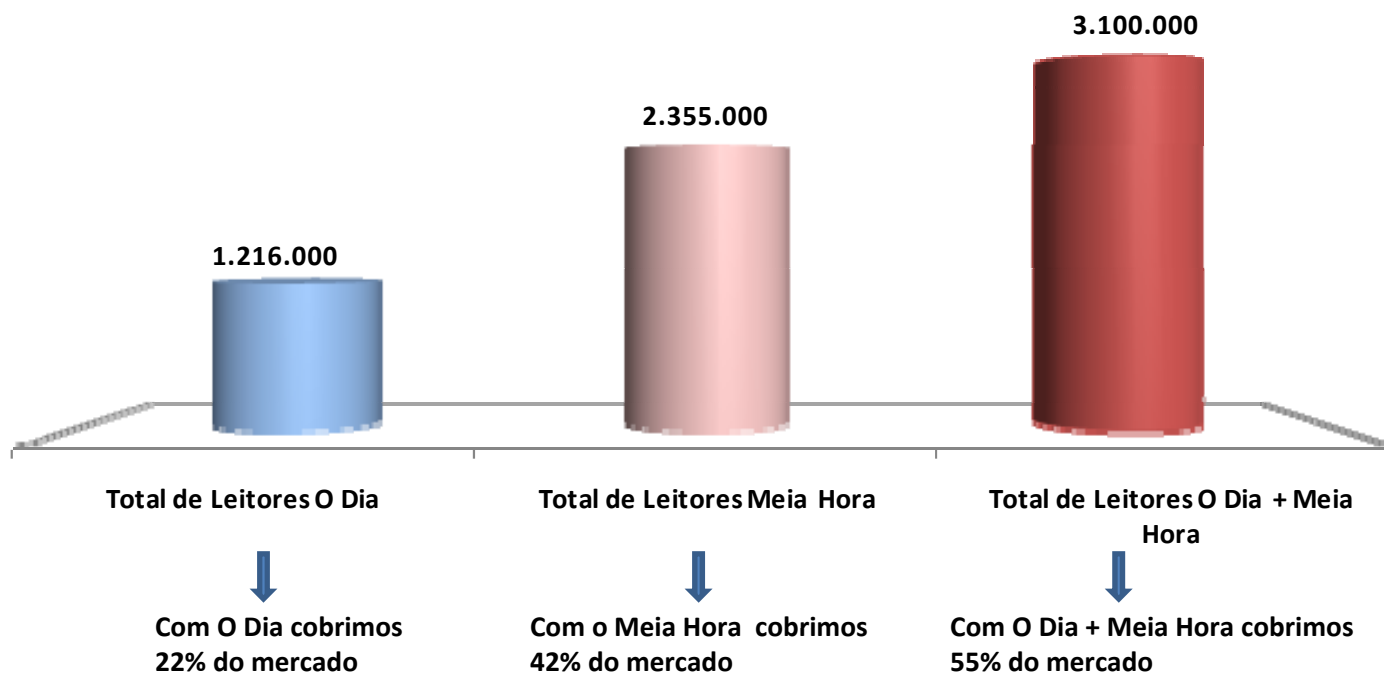


PERFIL DOS LEITORES



COBERTURA DO MERCADO LEITOR

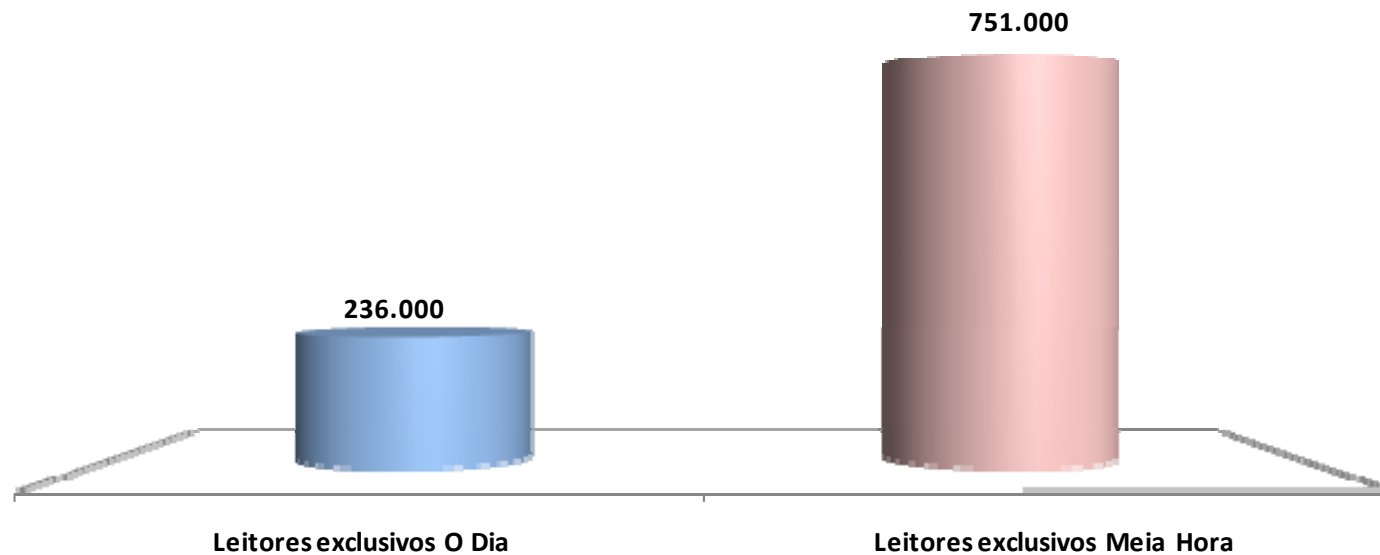
Total de Leitores de jornais : 5.598.000



Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10.

