

A person with long dark hair, wearing a brown corduroy jacket and brown pants, is lying on their back on a purple ramp in a skatepark. They are holding an open magazine and reading it. The background is a wall covered in colorful graffiti. A skateboard is visible on the ground to the left.

*Readership, digital reach &  
total reach*



MediaAuditFinland

Finnish National Readership Survey 2023

AIKAKAUSMEDIA

Finnish Magazine Media Association

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*Total reach  
(print + digital)*



Average issue readership  
+ digital weekly reach  
= total reach

The total reachability figure of the magazine is the number of print readers of the average magazine issue (AIR = average issue readership), plus the net number of users of different digital versions of the magazine during an average week.

The percentage of coverage indicates how much of the target group the media in question reaches.



# Magazines with the highest total reach in 2023, *total 15+ population*

	Magazine	Number of readers, all over 15 years old	Coverage rate, %, all over 15 years old (est. 4,295,000)
1.	Yhteishyvä	2,189,800	51
2.	Pirkka	1,698,600	40
3.	Seiska	1,332,400	31
4.	Me Naiset	1,153,600	27
5.	Terveydeksi!	892,900	21
6.	Kotiliesi	768,300	18
7.	Anna	666,100	16
8.	Avainapteekit	623,900	15
9.	Talouselämä	616,700	14
10.	Tekniikan Maailma	505,700	12

# Magazines with the highest total reach in 2023, *women*

	Magazine	Number of readers, women	Coverage rate, %, women (est. 2,195,000)
1.	Yhteishyvä	1,386,000	63
2.	Pirkka	1,121,000	51
3.	Me Naiset	924,000	42
4.	Seiska	717,000	33
5.	Terveydeksi!	645,000	29
6.	Kotiliesi	644,000	29
7.	Anna	561,000	26
8.	Avainapteekit	443,000	15
9.	Eeva	329,000	15
10.	Kodin Kuvalehti	312,000	14

# Magazines with the highest total reach in 2023, *men*

	Magazine	Number of readers, men	Coverage rate, %, men (est. 2,099,000)
1.	Yhteishyvä	804,000	38
2.	Seiska	615,000	29
3.	Pirkka	578,000	28
4.	Tekniikan Maailma	434,000	21
5.	Talouselämä	420,000	20
6.	Tekniikka&Talous	399,000	19
7.	Taloustaito	284,000	14
8.	Moottori	274,000	13
9.	Terveydeksi!	248,000	12
10.	Me Naiset	230,000	11



# Magazines with the highest total reach in 2023, *15–24 years old*

	Magazine	Number of readers, 15–24 years old	Coverage rate, %, 15–24 years old (est. 549,000)
1.	Seiska	222,000	40
2.	Me Naiset	151,000	28
3.	Yhteishyvä	101,000	18
4.	Pirkka	81,000	15
5.	Anna	76,000	14
6.	Kotiliesi	67,000	12
7.	Aku Ankka	63,000	12
8.	Tekniikan Maailma	56,000	10
9.	Tekniikka&Talous	47,000	9
10.	Terveystieteiden	47,000	9

# Magazines with the highest total reach in 2023, *25–34 years old*

	Magazine	Number of readers, 25–34 years old	Coverage rate, %, 25–34 years old (est. 608,000)
1.	Seiska	282,000	46
2.	Yhteishyvä	237,000	39
3.	Me Naiset	211,000	35
4.	Pirkka	143,000	24
5.	Talouselämä	119,000	20
6.	Anna	111,000	18
7.	Kotiliesi	104,000	17
8.	Tekniikka&Talous	103,000	17
9.	Tekniikan Maailma	80,000	13
10.	Tiede	59,000	10

# Magazines with the highest total reach in 2023, *35–44 years old*

	Magazine	Number of readers, 35–44 years old	Coverage rate, %, persons aged 35–44 years old (est. 608,000)
1.	Yhteishyvä	315,000	52
2.	Seiska	269,000	44
3.	Me Naiset	214,000	35
4.	Pirkka	200,000	33
5.	Anna	130,000	21
6.	Talouselämä	121,000	20
7.	Tekniikka&Talous	108,000	18
8.	Kotiliesi	99,000	16
9.	Tekniikan Maailma	88,000	14
10.	Terveydeksi!	79,000	13

