

A scenic landscape of a forested valley with a river and mist. The foreground shows a rocky outcrop with green moss and pine needles. The middle ground features a dark river winding through a lush green forest. In the background, a dense forest of evergreen trees is shrouded in a thick layer of white mist or fog, creating a serene and atmospheric scene. The sky is overcast with soft, grey clouds.

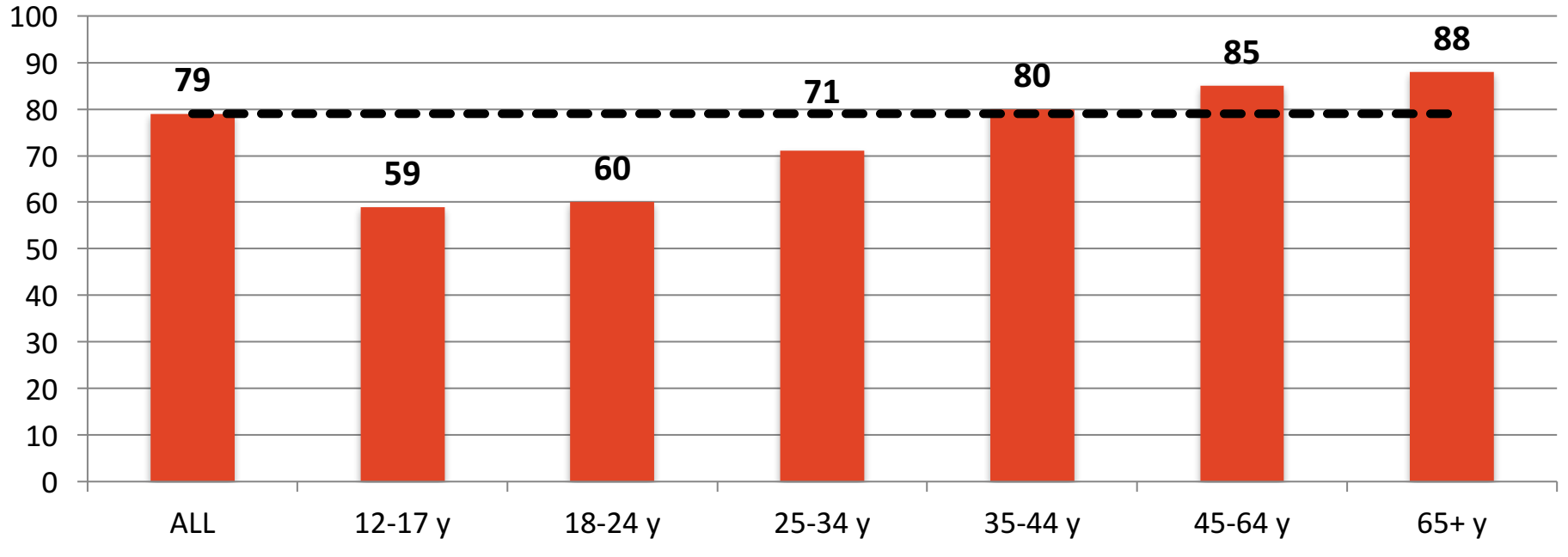
Monthly reading of Magazines in Finland, spring 2017

Finnish Periodical Publishers' Association (Aikakausmedia)

79 % of Finns read print magazines monthly.

Print is still the favourite medium of consuming magazine media contents in all age groups.

