



## Berlingske

- Berlingske's overriding mantra is ambition. This is what characterizes our daily work, where we produce in-depth quality news to our many readers and users on print, web, mobile and tablet.
- We know that the importance of original, professional journalism is growing. In a world dominated by fast breaking news, it is not only important to be first with the news, but also to be the medium that provides its readers and users the best understanding of the news – both in meaning and perspective.
- Berlingske's journalism is always published first on the digital platforms and then on print. It is the unique quality journalism, that has first priority, whether it is read on the web, print, mobile or tablet. And the content is the same on both print and web





## A target group that says YES to more

Berlingske's target audience is defined as modern, employed, aged 35-50 years and is characterized by the fact, that they are well educated and well-paid.

- **Purchasing power** Berlingske's readers have both a much higher income than the general population and a higher consumption than the general population. This entails a higher consumption on vacation, retirement savings, clothes, jewelry and various memberships
- **Interests** Berlingske's readers have a keen interest in politics, economics, business, consumer issues, environmental and local issues. They also have a great interest in issues related to health / health and property / garden.
- **Cultural interests** Berlingske's readers are interested in culture and go more often to museums, art exhibitions and the theater than the general population. Moreover, they're reading fiction and nonfiction, reference books and e-books more than the general population.
- **Lifestyle** Berlingske's readers belong primarily to the Contemporary and Modern-individual-oriented compass segments. The hallmark of these two segments include career, affluent, dynamic, pioneers, information and news-seekers, active, quality and brand conscious, technology freaks.



# SECTIONS OVERVIEW



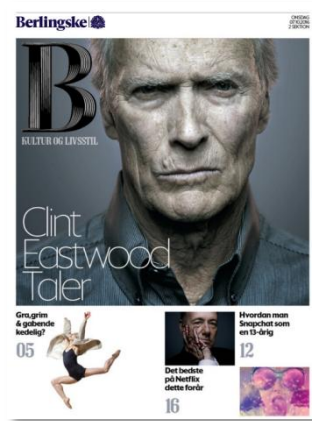
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1. section	Domestic, Foreign, Discussion, Sports						
2. section	Business						Magazine
3. section	B Culture And Lifestyle	B Culture And Lifestyle	B Culture And Lifestyle	B Culture And Lifestyle	B Culture And Lifestyle	B Culture And Books	B Sunday
4. section			Business Property			Travel	Living
5. section							Cars



# SECTIONS OVERVIEW



Monday - Saturday



Monday - Friday



Wednesday



Saturday



Saturday



Sunday



Sunday



Sunday



Sunday