

A woman with blonde hair tied back, wearing a pink and green patterned sweater and a black backpack, stands in a field of tall sunflowers. She is holding a magazine titled 'LIFE' and looking towards the horizon where the sun is setting. The sun is low in the sky, creating a warm, golden glow over the field. The sunflowers are in various stages of growth, with some heads beginning to form.

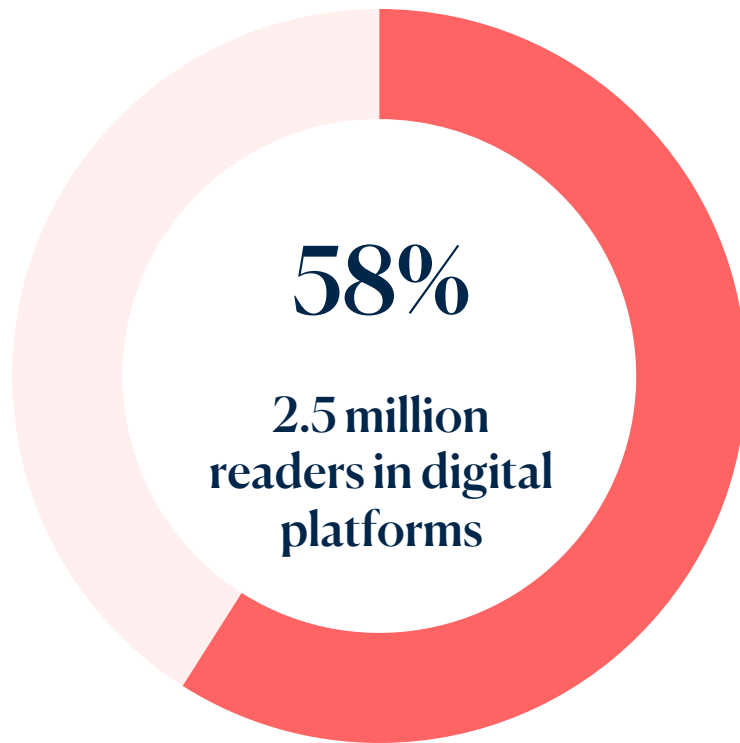
Total reach, Readership & Digital reach of magazines

Contents

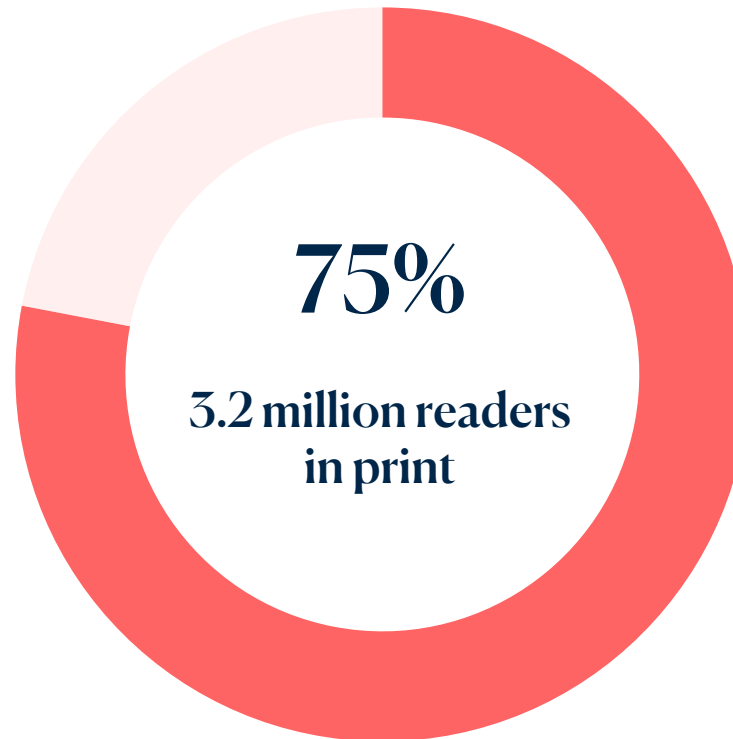
- 01 Summary: Magazine media audiences in Finland
- 02 Magazines (print + digital) with highest total reach
- 03 Magazines with largest average issue readership (print)
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Total audience of Magazine media is 3.8 million

