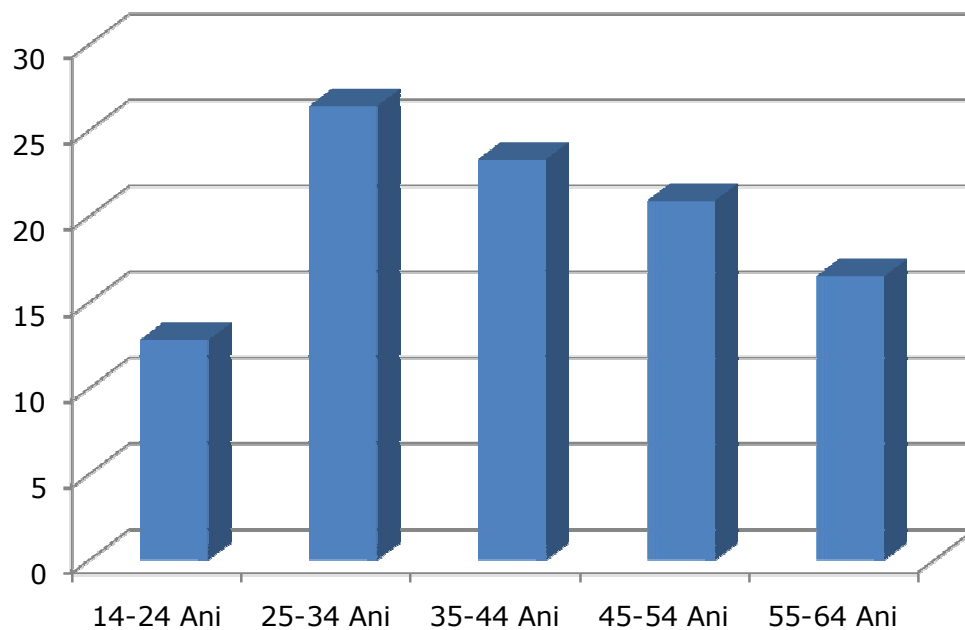
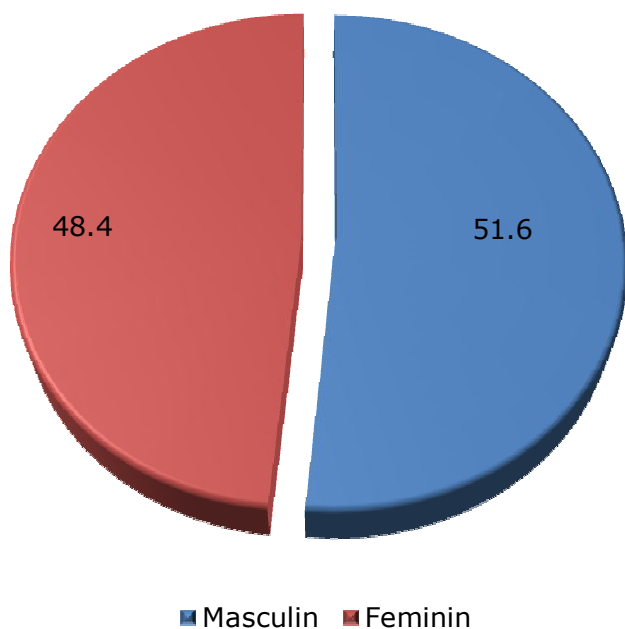


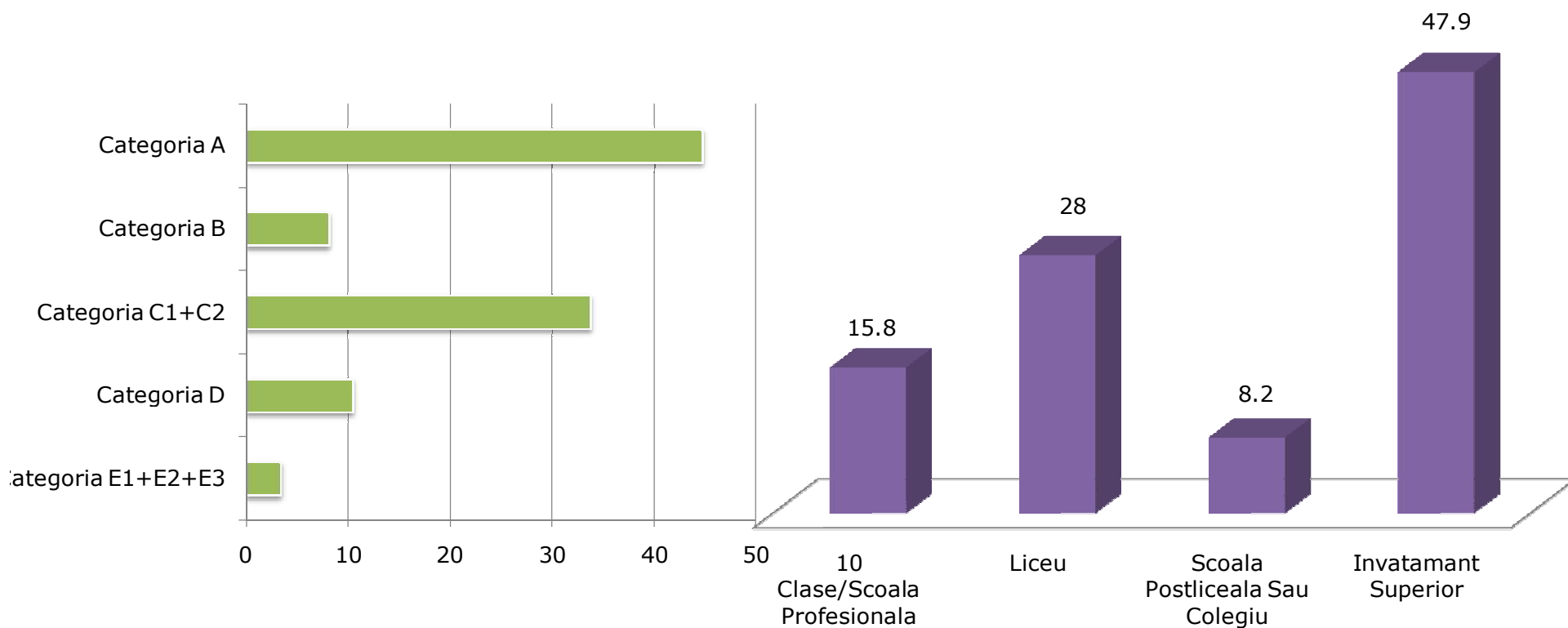
Ce persoane citesc FINANCIARUL?