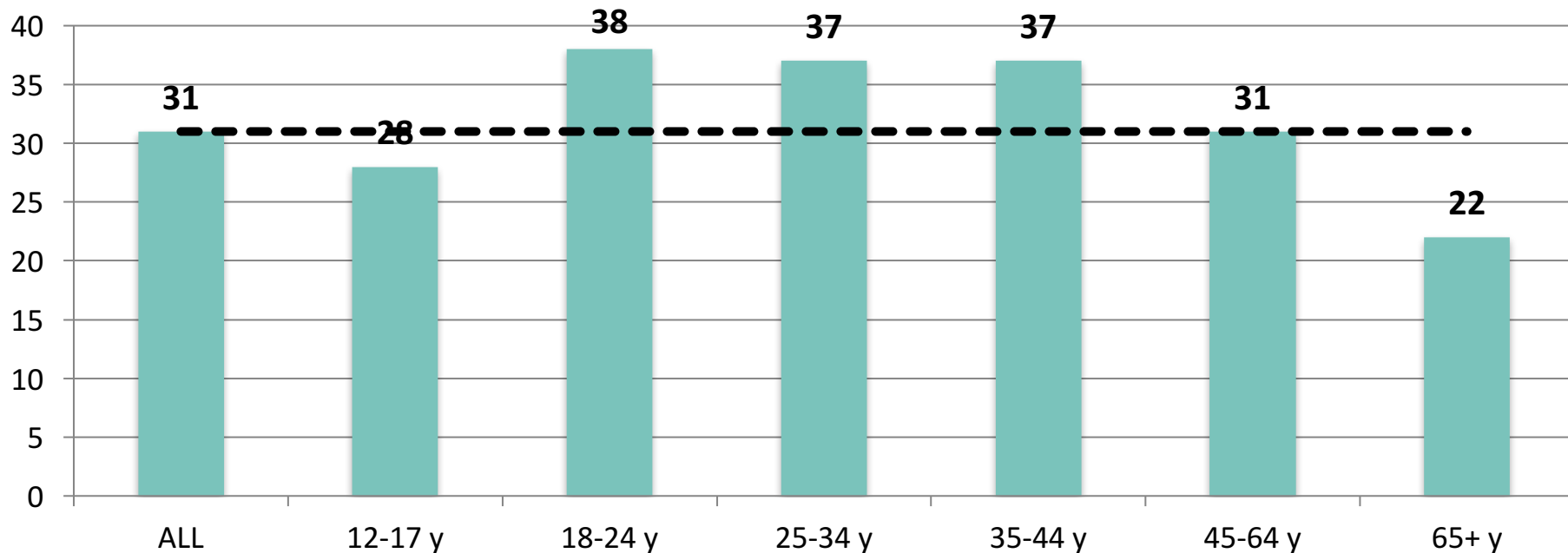
Monthly reading of print magazines in Finland, spring 2017, % of population



18–24 year old readers consume more magazine media content on a computer compared to the whole population.

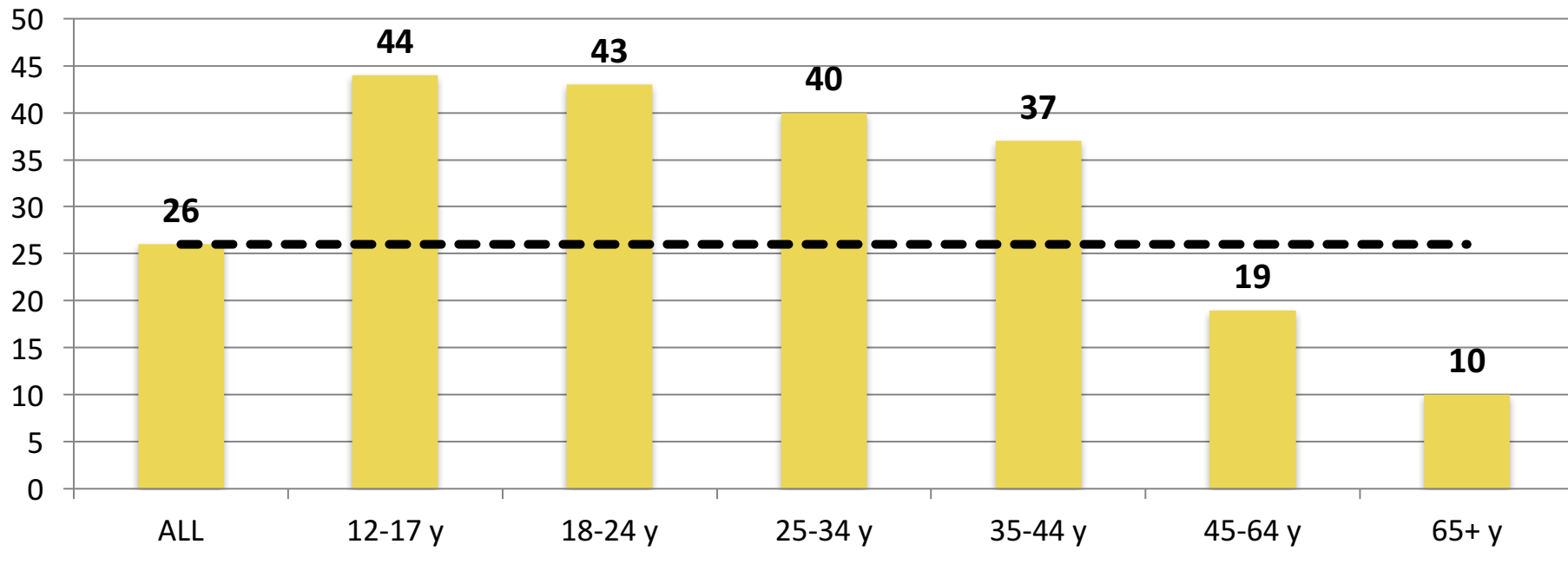
38 % of them read magazines monthly on their desktop/laptop.

