
OR
MINIMUM INTEREST-SCORE OF 3

READER HABITS

72% of the respondents

Are the **main responsible person** for banking matters.

47%

Believes insurances are **absolutely necessary**.

44%

Believes there should be insurances in place for **everything**.

40%

Are actively seeking ways to generate a **higher revenue**.

27%

Have **shares** on the stock exchange.

25%

Buy their shares with help from the **bank's advisors**.

LOANS

- 47% have a loan via their bank for a **house/renovations**
- 32% have a **mortgage loan**
- 29% have a loan for a **car/motorbike/caravan**
- 16% claim they have **other types** of loans

INSURANCES

- 56% have a **fire insurance** with a bank or insurance company
- 51% have an **obligated car insurance** with a bank or insurance company
- 42% have a **theft insurance** with a bank or insurance company
- 40% have a **hospitalization insurance** via a mutual insurance company
- 32% have a **life insurance** with a bank or insurance company
- 30% have an **omnium car insurance** with a bank or insurance company
- 18% have a **group insurance** offered by their employer



AUTOMOTIVE AUDIENCE

614K

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the last 70 days
- Visitors with >1 visit
- SUBSCRIBED TO (PRINT + ONLINE): Knack/Le Vif, Mijn
- Magazines App, Trends (NL/FR), Truckstar, KW, RMG, Plus Online OR MINIMUM INTEREST-SCORE OF 3



PERSONAL CARS

85% of the respondents

Own a personal vehicle
(= self-financed or company car)

75%

indicate that they personally drive a family car or company car for personal use.

16%

Own at least one company car

SHARED CARS

7% of the respondents

have used a shared car at least once

4%

Use a shared car annually
(this includes monthly and weekly users)

TOP 3 PRIMARY CAR ATTRIBUTES

71%

Choose safety

70%

Choose practicality
(trunk, number of seats)

63%

State the car should have an overall minimal cost

READER ATTITUDES

- 50% assert that their car should be environmentally friendly
- 49% enjoy driving and find it relaxing
- 45% choose a car based on the model rather than the brand
- 40% are willing to pay more for additional comfort
- 38% prioritize driving performance
- 37% are loyal to a car brand
- 33% believe that their car should primarily be aesthetically pleasing
- 24% believe their car should reflect their personality
- 24% consistently purchase second-hand cars

ELECTRIC CARS

- 50% assert that their car should be environmentally friendly
- 47% take government regulations into account when choosing a car
- 27% intend for their next car to be electric

PREMIUM

19%

are willing to spend a substantial amount on their car

14%

believe their car should be luxurious



BEAUTY AUDIENCE

239K

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the **last 70 days**
- Visitors with **>1 visit**
- Visitors **not marked** for removal
- SUBSCRIBED TO (PRINT+ONLINE): **Flair (NL/FR), Feeling/GAEL, Libelle Mama, Mijn Magazines, Knack Weekend/Le Vif Weekend, Libelle/Femmes, De Zondag, Plus Online OR MINIMUM INTEREST-SCORE OF 3**

READER ATTITUDES

- **90%** of the readers believe that personal hygiene is important
- **70%** are loyal to one brand
- **61%** pay attention to special promotions when buying beauty products
- **46%** believe there are no real differences between same products of different brands
- **39%** are constantly watching their line/follow a strict diet plan
- **38%** are open to try out new beauty products
- **35%** purchase beauty products regardless of the price
- **32%** use beauty products in order to look younger
- **28%** believe they need make-up products to look better
- **25%** purchases their beauty products at pharmacies
- **19%** believes in the effectiveness of rejuvenating beauty products

TOP 10 MOST USED PRODUCTS (MONTHLY)

77% Shampoo	66% Face cream (Day)
57% Hand cream	52% Body lotion
48% Lip balm	49% Perfume
42% Conditioner	37% Face cream (Night)
35% Eye make-up	34% Make-up Remover

ECOLOGICAL MINDSET

- **60%** of the respondents state that they purchase items based on **natural ingredients**
- **51%** pay attention of the **composition** of beauty products
- **49%** consider the ecological and **biological aspects** of cosmetic products

MOST USED BEAUTY SERVICES

84% Haircut	33% Hair brushing	31% Hair coloring	8% Beauty treatment
5% Hammam/sauna	3% Massage session		



HOME & GARDEN

AUDIENCE

630K

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the last 70 days
- Visitors with >1 visit
- Visitors **not marked** for removal
- SUBSCRIBED TO (PRINT+ONLINE):
Mijn Magazines, Roots, Femmes, Seasons, Landleven, Plus Online, RMG
OR
MINIMUM INTEREST-SCORE OF 3



76%



23%



3 OUT OF 4
READERS
Own their home.



1 OUT OF 5
READERS
Rent their home.

PERSONAL GARDEN

77% of the respondents
Own a private garden

44%

Own a garden smaller than 5 ares

78%

Like their home to be
close to the nature.