LEITORES EXCLUSIVOS

Temos 987.000 leitores que só lêem os nossos jornais

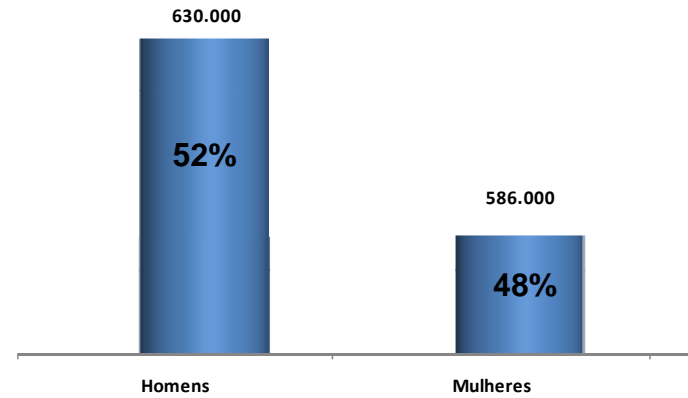


Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10.

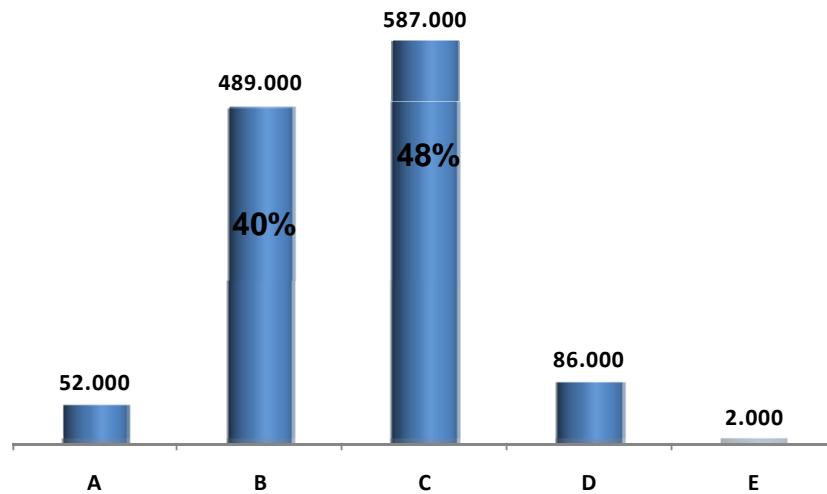
PERFIL DOS LEITORES

O DIA

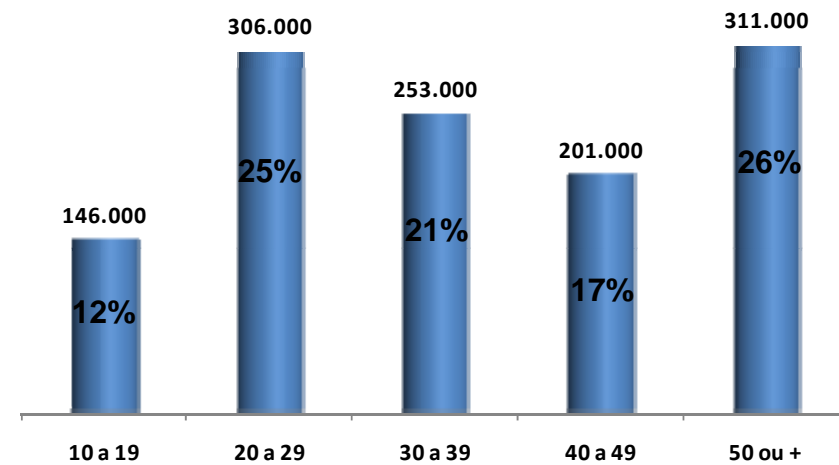
