

READER PROFILE BTB ONLINE 2017

138.000 weekly users, including 43.000 users in active employment, of whom:

20.000 BTB decision makers' incl.
15.000 in IT and Telecom
10.000 in production of machines, components etc.
8.000 in the business traveling industry
8.000 in office supplies
7.000 in it and management consultancy services
5.000 in construction
5.000 in courses and higher education
3.000 in transportation and logistics

If you only advertise in the media listed below, many of Ing.dk's 43.000 users in employment will be out of reach:

89% do not use borsen.dk
83% do not use computerworld.dk
80% do not use berlingske.dk
72% do not use jp.dk
63% do not use politiken.dk
40% do not use online newspaper websites (berlingske.dk, politiken.dk, jp.dk, borsen.dk)

		Pct. of Ing.dk's users in active employment	Pct. of population in active employment	Index ing.dk's users in active employment compared to population in active employment
Educational background	Engineer	42%	5%	894
	Msc. Science	15%	5%	312
	Higher technical education	11%	9%	122
	Technician	9%	17%	55
	Other higher education	25%	46%	54
Job title	Manager	28%	15%	181
	Engineer	50%	5%	926
	Scientist, teacher and researcher	4%	3%	149
	Self employed	5%	9%	59
	Other technical occupation	12%	39%	31
	Trained, untrained worker and workman	9%	17%	55
Areas of responsibility	IT	35%	10%	332
	Product development and research	25%	6%	456
	Administration and management	13%	13%	99
	Teaching	12%	14%	84
	Sales	14%	14%	99
	Construction	13%	4%	347
	Production	14%	12%	124
	Company management	8%	6%	142
	HR and Personnel	8%	10%	76
	Purchasing	10%	7%	136
	Accounting and Finance	12%	11%	108
	Craftmanship	8%	12%	70
Marketing	7%	7%	96	
Ownership of company	Owner, Co-owner, Partner in private company	4%	10%	44
	Employed in a private company	72%	51%	142
	Employed in a public company	23%	39%	60
Type of industry the company operates in	Manufacturing	24%	9%	273
	Construction	8%	8%	101
	Education	8%	10%	83
	Public administration, law and army	3%	6%	52
	Health and social services	1%	18%	7
	Trade and transport ect.	11%	9%	121
	IT	19%	5%	385
	Finance and insurance	5%	4%	138
Number of employees in the company	Below 50 employees	35%	44%	78
	50-99 employees	10%	12%	84
	100-249 employees	8%	11%	77
	250 or more employees	44%	27%	161

Source: Index DK/ Gallup Marketing 2H2015