

Media as an information
source during the purchase
process & purchase intentions
of readers

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 594,00	Women considering purchasing est. 202,000	Men considering purchasing est. 391,000
Print newspapers	15	14	16	20	17	22
Print magazines	11	7	15	17	14	19
Social Media	11	8	14	22	15	25
Direct mail	11	10	11	15	15	15
Television	9	8	10	15	15	15
Magazine websites	6	3	9	11	6	14
Newspaper websites	6	4	8	10	8	12
Blogs	2	1	3	5	3	6
Radio	1	1	1	3	1	3
Other websites	42	31	54	69	56	77
None of the above	40	51	29	16	27	10

Top magazines – car purchases and purchase intentions

Magazine	Get ideas for purchasing a car from print magazines , % of readers
Auto Bild Suomi	23
Tekniikan Maailma	21
Vene	21
TM Rakennusmaailma	20
Tuulilasi	20
Kippari	20
Tekniikka&Talous	20
Mikrobitti	19
Moottori	19
Tivi	19
All magazines	11

Magazine	Get ideas for purchasing a car from magazine websites , % of readers
Tivi	18
Mikrobitti	14
Tekniikka&Talous	12
Arvopaperi	12
Tekniikan Maailma	11
Auto Bild Suomi	10
TM Rakennusmaailma	10
Moottori	10
Juoksija	10
Talouselämä	10
All magazines	6

Magazine	Plan to purchase a car in the next 12 months, % of readers
Auto Bild Suomi	24
Vene	23
IS Urheilulehti	22
Vauhdin Maailma	21
Moottori	20
Tuulilasi	19
Kippari	19
Erä	19
Aku Ankka	19
All magazines	14

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 1,868,000	Women considering purchasing est. 820,000	Men considering purchasing est. 1,048,000
Direct mail	38	42	35	40	45	35
Print newspapers	21	23	20	21	25	19
Social media	21	21	21	29	29	29
Television	17	17	18	20	19	21
Print magazines	16	15	17	19	16	21
Magazine websites	9	7	10	12	10	14
Newspaper websites	8	7	9	12	11	13
Blogs	5	5	6	8	8	8
Radio	2	1	3	3	2	4
Other websites	49	41	57	59	49	66
None of the above	16	18	13	9	12	7

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
Kotimaa	26
Tekniikka&Talous	24
Tivi	24
Viisas Raha	24
Suomen Kuvalehti	24
Antiikki & Design	24
Apu Terveys	24
Vene	23
Tekniikan Maailma	23
TM Rakennusmaailma	23
Arvopaperi	23
Askel	23
Valitut Palat	23
ET Terveys	23
All magazines	16

Magazine	Get ideas for purchasing home appliances etc. from magazine websites, % of readers
Tivi	21
Mikrobitti	18
Tekniikka&Talous	14
Arvopaperi	14
Kippari	13
Talouselämä	12
Juoksija	12
Tekniikan Maailma	11
Mondo	11
Moottori	11
Golflehti	11
Aku Ankka	11
Image	11
All magazines	9

Magazine	Plan to purchase home appliances etc. in the next 12 months, % of readers
Tivi	54
IS Urheilulehti	52
Mikrobitti	51
Juoksija	51
Aku Ankka	50
Alibi	50
Auto Bild Suomi	50
Sport	49
Fit	49
All magazines	43

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 1,527,000	Women considering purchasing est. 1,257,000	Men considering purchasing est. 270,000
Social media	23	37	8	45	50	22
Print magazines	19	31	6	36	40	17
Direct mail	16	24	9	25	27	15
Television	12	16	9	19	19	19
Print newspapers	10	13	6	13	14	11
Magazine websites	8	12	3	16	17	12
Blogs	8	14	2	18	21	5
Newspaper websites	5	6	3	9	8	12
Radio	2	1	2	2	1	5
Other websites	15	20	10	27	27	28
None of the above	48	26	70	19	13	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
Trendi	39
Gloria	38
Kauneus & Terveys	37
Eeva	37
Viva	35
Kotilääkäri	35
Mondo	34
Kotiliesi	34
Voi Hyvin	34
All magazines	19

Magazine	Get ideas for purchasing cosmetics and beauty products from magazine websites , % of readers
HS Meidän perhe	18
Trendi	17
Sport	14
Unelmien Talo&Koti	13
Gloria	12
Kauneus & Terveys	12
Me Naiset	12
Deko	12
Image	12
Maku	12
Fit	12
All magazines	8

