

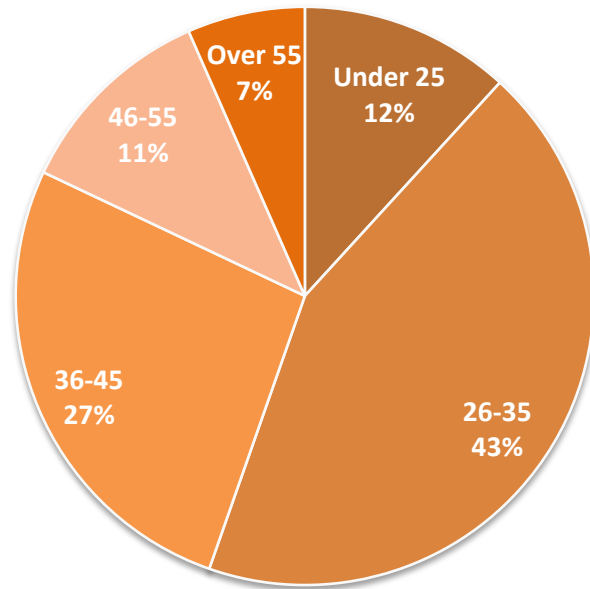


Who reads thelocal.se?

Monthly Traffic

Visitors:	500,000+
Visits:	1,000,000+
Page views:	3,500,000+

Age Profile



Life snapshots

80% hold a university degree or higher.

67%/33% are male/female.

52% own a smart phone (iPhone, Blackberry etc.).

44% own a car.

43% own their own home.

44% have children.

Work snapshots

26% work at upper management level.

24% earn over 460,000 SEK per year.

25% are responsible for a company budget greater than 200,000 SEK per year.