SEXO



CLASSE



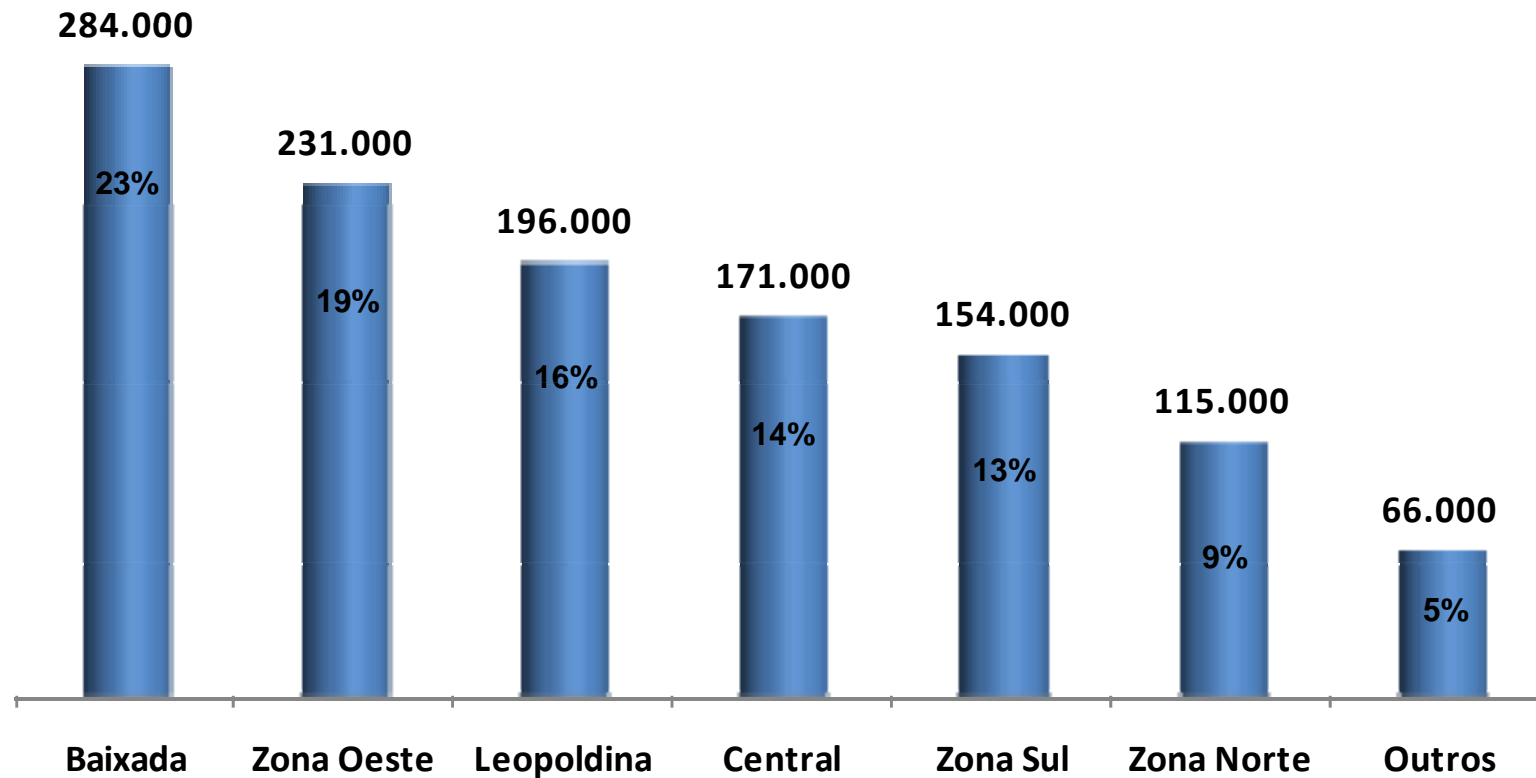
IDADE



Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10.

LEITORES POR REGIÃO

O DIA

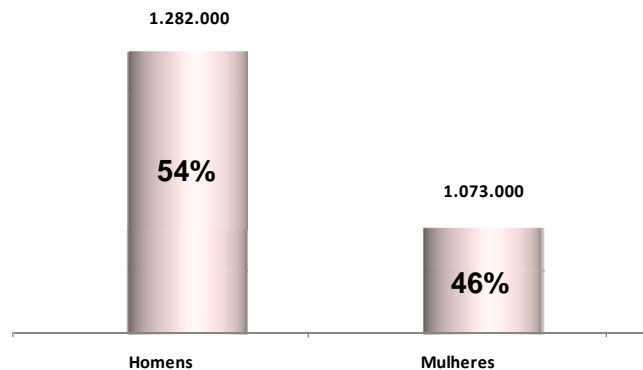


Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10.