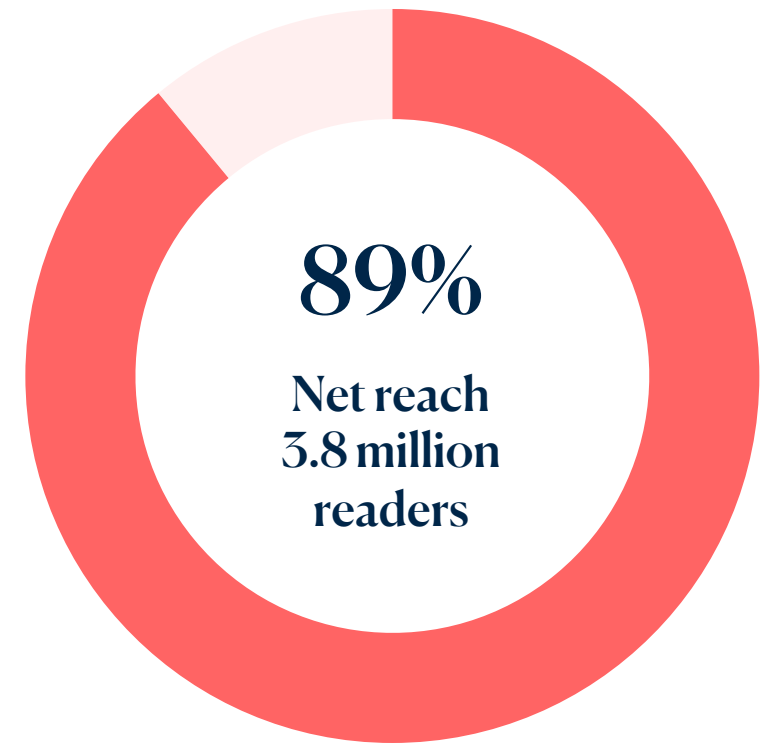
Population aged 15 and over. The figures are net figures



Digital audience measured from 61 magazines.



Print audience measured from 74 magazines.



Net reach includes readers of 76 magazines (print & digital)

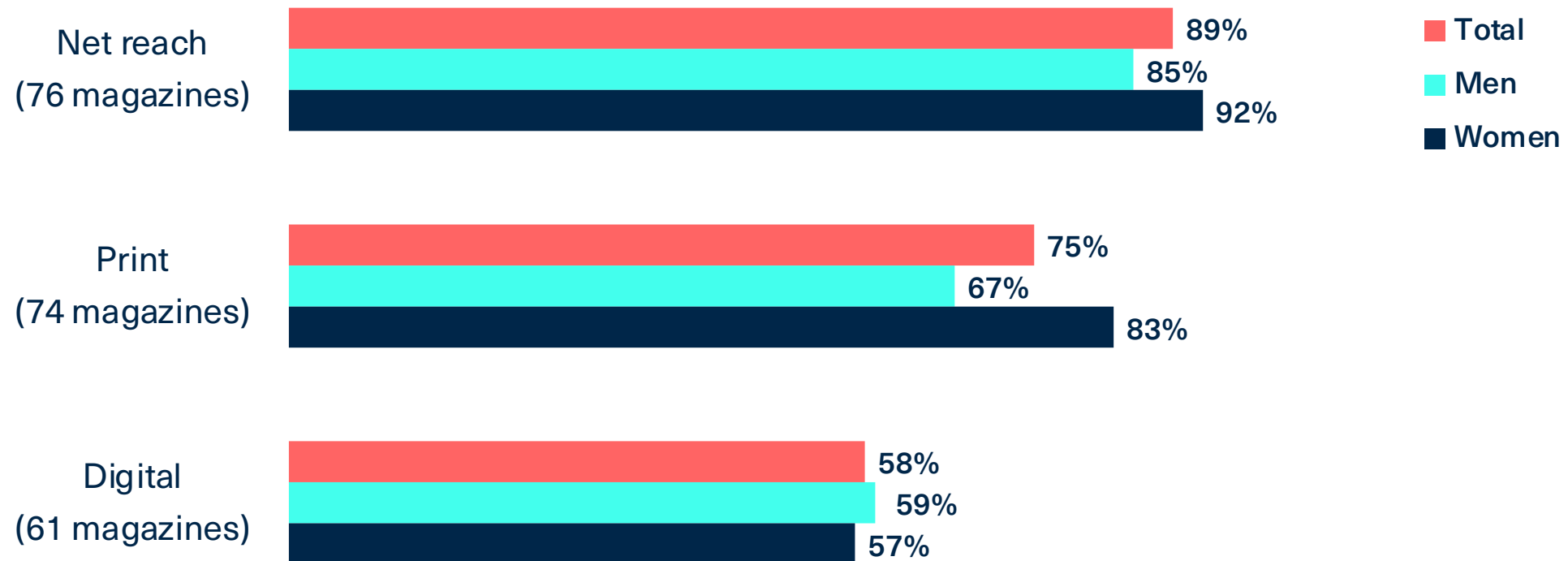
More than 2 million women and almost 1.8 million men read magazines