Magazine	Plan to purchase cosmetics and beauty products in the next 12 months, % of readers
Trendi	65
Fit	61
Gloria	56
HS Meidän perhe	55
Sport	55
Kauneus & Terveys	55
Deko	54
Glorian Koti	54
Kotiliesi Käsityö	54
Suuri Käsityö	53
All magazines	36

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering est. 1,485,000	Women considering est. 760,000	Men considering est. 725,000
Social media	28	34	22	39	46	32
Print magazines	18	21	14	25	29	21
Print newspapers	17	20	15	23	26	20
Television	17	19	15	22	23	21
Blogs	11	13	8	16	20	12
Direct mail	10	10	10	10	10	10
Magazine websites	9	10	8	13	14	12
Newspaper websites	8	8	8	12	11	13
Radio	3	3	3	4	4	3
Other websites	47	46	49	69	64	73
None of the above	30	27	33	11	12	10

Top magazines – travel reservations and travel intentions

Magazine	Get ideas for making travel reservations from print magazines, % of readers
Mondo	34
Gloria	31
Avotakka	30
Glorian Koti	29
Image	29
Matka	29
Antiikki & Design	29
Trendi	28
Deko	28
Eeva	28
Suomen Kuvalehti	28
All magazines	18

Magazine	Get ideas for making travel reservations from magazine websites, % of readers
Image	15
Trendi	14
Fit	14
Sport	14
Mondo	13
Gloria	12
Talouselämä	12
Glorian ruoka&viini	12
Tekniikka&Talous	12
Maku	12
Vene	12
Juoksija	12
All magazines	9

Magazine	Plan to make travel reservations in the next 12 months, % of readers
Image	53
Tivi	49
Mondo	47
Talouselämä	47
Fit	46
Gloria	46
Golflehti	46
Trendi	45
Tekniikka&Talous	45
Glorian ruoka&viini	44
Vene	44
All magazines	35

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 2,805,000	Women considering purchasing est. 1,569,000	Men considering purchasing est. 1 220 000
Social media	30	42	17	38	48	25
Print magazines	25	37	12	29	40	14
Direct mail	24	31	18	27	32	21
Television	17	21	13	20	23	17
Print newspapers	15	18	12	16	18	14
Magazine websites	11	15	6	13	18	8
Blogs	10	15	4	13	19	5
Newspaper websites	7	7	6	8	9	8
Radio	1	1	1	1	1	1
Other websites	32	35	28	39	41	36
None of the above	32	18	46	23	13	36

Top magazines – style and fashion purchases and purchase intentions

Magazine	Get ideas for style and fashion purchases from print magazines , % of readers
Gloria	47
Trendi	44
Eeva	43
Mondo	42
Avotakka	42
Kauneus & Terveys	42
Maalla	42
Kotilääkäri	42
Voi Hyvin	42
Viva	42
All magazines	25

Magazine	Get ideas for style and fashion purchases from magazine websites , % of readers
Trendi	20
HS Meidän perhe	19
Fit	18
Gloria	17
Glorian Koti	17
Deko	17
Anna	17
Kauneus & Terveys	16
Sport	16
Kotivinkki	16
Me Naiset	16
Maku	16
All magazines	11

Magazine	Plan to purchase style and fashion in the next 12 months, % of readers
Fit	81
HS Meidän perhe	79
Trendi	77
Sport	76
Deko	72
Mondo	72
Tivi	72
Glorian Koti	71
Kauneus & Terveys	71
Koti ja Keittiö	71
All magazines	65

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 1,533,000	Women considering purchasing est. 709,000	Men considering purchasing est. 824,000
Direct mail	29	32	25	41	45	37
Print magazines	20	23	18	30	33	27
Social media	19	23	15	27	34	21
Print newspapers	17	17	17	23	22	24
Television	17	18	16	24	28	21
Magazine websites	9	9	8	14	16	13
Blogs	7	9	5	11	16	7
Newspaper websites	6	5	6	9	8	10
Radio	1	1	1	1	1	1
Other websites	33	28	39	54	48	60
None of the above	32	31	32	10	9	10

Top magazines – building and renovation purchases and purchase intentions

Magazine	Get ideas for building and renovation purchases from print magazines , % of readers
Unelmien Talo&Koti	33
Maalla	32
Mondo	30
Koti ja Keittiö	30
Avotakka	29
Antiikki & Design	29
Meidän Mökki	29
Deko	28
Glorian Koti	28
Kauneus & Terveys	28
All magazines	20