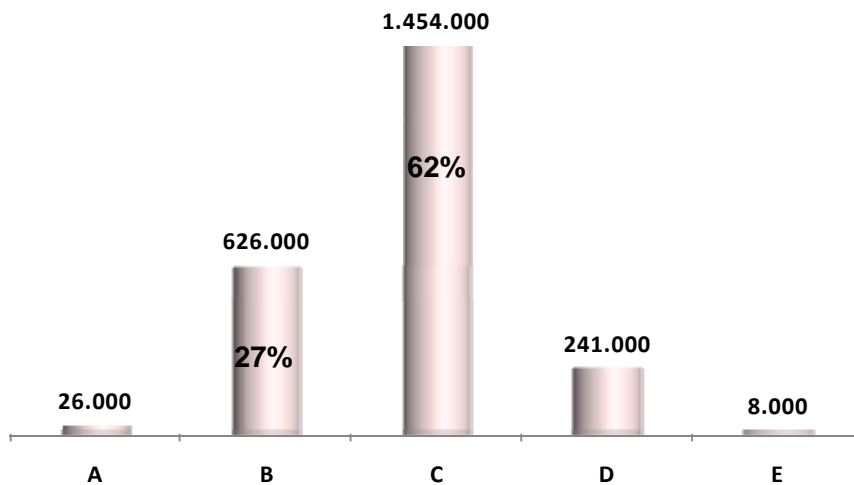
PERFIL DOS LEITORES



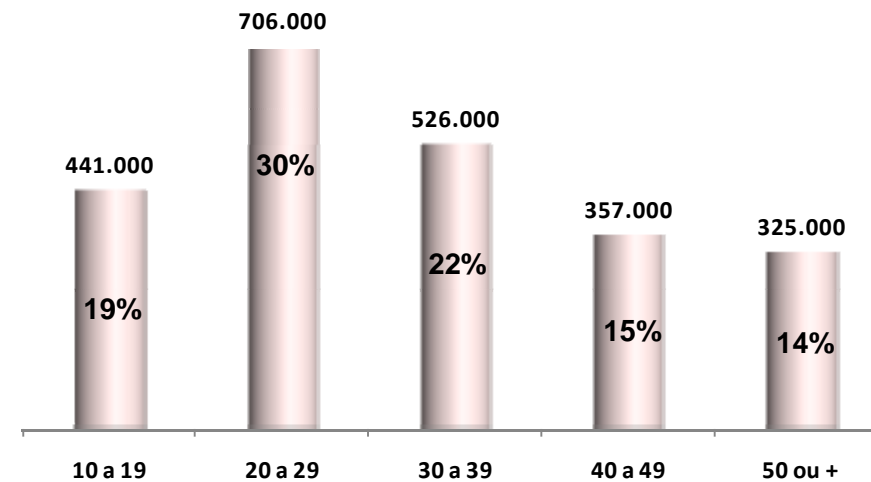
SEXO



CLASSE

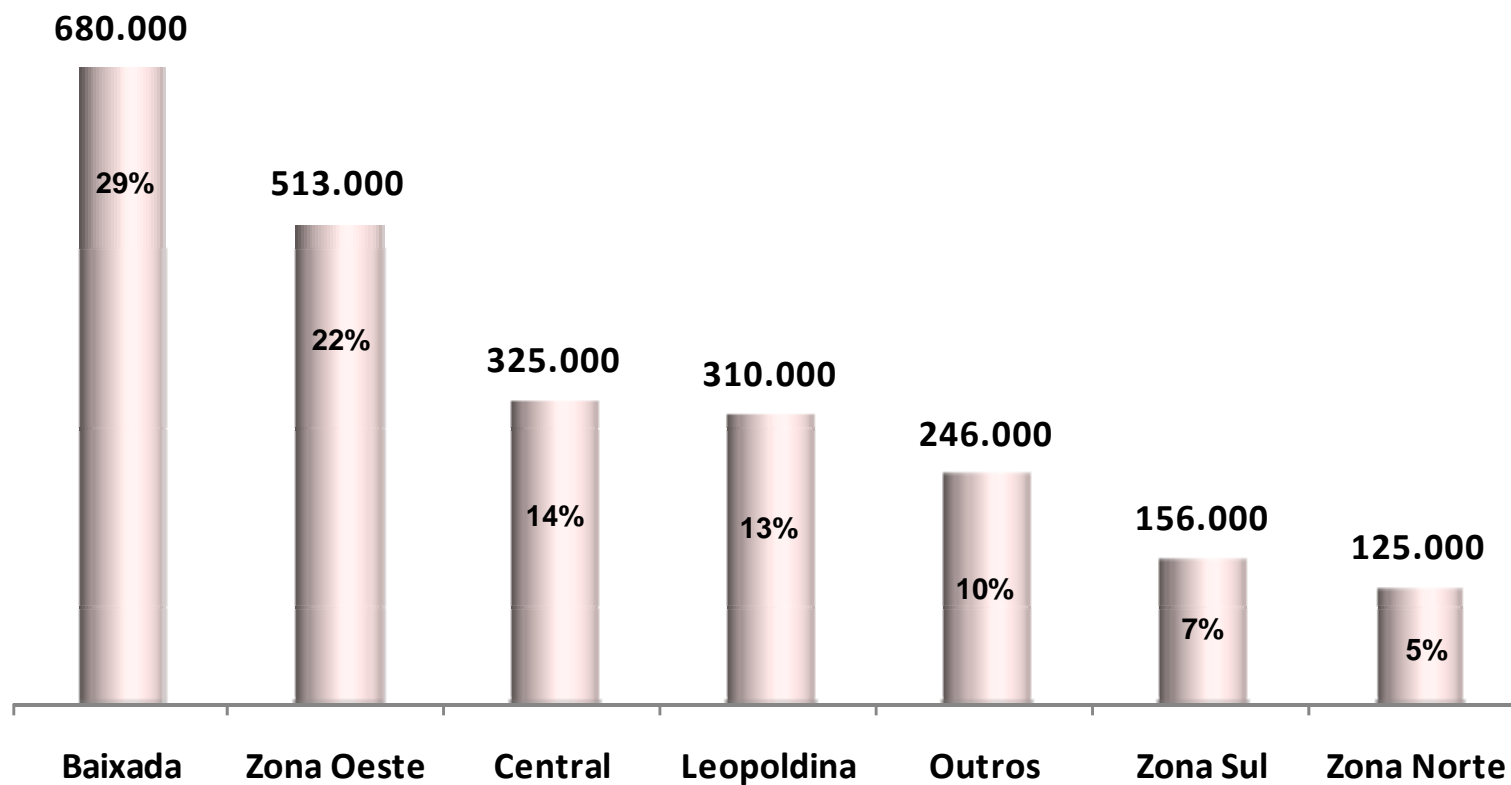


IDADE



Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10

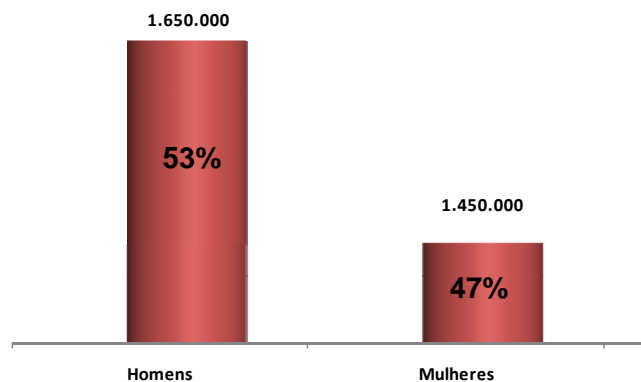
LEITORES POR REGIÃO



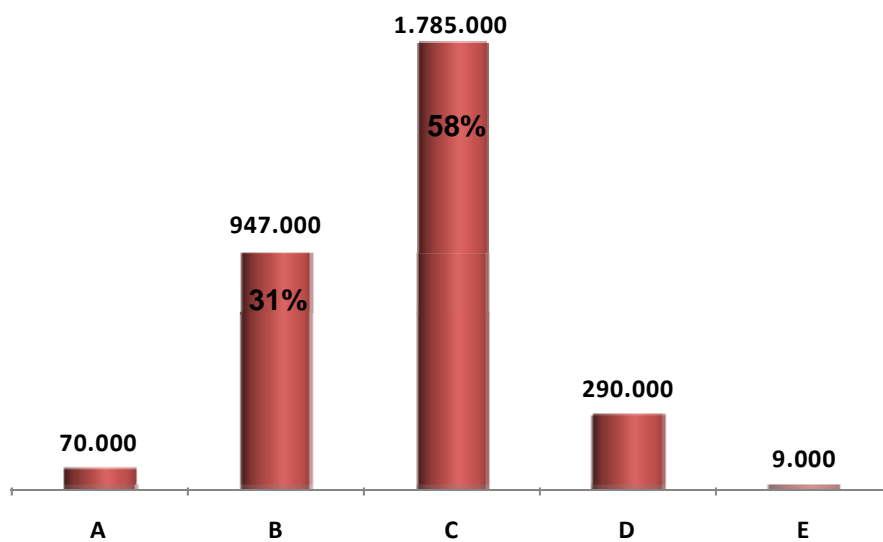
Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10

