

Media as an information source during the purchase process

Industries

Cars • Home appliances, electronics and information technology • Cosmetics and beauty

Travel • Style and fashion • Building and renovation • Food and cooking

Eyewear, contact lenses and sunglasses • Furniture and decor • Savings and investment

Health and wellness products and services • Sportswear, footwear and sports equipment



Where do you get tips and ideas for cars and purchasing a car?

| | % of all respondents | | | % of those considering purchasing a car in the next 12 months | | |
|--------------------------|------------------------------------|-------------------------|-----------------------|---|--|--|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 572 000 | Women considering purchasing est. 214 000 | Men considering purchasing est. 359 000 |
| Print newspapers | 16 | 14 | 17 | 19 | 16 | 20 |
| Print magazines | 11 | 6 | 16 | 16 | 8 | 20 |
| Social Media | 10 | 7 | 13 | 20 | 12 | 24 |
| Direct mail | 10 | 9 | 11 | 13 | 12 | 14 |
| Television | 9 | 8 | 11 | 13 | 12 | 14 |
| Magazine websites | 6 | 2 | 9 | 10 | 4 | 13 |
| Newspaper websites | 5 | 4 | 7 | 8 | 6 | 9 |
| Blogs | 2 | 1 | 4 | 5 | 1 | 7 |
| Radio | 1 | 1 | 1 | 3 | 1 | 4 |
| Other websites | 41 | 30 | 53 | 70 | 59 | 77 |
| <i>None of the above</i> | 42 | 54 | 30 | 15 | 27 | 8 |

Top magazines – car purchases and purchase intentions

| Magazine | Get ideas for purchasing a car from print magazines , % of readers |
|----------------------|---|
| Tivi | 26 |
| Tekniikan Maailma | 23 |
| IS Urheilulehti | 23 |
| Arvopaperi | 22 |
| Mikrobitti | 21 |
| Tuulilasi | 21 |
| TM Rakennusmaailma | 20 |
| Auto Bild Suomi | 20 |
| Moottori | 20 |
| Vauhdin Maailma | 20 |
| Vene | 20 |
| All magazines | 11 |

| Magazine | Get ideas for purchasing a car from magazine websites , % of readers |
|----------------------|---|
| Tivi | 18 |
| Mikrobitti | 16 |
| Is Urheilulehti | 13 |
| Auto Bild Suomi | 13 |
| Tekniikan Maailma | 12 |
| Moottori | 12 |
| TM Rakennusmaailma | 11 |
| Vene | 11 |
| Tekniikka & Talous | 11 |
| Arvopaperi | 10 |
| Tuulilasi | 10 |
| Kippari | 10 |
| All magazines | 6 |

| Magazine | Plan to purchase a car in the next 12 months, % of readers |
|----------------------|--|
| Tivi | 20 |
| Mikrobitti | 19 |
| Auto Bild Suomi | 19 |
| Käytännön Maamies | 19 |
| Koneviesti | 19 |
| Moottori | 18 |
| IS Urheilulehti | 17 |
| Tuulilasi | 17 |
| Vauhdin Maailma | 16 |
| TM Rakennusmaailma | 16 |
| Tekniikka & Talous | 16 |
| All magazines | 13 |

Where do you get tips and ideas for purchasing **home appliances, electronics and information technology**?

| | % of all respondents | | | % of those considering purchasing home appliances, electronics and information technology in the next 12 months | | |
|--------------------------|---|--------------------------------|------------------------------|---|---|---|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 1 890 000 | Women considering purchasing est. 832 000 | Men considering purchasing est. 1 058 000 |
| Direct mail | 38 | 42 | 35 | 38 | 43 | 34 |
| Print newspapers | 21 | 21 | 20 | 21 | 25 | 19 |
| Social media | 21 | 20 | 23 | 29 | 26 | 31 |
| Print magazines | 17 | 16 | 18 | 20 | 18 | 22 |
| Television | 17 | 16 | 19 | 20 | 19 | 21 |
| Magazine websites | 9 | 6 | 12 | 13 | 8 | 16 |
| Newspaper websites | 8 | 6 | 10 | 12 | 9 | 14 |
| Blogs | 5 | 4 | 6 | 9 | 7 | 10 |
| Radio | 2 | 1 | 2 | 3 | 2 | 3 |
| Other websites | 49 | 41 | 57 | 60 | 51 | 67 |
| <i>None of the above</i> | 16 | 20 | 13 | 10 | 12 | 8 |