Magazine	Get ideas for building and renovation purchases from magazine websites , % of readers
Mikrobitti	14
Tekniikka&Talous	13
TM Rakennusmaailma	12
HS Meidän perhe	12
Image	12
Mondo	11
Juoksija	11
Suomen Luonto	11
Kippari	11
Tekniikan Maailma	11
Tivi	11
Talouselämä	11
Arvopaperi	11
All magazines	9

Magazine	Plan building and renovation purchases in the next 12 months, % of readers
Kippari	49
Vene	48
Tekniikka&Talous	46
TM Rakennusmaailma	46
HS Meidän perhe	46
Juoksija	46
Talouselämä	46
Mondo	44
Tekniikan Maailma	44
Arvopaperi	44
Sport	44
Tuulilasi	44
Moottori	44
All magazines	36

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

	% of all respondents		
	Total population est. 4,300,000	Women est. 2,199,000	Men est. 2,101,000
Print magazines	39	50	27
Social media	36	44	28
Print newspapers	30	33	26
Television	30	31	29
Direct mail	27	31	24
Magazine websites	19	23	15
Blogs	16	21	11
Newspaper websites	15	15	16
Radio	6	5	7
Other websites	34	32	36
None of the above	12	6	18

Top magazines – food and cooking product purchases and purchase intentions

Magazine	Get ideas for food and cooking product purchases from print magazines, % of readers
Gloria	61
Mondo	57
Trendi	57
Kauneus & Terveys	57
Voi Hyvin	57
Eeva	57
Viva	57
Koti ja Keittiö	56
Glorian ruoka&viini	55
Image	55
Anna	55
All magazines	38

Magazine	Get ideas for food and cooking product purchases from magazine websites, % of readers
HS Meidän perhe	32
Fit	29
Trendi	28
Glorian ruoka&viini	28
Image	28
Maku	26
Sport	26
Gloria	25
Mondo	25
Glorian Koti	25
All magazines	19

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 1,153,000	Women considering purchasing est. 647,000	Men considering purchasing est. 505,000
Direct mail	17	19	14	24	25	23
Print newspapers	14	16	11	19	19	19
Television	11	13	10	14	13	15
Social media	9	11	6	12	14	10
Print magazines	7	8	5	10	11	9
Newspaper websites	4	3	4	6	4	8
Magazine websites	3	3	3	4	4	5
Radio	2	2	2	2	2	3
Blogs	1	2	1	2	2	2
Other websites	25	24	25	39	38	41
<i>None of the above</i>	52	48	56	34	35	33

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
Antiikki & Design	13
Viva	13
Gloria	12
Me Naiset	12
Anna	12
Apu Terveys	12
Eeva	12
All magazines	7

Magazine	Get ideas for purchasing eyewear, contact lenses and sunglasses from magazine websites , % of readers
Tekniikka&Talous	5
Me Naiset	4
Mondo	4
Juoksija	4
Kauneus & Terveys	4
Suomen Luonto	4
Glorian ruoka&viini	4
Sport	4
HS Meidän perhe	4
Yrittäjä-lehti	4
Caravan	4
Tivi	4
All magazines	3

Magazine	Plan to purchase eyewear, contact lenses and sunglasses in the next 12 months, % of readers
Katso	36
Sport	33
Gloria	33
ET Terveys	33
Me Naiset	32
Glorian ruoka&viini	32
Trendi	32
Glorian Koti	32
Avotakka	32
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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 1,307,000	Women considering purchasing est. 793,000	Men considering purchasing est. 514,000
Direct mail	31	37	25	35	39	29
Print magazines	24	32	16	33	39	23
Social media	24	34	15	44	54	27
Television	18	20	17	25	26	24
Print newspapers	17	19	16	21	21	21
Magazine websites	10	13	7	18	21	14
Blogs	8	12	4	18	24	10
Newspaper websites	7	7	7	10	10	11
Radio	1	1	2	2	1	3
Other websites	32	32	31	49	46	54
<i>None of the above</i>	26	18	36	9	5	16

Top magazines – furniture and decor purchases and purchase intentions

Magazine	Get ideas for purchasing furniture and decor print magazines , % of readers
Gloria	41
Trendi	40
Mondo	39
Deko	39
Avotakka	38
Kauneus & Terveys	38
Koti ja Keittiö	38
HS Meidän perhe	38
Unelmien Talo&Koti	38
Maalla	37
All magazines	24

Magazine	Get ideas for purchasing furniture and decor from magazine websites , % of readers
Trendi	16
HS Meidän perhe	16
Mondo	14
Fit	14
Deko	13
Me Naiset	13
Image	13
Sport	13
Glorian ruoka&viini	13
All magazines	10