PERFIL DOS LEITORES – O DIA + MEIA HORA

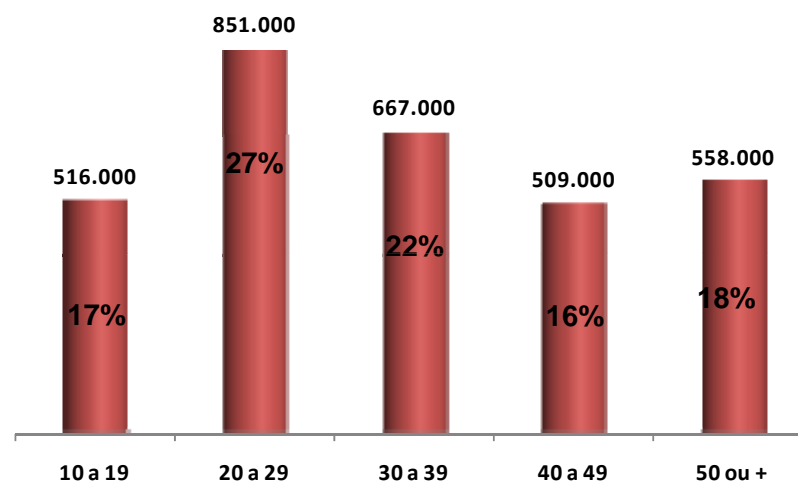
SEXO



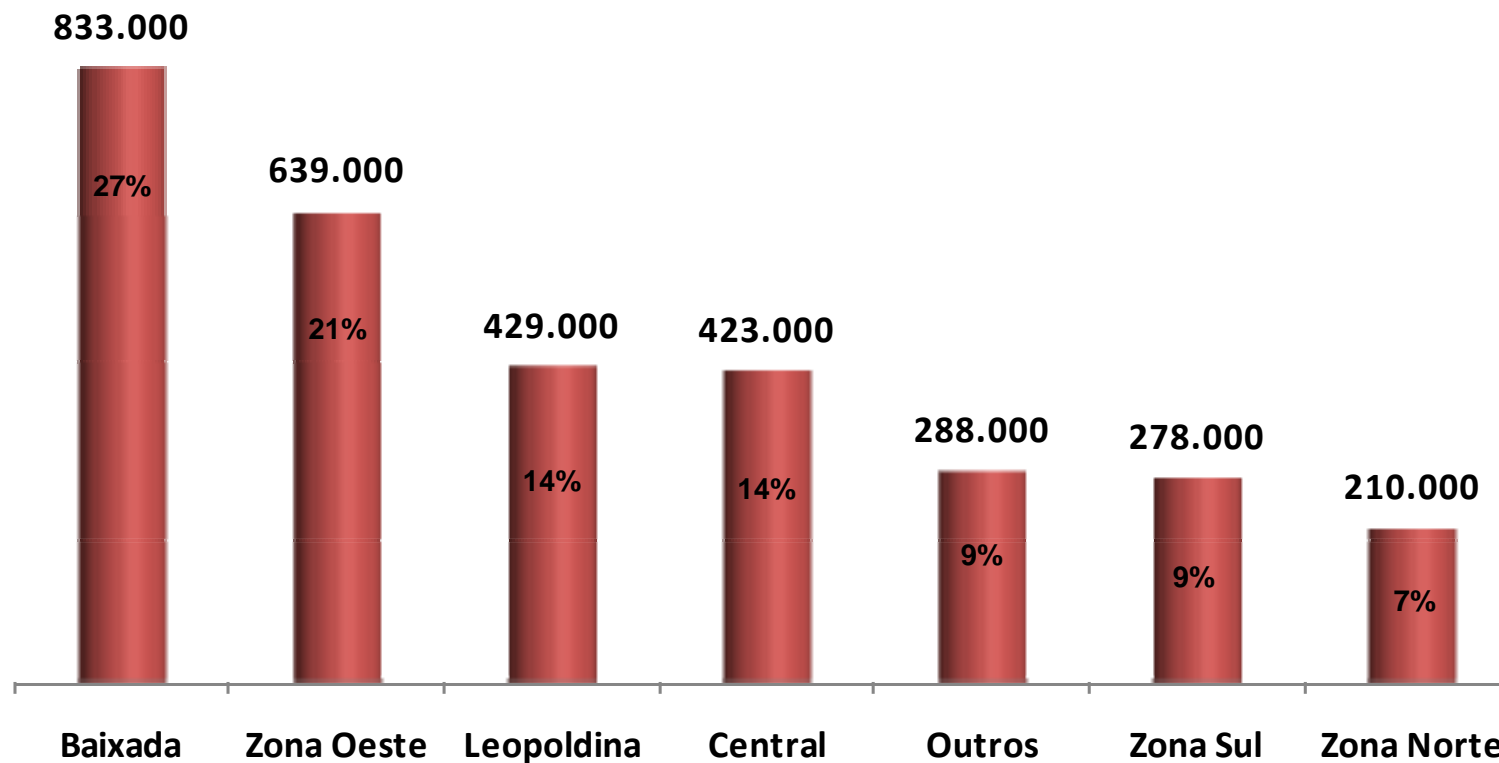
CLASSE



IDADE



LEITORES POR REGIÃO – ODIA + MEIA HORA



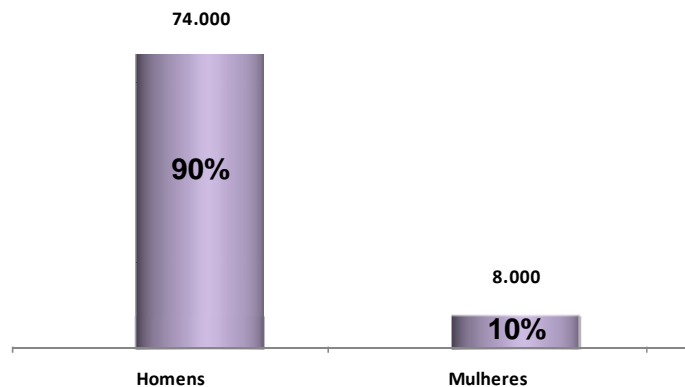
Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10

