

# Ekstra Bladet

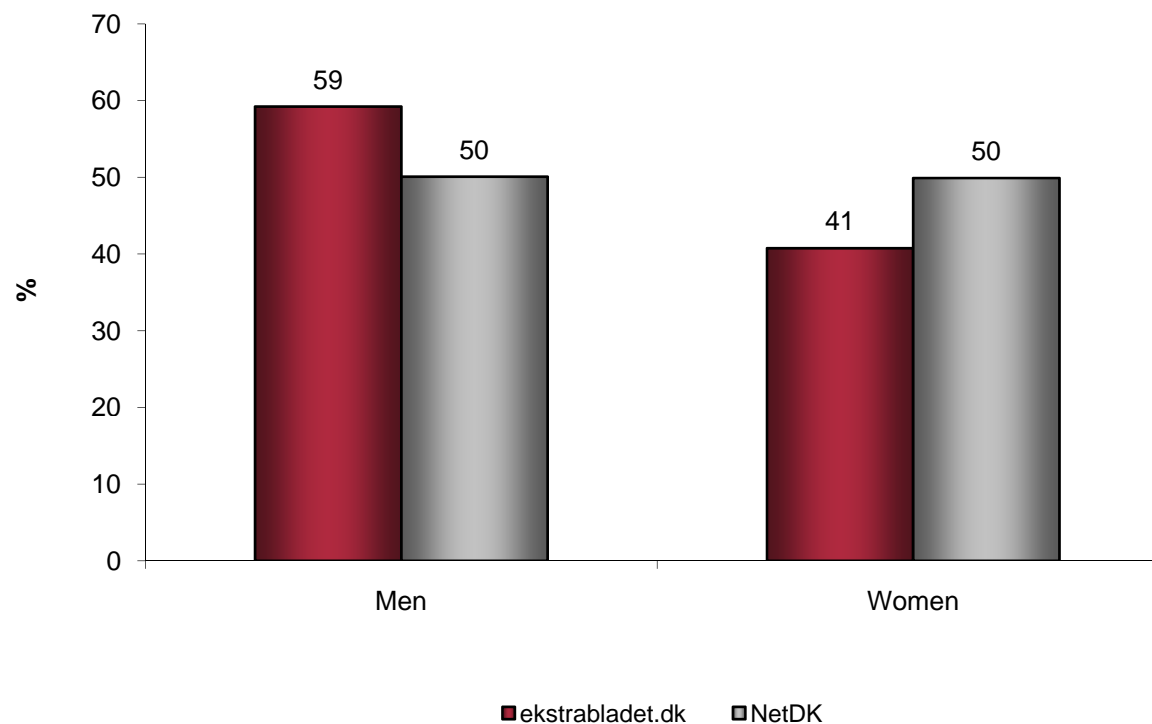


## USERPROFILE FOR EKSTRABLADET.DK

## USERS DIVIDED BETWEEN GENDER



There is a majority of men among the users of ekstrabladet.dk, but we also get in contact with many female users