Top magazines – home appliances, electronics and information technology purchases and purchase intentions

| Magazine | Get ideas for purchasing home appliances etc. from print magazines , % of readers |
|----------------------|--|
| Mikrobitti | 31 |
| Tivi | 29 |
| Matka | 29 |
| Antiikki & Design | 29 |
| IS Urheilulehti | 28 |
| Suomen Kuvalehti | 27 |
| Tekniikan Maailma | 25 |
| Talouselämä | 25 |
| Glorian Koti | 25 |
| Et-lehti | 25 |
| Gloria | 25 |
| ET Terveys | 25 |
| All magazines | 17 |

| Magazine | Get ideas for purchasing home appliances etc. from magazine websites , % of readers |
|----------------------|--|
| Tivi | 22 |
| Mikrobitti | 17 |
| IS Urheilulehti | 16 |
| Tekniikka & Talous | 15 |
| Arvopaperi | 14 |
| Talouselämä | 13 |
| Kippari | 13 |
| Alibi | 13 |
| Tekniikan Maailma | 12 |
| Moottori | 12 |
| All magazines | 9 |

| Magazine | Plan to purchase home appliances etc. in the next 12 months, % of readers |
|----------------------|---|
| Tivi | 59 |
| IS Urheilulehti | 56 |
| Mikrobitti | 54 |
| Tekniikka & Talous | 50 |
| Auto Bild Suomi | 50 |
| Aku Ankka | 49 |
| Arvopaperi | 48 |
| Moottori | 48 |
| TM Rakennusmaailma | 48 |
| All magazines | 44 |

Where do you get tips and ideas for purchasing cosmetics and beauty products?

| | % of all respondents | | | % of those considering purchasing cosmetics and beauty products in the next 12 months | | |
|--------------------------|------------------------------------|-------------------------|-----------------------|---|--|--|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 1 579 000 | Women considering purchasing est. 1 296 000 | Men considering purchasing est. 282 000 |
| Social media | 22 | 35 | 8 | 42 | 47 | 19 |
| Print magazines | 20 | 33 | 6 | 37 | 42 | 16 |
| Direct mail | 15 | 21 | 9 | 24 | 25 | 19 |
| Television | 12 | 15 | 9 | 19 | 19 | 22 |
| Blogs | 9 | 16 | 2 | 20 | 23 | 5 |
| Print newspapers | 8 | 10 | 6 | 11 | 11 | 14 |
| Magazine websites | 8 | 13 | 13 | 17 | 18 | 14 |
| Newspaper websites | 4 | 5 | 3 | 8 | 7 | 12 |
| Radio | 2 | 2 | 1 | 2 | 2 | 5 |
| Other websites | 15 | 20 | 10 | 26 | 27 | 25 |
| <i>None of the above</i> | 49 | 29 | 70 | 20 | 15 | 42 |

Top magazines – cosmetics and beauty product purchases and purchase intentions

| Magazine | Get ideas for purchasing cosmetics and beauty products from print magazines , % of readers |
|----------------------|---|
| Gloria | 43 |
| Anna | 41 |
| Kauneus & Terveys | 39 |
| Eeva | 39 |
| Deko | 38 |
| Glorian Koti | 38 |
| Trendi | 37 |
| Avotakka | 37 |
| Koti ja Keittiö | 37 |
| Kotilääkäri | 37 |
| Suuri Käsityö | 37 |
| Kotiliesi Käsityö | 37 |
| Kotiliesi | 37 |
| All magazines | 20 |

| Magazine | Get ideas for purchasing cosmetics and beauty products from magazine websites , % of readers |
|----------------------|---|
| Trendi | 20 |
| Sport | 18 |
| Fit | 16 |
| Deko | 15 |
| Kauneus & Terveys | 14 |
| Mondo | 14 |
| Glorian ruoka&viini | 14 |
| Image | 14 |
| Gloria | 13 |
| Glorian Koti | 13 |
| Unelmien Talo & Koti | 13 |
| HS Meidän Perhe | 13 |
| All magazines | 8 |

| Magazine | Plan to purchase cosmetics and beauty products in the next 12 months, % of readers |
|----------------------|--|
| Trendi | 68 |
| Kauneus & Terveys | 60 |
| Gloria | 60 |
| Sport | 59 |
| Fit | 59 |
| HS Meidän Perhe | 59 |
| Suuri Käsityö | 58 |
| Me Naiset | 58 |
| Deko | 56 |
| Glorian Koti | 55 |
| Anna | 55 |
| All magazines | 37 |

Where do you get tips and ideas for making **travel reservations?**

| | % of all respondents | | | % of those considering making travel reservations in the next 12 months | | |
|--------------------------|---|--------------------------------|------------------------------|---|--|--|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering est. 1 617 000 | Women considering est. 860 000 | Men considering est. 757 000 |
| Social media | 28 | 33 | 23 | 39 | 44 | 33 |
| Print magazines | 19 | 23 | 16 | 27 | 31 | 23 |
| Print newspapers | 17 | 19 | 16 | 24 | 25 | 23 |
| Television | 16 | 18 | 15 | 22 | 22 | 21 |
| Blogs | 12 | 16 | 9 | 18 | 24 | 12 |
| Direct mail | 10 | 10 | 9 | 12 | 12 | 12 |
| Magazine websites | 9 | 10 | 9 | 14 | 13 | 15 |
| Newspaper websites | 8 | 8 | 9 | 13 | 12 | 14 |
| Radio | 3 | 3 | 3 | 4 | 4 | 4 |
| Other websites | 49 | 48 | 50 | 66 | 63 | 69 |
| <i>None of the above</i> | 28 | 26 | 31 | 11 | 12 | 11 |

