

# INGENIØRENS READER PROFILE BTB PRINT

## 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 readers 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