PERFIL DOS LEITORES

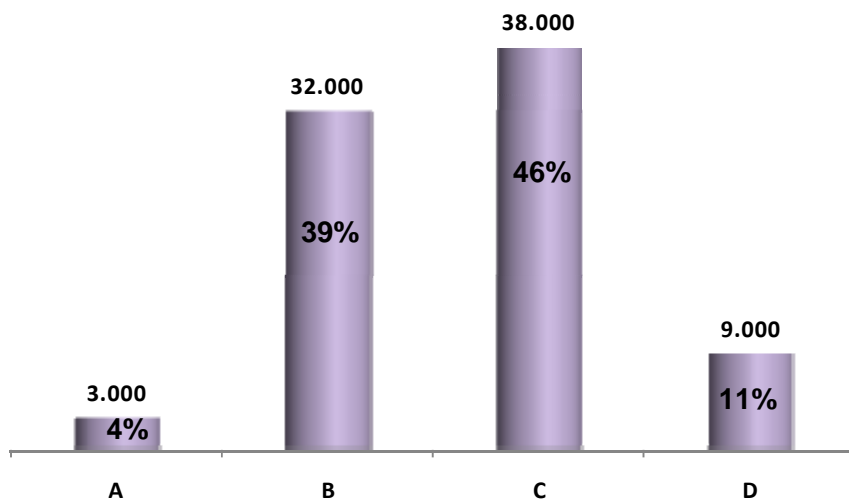


Total de Leitores : 83.000

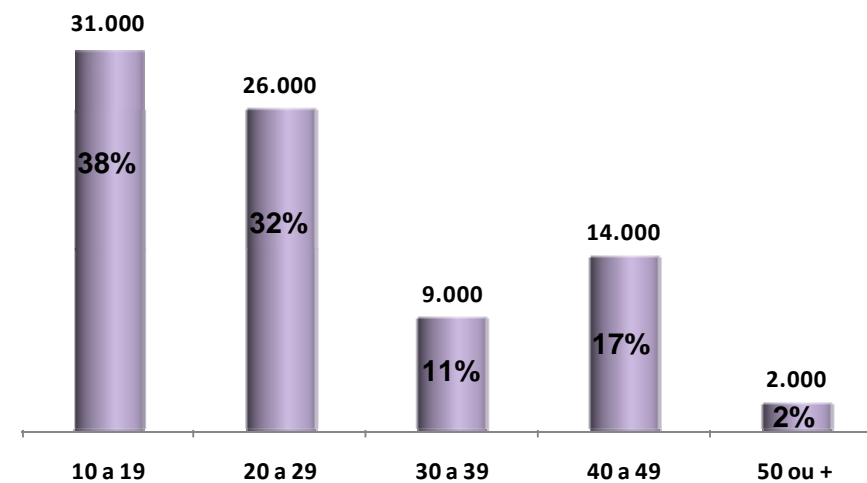
SEXO



CLASSE

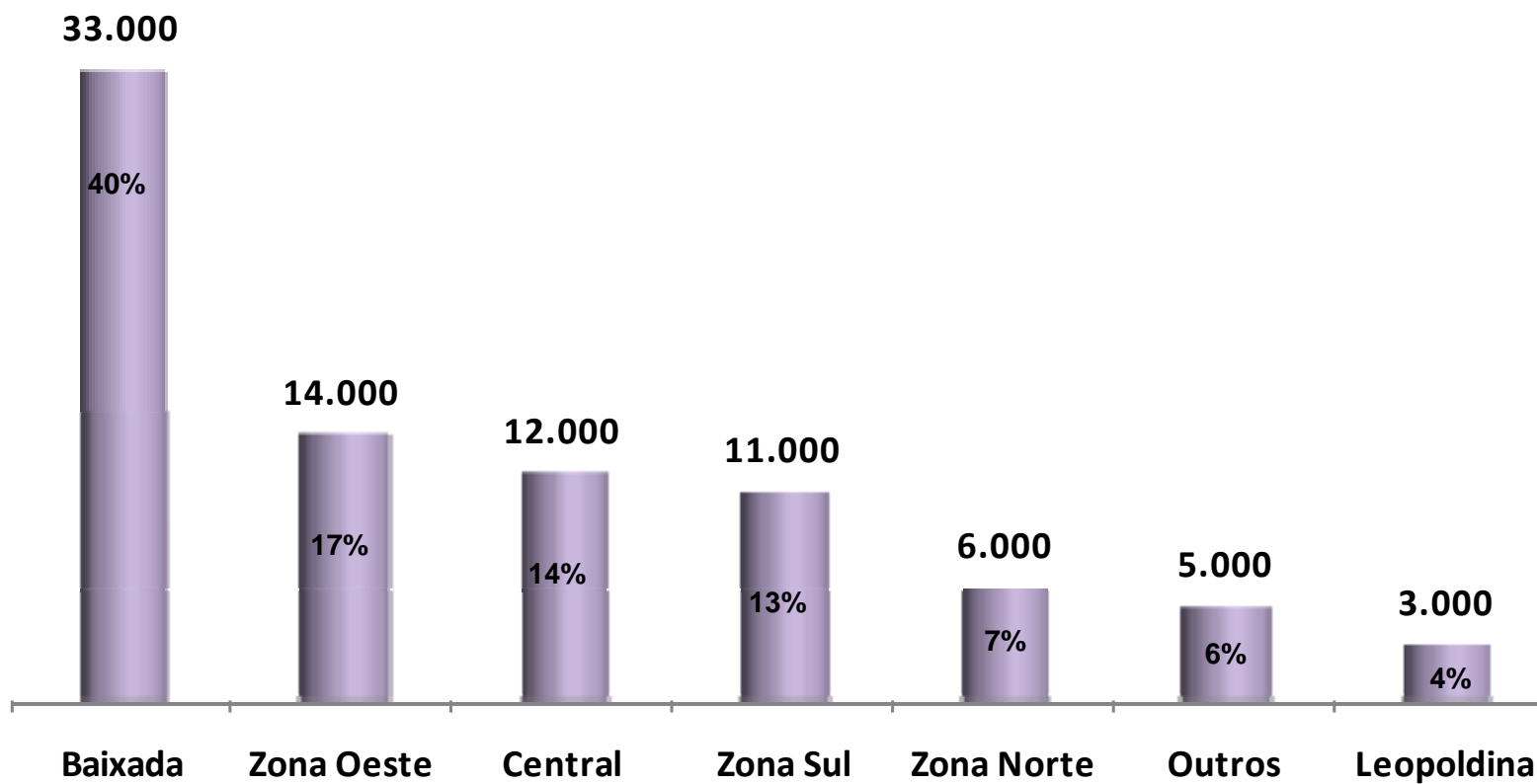


IDADE



Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10

LEITORES POR REGIÃO



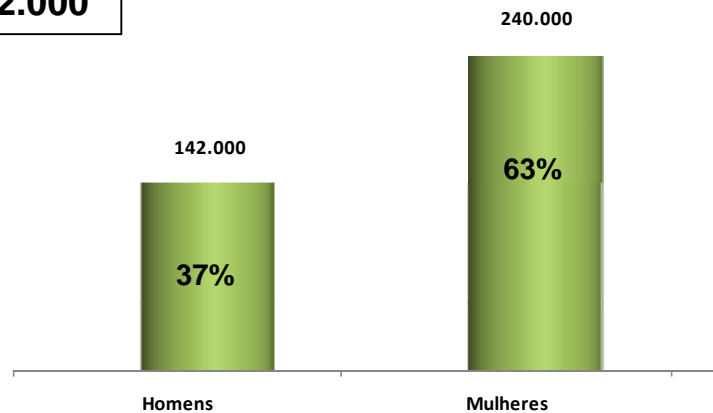
Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10