Monthly reading of magazines on desktop/laptop in Finland, spring 2017, % of population



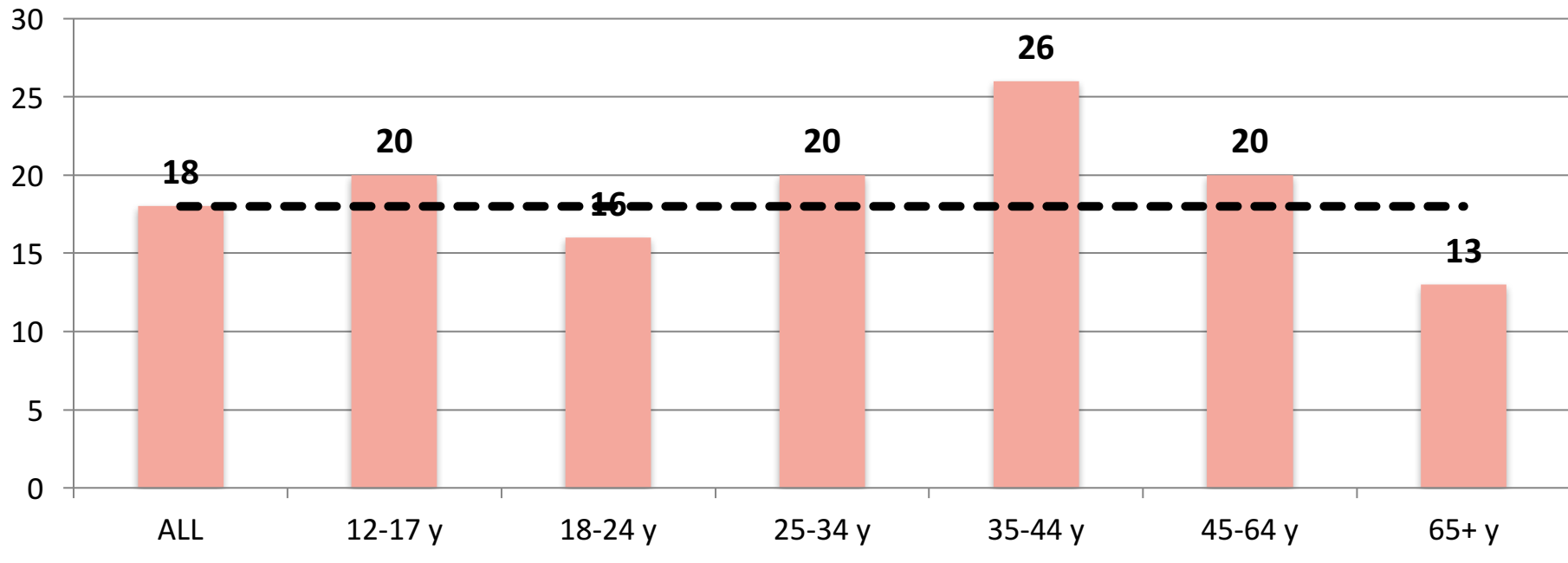
26 % of Finns use magazine media contents monthly on mobile, and even **44 %** of young people aged 12–17 do so.

