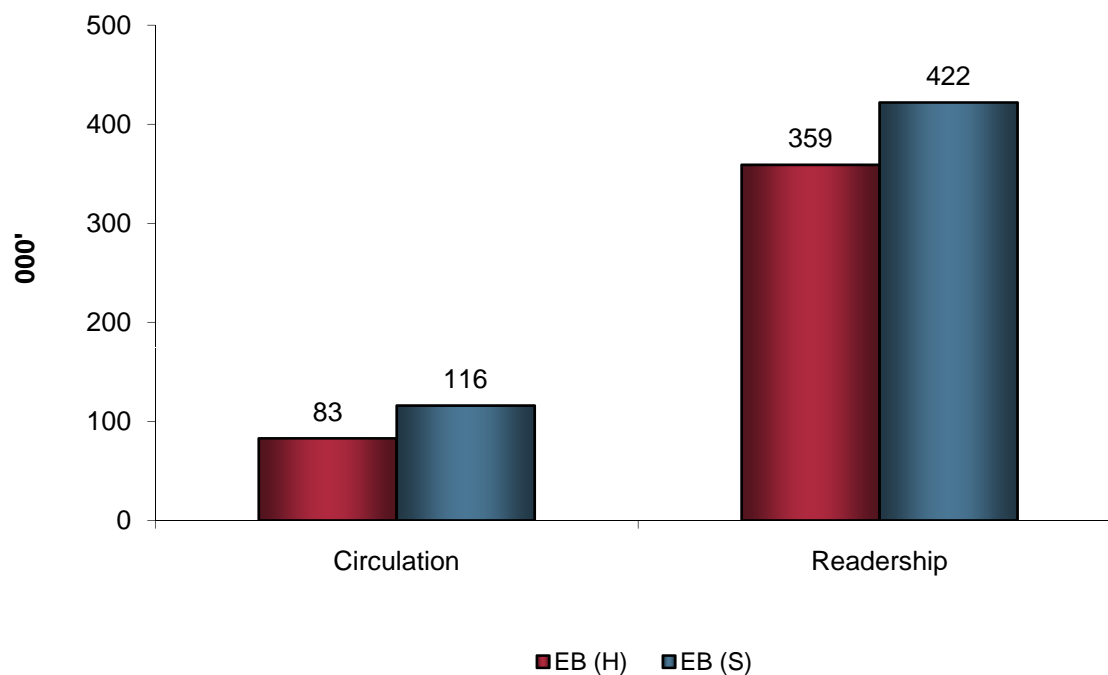




## READER PROFILE FOR EKSTRA BLADET

## CIRCULATION AND READERSHIP

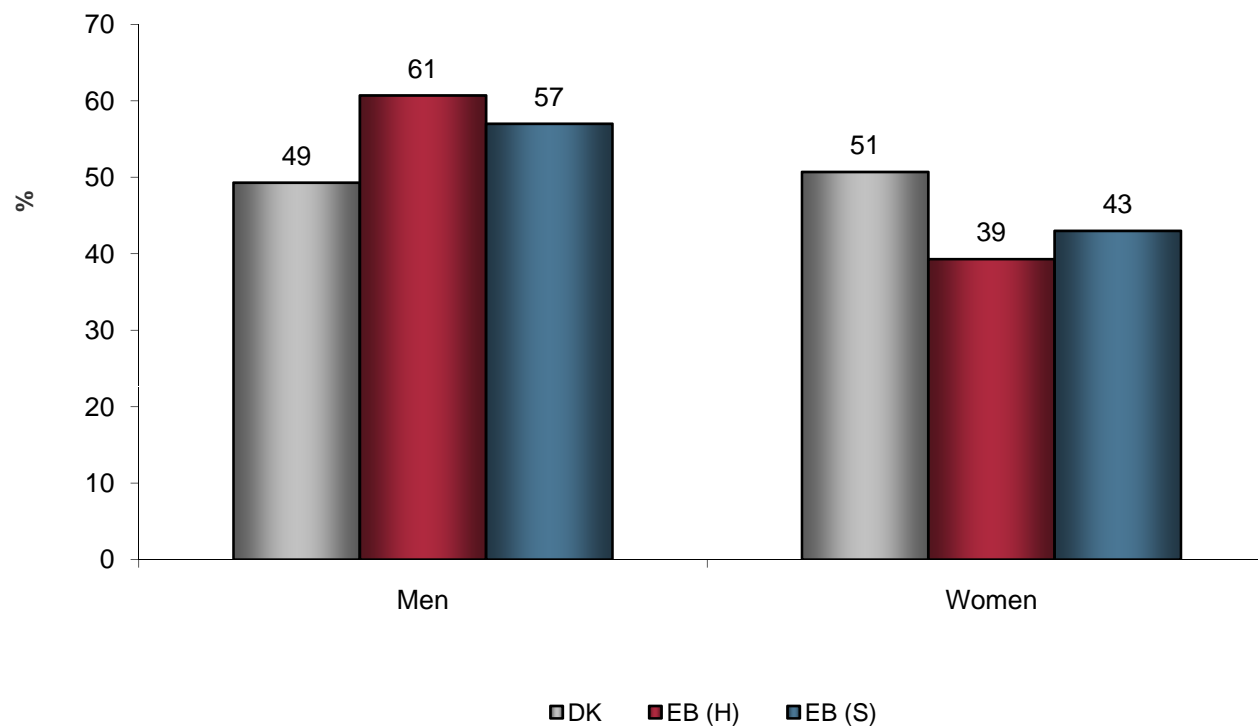
The figure below shows the circulation and readership for Ekstra Bladet during weekdays and Sundays. The Sunday newspaper attracts more and more readers.