Magazine	Plan to purchase furniture and decor in the next 12 months, % of readers
Trendi	49
Fit	48
HS Meidän perhe	46
Image	43
Sport	40
Deko	39
Mondo	38
Glorian ruoka&viini	37
Maku	37
All magazines	30

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 949,000	Women considering purchasing est. 405,000	Men considering purchasing est. 544,000
Social media	14	14	14	27	28	26
Print newspapers	11	12	10	14	15	14
Print magazines	9	9	8	13	11	14
Newspaper websites	7	6	9	16	14	17
Blogs	6	6	6	15	14	15
Television	6	6	7	7	7	7
Magazine websites	5	4	7	11	8	13
Radio	3	3	3	4	4	3
Direct mail	3	4	3	2	2	2
Other websites	30	24	35	55	47	60
None of the above	50	54	46	23	28	20

Top magazines – savings and investment decisions and intentions

Magazine	Get ideas for savings and investment decisions from print magazines , % of readers
Tekniikka&Talous	16
Trendi	14
Tivi	14
Talouselämä	14
Arvopaperi	14
Kotimaa	13
Apu Terveys	13
All magazines	9

Magazine	Get ideas for savings and investment decisions from magazine websites , % of readers
Tivi	12
Tekniikka&Talous	10
Mikrobitti	10
Arvopaperi	9
Talouselämä	8
Glorian ruoka&viini	8
Golflehti	8
TM Rakennusmaailma	8
All magazines	5

Magazine	Plan to purchase savings and investment products or services in the next 12 months, % of readers
Tivi	33
Mikrobitti	30
Talouselämä	30
Trendi	30
Golflehti	29
Fit	29
Tekniikka&Talous	28
Arvopaperi	28
Image	28
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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 1,965,000	Women considering purchasing est. 1,281,000	Men considering purchasing est. 685,000
Social media	19	27	11	27	32	17
Direct mail	18	23	13	22	26	17
Print newspapers	17	21	13	21	23	18
Print magazines	15	20	8	20	25	11
Television	12	14	9	14	14	13
Magazine websites	7	9	4	9	11	6
Newspaper websites	6	6	5	8	8	8
Blogs	5	8	2	8	11	4
Radio	2	2	2	3	3	3
Other websites	35	38	32	45	45	45
None of the above	38	28	48	26	22	33

Top magazines – health and wellness purchases and purchase intentions

Magazine	Get ideas for health and wellness product purchases from print magazines , % of readers
Gloria	27
Eeva	26
Glorian Koti	24
Kauneus & Terveys	24
Avotakka	24
Antiikki & Design	24
Image	23
Mondo	23
Hyvä Terveys	23
Kodin Kuvalehti	23
Kotiliesi	23
Kotilääkäri	23
ET Terveys	23
Viva	23
All magazines	15

Magazine	Get ideas for health and wellness product purchases from magazine websites , % of readers
Image	12
Trendi	12
Fit	12
Sport	11
HS Meidän perhe	11
Glorian Koti	9
Deko	9
Me Naiset	9
Anna	9
Unelmien Talo&Koti	9
Talouselämä	9
Arvopaperi	9
All magazines	7

Magazine	Plan to purchase health and wellness products or services in the next 12 months, % of readers
Trendi	69
Gloria	65
Fit	61
HS Meidän perhe	61
Kauneus & Terveys	61
Sport	59
Glorian Koti	59
Deko	59
Me Naiset	59
Koti ja Keittiö	57
Suuri Käsityö	57
Glorian ruoka&viini	57
Kotilääkäri	57
Trendi	69
All magazines	46

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. 4,300,000	Women est. 2,199,000	Men est. 2,101,000	All those considering purchasing est. 1,860,000	Women considering purchasing est. 1,009,000	Men considering purchasing est. 850,000
Direct mail	32	37	26	39	42	34
Print newspapers	21	23	17	23	25	20
Social media	20	26	15	33	39	26
Print magazines	14	17	11	20	23	16
Television	14	14	13	18	18	19
Magazine websites	7	8	6	11	12	10
Newspaper websites	7	7	7	11	10	12
Blogs	5	7	3	9	12	6
Radio	1	1	2	2	1	3
Other websites	40	39	42	58	55	62
None of the above	29	24	34	13	10	15

