

A man with a beard and mustache, wearing a brown jacket and brown pants, is lying on a purple ramp in a skatepark. He is holding a magazine open and reading it. The background is a colorful graffiti wall. A skateboard is on the ground to the left.

Total reach, Readership & Digital reach of magazines



MediaAuditFinland

Finnish National Readership Survey 2024

AIKAKAUSMEDIA

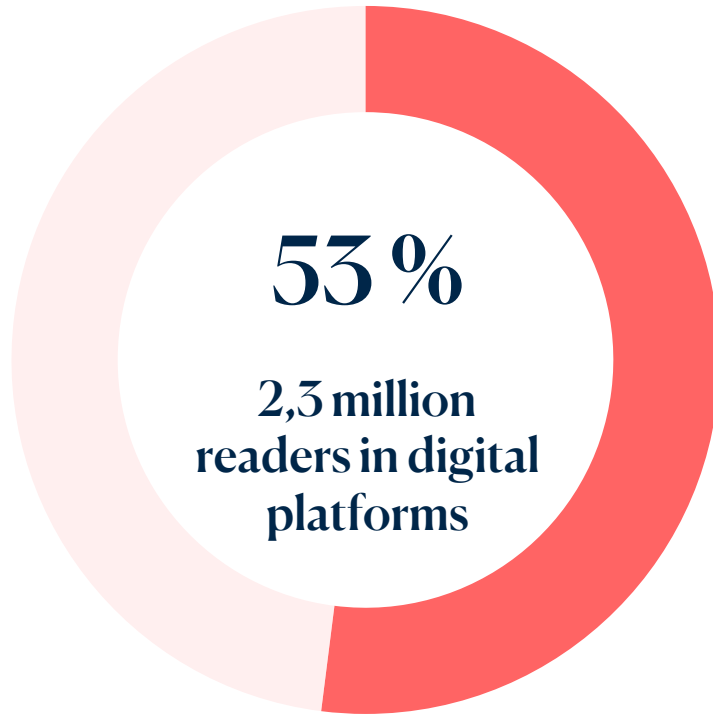
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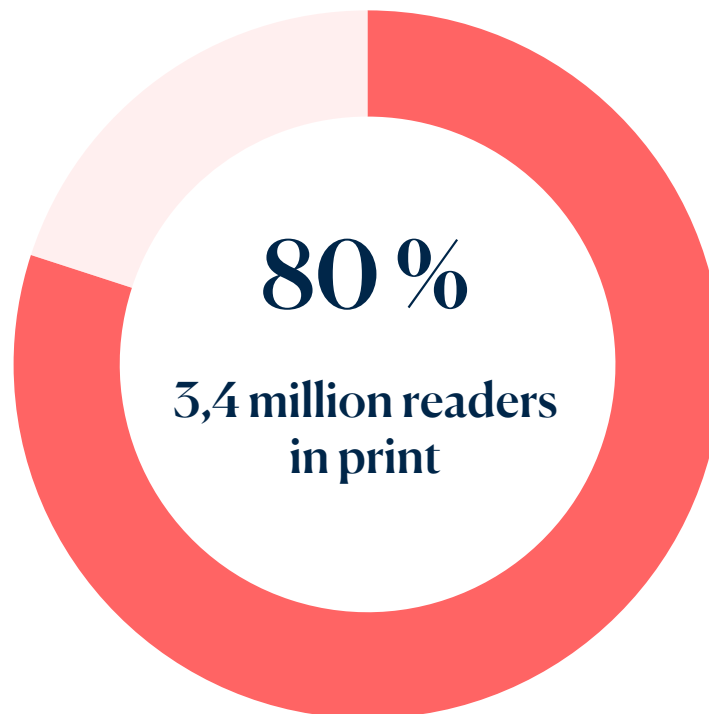
Magazine media audiences in Finland