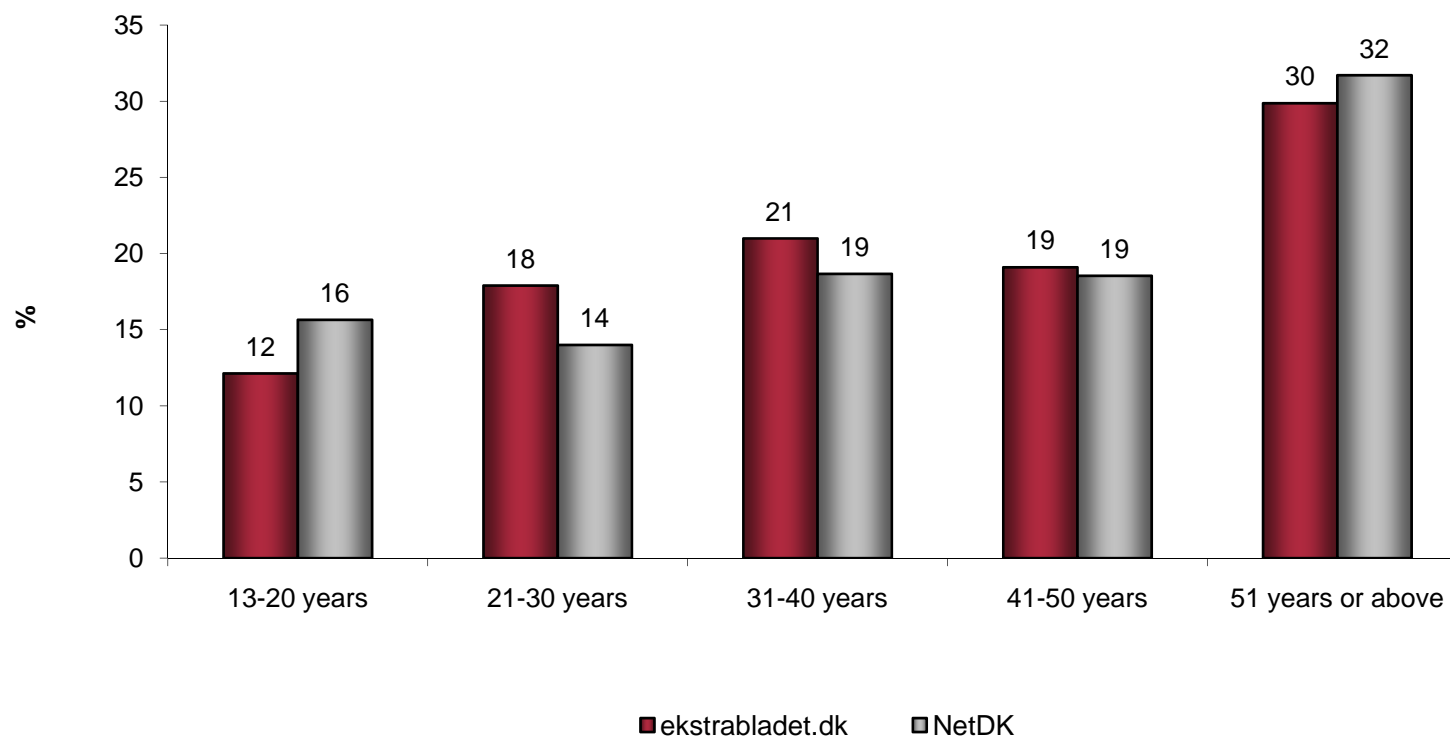


Source: Gemius, April 2010

## DISTRIBUTION ACROSS AGE



The users of ekstrabladet.dk is overrepresented in the age group 21-50 years, which covers 58% of all of our users



Source: Gemius, April 2010

# GEOGRAPHIC DEVISION

You can find ekstrabladet.dk's users in the entire country – with an overrepresentation in the capital area