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

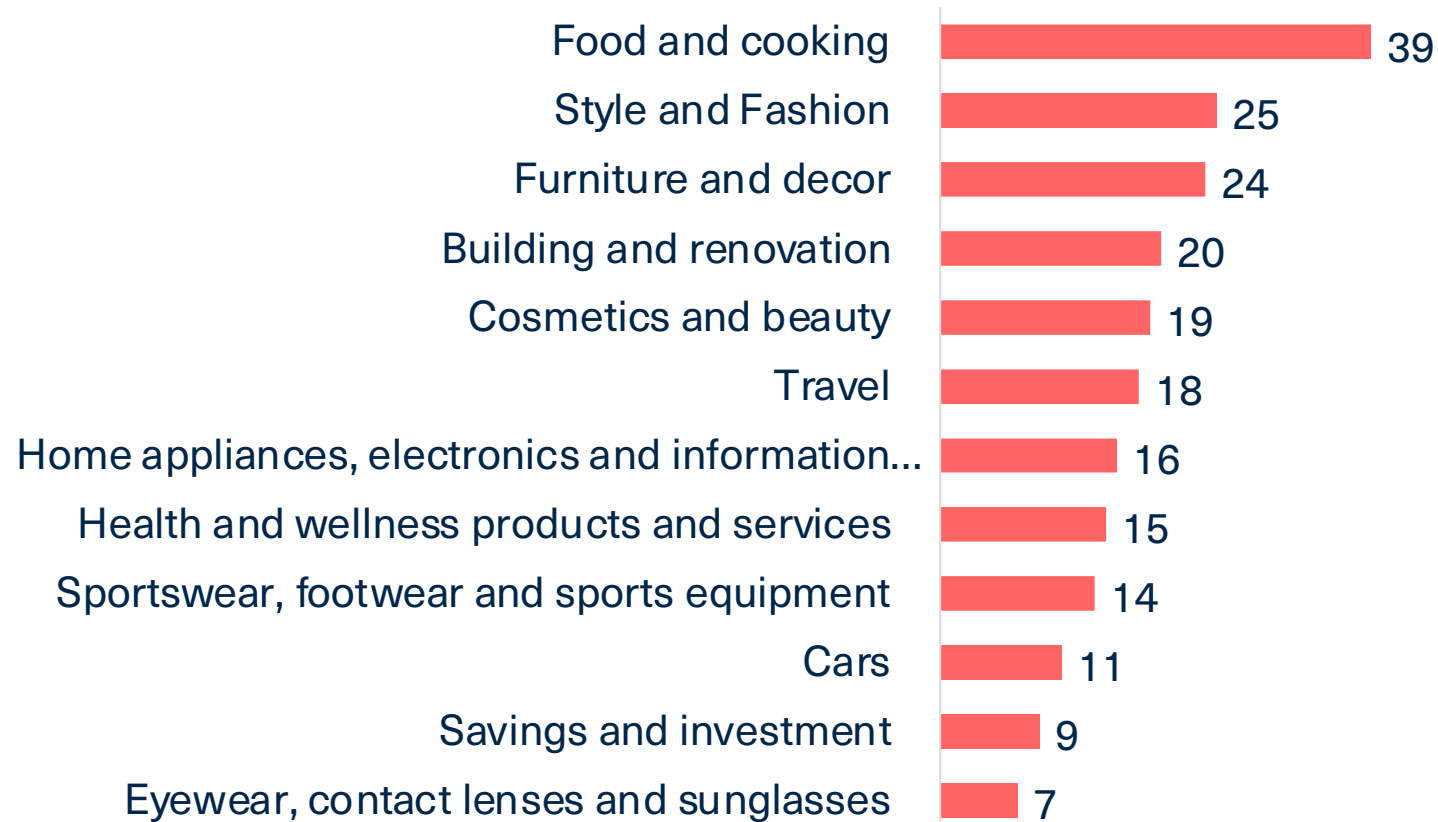
Magazine	Get ideas for purchasing sportswear, footwear and sports equipment from print magazines, % of readers
Gloria	23
Kotilääkäri	23
Trendi	22
Avotakka	22
Mondo	22
Antiikki & Design	22
Suomen Kuvalehti	22
Glorian Koti	21
Deko	21
Koti ja Keittiö	21
Eeva	21
Tiede Luonto	21
ET Terveys	21
All magazines	14

Magazine	Get ideas for purchasing sportswear, footwear and sports equipment from magazine websites, % of readers
Tekniikka&Talous	12
Trendi	11
HS Meidän perhe	11
Kippari	11
Fit	11
Mondo	10
Sport	10
Anna	10
Juoksija	10
Arvopaperi	10
All magazines	7

Magazine	Plan to purchase sportswear, footwear and sports equipment in the next 12 months, % of readers
Fit	64
Trendi	63
Sport	60
HS Meidän perhe	56
Image	56
Tivi	53
Mondo	52
Juoksija	52
Deko	52
Aku Ankka	52
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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