Monthly reading of magazines on mobile in Finland, spring 2017, % of population



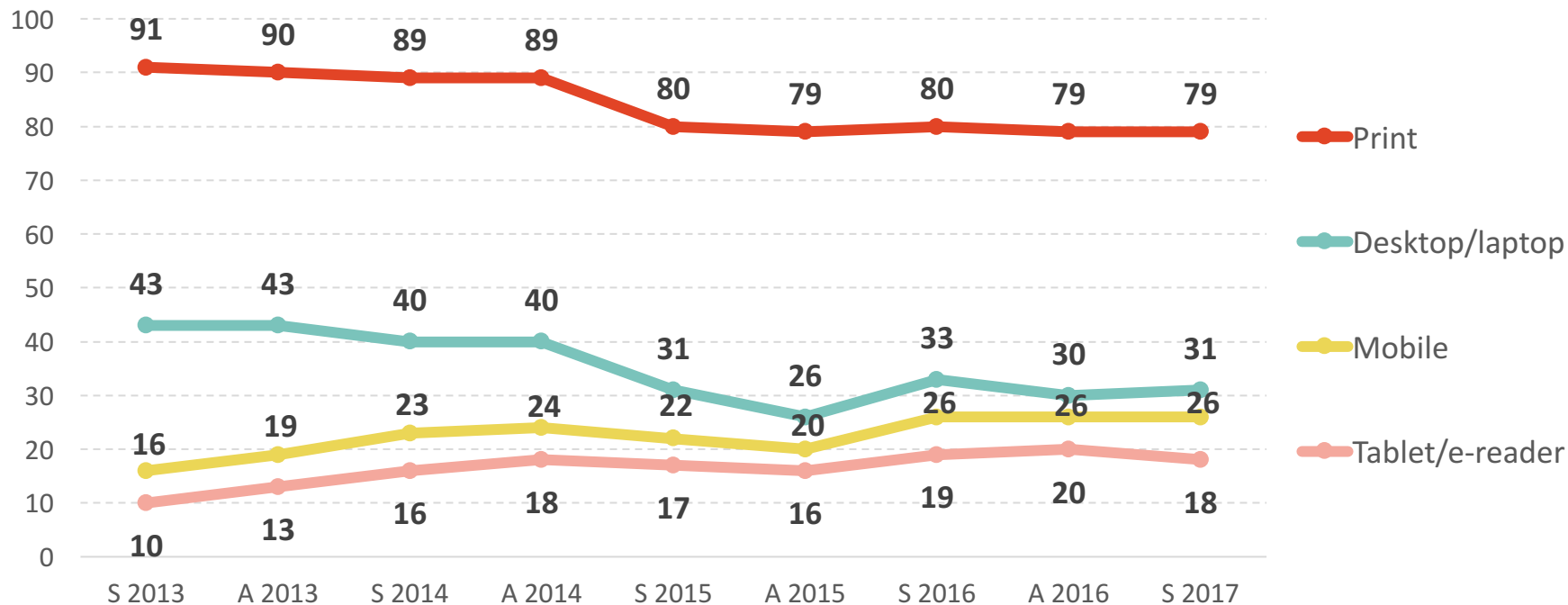
In 5 years the monthly reading of magazines in tablets has gone up from 10 % to 18 %.

Monthly reading of magazines via tablet/e-reader in Finland, spring 2017, % of population



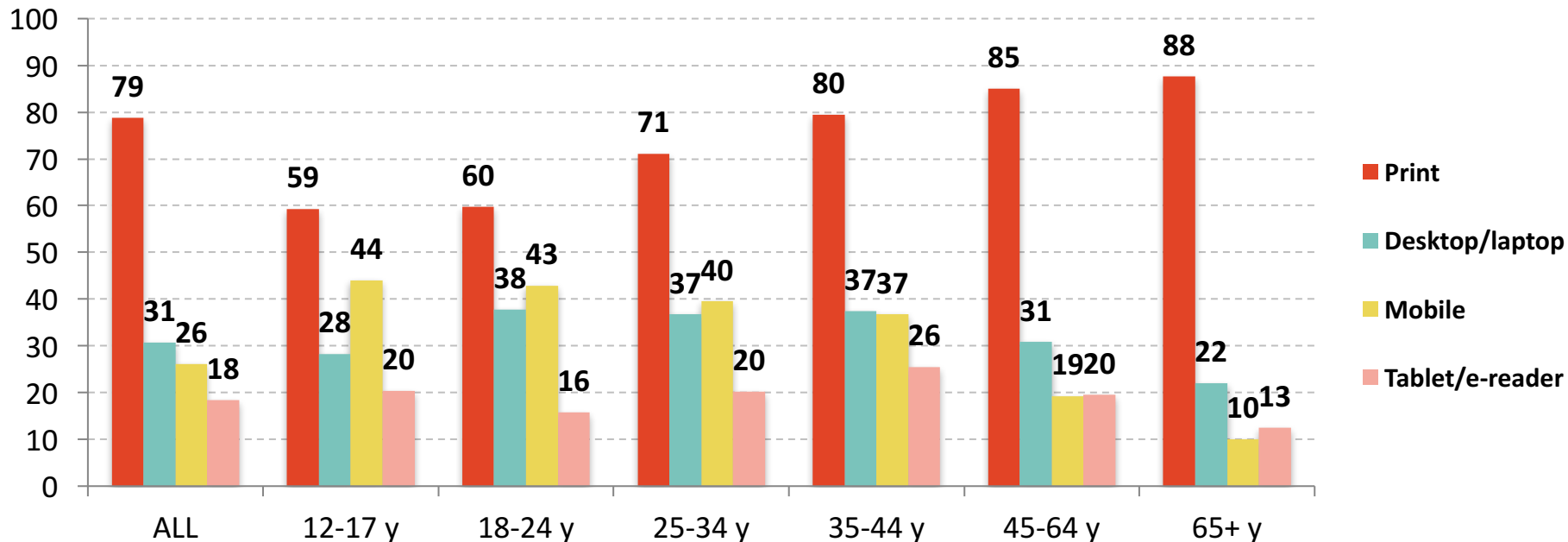
Audiences in digital magazine media shift from desktop/laptop to mobile and tablet.