Population aged 15 and over. The figures are net figures.

	Population aged 15 and over <i>(est. 4,291,300)</i>	Women <i>(est. 2,191,900)</i>	Men <i>(est. 2,099,400)</i>
Net reach (76 magazines)	3,804,200	2,023,700	1,780,500
Printin readership (74 magazines)	3,236,100	1,822,700	1,413,300
Digital weekly reach (61 magazines)	2,476,000	1,241,400	1,234,600

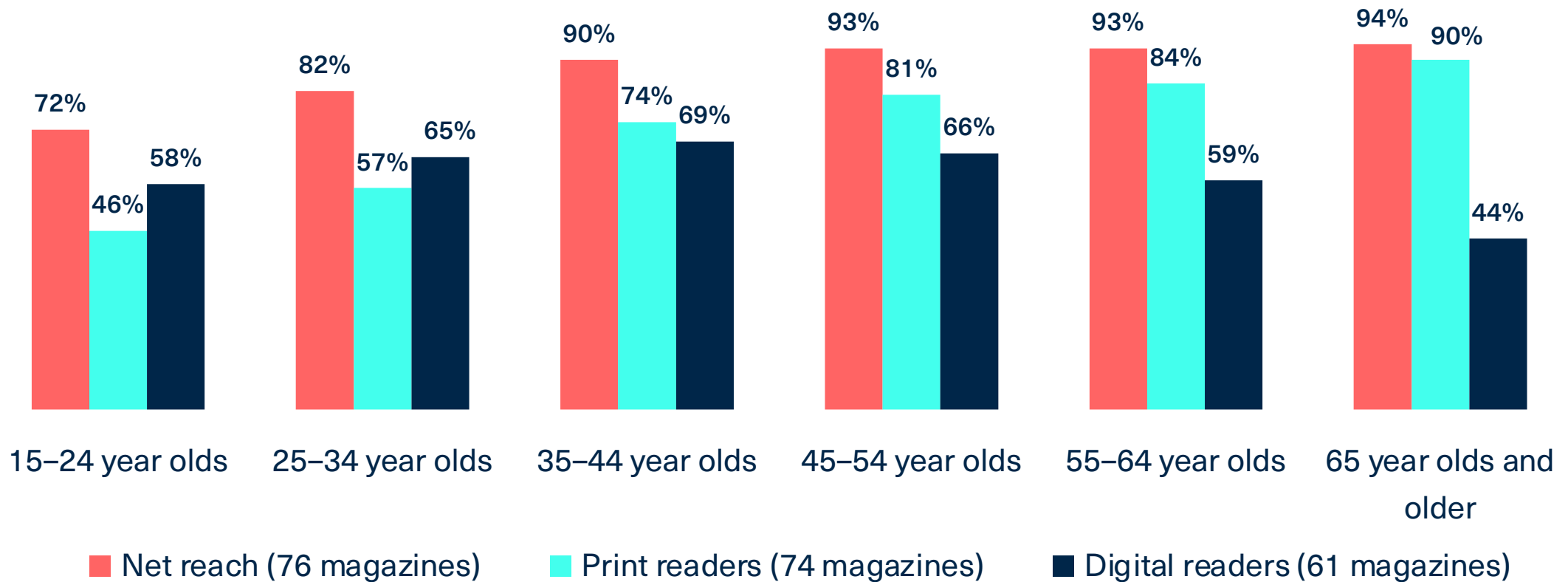
Women are more likely to read print magazines

Population aged 15 and over. The figures are net figures.



