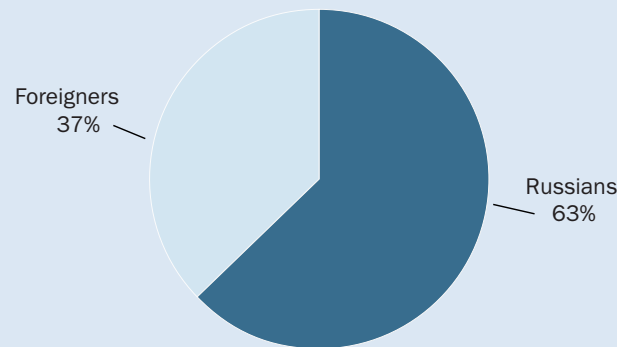


# Our readers

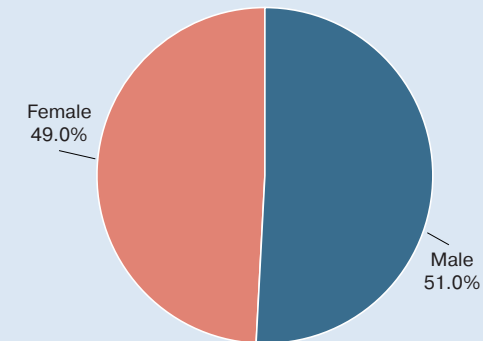
*The Moscow Times audience consists mainly of foreigners residing in the capital temporarily or permanently and English-speaking Russians readers.*

*The Moscow Times audience is the richest and youngest as compared to the competitors (the highest income level of C and C+; average age 30-35)*

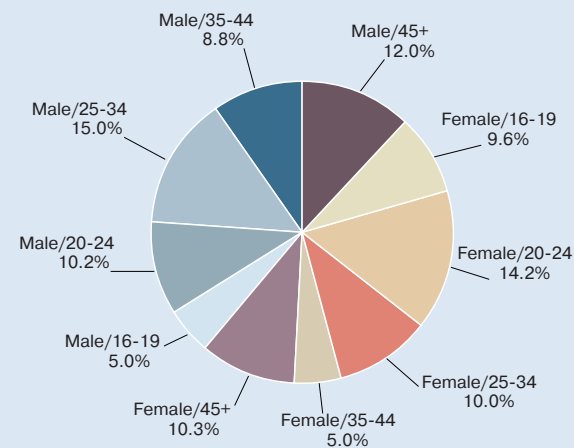
## THE MOSCOW TIMES READERSHIP



## GENDER



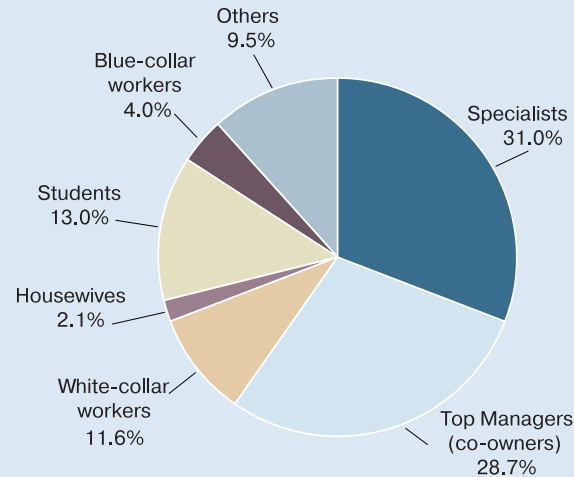
## AGE



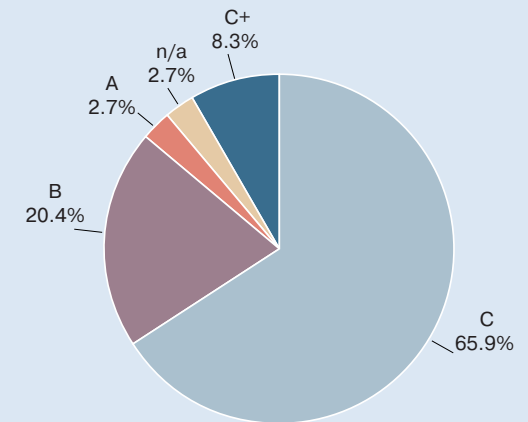
Source: TNS Gallup Media, NRS-Moscow (16+)  
(May-October 2007)