PERFIL DOS LEITORES

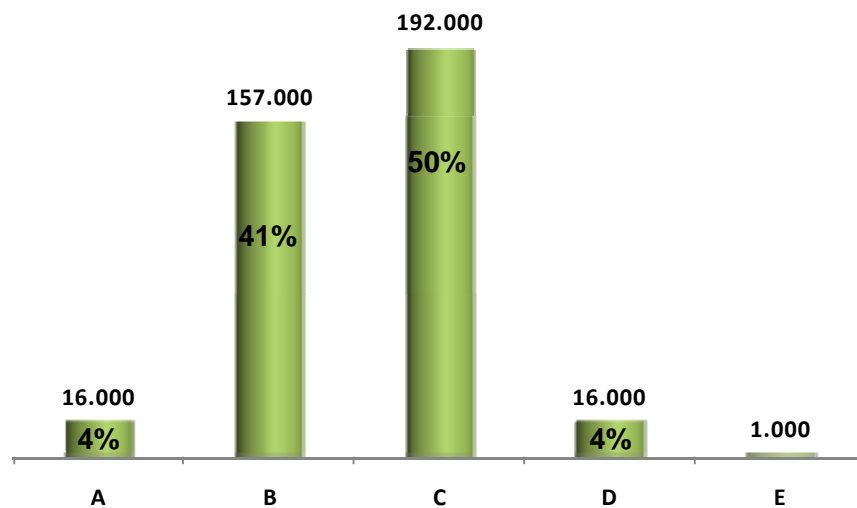


Total de Leitores : 382.000

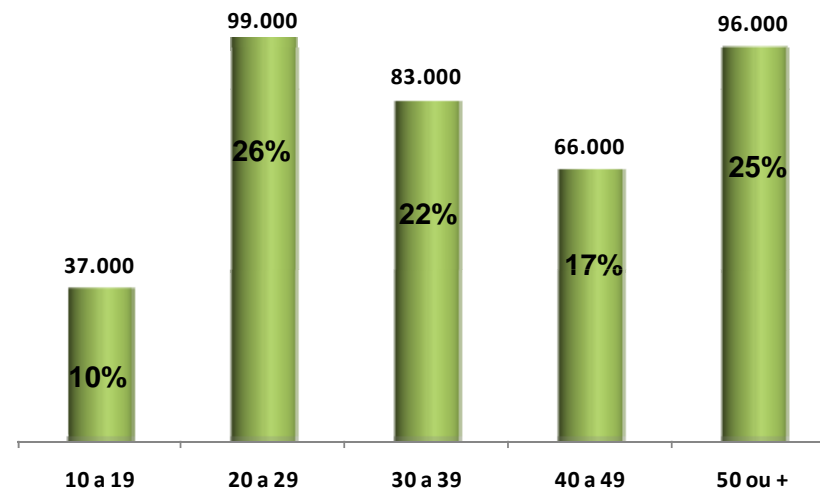
SEXO



CLASSE

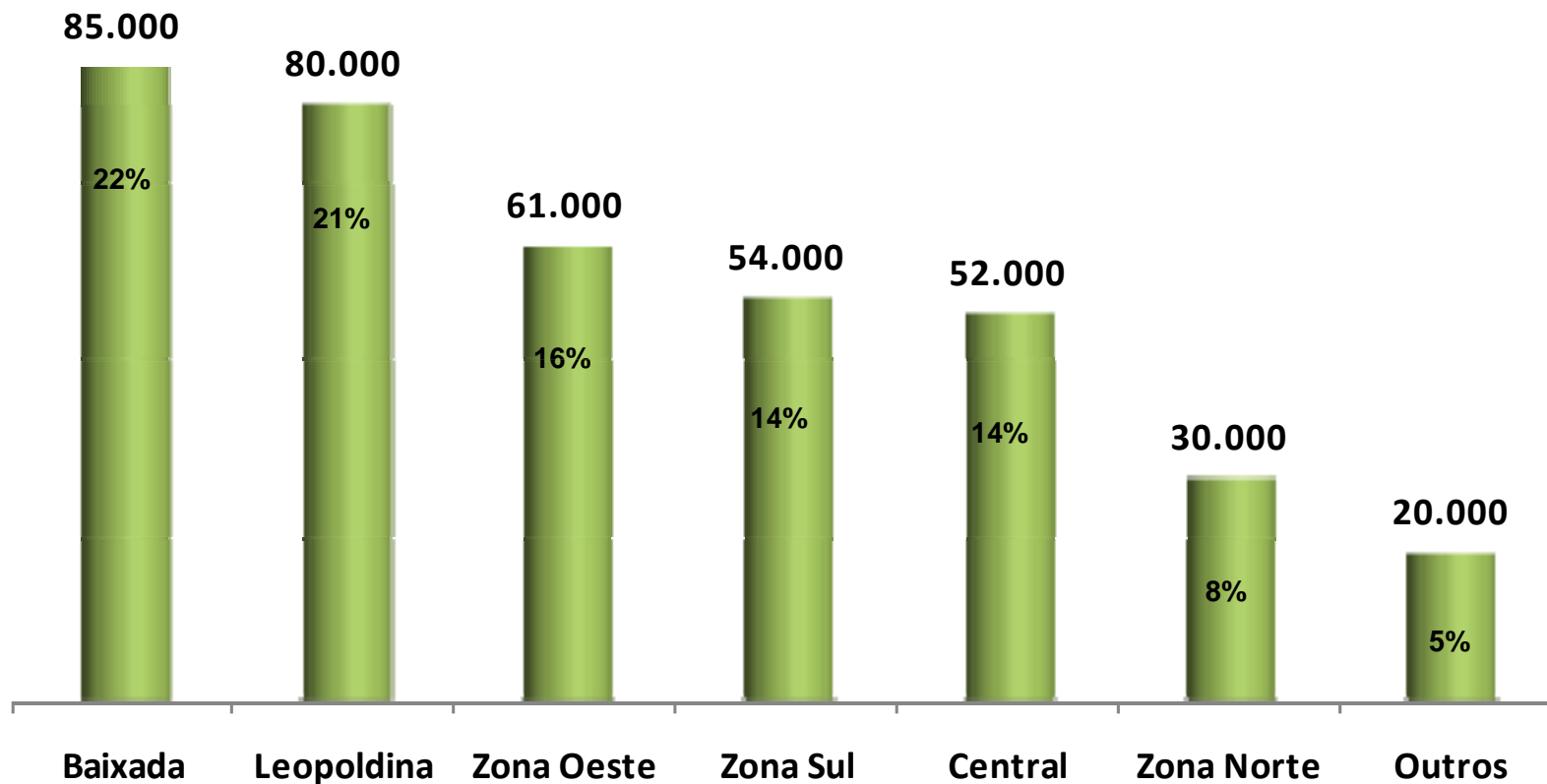


IDADE



Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10.

LEITORES POR REGIÃO



Fonte : Ipsos Marplan – Gde.Rio – Consolidado/10.