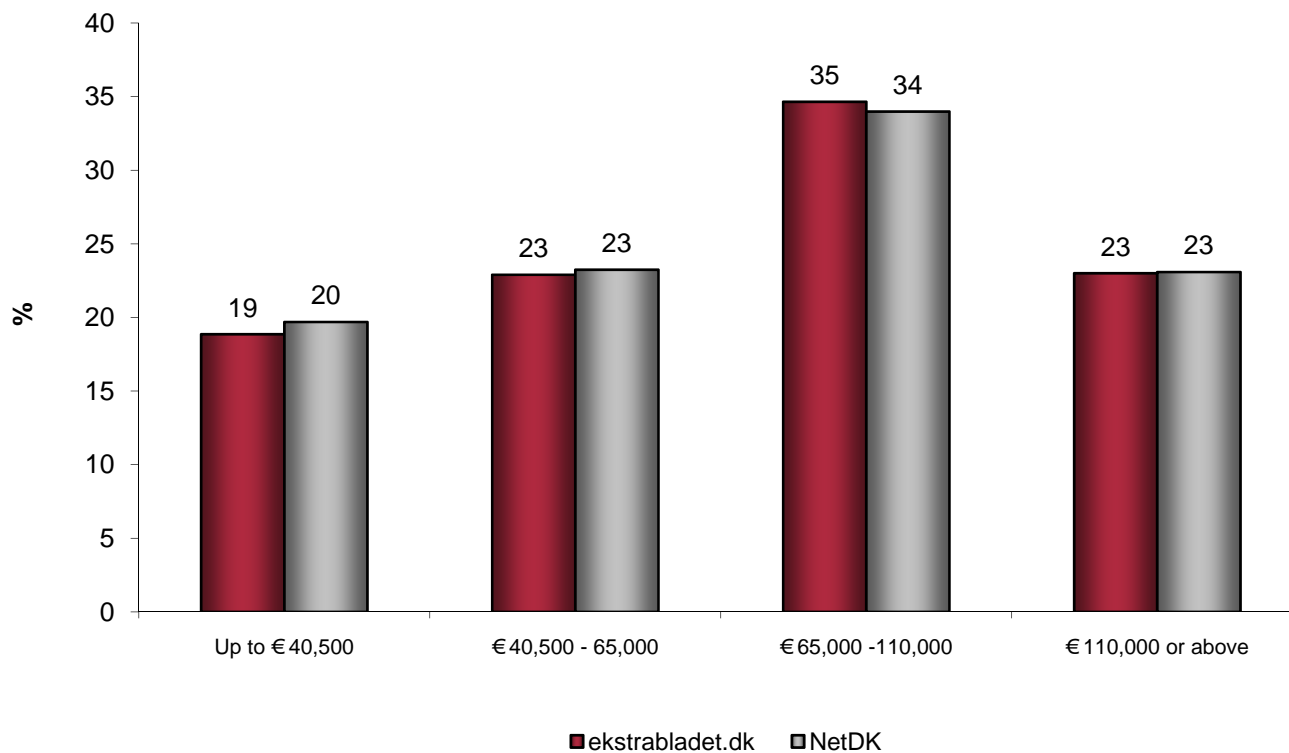


Source: Gemius, April 2010

## HIGH HOUSEHOLD INCOME



ekstrabladet.dk's users has a relatively high income shared among households – and a higher income in general than the netpopulation