# Our readers

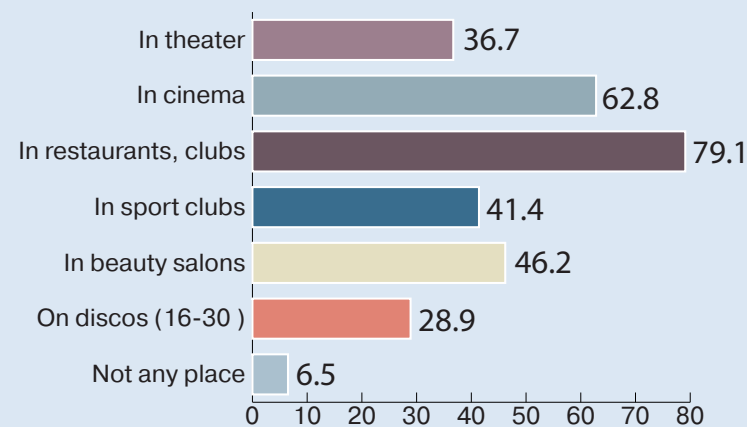
## SOCIAL STATUS



## INCOME



## LEISURE

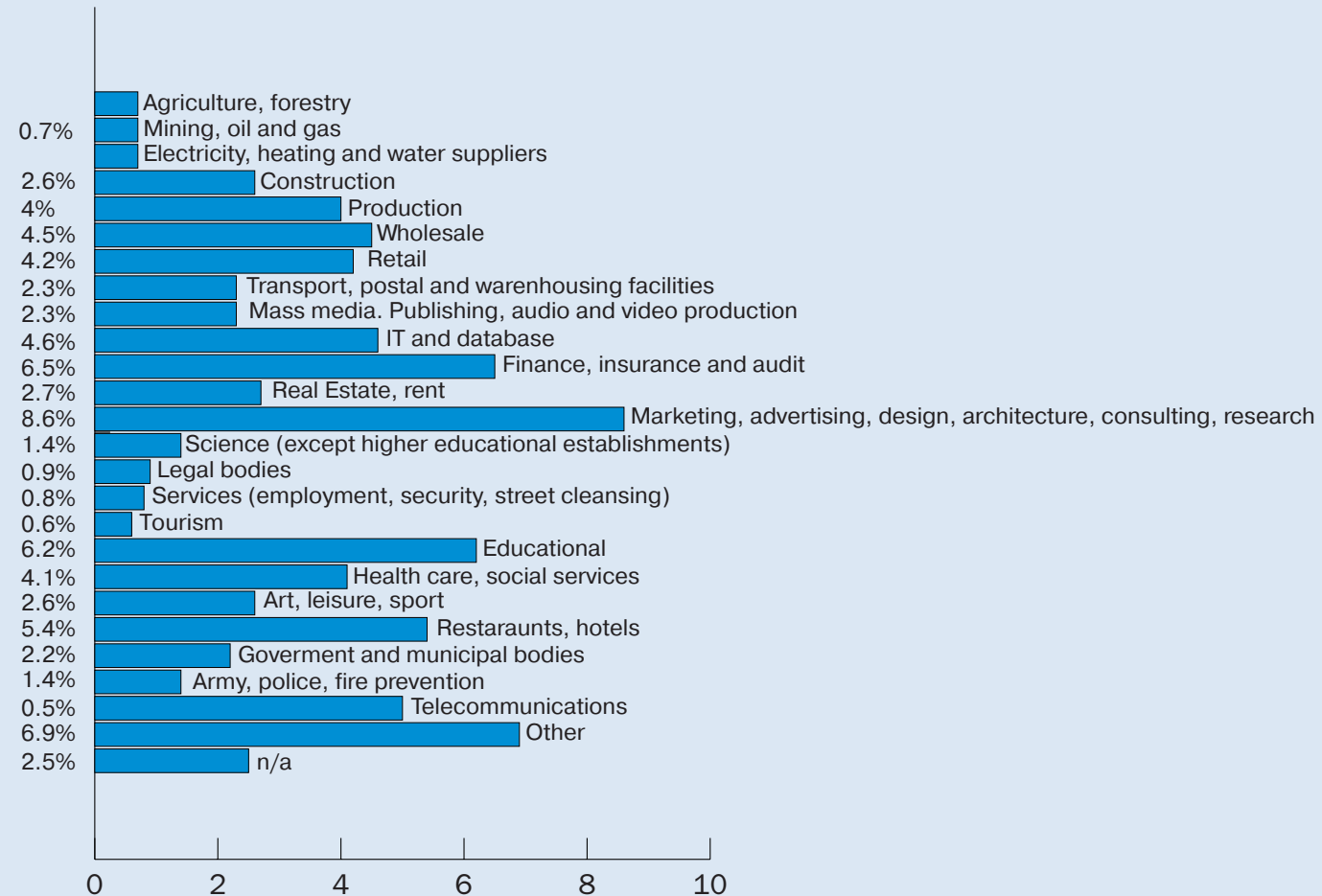


- C** – can buy expensive things but not everything
- C+** – well to do, unlimited in expenditures
- n/a** – n/a
- A** – can buy food but not clothes
- B** – can buy food and clothes but not expensive things

Source: TNS Gallup Media, NRS-Moscow (16+)  
(May-October 2007)

# Our readers

## OCCUPATION



Source: TNS Gallup Media, NRS-Moscow (16+)  
(May-October 2007)