Print is the most common way to read magazines in almost all age groups – except for those under 35

Population aged 15 and over. The figures are net figures.

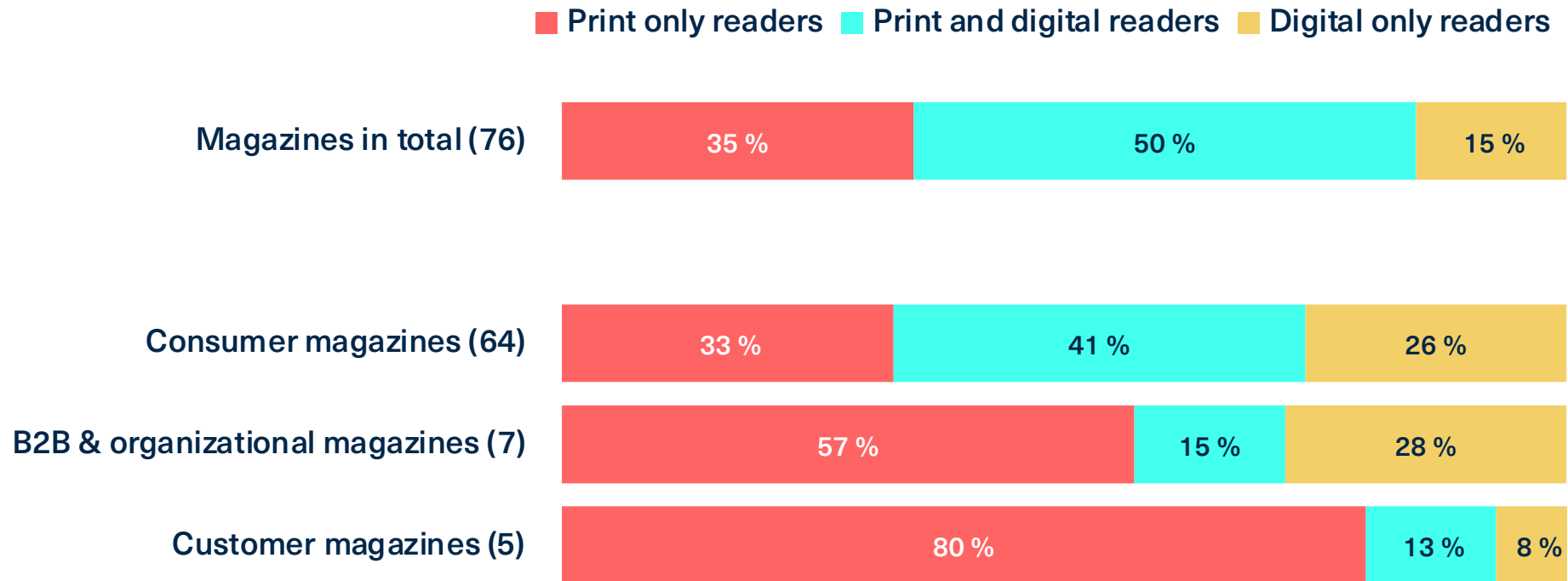


Reach of magazines *by age*

	Population aged 15 and over <i>(est. 4,291,300)</i>	15–24 year olds <i>(est. 556,100)</i>	25–34 year olds <i>(est. 585,000)</i>	35–44 year olds <i>(est. 608,400)</i>	45–54 year olds <i>(est. 585,500)</i>	55–64 year olds <i>(est. 649,800)</i>	65 year olds and older <i>(est. 1,306,500)</i>
Net reach (76 magazines)	3,869,500	400,900	479,000	547,100	543,000	605,900	1,228,200
Print readers (74 magazines)	3,337,500	253,300	333,100	450,900	471,500	546,500	1,180,700
Digital readers (61 magazines)	2,544,100	321,400	382,800	419,500	387,500	383,700	581,000

Half of readers read both print and digital magazines

Population aged 15 and over.



