

# READER PROFILE BTB PRINT 2017

## 154.000 weekly readers, including 92.000 readers in active employment, of whom:

44.000 BTB decision makers' incl.  
24.000 in IT and Telecom  
20.000 in production of machines, components etc.  
18.000 in office supplies  
17.000 in it, law and management consultancy services  
17.000 in the business traveling industry  
16.000 in courses and higher education  
14.000 in construction  
12.000 in transportation and logistics  
7.000 in insurance and finance

If you only advertise in the media listed below, many of Ingeniøren's 92.000 readers in active employment will be out of reach:  
95% do not read Computerworld  
93% do not read Børsen  
91% do not read Berlingske  
91% do not read Jyllands-Posten  
91% do not read Politiken  
75% do not read newspapers (Berlingske, Børsen, Jyllands-Posten, Politiken)

|  |   | Pct. of Ingeniøren's readers in active employment | Pct. of population in active employment | Index Ingeniøren's readers in active employment compared to population in active employment |
|--|---|---|---|---|
| Educational background                   | Engineer                                    | 44%   | 5%                                      | 966   |
|  | Msc. Science                                | 21%   | 6%                                      | 390   |
|  | Higher technical education                  | 13%   | 9%                                      | 143   |
|  | Technician                                  | 12%   | 16%                                     | 74  |
|  | Other higher education                      | 21%   | 43%                                     | 49  |
| Job title                                | Manager                                     | 20%   | 15%                                     | 138   |
|  | Engineer                                    | 45%   | 5%                                      | 963   |
|  | Scientist, teacher and researcher           | 9%  | 3%                                      | 360   |
|  | Self employed                               | 10%   | 9%                                      | 113   |
|  | Other technical occupation                  | 22%   | 40%                                     | 55  |
|  | Trained, untrained worker and workman       | 7%  | 16%                                     | 44  |
| Areas of responsibility                  | IT  | 26%   | 10%                                     | 256   |
|  | Product development and research            | 25%   | 6%                                      | 415   |
|  | Administration and management               | 15%   | 13%                                     | 116   |
|  | Teaching                                    | 15%   | 13%                                     | 116   |
|  | Sales                                       | 12%   | 13%                                     | 97  |
|  | Construction                                | 11%   | 3%                                      | 338   |
|  | Production                                  | 15%   | 11%                                     | 129   |
|  | Company management                          | 8%  | 5%                                      | 158   |
|  | HR and Personnel                            | 9%  | 9%                                      | 100   |
|  | Purchasing                                  | 6%  | 5%                                      | 132   |
|  | Accounting and Finance                      | 8%  | 10%                                     | 82  |
|  | Craftmanship                                | 7%  | 11%                                     | 63  |
| Marketing                                | 7%  | 6%  | 121                                     |   |
| Ownership of company                     | Owner, Co-owner, Partner in private company | 12%   | 10%                                     | 116   |
|  | Employed in a private company               | 57%   | 49%                                     | 116   |
|  | Employed in a public company                | 31%   | 41%                                     | 77  |
| Type of industry the company operates in | Manufacturing                               | 18%   | 8%                                      | 221   |
|  | Construction                                | 10%   | 8%                                      | 129   |
|  | Information and communication               | 9%  | 6%                                      | 154   |
|  | Education                                   | 8%  | 11%                                     | 80  |
|  | Public administration, law and army         | 8%  | 7%                                      | 105   |
|  | Health and social services                  | 7%  | 18%                                     | 39  |
|  | Trade and transport ect.                    | 4%  | 8%                                      | 53  |
|  | Business service                            | 3%  | 2%                                      | 151   |
| Number of employees in the company       | Below 50 employees                          | 32%   | 44%                                     | 74  |
|  | 50-99 employees                             | 10%   | 11%                                     | 88  |
|  | 100-249 employees                           | 12%   | 11%                                     | 110   |
|  | 250 or more employees                       | 43%   | 28%                                     | 152   |

Source: Index DK/ Gallup Marketing 1H2016