## READERS DIVIDED BETWEEN GENDER



Ekstra Bladet is a media with many male readers, but we also get in contact with a lot of female readers

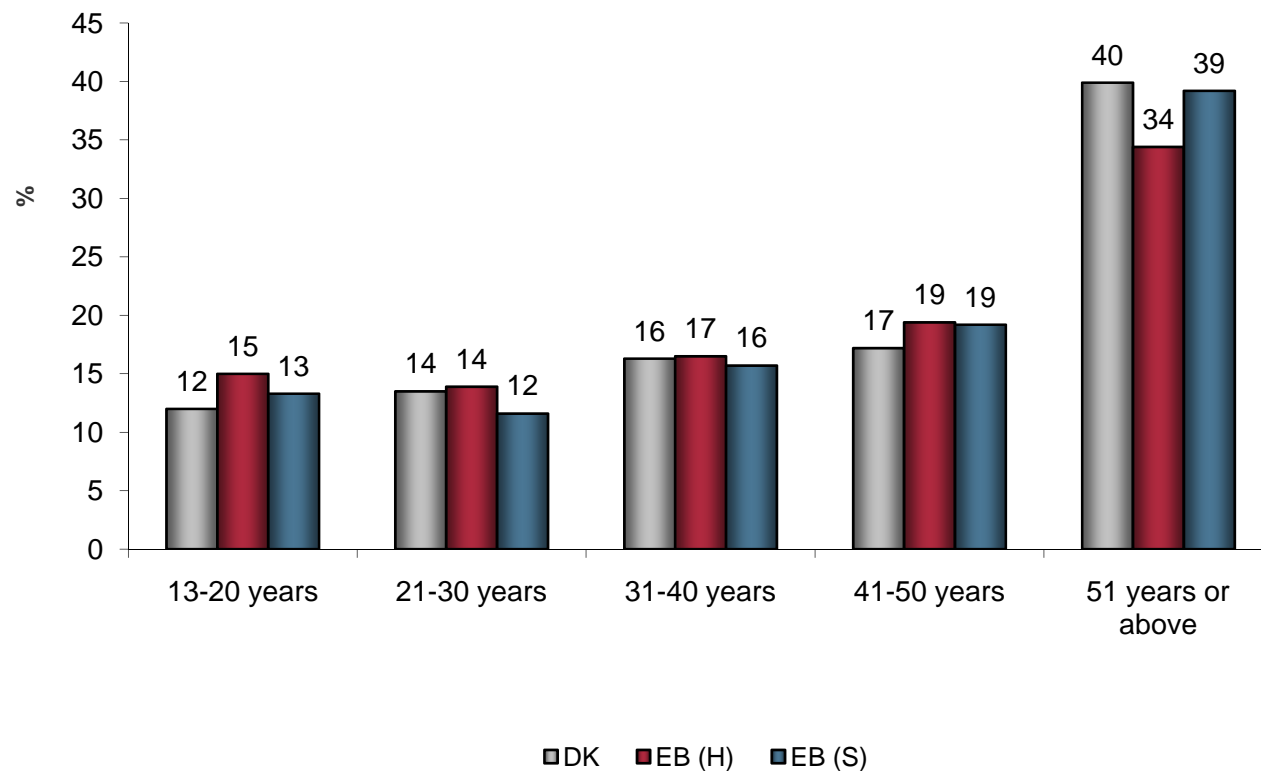


Source: Index Danmark/Gallup, Q 4+1 2010