Monthly reading of magazines on different platforms in Finland, Spring 2013 – Spring 2017, % of population



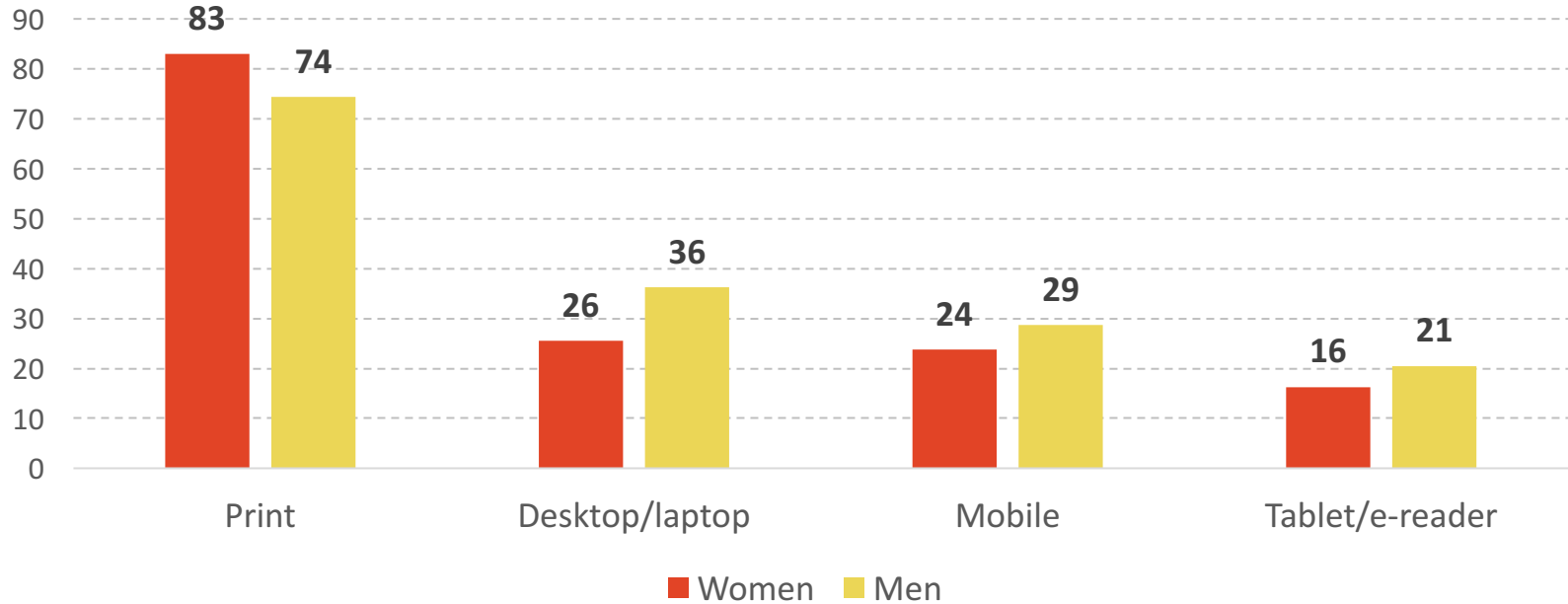
For people under 35, **mobile is the most popular platform to consume digital magazine media content.**

Monthly reading of magazines on different platforms in Finland, spring 2017, % of population



**Men consume digital magazine media content
more often than women.**

Women's and men's monthly reading of magazines on different platforms in Finland, spring 2017, % of population



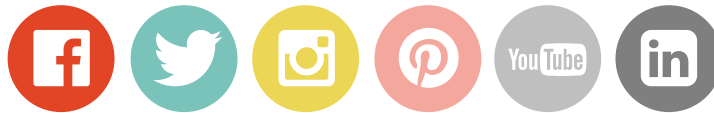


**More detailed information on
Finnish magazines and their
NRS results**

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