Total reach
(print + digital)





Average issue readership
+ digital weekly reach
= total reach

The total reach figure 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 2026, *total population*

	Magazine	Total reach (print + digital), 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,300)
1.	Yhteishyvä	2,018,900	47
2.	Pirkka	1,728,500	40
3.	Me Naiset*	999,600	23
4.	Seiska	986,700	23
5.	Terveydeksi!	724,500	17
6.	Avainapteekit	700,600	16
7.	Mikrobitti**	672,800	16
8.	Kotiliesi	641,500	15
9.	Tekniikka&Talous	560,400	13
10.	Talouselämä	544,600	13

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Magazines with the highest total reach in 2026, *Women*

	Magazine	Total reach (print + digital), Women	Coverage %, Women (est. 2,191,900)
1.	Yhteishyvä	1,335,000	61
2.	Pirkka	1,150,900	53
3.	Me Naiset*	785,000	36
4.	Terveystiete!	546,700	25
5.	Kotiliesi	533,600	24
6.	Seiska	501,800	23
7.	Avainapteekit	498,400	23
8.	Avotakka**	413,300	19
9.	Anna	389,200	18
10.	Eeva	317,800	14

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Magazines with the highest total reach in 2026,

Men

	Magazine	Total reach (print + digital), Men	Coverage %, Men (est. 2,099,400)
1.	Yhteishyvä	683,900	33
2.	Mikrobitti*	582,300	28
3.	Pirkka	577,700	28
4.	Seiska	484,900	23
5.	Tekniikka&Talous	446,300	21
6.	Tekniikan Maailma	421,900	20
7.	Talouselämä	358,400	17
8.	Taloustaito	297,200	14
9.	Moottori	293,600	14
10.	Katso**	258,800	12

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Magazines with the highest total reach in 2026, *15–24 year olds*

	Magazine	Total reach (print + digital), 15–24 year olds	Coverage %, 15-24 year olds (est. 556,100)
1.	Seiska	163,000	29
2.	Me Naiset*	117,100	21
3.	Yhteishyvä	110,200	20
4.	Pirkka	99,900	18
5.	Mikrobitti**	88,700	16
6.	Aku Ankka	70,100	13
7.	Kotiliesi	66,700	12
8.	Tekniikka&Talous	55,700	10
9.	Tekniikan Maailma	51,600	9
10.	Tiede	50,100	9

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Magazines with the highest total reach in 2026, *25–34 year olds*

	Magazine	Total reach (print + digital), 25–34 year olds	Coverage %, 25–34 year olds (est. 585,000)
1.	Yhteishyvä	191,400	33
2.	Seiska	153,200	26
3.	Pirkka	152,900	26
4.	Me Naiset*	140,100	24
5.	Mikrobitti**	116,500	20
6.	Kotiliesi	90,600	15
7.	Talouselämä	87,800	15
8.	Tekniikka&Talous	87,000	15
9.	Avotakka***	73,000	12
10.	Anna	67,300	12

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Magazines with the highest total reach in 2026, *35–44 year olds*

	Magazine	Total reach (print + digital), 35–44 year olds	Coverage %, 35–44 year olds (est. 608,400)
1.	Yhteishyvä	276,200	45
2.	Pirkka	214,600	35
3.	Me Naiset*	187,000	31
4.	Seiska	176,300	29
5.	Mikrobitti**	156,200	26
6.	Tekniikka&Talous	115,200	19
7.	Talouselämä	109,400	18
8.	Avotakka***	86,100	14
9.	Kotiliesi	84,500	14
10.	Anna	74,900	12

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Magazines with the highest total reach in 2026, *45–54 year olds*

	Magazine	Total reach (print + digital), 45–54 year olds	Coverage %, 45–54 year olds (est. 585,500)
1.	Yhteishyvä	297,500	51
2.	Pirkka	234,600	40
3.	Me Naiset*	193,600	33
4.	Seiska	162,000	28
5.	Mikrobitti**	108,500	19
6.	Tekniikka&Talous	102,500	18
7.	Kotiliesi	100,800	17
8.	Talouselämä	99,800	17
9.	Taloustaito	92,900	16
10.	Avainapteekit	92,800	16