Top magazines – travel reservations and travel intentions

| Magazine | Get ideas for making travel reservations from print magazines, % of readers |
|----------------------|---|
| Gloria | 35 |
| Glorian Koti | 32 |
| Mondo | 32 |
| Tivi | 32 |
| Deko | 31 |
| Anna | 31 |
| Eeva | 31 |
| Avotakka | 31 |
| Viinilehti | 30 |
| Suomen Kuvalehti | 30 |
| All magazines | 19 |

| Magazine | Get ideas for making travel reservations from magazine websites, % of readers |
|----------------------|---|
| Tivi | 18 |
| Trendi | 18 |
| Mondo | 16 |
| Image | 15 |
| Glorian ruoka&viini | 14 |
| HS Meidän Perhe | 14 |
| Deko | 13 |
| Viinilehti | 13 |
| Sport | 13 |
| Fit | 13 |
| IS Urheilulehti | 13 |
| Mikrobitti | 13 |
| All magazines | 9 |

| Magazine | Plan to make travel reservations in the next 12 months, % of readers |
|----------------------|--|
| Tivi | 53 |
| Trendi | 52 |
| Mondo | 52 |
| Gloria | 52 |
| Talouselämä | 50 |
| Tekniikka & Talous | 50 |
| Viinilehti | 49 |
| Glorian ruoka&viini | 47 |
| Sport | 47 |
| Arvopaperi | 47 |
| Suomen Kuvalehti | 47 |
| All magazines | 38 |

Where do you get tips and ideas for **style and fashion** purchases?

| | % of all respondents | | | % of those considering purchasing clothing and footwear in the next 12 months | | |
|--------------------------|---|--------------------------------|------------------------------|---|---|---|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 2 831 000 | Women considering purchasing est. 1 612 000 | Men considering purchasing est. 1 220 000 |
| Social media | 29 | 40 | 18 | 36 | 45 | 25 |
| Print magazines | 25 | 36 | 13 | 30 | 42 | 15 |
| Direct mail | 25 | 31 | 18 | 28 | 33 | 20 |
| Television | 17 | 21 | 13 | 20 | 24 | 15 |
| Print newspapers | 15 | 17 | 12 | 15 | 18 | 14 |
| Magazine websites | 12 | 16 | 8 | 14 | 18 | 9 |
| Blogs | 11 | 17 | 5 | 15 | 21 | 6 |
| Newspaper websites | 6 | 7 | 6 | 8 | 8 | 8 |
| Radio | 1 | 1 | 1 | 1 | 1 | 1 |
| Other websites | 31 | 35 | 26 | 38 | 40 | 35 |
| <i>None of the above</i> | 33 | 20 | 47 | 25 | 14 | 39 |

Top magazines – style and fashion purchases and purchase intentions

| Magazine | Get ideas for style and fashion purchases from print magazines , % of readers |
|----------------------|--|
| Gloria | 46 |
| Glorian Koti | 45 |
| Anna | 44 |
| Eeva | 44 |
| Deko | 43 |
| Kauneus & Terveys | 43 |
| Koti ja Keittiö | 43 |
| Voi Hyvin | 43 |
| Matka | 42 |
| Avotakka | 42 |
| Kodin Kuvalehti | 42 |
| All magazines | 25 |

| Magazine | Get ideas for style and fashion purchases from magazine websites , % of readers |
|----------------------|--|
| Trendi | 23 |
| Sport | 22 |
| HS Meidän Perhe | 21 |
| Fit | 21 |
| Glorian ruoka&viini | 19 |
| Gloria | 18 |
| Glorian Koti | 18 |
| Deko | 18 |
| Kauneus & Terveys | 18 |
| Mondo | 18 |
| All magazines | 12 |

| Magazine | Plan to purchase style and fashion in the next 12 months, % of readers |
|----------------------|--|
| HS Meidän Perhe | 79 |
| Fit | 77 |
| Sport | 76 |
| Tivi | 76 |
| Trendi | 75 |
| Gloria | 74 |
| Mondo | 73 |
| Suuri Käsityö | 73 |
| Me Naiset | 73 |
| Opettaja | 73 |
| Viinilehti | 73 |
| All magazines | 66 |

Where do you get tips and ideas for **building and renovation** purchases?