Publicul este unul omogen: deopotriva femei [51,6%] si barbati [48,4%]

70% din cititori au varste intre 25 si 54 de ani

FINANCIARUL are un public cu educatie superioara si venituri medii si mari

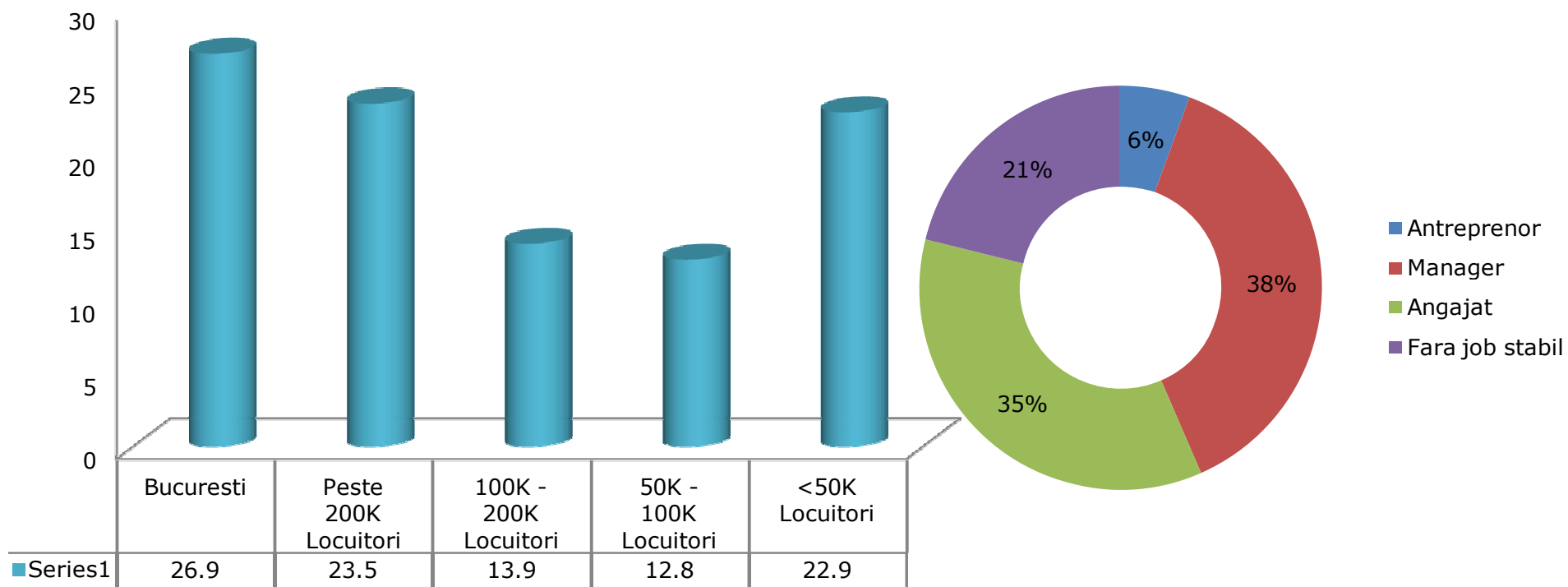


50% au o diploma de invatamant superior si 80% au studii liceale finalizate

45% au venituri de peste 300 de euro

61.4% sunt responsabili cu cumparaturile curente din familie

FINANCIARUL >> de interes pentru persoanele cu putere de decizie [manageri, antreprenori]



40% ocupa o pozitie manageriala

77.1 locuiesc in centre urbane mari [Bucuresti, orase medii si mari]