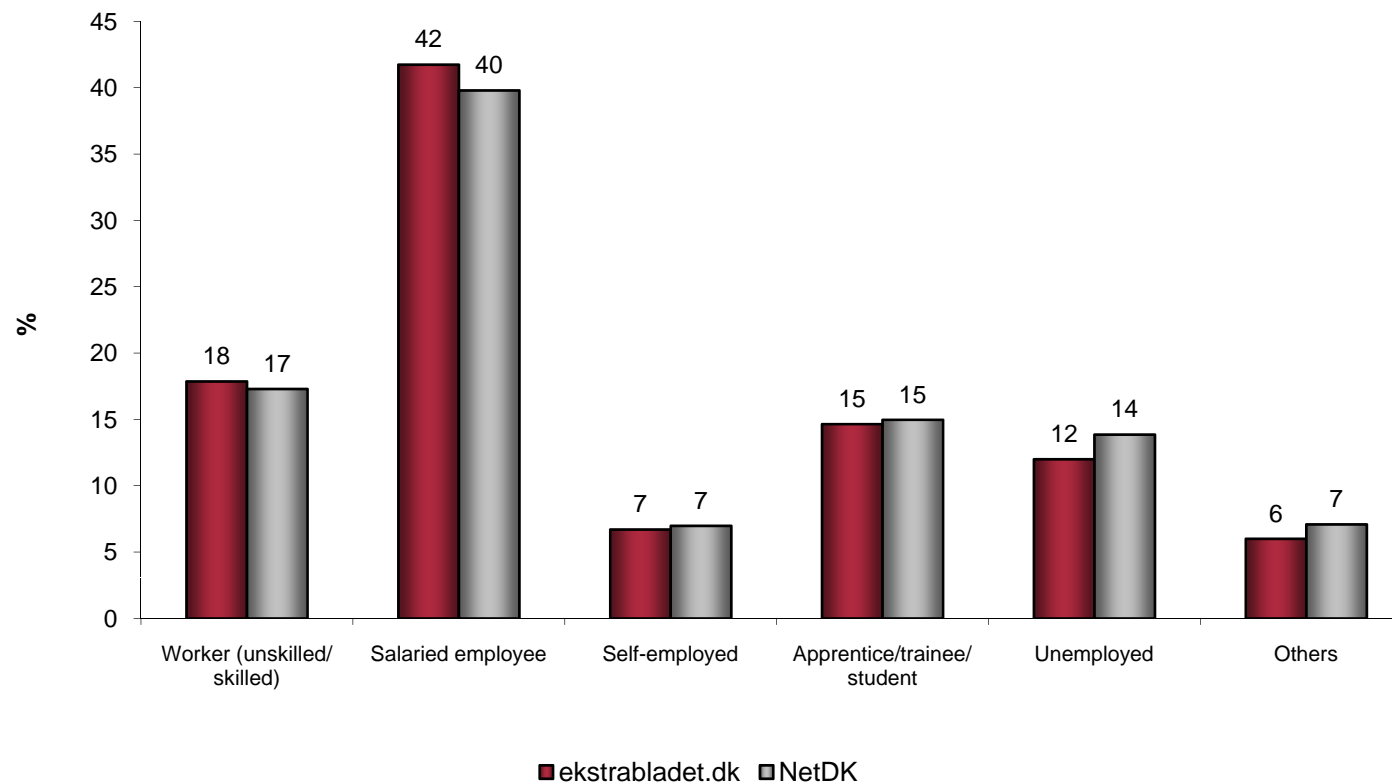


Source: Gemius, April 2010

## THE USERS PROFESSIONS



ekstrabladet.dk reach a lot of users in the Danish netpopulation. There is especially a great contact with wage-earning and salaried employees

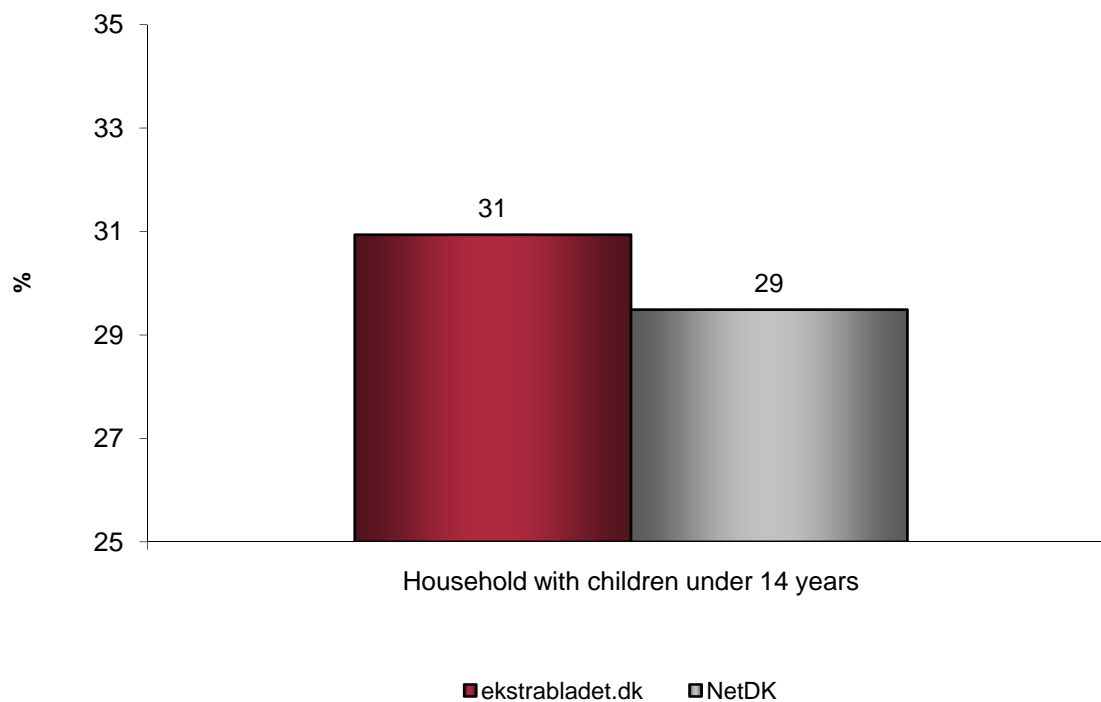


Source: Gemius, April 2010

## FAMILY WITH CHILDREN



ekstrabladet.dk get in touch with families with children –  
1 out 3 users on the site lives in a home with children