| | % of all respondents | | | % of those considering building and renovation purchases in the next 12 months | | |
|--------------------------|---|--------------------------------|------------------------------|--|---|---|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 1 564 000 | Women considering purchasing est. 723 000 | Men considering purchasing est. 840 000 |
| Direct mail | 27 | 29 | 25 | 39 | 40 | 38 |
| Print magazines | 22 | 25 | 18 | 31 | 34 | 28 |
| Social media | 19 | 22 | 15 | 26 | 32 | 20 |
| Television | 19 | 19 | 18 | 27 | 28 | 25 |
| Print newspapers | 16 | 16 | 16 | 24 | 23 | 24 |
| Magazine websites | 9 | 9 | 9 | 15 | 16 | 14 |
| Blogs | 7 | 10 | 5 | 12 | 17 | 7 |
| Newspaper websites | 6 | 5 | 7 | 8 | 8 | 8 |
| Radio | 1 | 1 | 1 | 2 | 1 | 2 |
| Other websites | 33 | 29 | 38 | 53 | 46 | 58 |
| <i>None of the above</i> | 32 | 31 | 33 | 11 | 11 | 12 |

Top magazines – building and renovation purchases and purchase intentions

| Magazine | Get ideas for building and renovation purchases from print magazines , % of readers |
|----------------------|--|
| Gloria | 36 |
| Glorian Koti | 36 |
| Antiiikki & Design | 35 |
| Matka | 34 |
| Deko | 33 |
| Koti ja Keittiö | 33 |
| Sport | 32 |
| Glorian ruoka&viini | 32 |
| Avotakka | 32 |
| All magazines | 22 |

| Magazine | Get ideas for building and renovation purchases from magazine websites , % of readers |
|----------------------|--|
| Fit | 14 |
| Sport | 13 |
| Trendi | 13 |
| Kippari | 13 |
| Tekniikka & Talous | 13 |
| HS Meidän Perhe | 12 |
| Talouselämä | 12 |
| All magazines | 9 |

| Magazine | Plan building and renovation purchases in the next 12 months, % of readers |
|----------------------|--|
| Tekniikka & Talous | 51 |
| HS Meidän Perhe | 50 |
| Viinilehti | 47 |
| Auto Bild Suomi | 47 |
| Tivi | 46 |
| TM Rakennusmaailma | 45 |
| Koneviesti | 45 |
| Tuulilasi | 45 |
| Sport | 44 |
| Tekniikan Maailma | 44 |
| Golflehti | 44 |
| All magazines | 36 |

Where do you get tips and ideas for **food and cooking**?

| | % of all respondents | | |
|--------------------------|------------------------------------|-------------------------|-----------------------|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 |
| Print magazines | 38 | 50 | 27 |
| Social media | 36 | 44 | 27 |
| Television | 30 | 31 | 29 |
| Print newspapers | 27 | 31 | 24 |
| Direct mail | 25 | 28 | 22 |
| Magazine websites | 20 | 24 | 15 |
| Blogs | 17 | 22 | 11 |
| Newspaper websites | 15 | 14 | 16 |
| Radio | 5 | 4 | 7 |
| Other websites | 37 | 36 | 38 |
| <i>None of the above</i> | <i>13</i> | <i>8</i> | <i>18</i> |

Top magazines – food and cooking product purchases and purchase intentions

| Magazine | Get ideas for food and cooking product purchases from print magazines , % of readers |
|----------------------|---|
| Glorian Koti | 59 |
| Gloria | 59 |
| Anna | 59 |
| Deko | 58 |
| Koti ja Keittiö | 57 |
| Glorian ruoka&viini | 56 |
| Maalla | 55 |
| Kauneus & Terveys | 55 |
| Kotiliesti | 55 |
| Eeva | 55 |
| All magazines | 38 |

| Magazine | Get ideas for food and cooking product purchases from magazine websites , % of readers |
|----------------------|---|
| Trendi | 36 |
| Fit | 33 |
| Glorian ruoka&viini | 31 |
| Deko | 29 |
| HS Meidän Perhe | 29 |
| Sport | 29 |
| Tivi | 29 |
| Mondo | 28 |
| Image | 27 |
| Gloria | 26 |
| Maku | 26 |
| All magazines | 20 |

Where do you get tips and ideas for purchasing eyewear, contact lenses and sunglasses?

| | % of all respondents | | | % of those considering purchasing eyewear, contact lenses and sunglasses in the next 12 months | | |
|--------------------------|------------------------------------|-------------------------|-----------------------|--|--|--|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 1 145 000 | Women considering purchasing est. 656 000 | Men considering purchasing est. 489 000 |
| Direct mail | 16 | 19 | 14 | 26 | 27 | 24 |
| Print newspapers | 13 | 14 | 12 | 19 | 18 | 20 |
| Television | 11 | 11 | 11 | 17 | 15 | 20 |
| Social media | 8 | 10 | 6 | 12 | 12 | 11 |
| Print magazines | 7 | 9 | 5 | 12 | 13 | 11 |
| Newspaper websites | 4 | 3 | 4 | 6 | 4 | 9 |
| Magazine websites | 3 | 3 | 3 | 6 | 5 | 7 |
| Blogs | 1 | 1 | 1 | 2 | 2 | 1 |
| Radio | 1 | 1 | 1 | 2 | 2 | 3 |
| Other websites | 24 | 23 | 25 | 40 | 35 | 46 |
| <i>None of the above</i> | <i>54</i> | <i>51</i> | <i>57</i> | <i>34</i> | <i>36</i> | <i>32</i> |