## DISTRIBUTION ACROSS AGE



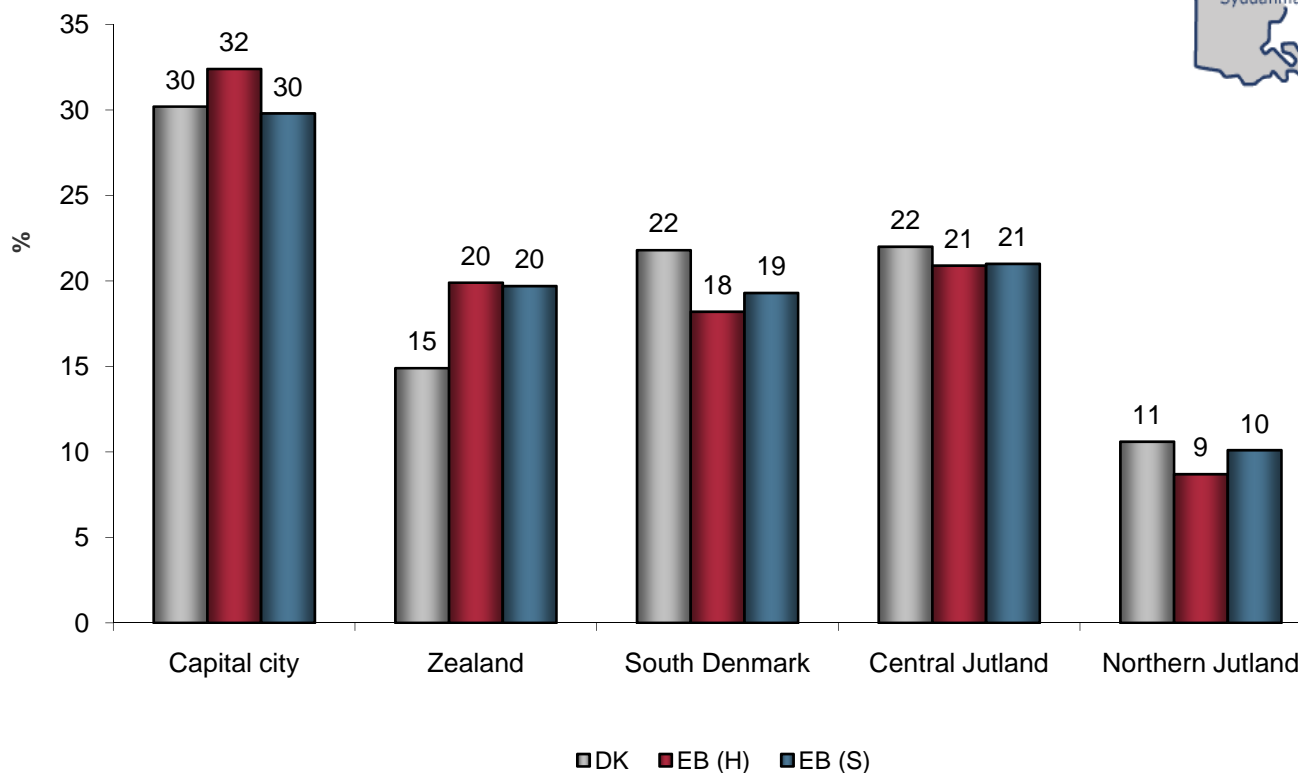
Ekstra Bladet is represented in all age groups, both on weekdays and Sundays. Compared with the Danish population in general, Ekstra Bladet covers particularly well among the 13-50 years old