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Magazines with the highest total reach in 2026, *55–64 year olds*

	Magazine	Total reach (print + digital), 55–64 year olds	Coverage %, 55–64 year olds (est. 649,800)
1.	Yhteishyvä	351,100	54
2.	Pirkka	306,400	47
3.	Me Naiset*	168,500	26
4.	Seiska	152,000	23
5.	Terveystieto	138,400	21
6.	Avainapteekit	133,100	20
7.	Taloustaito	115,800	18
8.	Mikrobitti**	96,500	15
9.	Kotiliesi	95,700	15
10.	Talouselämä	88,400	14

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Magazines with the highest total reach in 2026, *65 year olds and older*

	Magazine	Total reach (print + digital), 65 year olds and older	Coverage %, 65 year olds and older (est. 1,306,500)
1.	Yhteishyvä	792,400	61
2.	Pirkka	720,000	55
3.	Terveystiete	382,200	29
4.	Avainapteekit	344,500	26
5.	Kotiliesi	203,100	16
6.	Taloustaito	202,400	15
7.	Me Naiset*	193,400	15
8.	ET-lehti	190,200	15
9.	Eeva	181,900	14
10.	Apu	181,700	14

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Readerships (print)





Readership indicates how many readers the average issue of a *print magazine* has.

(Average Issue Readership = AIR)

Print magazines with the largest readership in 2026, *total population*

	Magazine	Readership, 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,300)
1.	Yhteishyvä	1,814,300	42
2.	Pirkka	1,631,400	38
3.	Terveystiete	700,700	16
4.	Avainapteenit	668,500	16
5.	Taloustaito	484,100	11
6.	Aku Ankka	262,800	6
7.	Mototteri	255,900	6
8.	Tiede	251,800	6
9.	Suomen Kuvalehti	249,700	6
10.	Tekniikan Maailma	234,800	5

Print magazines with the largest readership in 2026, *Women*

	Magazine	Readership, Women	Coverage %, Women (est. 2,191,900)
1.	Yhteishyvä	1,204,900	55
2.	Pirkka	1,093,100	50
3.	Terveystiete!	537,900	25
4.	Avainapteekit	483,900	22
5.	Taloustaito	215,900	10
6.	Eeva	210,000	10
7.	Kodin Kuva-lehti	196,700	9
8.	Suuri Käsityö	183,900	8
9.	Kotiliesi Käsityö	179,300	8
10.	ET-lehti	176,400	8

Print magazines with the largest readership in 2026,

Men

	Magazine	Readership, Men	Coverage %, Men (est. 2,099,400)
1.	Yhteishyvä	609,300	29
2.	Pirkka	538,300	26
3.	Taloustaito	268,100	13
4.	Moottori	224,200	11
5.	Tekniikan Maailma	204,200	10
6.	Avainapteekit	184,700	9
7.	Terveystiete	162,800	8
8.	Aku Ankka	146,200	7
9.	Tiede	143,800	7
10.	Suomen Kuvalehti	134,200	6

Print magazines with the largest readership in 2026, *15–24 year olds*

	Magazine	Readership, 15-24 year olds	Coverage %, 15-24 year olds (est. 556,100)
1.	Pirkka	80,300	14
2.	Yhteishyvä	74,100	13
3.	Aku Ankka	60,600	11
4.	Tiede	26,800	5
5.	Avainapteekit	19,800	4
6.	Terveystiete!	19,300	3
7.	Tiede Luonto	19,300	3
8.	Mototori	16,600	3
9.	Tekniikan Maailma	16,500	3
10.	Metsästys ja Kalastus	16,000	3

Print magazines with the largest readership in 2026, *25–34 year olds*

	Magazine	Readership, 25–34 year olds	Coverage %, 25–34 year olds (est. 585,000)
1.	Yhteishyvä	148,500	25
2.	Pirkka	129,900	22
3.	Avainapteekit	35,100	6
4.	Taloustaito	33,400	6
5.	Aku Ankka	32,300	6
6.	Terveystietä!	30,400	5
7.	Tiede	23,800	4
8.	Opettaja	20,100	3
9.	Tekniikan Maailma	17,500	3
10.	Suuri Käsityö	17,400	3