# Magazines with the highest total reach in 2023, *45–54 years old*

	Magazine	Number of readers, 45–54 years old	Coverage rate, %, 45–54 years old (est. 591,000)
1.	Yhteishyvä	346,000	58
2.	Pirkka	264,000	45
3.	Seiska	210,000	36
4.	Me Naiset	188,000	32
5.	Terveydeksi!	119,000	20
6.	Talouselämä	115,000	19
7.	Anna	111,000	19
8.	Kotiliesi	107,000	18
9.	Avainapteekit	91,000	15
10.	Tekniikka&Talous	86,000	14

# Magazines with the highest total reach in 2023, *55–64 years old*

	Magazine	Number of readers, 55–64 years old	Coverage rate, %, 55–64 years old (est. 675,000)
1.	Yhteishyvä	406,000	60
2.	Pirkka	332,000	49
3.	Seiska	185,000	27
4.	Me Naiset	176,000	26
5.	Terveydeksi!	168,000	25
6.	Avainapteekit	126,000	19
7.	Kotiliesi	123,000	18
8.	Taloustaito	108,000	16
9.	Anna	106,000	16
10.	Talouselämä	91,000	14

# Magazines with the highest total reach in 2023, *65+ years old*

	Magazine	Number of readers, over 65 years old	Coverage rate, %, over 65 years old (est. 1,264,000)
1.	Yhteishyvä	785,000	62
2.	Pirkka	678,000	54
3.	Terveystieteiden tutkimuskeskus	436,000	34
4.	Avainapteekit	290,000	23
5.	Kotiliesi	270,000	21
6.	ET-lehti	220,000	17
7.	Me Naiset	216,000	17
8.	Eeva	212,000	17
9.	Suomen Kuvalehti	201,000	15
10.	Taloustaito	190,000	14

Number of  
readers  
(print)





**Readership** of a magazine indicates how readers the average issue of each *printed magazine* has.

(Average Issue Readership = AIR)



# Printed magazines with the largest readership in 2023, *all 15+ population*

	Magazine	Number of readers, all over 15 years old	Coverage rate, %, all over 15 years (est. 4,295,000)
1.	Yhteishyvä	2,103,300	49
2.	Pirkka	1,635,400	38
3.	Terveystieteiden tutkimuskeskus	798,200	19
4.	Avainapteekit	605,400	14
5.	Taloustaito	462,600	11
6.	Eeva	308,700	7
7.	Suomen Kuvalehti	293,100	7
8.	Aku Ankka	288,400	7
9.	Moottori	264,100	6
10.	Tiede	262,100	6

# Printed magazines with the largest readership in 2023, *women*

	Magazine	Number of readers, women	Coverage rate, %, women (est. 2,195,000)
1.	Yhteishyvä	1,331,000	61
2.	Pirkka	1,081,000	49
3.	Terveydeksi!	585,000	27
4.	Avainapteekit	431,000	20
5.	Eeva	280,000	13
6.	Kodin Kuvalehti	220,000	10
7.	ET-lehti	202,000	9
8.	Suuri Käsityö	197,000	9
9.	Taloustaito	194,000	9
10.	Kotiliesi	175,000	8

# Printed magazines with the largest readership in 2023, *men*

	Magazine	Number of readers, men	Coverage rate, %, men (est. 2,099,000)
1.	Yhteishyvä	773,000	37
2.	Pirkka	554,000	26
3.	Taloustaito	268,000	13
4.	Moottori	224,000	11
5.	Terveydeksi!	213,000	10
6.	Tekniikan Maailma	201,000	10
7.	Avainapteekit	174,000	8
8.	Aku Ankka	167,000	8
9.	Suomen Kuvalehti	151,000	7
10.	Tiede	151,000	7

# Printed magazines with the largest readership in 2023, *15–24 years old*

	Magazine	Number of readers, 15–24 years old	Coverage rate, %, 15–24 years old (est. 549,000)
1.	Yhteishyvä	80,000	15
2.	Pirkka	65,000	12
3.	Aku Ankka	53,000	10
4.	Tiede	19,000	3
5.	Moottori	16,000	3
6.	Seiska	16,000	3
7.	Tekniikan Maailma	14,000	2
8.	Terveystiete!	13,000	2
9.	Metsästys ja Kalastus	12,000	2
10.	Suuri Käsityö	12,000	2