Top magazines – eyewear, contact lenses and sunglasses purchases and purchase intentions

| Magazine | Get ideas for purchasing eyewear, contact lenses and sunglasses from print magazines, % of readers |
|----------------------|--|
| Eeva | 15 |
| Anna | 14 |
| Maalla | 14 |
| Antiikki & Design | 14 |
| Askel | 14 |
| Gloria | 13 |
| Koti ja Keittiö | 13 |
| Kotiliesi | 13 |
| Kodin Pellervo | 13 |
| Apu Terveys | 13 |
| Maatilan Pellervo | 13 |
| ET Terveys | 13 |
| ET-lehti | 13 |
| Viva | 13 |
| All magazines | 7 |

| Magazine | Get ideas for purchasing eyewear, contact lenses and sunglasses from magazine websites, % of readers |
|----------------------|--|
| Alibi | 6 |
| Anna | 5 |
| Mondo | 5 |
| IS Urheilulehti | 5 |
| Mikrobitti | 5 |
| Vene | 5 |
| Kippari | 5 |
| All magazines | 3 |

| Magazine | Plan to purchase eyewear, contact lenses and sunglasses in the next 12 months, % of readers |
|----------------------|---|
| Anna | 36 |
| Me Naiset | 35 |
| Tivi | 35 |
| Askel | 34 |
| Kauneus & Terveys | 34 |
| Apu Terveys | 34 |
| Mondo | 33 |
| Glorian ruoka&viini | 33 |
| ET Terveys | 33 |
| Kotilääkäri | 33 |
| Maku | 33 |
| All magazines | 27 |

Where do you get tips and ideas for **furniture and decor** purchases?

| | % of all respondents | | | % of those considering purchasing furniture and decor in the next 12 months | | |
|--------------------------|---|--------------------------------|------------------------------|---|---|---|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 1 321 000 | Women considering purchasing est. 805 000 | Men considering purchasing est. 517 000 |
| Direct mail | 31 | 36 | 25 | 38 | 41 | 34 |
| Print magazines | 25 | 34 | 17 | 36 | 43 | 26 |
| Social media | 24 | 33 | 16 | 44 | 53 | 29 |
| Television | 18 | 20 | 17 | 25 | 25 | 24 |
| Print newspapers | 17 | 18 | 17 | 20 | 19 | 20 |
| Magazine websites | 11 | 14 | 9 | 19 | 22 | 14 |
| Blogs | 9 | 13 | 5 | 20 | 25 | 12 |
| Newspaper websites | 6 | 7 | 6 | 9 | 9 | 10 |
| Radio | 1 | 1 | 1 | 2 | 1 | 3 |
| Other websites | 31 | 32 | 30 | 49 | 48 | 50 |
| <i>None of the above</i> | <i>26</i> | <i>18</i> | <i>35</i> | <i>9</i> | <i>5</i> | <i>17</i> |

Top magazines – furniture and decor purchases and purchase intentions

| Magazine | Get ideas for purchasing furniture and decor print magazines , % of readers |
|----------------------|--|
| Gloria | 44 |
| Glorian Koti | 43 |
| Trendi | 42 |
| Mondo | 41 |
| Koti ja Keittiö | 41 |
| Deko | 41 |
| Sport | 41 |
| Kauneus & Terveys | 40 |
| Avotakka | 40 |
| All magazines | 25 |

| Magazine | Get ideas for purchasing furniture and decor from magazine websites , % of readers |
|----------------------|---|
| Trendi | 24 |
| Fit | 21 |
| Sport | 20 |
| Mondo | 18 |
| Deko | 16 |
| Tivi | 16 |
| Kauneus & Terveys | 15 |
| Glorian ruoka&viini | 15 |
| Maku | 15 |
| All magazines | 11 |

| Magazine | Plan to purchase furniture and decor in the next 12 months, % of readers |
|----------------------|--|
| Trendi | 50 |
| Fit | 48 |
| HS Meidän Perhe | 45 |
| Tivi | 43 |
| Sport | 41 |
| Mondo | 38 |
| Deko | 38 |
| Kauneus & Terveys | 37 |
| Glorian ruoka&viini | 37 |
| Maku | 37 |
| Glorian Koti | 37 |
| Tekniikka & Talous | 37 |
| All magazines | 31 |

Where do you get tips and ideas when making **savings** and **investment** decisions?