73%

Maintain their garden
themselves.

65%

Plant their own **fruit
and vegetables.**

MOST USED GARDEN EQUIPMENT

- 1) Garden furniture: **68%**
- 2) Lawn mower: **63%**
- 3) Barbecue: **49%**



LUXURY LIFESTYLE AUDIENCE

284K

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the last 70 days
- Visitors with >1 visit
- Visitors **not marked** for removal
- SUBSCRIBED TO (PRINT+ONLINE): **Feeling/GAEL, Knack Weekend/Le VIF Weekend, Trends Style (NL/FR)**
OR
MINIMUM INTEREST-SCORE OF 3

SPENDING HABITS

- **63%** of the respondents
Would **pay more** for a **better quality**.
- **55%**
Would pay more **for brands**.
- **43%**
Pay to try out **new beauty products**.
- **37%**
Regularly buy new clothing.
- **36%**
Do not pay attention to beauty/care product **prices**.
- **22%**
Regularly buy **new accessories**.

READER ATTITUDES

- **90%** believe **personal hygiene** is important
- **85%** are open to **other cultures**
- **73%** state that their **clothing style** reflects their **personality**
- **73%** find it important to **take care** of themselves
- **69%** find it important **what others think** of them
- **50%** ask for **others' opinions** before making a purchase
- **40%** like to be **different** from others
- **39%** state that a **brand choice** says something about who they are
- **27%** like to take **risks**
- **21%** like to **stand out** in the crowd

ECOLOGICAL MINDSET

- **69%** make a **responsible choice** when selecting the brand of their laundry products
- **64%** buy beauty products based on **natural ingredients**
- **64%** buy clothing that is made in a **sustainable way**
- **57%** take into account the **ecological and organic aspects** of cosmetic products



Source: TGM 2023 – Total Brand

YOUNG MOMS

AUDIENCE

38K

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the last 70 days
- Visitors with >1 visit
- Visitors not marked for removal
- SUBSCRIBED TO (PRINT+ONLINE):
Knack Weekend/Le VIF Weeknd, Mijn Magazines, Libelle Mama, RMG
OR
MINIMUM INTEREST-SCORE OF 3

READER ATTITUDES

24% of the respondents
Take their kids to **children events** once or more per month.

16%
Are the **main decision taker** regarding the purchase of **children's clothing**.

15%
Go to the cinema with their children.

15%
Are the **main decision taker** regarding the purchase of **the children's underwear**.

14%
Are the **main decision taker** regarding the purchase of **the children's shoes**.



FOOD & DRINKS

AUDIENCE

1.8M

DESCRIPTION OF THE SEGMENT

- Visitors who have used the internet in the **last 70 days**
- Visitors with **>1 visit**
- Visitors **not marked** for removal
- SUBSCRIBED TO (PRINT+ONLINE): **Feeling/GAEL, Flair (NL/FR), Libelle Lekker, Le Vif, Knack Weekend, Le Vif Weekend, KW, RMG, Landleven, Trends (NL/FR), Gezondheidsnet, Mijn Magazines, Femmes, Seasons, De Zondag, Plus Online, Delicious** OR **MINIMUM INTEREST-SCORE OF 3**

DAILY COOKING HABITS

- **78%** of the respondents Are responsible for their **daily** cooking
- **49%** Prepare **warm** meals daily
- **40%** use **fresh** ingredients every day
- **30%** Use **butter** in their daily meals
- **20%** use **olive oil** daily
- **9%** Use **refrigerated** products and/or **canned** products daily



TOP 10 DAILY DRINKS

- | | |
|---|---------------------------------------|
| 66%
Coffee | 52%
Tap water |
| 30%
Non-sparkling mineral water | 27%
Coffee (capsules) |
| 22%
Tea | 21%
Sparkling mineral water |
| 20%
Soup | 18%
Soda drinks |
| 11%
Milk | 7%
Instant coffee |

READER ATTITUDES

- **61%** of the respondents believe they do not necessarily need an alcoholic drink with their meal
- **45%** state that they do not need alcohol to have a good time
- **42%** drink water with their home-cooked meals
- **40%** drink whisky/gin/cocktails only on special occasions
- **27%** consume specific types of drinks outside of their home
- **26%** state that they are susceptible to messages about responsible alcohol consumption
- **20%** like to offer visitors a wide choice of drinks
- **19%** prefer drinks low in calories
- **15%** like to try out new drinks

MEAT CONSUMPTION

- **45%** consume **meat products** at least once per week
- **45%** consume **fish products** at least once per week
- **7%** use **meat substitutes** at least once per week





Roularta Advertising



We Make It Personal

Raketstraat 50, 1130 Brussel, www.roularta-advertising.be