# Printed magazines with the largest readership in 2023, *25–34 years old*

	Magazine	Number of readers, 25–34 years old	Coverage rate, %, 25–34 years old (est. 608,000)
1.	Yhteishyvä	215,000	35
2.	Pirkka	129,000	21
3.	Aku Ankka	40,000	7
4.	Taloustaito	37,000	6
5.	Avainapteekit	37,000	6
6.	Tiede	33,000	6
7.	Terveydeksi!	29,000	5
8.	Suuri Käsityö	22,000	4
9.	Golflehti	21,000	4
10.	Moottori	20,000	3

# Printed magazines with the largest readership in 2023, *35–44 years old*

	Magazine	Number of readers, 35–44 years old	Coverage rate, %, 35–44 years old (est. 608,000)
1.	Yhteishyvä	300,000	49
2.	Pirkka	189,000	31
3.	Terveystiete!	68,000	11
4.	Aku Ankka	66,000	11
5.	Taloustaito	65,000	11
6.	Avainapteekit	62,000	10
7.	Tiede	37,000	6
8.	Tekniikan Maailma	29,000	5
9.	Moottori	28,000	5
10.	Seiska	25,000	4

# Printed magazines with the largest readership in 2023, *45–54 years old*

	Magazine	Number of readers, 45–54 years old	Coverage rate, %, 45–54 years old (est. 591,000)
1.	Yhteishyvä	335,000	57
2.	Pirkka	256,000	43
3.	Terveystieteiden aikakauslehti	109,000	18
4.	Avainapteekit	89,000	15
5.	Taloustaito	81,000	14
6.	Aku Ankka	50,000	8
7.	Moottori	45,000	8
8.	Tiede	40,000	7
9.	Kodin Kuvalehti	40,000	7
10.	Tekniikan Maailma	37,000	6

# Printed magazines with the largest readership in 2023, *55–64 years old*

	Magazine	Number of readers, 55–64 years old	Coverage rate, %, 55–64 years old (est. 675,000)
1.	Yhteishyvä	398,000	59
2.	Pirkka	326,000	48
3.	Terveystieteiden aikakauslehti	160,000	24
4.	Avainapteekit	125,000	18
5.	Taloustaito	105,000	16
6.	Moottori	60,000	9
7.	Kodin Kuvalehti	56,000	8
8.	Eeva	53,000	8
9.	Tekniikan Maailma	47,000	7
10.	Tiede	45,000	7



# Printed magazines with the largest readership in 2023, *65+ years old*

	Magazine	Number of readers, 65+ years old	Coverage rate, %, 65+ years old (est. 1,264,000)
1.	Yhteishyvä	776,000	61
2.	Pirkka	671,000	53
3.	Terveystiete!	419,000	33
4.	Avainapteekit	283,000	22
5.	ET-lehti	205,000	16
6.	Eeva	204,000	16
7.	Suomen Kuvalehti	184,000	15
8.	Apu	175,000	14
9.	Veronmaksajan Taloustaito	166,000	13
10.	Kotiliesi	131,000	10

A man with a full brown beard and a black beanie is sitting in a bright room, looking down at a smartphone in his hands. He is wearing a white t-shirt. To his right is a large, vibrant green Monstera plant with large, perforated leaves. In the background, there is a large window with a view of a building and a colorful abstract painting on the wall. The overall atmosphere is calm and focused.

# Weekly digital reach



**The weekly digital reach** is the net number of people who have used different *digital versions*\* of the magazine during an average week.

\*) desktop, mobile, apps

# Magazines with the highest digital reach in 2023, *total 15+ population*

	Magazine	Average Average weekly digital reach, all over 15 years old	Coverage rate, %, all over 15 years old (est. 4,295,000)
1.	Seiska	1,207,000	28
2.	Me Naiset	1,094,200	25
3.	Kotiliesi	613,800	14
4.	Anna	565,100	13
5.	Talouselämä	515,600	12
6.	Tekniikka&Talous	429,000	10
7.	Tekniikan Maailma	324,300	8
8.	Yhteishyvä	255,400	6
9.	Apu	212,700	5
10.	Tivi	207,800	5

# Magazines with the highest digital reach in 2023, *women*

	Magazine	Average weekly digital reach, women	Coverage rate, %, women (est. 2,195,000)
1.	Me Naiset	860,000	39
2.	Seiska	640,000	29
3.	Kotiliesi	522,000	24
4.	Anna	472,000	21
5.	Yhteishyvä	178,000	8
6.	Talouselämä	160,000	7
7.	Apu	123,000	6
8.	Kodin Kuvalehti	109,000	5
9.	Pirkka	87,000	4
10.	Seura	87,000	4