| | % of all respondents | | | % of those considering purchasing savings and investment products or services in the next 12 months | | |
|--------------------------|------------------------------------|-------------------------|-----------------------|---|--|--|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 902 000 | Women considering purchasing est. 367 000 | Men considering purchasing est. 535 000 |
| Social media | 12 | 11 | 12 | 24 | 26 | 23 |
| Print newspapers | 11 | 12 | 11 | 16 | 17 | 16 |
| Print magazines | 9 | 8 | 9 | 12 | 11 | 14 |
| Newspaper websites | 7 | 6 | 9 | 16 | 15 | 17 |
| Magazine websites | 6 | 4 | 7 | 11 | 8 | 13 |
| Blogs | 6 | 5 | 7 | 16 | 16 | 15 |
| Television | 6 | 6 | 7 | 7 | 6 | 7 |
| Direct mail | 3 | 4 | 3 | 2 | 2 | 2 |
| Radio | 2 | 2 | 2 | 3 | 3 | 3 |
| Other websites | 29 | 24 | 34 | 55 | 51 | 59 |
| <i>None of the above</i> | 52 | 56 | 48 | 24 | 27 | 22 |

Top magazines – savings and investment decisions and intentions

| Magazine | Get ideas for savings and investment decisions from print magazines , % of readers |
|----------------------|---|
| Tivi | 16 |
| Arvopaperi | 16 |
| Talouselämä | 16 |
| Tekniikka & Talous | 14 |
| Anna | 14 |
| HS Meidän Perhe | 13 |
| Image | 13 |
| Viinilehti | 13 |
| Mikrobitti | 13 |
| Matka | 13 |
| IS Urheilulehti | 13 |
| All magazines | 9 |

| Magazine | Get ideas for savings and investment decisions from magazine websites , % of readers |
|----------------------|---|
| Mikrobitti | 12 |
| Tivi | 11 |
| Arvopaperi | 11 |
| Tekniikka & Talous | 10 |
| Talouselämä | 9 |
| Tekniikan Maailma | 8 |
| Fit | 8 |
| All magazines | 6 |

| Magazine | Plan to purchase savings and investment products or services in the next 12 months, % of readers |
|----------------------|--|
| Arvopaperi | 35 |
| Tivi | 30 |
| Tekniikka & Talous | 29 |
| Talouselämä | 27 |
| Trendi | 27 |
| Viinilehti | 26 |
| IS Urheilulehti | 26 |
| Glorian ruoka&viini | 26 |
| Käytännön Maamies | 26 |
| Mikrobitti | 25 |
| Image | 25 |
| All magazines | 21 |

Where do you get tips and ideas for **health and wellness** purchases?

| | % of all respondents | | | % of those considering purchasing health and wellness products or services in the next 12 months | | |
|--------------------------|------------------------------------|-------------------------|-----------------------|--|--|--|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 2 013 000 | Women considering purchasing est. 1 291 000 | Men considering purchasing est. 722 000 |
| Social media | 20 | 27 | 12 | 27 | 33 | 16 |
| Direct mail | 18 | 23 | 12 | 22 | 25 | 17 |
| Print newspapers | 16 | 19 | 14 | 22 | 22 | 21 |
| Print magazines | 15 | 20 | 10 | 21 | 26 | 14 |
| Television | 11 | 12 | 10 | 14 | 14 | 13 |
| Magazine websites | 7 | 8 | 5 | 9 | 10 | 7 |
| Newspaper websites | 6 | 6 | 6 | 8 | 7 | 9 |
| Blogs | 6 | 9 | 2 | 9 | 13 | 3 |
| Radio | 2 | 2 | 2 | 3 | 3 | 3 |
| Other websites | 34 | 36 | 32 | 43 | 43 | 44 |
| <i>None of the above</i> | 40 | 31 | 48 | 28 | 24 | 35 |

Top magazines – health and wellness purchases and purchase intentions

| Magazine | Get ideas for health and wellness product purchases from print magazines , % of readers |
|----------------------|--|
| Gloria | 28 |
| Eeva | 28 |
| Anna | 27 |
| Glorian Koti | 26 |
| Kauneus & Terveys | 26 |
| Maalla | 26 |
| ET Terveys | 25 |
| All magazines | 15 |

| Magazine | Get ideas for health and wellness product purchases from magazine websites , % of readers |
|----------------------|--|
| Trendi | 14 |
| Sport | 13 |
| Fit | 12 |
| Mondo | 11 |
| Kauneus & Terveys | 10 |
| Deko | 10 |
| IS Urheilulehti | 10 |
| HS Meidän Perhe | 10 |
| All magazines | 7 |

| Magazine | Plan to purchase health and wellness products or services in the next 12 months, % of readers |
|----------------------|---|
| Trendi | 66 |
| Gloria | 66 |
| Deko | 60 |
| Glorian Koti | 60 |
| Suuri Käsiyö | 59 |
| Sport | 58 |
| Kauneus & Terveys | 58 |
| Me Naiset | 58 |
| Eeva | 58 |
| All magazines | 47 |

Where do you get tips and ideas for purchasing sportswear, footwear and sports equipment?