Print magazines with the largest readership in 2026, *35–44 year olds*

	Magazine	Readership, 35–44 year olds	Coverage %, 35–44 year olds (est. 608,400)
1.	Yhteishyvä	232,200	38
2.	Pirkka	192,300	32
3.	Avainapteekit	61,200	10
4.	Aku Ankka	59,600	10
5.	Taloustaito	56,500	9
6.	Terveystiete	53,900	9
7.	Tiede	30,900	5
8.	Moottori	30,600	5
9.	Opettaja	26,000	4
10.	Tekniikan Maailma	24,500	4

Print magazines with the largest readership in 2026, *45–54 year olds*

	Magazine	Readership, 45–54 year olds	Coverage %, 45–54 year olds (est. 585,500)
1.	Yhteishyvä	263,400	45
2.	Pirkka	222,200	38
3.	Avainapteekit	89,800	15
4.	Terveystiete!	85,500	15
5.	Taloustaito	85,200	15
6.	Moottori	44,400	8
7.	Aku Ankka	40,000	7
8.	Tekniikan Maailma	35,800	6
9.	Opettaja	35,400	6
10.	Tiede	34,700	6

Print magazines with the largest readership in 2026, *55–64 year olds*

	Magazine	Readership, 55–64 year olds	Coverage %, 55–64 year olds (est. 649,800)
1.	Yhteishyvä	328,000	50
2.	Pirkka	297,100	46
3.	Terveystiete	134,700	21
4.	Avainapteenit	128,600	20
5.	Taloustaito	109,100	17
6.	Mototri	54,500	8
7.	Kodin Kuvalihti	44,100	7
8.	Eeva	39,800	6
9.	Tekniikan Maailma	38,300	6
10.	Tiede	38,000	6

Print magazines with the largest readership in 2026, *65 year olds and older*

	Magazine	Readership, 65 year olds and older	Coverage %, 65 year olds and older (est. 1,306,500)
1.	Yhteishyvä	768,200	59
2.	Pirkka	709,700	54
3.	Terveystiete	376,900	29
4.	Avainapteekit	334,100	26
5.	Taloustaito	187,900	14
6.	ET-lehti	182,300	14
7.	Eeva	153,600	12
8.	Suomen Kuvalehti	152,800	12
9.	Apu	144,800	11
10.	Kodin Kuvalehti	114,400	9

A man with a full brown beard and a dark grey beanie is sitting and 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 several large, split leaves. In the background, there is a large window with a view of a building outside, and a large abstract painting with red, black, and white strokes is visible on the left wall.

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.

Magazines with the highest digital reach in 2026, *total population*

	Magazine	Digital weekly reach, 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,300)
1.	Me Naiset*	956,000	22
2.	Seiska	884,100	21
3.	Mikrobitti**	672,900	7
4.	Tekniikka&Talous	504,200	12
5.	Kotiliesi	486,900	11
6.	Katso***	445,200	10
7.	Talouselämä	444,000	10
8.	Yhteishyvä	421,400	10
9.	Kotona (meillakotona.fi)	378,200	9
10.	Anna	376,100	9

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Magazines with the highest digital reach in 2026, *Women*

	Magazine	Digital weekly reach, Women	Coverage %, Women (est. 2,191,900)
1.	Me Naiset*	741,900	34
2.	Seiska	440,100	20
3.	Kotiliesi	398,400	18
4.	Kotona (meillakotona.fi)	333,500	15
5.	Anna	316,700	14
6.	Yhteishyvä	295,500	13
7.	Katso**	157,900	7
8.	Talouselämä	142,800	7
9.	Seura	133,600	6
10.	Apu	129,000	6

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Magazines with the highest digital reach in 2026,