# Magazines with the highest digital reach in 2023, *men*

	Magazine	Average weekly digital reach, men	Coverage rate, %, men (est. 2,099,000)
1.	Seiska	567,000	27
2.	Tekniikka&Talous	358,000	17
3.	Talouselämä	356,000	17
4.	Tekniikan Maailma	285,000	14
5.	Me Naiset	232,000	11
6.	Tivi	171,000	8
7.	Mikrobitti	125,000	6
8.	Hymy	114,000	5
9.	Kotiliesi	94,000	4
10.	Anna	93,000	4

# Magazines with the highest digital reach in 2023, *15–24 years old*

	Magazine	Average weekly digital reach, 15–24 years old	Coverage rate, %, 15–24 years old (est. 549,000)
1.	Seiska	222,000	40
2.	Me Naiset	154,000	28
3.	Anna	78,000	14
4.	Kotiliesi	74,000	13
5.	Tekniikka&Talous	46,000	8
6.	Tekniikan Maailma	46,000	8
7.	Talouselämä	38,000	7
8.	Yhteishyvä	33,000	6
9.	Apu	24,000	4
10.	Pirkka	23,000	4

# Magazines with the highest digital reach in 2023, *25–34 years old*

	Magazine	Average weekly digital reach, 25–34 years old	Coverage rate, %, 25–34 (est. 608,000)
1.	Seiska	280,000	46
2.	Me Naiset	219,000	36
3.	Kotiliesi	118,000	19
4.	Anna	116,000	19
5.	Talouselämä	113,000	19
6.	Tekniikka&Talous	100,000	16
7.	Tekniikan Maailma	67,000	11
8.	Yhteishyvä	51,000	8
9.	Tivi	46,000	8
10.	Mikrobitti	35,000	6



# Magazines with the highest digital reach in 2023, *35–44 years old*

	Magazine	Average weekly digital reach, 35–44 years old	Coverage rate, %, 35–44 years old (est. 608,000)
1.	Seiska	263,000	43
2.	Me Naiset	217,000	36
3.	Anna	132,000	22
4.	Kotiliesi	112,000	18
5.	Talouselämä	110,000	18
6.	Tekniikka&Talous	99,000	16
7.	Tekniikan Maailma	68,000	11
8.	Yhteishyvä	52,000	9
9.	Tivi	51,000	8
10.	Apu	47,000	8

# Magazines with the highest digital reach in 2023, *45–54 years old*

	Magazine	Average weekly digital reach, 45–54 years old	Coverage rate, %, 45–54 years old (est. 591,000)
1.	Seiska	186,000	31
2.	Me Naiset	175,000	30
3.	Kotiliesi	104,000	18
4.	Anna	98,000	17
5.	Talouselämä	95,000	16
6.	Tekniikka&Talous	75,000	13
7.	Tekniikan Maailma	53,000	9
8.	Tivi	43,000	7
9.	Yhteishyvä	41,000	7
10.	Apu	41,000	7

# Magazines with the highest digital reach in 2023, *55–64 years old*

	Magazine	Average weekly digital reach, 55–64 years old	Coverage rate, %, 55–64 years old (est. 675,000)
1.	Me Naiset	160,000	24
2.	Seiska	148,000	22
3.	Kotiliesi	98,000	15
4.	Anna	81,000	12
5.	Talouselämä	74,000	11
6.	Tekniikka&Talous	56,000	8
7.	Tekniikan Maailma	50,000	7
8.	Apu	39,000	6
9.	Tivi	36,000	5
10.	Yhteishyvä	31,000	5

# Magazines with the highest digital reach in 2023, *65+ years old*

	Magazine	Average weekly digital reach, 65+ years old	Coverage rate, %, 65+ years old (est. 1,264,000)
1.	Me Naiset	166,000	13
2.	Kotiliesi	110,000	9
3.	Seiska	107,000	8
4.	Talouselämä	85,000	7
5.	Anna	61,000	5
6.	Tekniikka&Talous	53,000	4
7.	Yhteishyvä	47,000	4
8.	Tekniikan Maailma	41,000	3
9.	Apu	34,000	3
10.	Seura	31,000	2

The Finnish National Readership Survey (NRS) figures for individual magazines can be obtained without registration from Magazine Rate Card service:

[www.ratecards.fi](http://www.ratecards.fi)

More summaries from the NRS in Finnish Magazine Media Association's website:

[www.aikakausmedia.fi/en/research](http://www.aikakausmedia.fi/en/research)



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