Source: Index Danmark/Gallup, Q 4+1 2010

# GEOGRAPHIC DIVISION BETWEEN READERS

Ekstra Bladet is read by the entire country, but mostly by people in the capital region

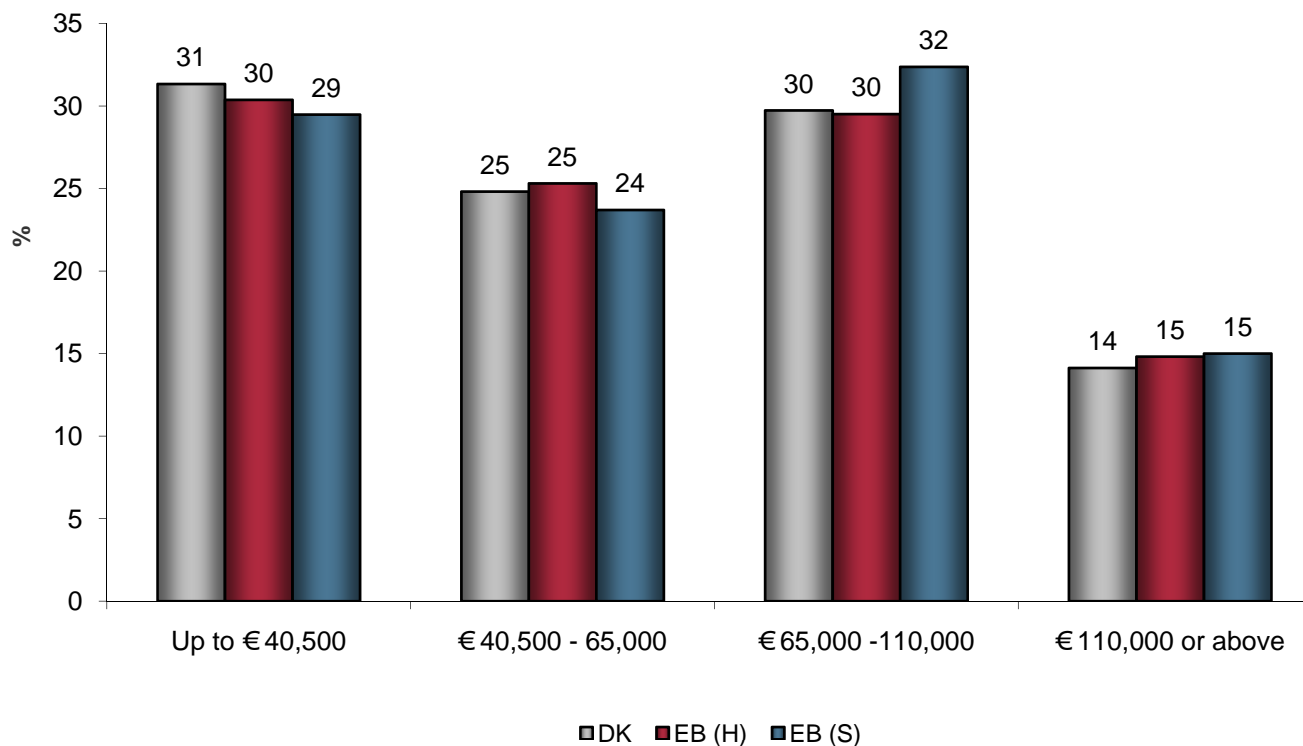


Source: Index Danmark/Gallup, Q 4+1 2010

## ALLOCATION ON INCOME (HOUSEHOLD)



The readers of Ekstra Bladet is evenly distributed among all income groups, but overall the household income is higher among our readers than the general population