| | % of all respondents | | | % of those considering purchasing sportswear, footwear and sports equipment in the next 12 months | | |
|--------------------------|------------------------------------|-------------------------|-----------------------|---|--|--|
| | Total population est. 4 299 000 | Women est. 2 199 000 | Men est. 2 100 000 | All those considering purchasing est. 1 873 000 | Women considering purchasing est. 1 007 000 | Men considering purchasing est. 866 000 |
| Direct mail | 33 | 38 | 27 | 38 | 42 | 34 |
| Print newspapers | 20 | 21 | 19 | 23 | 23 | 23 |
| Social media | 20 | 24 | 15 | 33 | 38 | 26 |
| Print magazines | 14 | 16 | 12 | 19 | 21 | 16 |
| Television | 13 | 13 | 14 | 18 | 17 | 19 |
| Magazine websites | 7 | 7 | 7 | 11 | 11 | 11 |
| Newspaper websites | 7 | 6 | 8 | 10 | 9 | 12 |
| Blogs | 5 | 7 | 3 | 9 | 12 | 6 |
| Radio | 1 | 1 | 2 | 2 | 1 | 3 |
| Other websites | 39 | 37 | 42 | 57 | 52 | 62 |
| <i>None of the above</i> | 29 | 25 | 34 | 14 | 12 | 16 |

Top magazines – sportswear, footwear and sports equipment purchases and purchase intentions

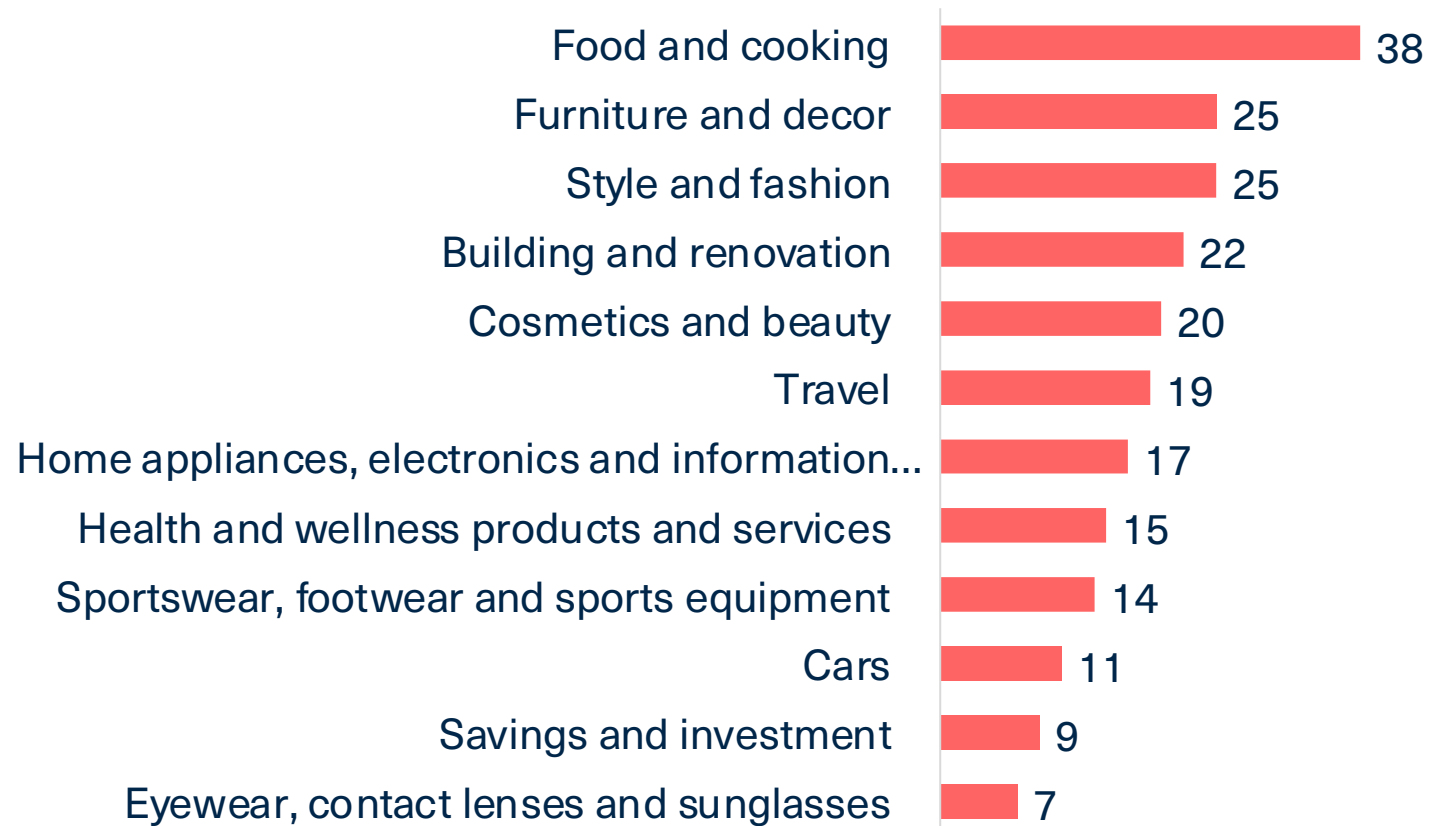
| Magazine | Get ideas for purchasing sportswear, footwear and sports equipment from print magazines , % of readers |
|----------------------|---|
| Matka | 24 |
| Mondo | 23 |
| Et Terveys | 23 |
| Eeva | 22 |
| Anna | 22 |
| Katso | 22 |
| Samarbete | 22 |
| All magazines | 14 |

