

NRS 2020

Time spent on reading magazines

Reading minutes ● Pick-up times ● Top-lists of most read magazines

On average one magazine issue is read for 34 minutes. Women spend a little more time reading compared to men.

Women spend most minutes with *women's magazines (48 min), lifestyle magazines (47 min) and health magazines (45 min).*

Men spend most minutes with *hobbies and leisure magazines (41 min), cars and technology magazines (39 min) and lifestyle magazines (39 min).*

Reading minutes by magazine categories

Average time spent on one magazine, minutes by magazine categories

Magazine categories	Total 15+ population, average minutes	Women, average minutes	Men, average minutes
Women's magazines	44	48	22
Lifestyle magazines	43	47	39
Hobbies and leisure magazines	43	44	41
Health magazines	41	45	25
Home, building and gardening magazines	37	42	27
Cars and technology magazines	37	23	39
Food and beverage magazines	36	39	28
Trade and association magazines	32	28	34
Business and finance magazines	31	33	30
Customer magazines	21	23	18
All magazines	34	36	30

On average one magazine issue is picked-up twice.

Magazines that get most pick-up times are *food and beverage magazines (2,5 times)* and *hobbies and leisure magazines (also 2,5 times)*.

There is only little variation in pick-up times among different magazine categories; customer magazines are picked-up least frequently: 1,5 times

Pick-up times by magazine categories

How many times one issue is picked-up on average by magazine categories

Magazine categories	Total 15+ population, average times	Women, average times	Men, average times
Food and beverage magazines	2,5	2,8	2,1
Hobbies and leisure magazines	2,5	2,7	2,3
Home, building and gardening magazines	2,2	2,4	1,7
Lifestyle magazines	2,2	2,3	2,2
Women's magazine	2,1	2,2	1,6
Health magazines	2,1	2,2	1,7
Cars and technology magazines	2,1	1,6	2,2
Trade and association magazines	1,9	1,7	2,1
Business and finance magazines	1,8	1,9	1,9
Customer magazines	1,5	1,6	1,4
All magazines	2,0	2,0	1,9

Magazines that got most time spent on reading, get on average over one hour.

**Both men and women spend most time on reading
Suomen Kuvalehti: men 71 minutes and women 68 minutes.**

TOP 10 by reading minutes

Average time spent with one issue, average minutes with all and by sex.

Magazine	Total 15+ population, average minutes
Suomen Kuvalehti	69
Valitut Palat	57
Urheilulehti	53
Eeva	53
Tiede	53
Image	51
ET-lehti	50
Suomen Luonto	49
Suuri Käsityö	49
Mondo	47

Magazine	Women, average minutes
Suomen Kuvalehti	68
Valitut Palat	63
Tiede	58
Eeva	57
ET-lehti	56
Apu Terveys	55
Mondo	54
Kodin Kuvalehti	52
Suomen Luonto	52
Kodin Pellervo	52

Magazine	Men, average minutes
Suomen Kuvalehti	71
Urheilulehti	55
Image	53
Valitut Palat	52
Tiede	49
Tekniikan Maailma	46
Suomen Luonto	46
Mikrobitti	44
Caravan	44
Metsälehti Makasiini	42

*See more magazine specific NRS-results in:
www.ratecards.fi*