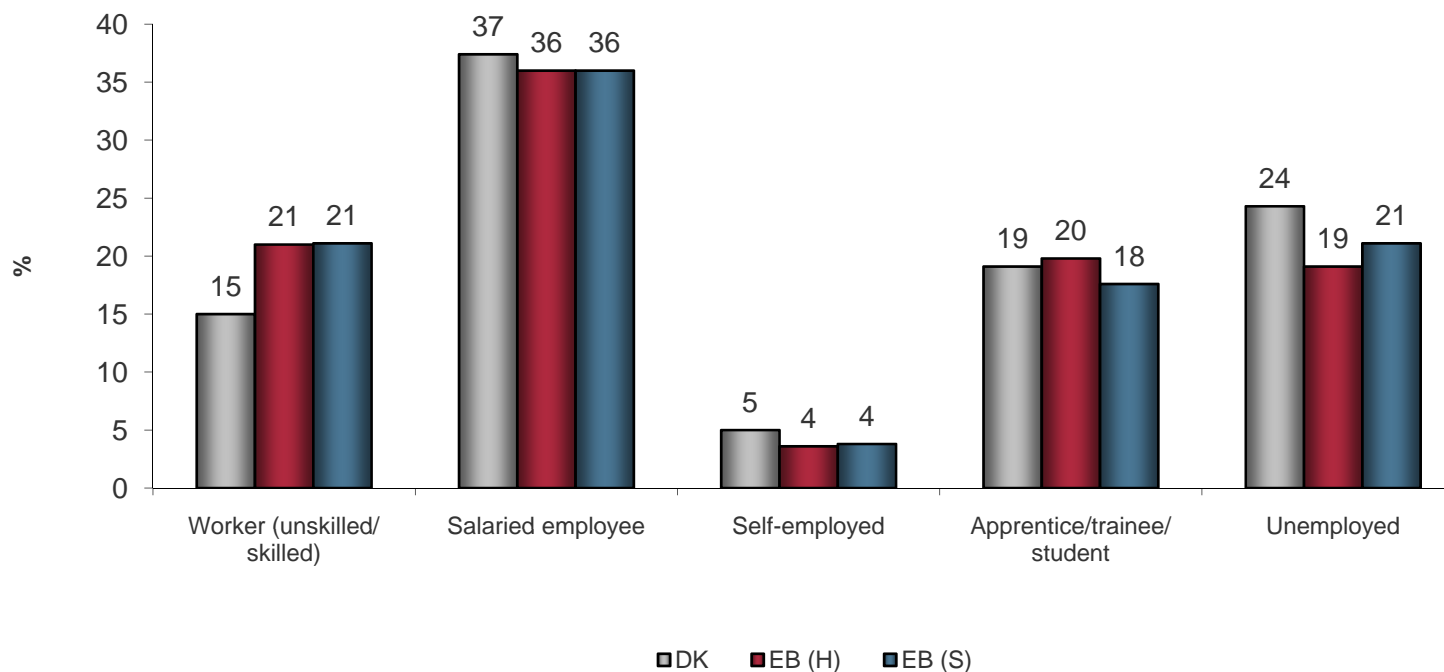


Source: Index Danmark/Gallup, Q 4+1 2010

## THE READERS PROFESSIONS



Ekstra Bladet gets in particular in contact with full-time permanent employee, but there is also an overrepresentation of workers in relation to the Danish population