| Magazine | Get ideas for purchasing sportswear, footwear and sports equipment from magazine websites , % of readers |
|----------------------|---|
| Tivi | 12 |
| Trendi | 12 |
| Mondo | 11 |
| Sport | 11 |
| IS Urheilulehti | 11 |
| Fit | 11 |
| HS Meidän Perhe | 10 |
| Alibi | 10 |
| All magazines | 7 |

| Magazine | Plan to purchase sportswear, footwear and sports equipment in the next 12 months, % of readers |
|----------------------|--|
| Trendi | 63 |
| Fit | 63 |
| Tivi | 60 |
| HS Meidän Perhe | 59 |
| Sport | 58 |
| IS Urheilulehti | 54 |
| Opettaja | 54 |
| Mondo | 52 |
| Aku Ankka | 51 |
| All magazines | 44 |

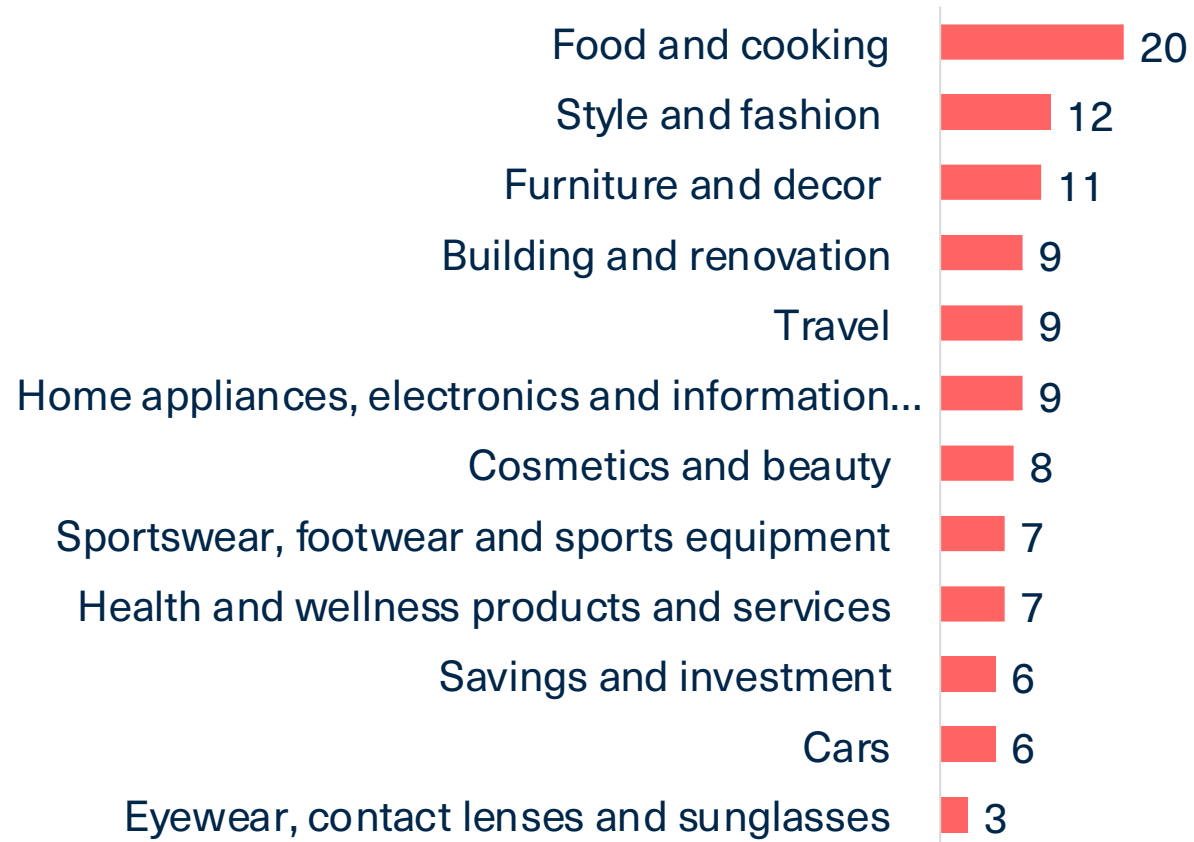
Ideas for purchases from print magazines

% of Finns who get tips and ideas for purchases from magazines



Ideas for purchases from magazine websites

% of Finns who get tips and ideas for purchases from magazine websites



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

www.ratecards.fi

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

www.aikakausmedia.fi/en/research



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