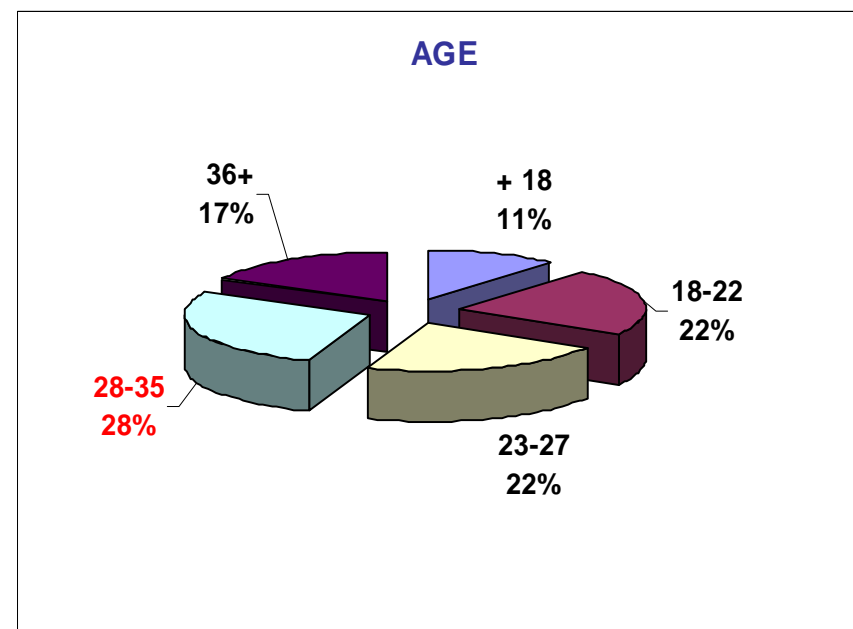
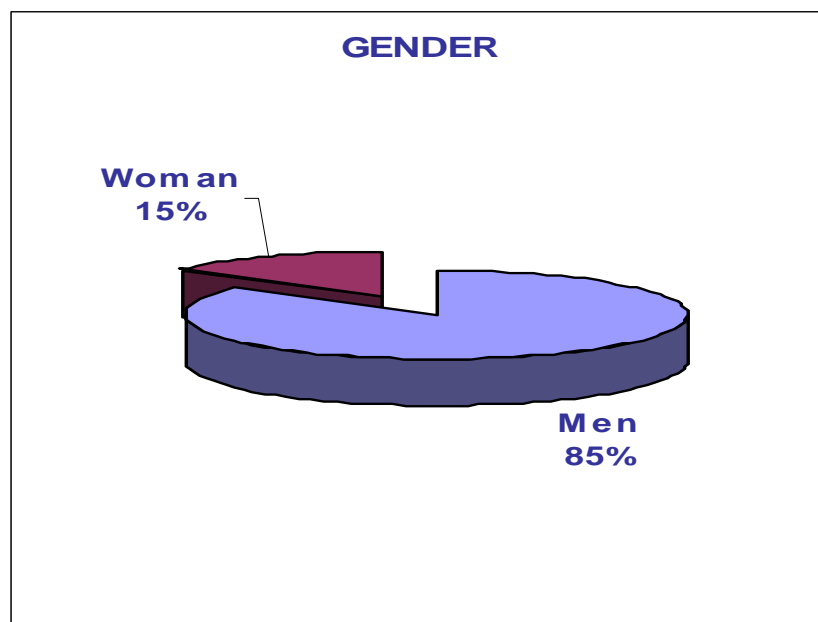


The demographic characteristics



Portrait of the reader of Mobile KP: it is the man (85%) in the age of 25-30 years more often