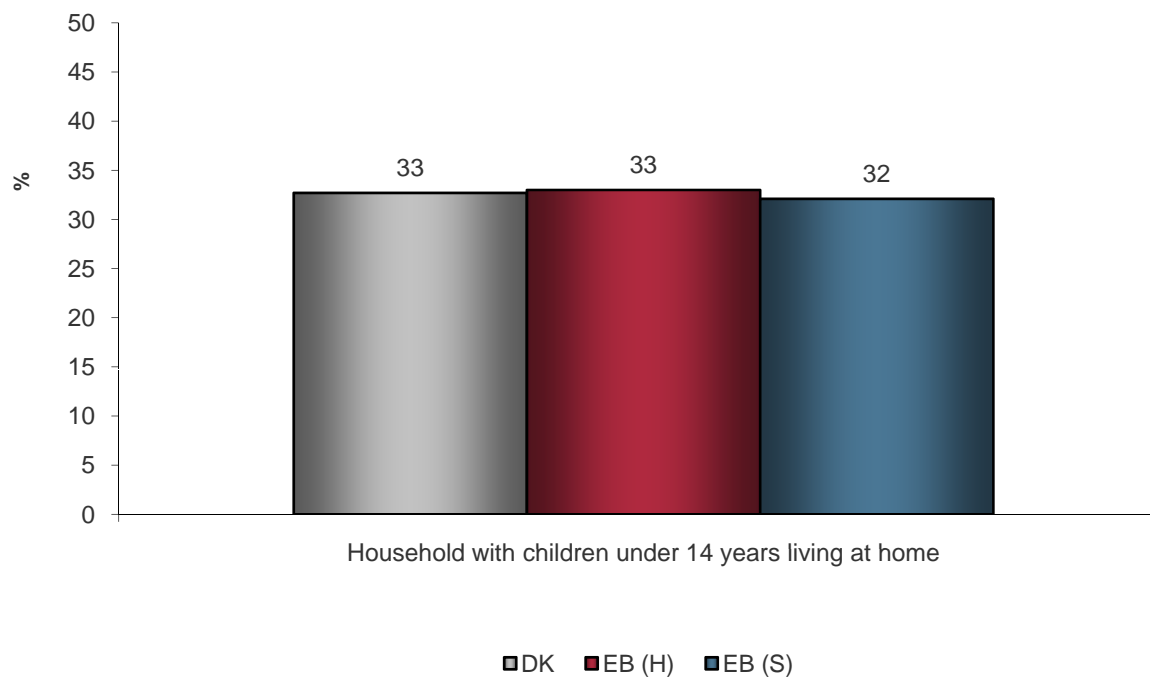


Source: Index Danmark/Gallup, Q 4+1 2010

## FAMILIES WITH CHILDREN AMONG READERS



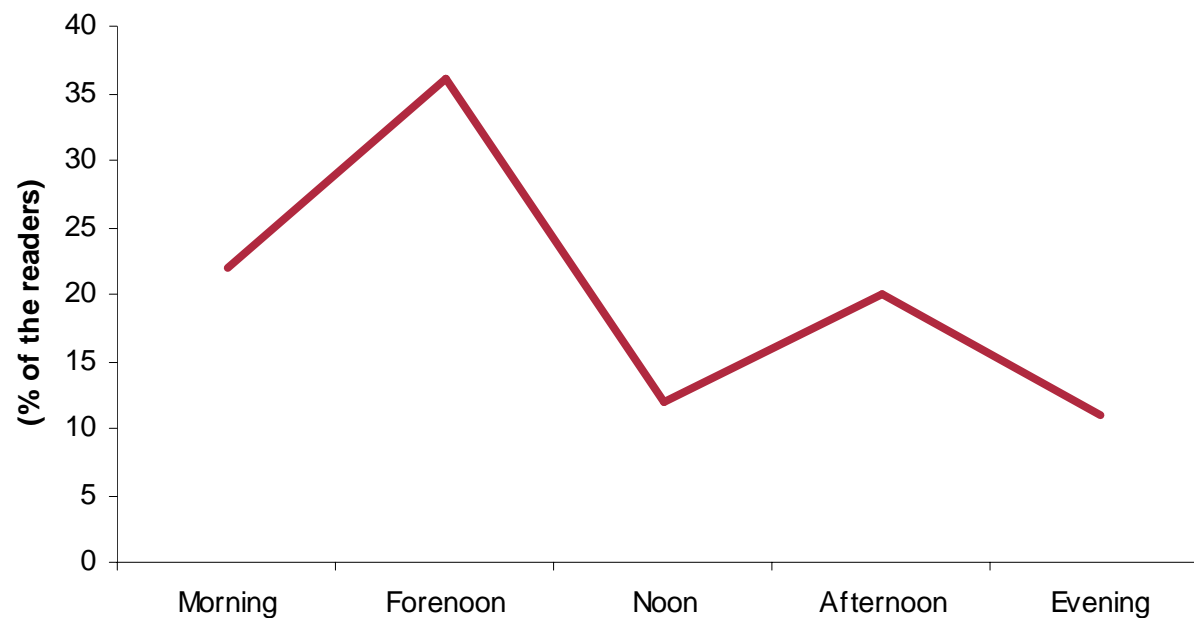
Ekstra Bladet reach the families with children – 33% of the readers have children under 14 years living at home



Source: Index Danmark/Gallup, Q 4+1 2010

## TIME SPEND ON EKSTRA BLADET

- Readers of Ekstra Bladet spend an average of 17 min. a day reading the paper. The newspaper is read mostly in the morning.



Source: Index Danmark/Gallup, 1H 2009