Men

	Magazine	Digital weekly reach, Men	Coverage %, Men (est. 2,099,400)
1.	Mikrobitti*	587,700	28
2.	Seiska	444,000	21
3.	Tekniikka&Talous	403,600	19
4.	Talouselämä	301,200	14
5.	Katso**	288,000	14
6.	Tekniikan Maailma	267,200	13
7.	Me Naiset***	214,300	10
8.	Tiede	126,900	6
9.	Yhteishyvä	126,000	6
10.	Tivi	121,300	6

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Magazines with the highest digital reach in 2026, *15–24 year olds*

	Magazine	Digital weekly reach, 15-24 year olds	Coverage %, 15-24 year olds (est. 556,100)
1.	Seiska	155,000	28
2.	Me Naiset*	119,700	22
3.	Mikrobitti**	83,200	15
4.	Kotiliesi	60,700	11
5.	Tekniikka&Talous	52,100	9
6.	Yhteishyvä	48,900	9
7.	Katso***	45,000	8
8.	Anna	43,900	8
9.	Tekniikan Maaailma	40,300	7
10.	Kotona (meillakotona.fi)	39,200	7

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Magazines with the highest digital reach in 2026, *25–34 year olds*

	Magazine	Digital weekly reach, 25–34 year olds	Coverage %, 25–34 year olds (est. 585,000)
1.	Seiska	145,600	25
2.	Me Naiset*	142,900	24
3.	Mikrobitti**	123,700	21
4.	Kotiliesi	86,000	15
5.	Tekniikka&Talous	83,400	14
6.	Talouselämä	82,000	14
7.	Yhteishyvä	72,000	12
8.	Kotona (meillakotona.fi)	68,700	12
9.	Anna	64,000	11
10.	kaksplus.fi	57,000	10

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Magazines with the highest digital reach in 2026, *35–44 year olds*

	Magazine	Digital weekly reach, 35–44 year olds	Coverage %, 35–44 year olds (est. 608,400)
1.	Me Naiset*	189,600	31
2.	Seiska	167,000	27
3.	Mikrobitti**	158,800	26
4.	Tekniikka&Talous	101,000	17
5.	Talouselämä	96,300	16
6.	Yhteishyvä	90,000	15
7.	Katso***	77,900	13
8.	Kotiliesi	76,500	13
9.	Kotona (meillakotona.fi)	75,900	12
10.	Anna	69,400	11

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Magazines with the highest digital reach in 2026, *45–54 year olds*

	Magazine	Digital weekly reach, 45–54 year olds	Coverage %, 45–54 year olds (est. 585,500)
1.	Me Naiset*	188,500	32
2.	Seiska	149,800	26
3.	Mikrobitti**	107,300	18
4.	Katso***	92,900	16
5.	Tekniikka&Talous	90,900	16
6.	Kotiliesi	89,200	15
7.	Talouselämä	84,000	14
8.	Anna	81,700	14
9.	Yhteishyvä	73,900	13
10.	Kotona (meillakotona.fi)	69,400	12

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Magazines with the highest digital reach in 2026, *55–64 year olds*

	Magazine	Digital weekly reach, 55–64 year olds	Coverage %, 55–64 year olds (est. 649,800)
1.	Me Naiset*	156,100	24
2.	Seiska	130,300	20
3.	Mikrobitti**	97,200	15
4.	Katso***	82,200	13
5.	Kotiliesi	74,600	11
6.	Tekniikka&Talous	74,200	11
7.	Talouselämä	69,300	11
8.	Kotona (meillakotona.fi)	63,900	10
9.	Anna	61,200	9
10.	Yhteishyvä	60,800	9

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Magazines with the highest digital reach in 2026, *65 year olds and older*

	Magazine	Digital weekly reach, 65 year olds and older	Coverage %, 65 year olds and older (est. 1,306,500)
1.	Me Naiset*	159,300	12
2.	Seiska	136,500	10
3.	Mikrobitti**	102,700	8
4.	Tekniikka&Talous	102,600	8
5.	Kotiliesi	99,900	8
6.	Katso***	95,700	7
7.	Talouselämä	81,600	6
8.	Yhteishyvä	75,800	6
9.	Tekniikan Maailma	63,000	5
10.	Kotona (meillakotona.fi)	61,100	5

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

More NRS summaries can be found in Finnish Magazine Media Association's website:
www.aikakausmedia.fi/en/research

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