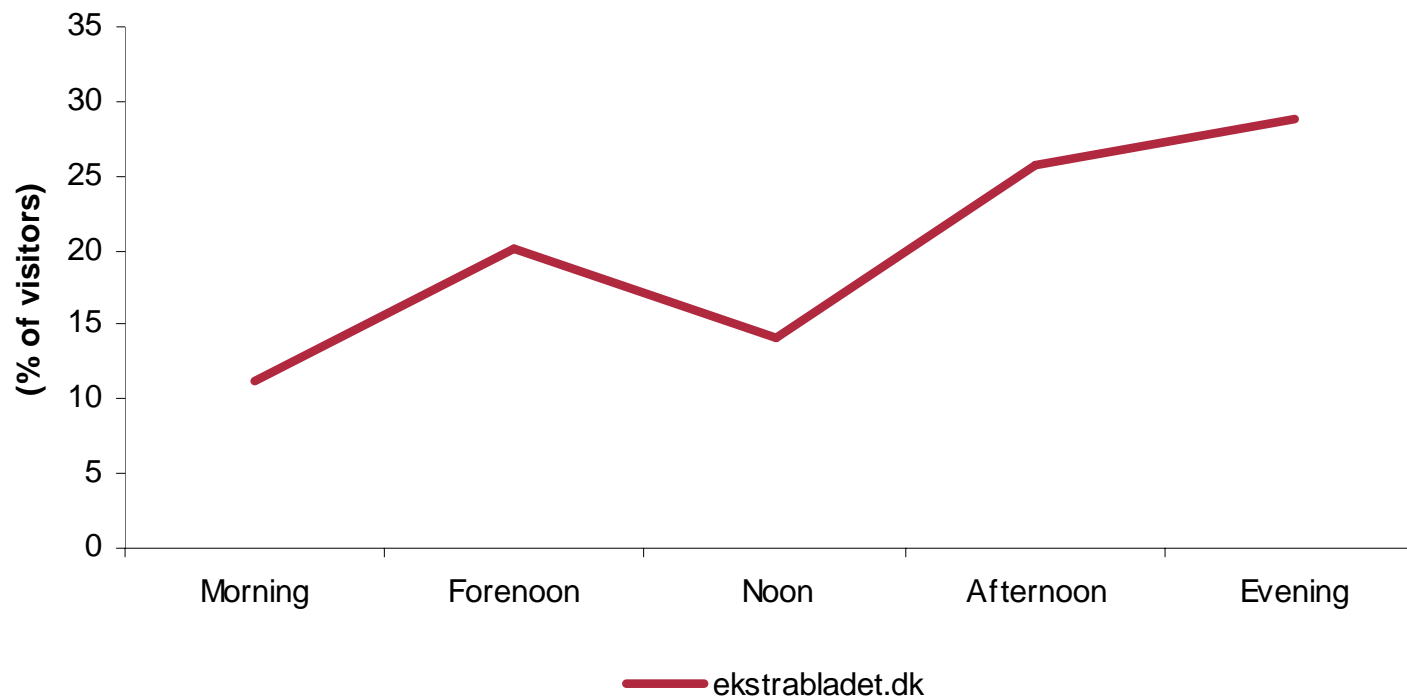


Source: Gemius, April 2010

## TIME CONSUMPTION ON EKSTRABLADET.DK

Each user visit ekstrabladet.dk **4,5 min.** in average every day.

This correspond to our users – from an average view – who spend **21%** of there total time on the Internet on ekstrabladet.dk



Source: Gemius, April 2010