– 9 out of 10 read magazines

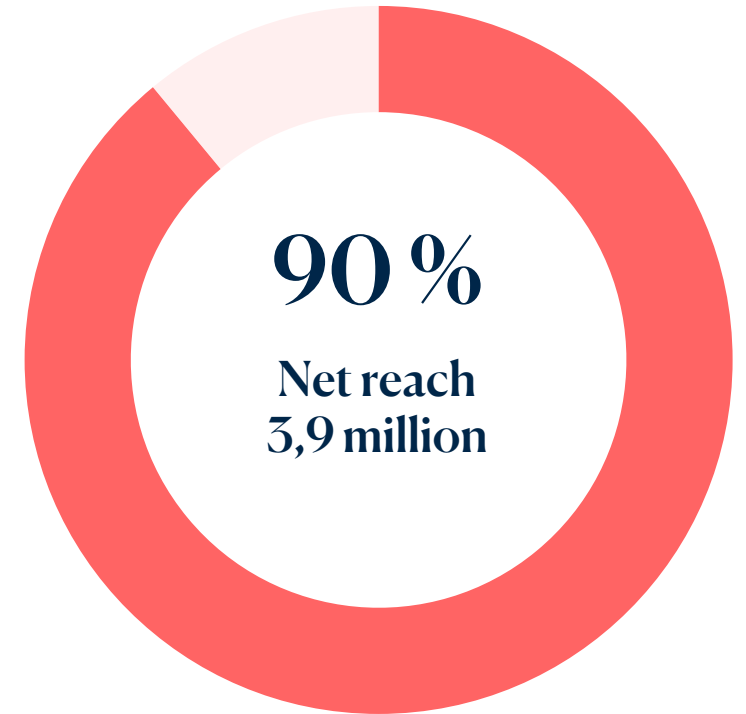
Population aged 15 and over. The figures are net figures.



Digital audience measured from 63 magazines.



Print audience measured from 83 magazines.



Net reach includes net readers of 84 magazines (print & digital)

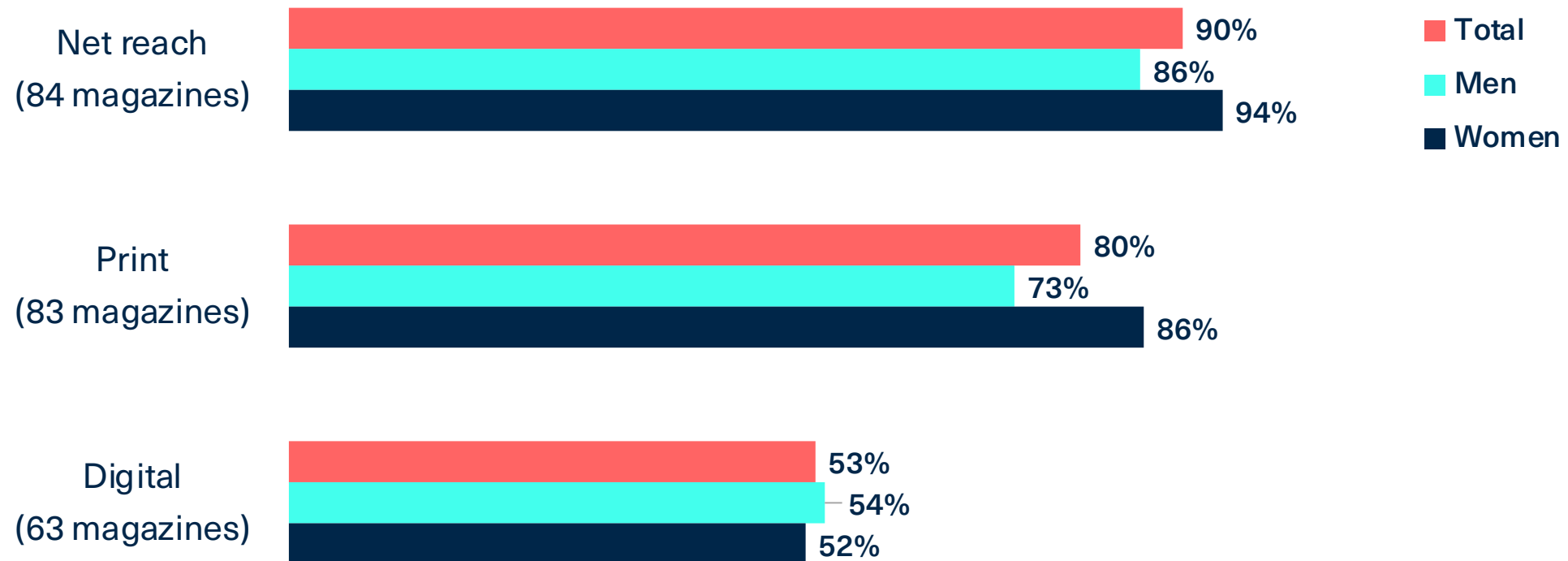
More than 2 million women and 1.8 million men read magazines

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

	Population aged 15 and over <i>(est. 4,291,400)</i>	Women <i>(est. 2,193,100)</i>	Men <i>(est. 2,098,300)</i>
Net reach (84 magazines)	3 867 300	2 054 200	1 813 100
Print readership (83 magazines)	3 419 900	1 887 000	1 533 000
Digital weekly reach (63 magazines)	2 276 300	1 134 900	1 141 400

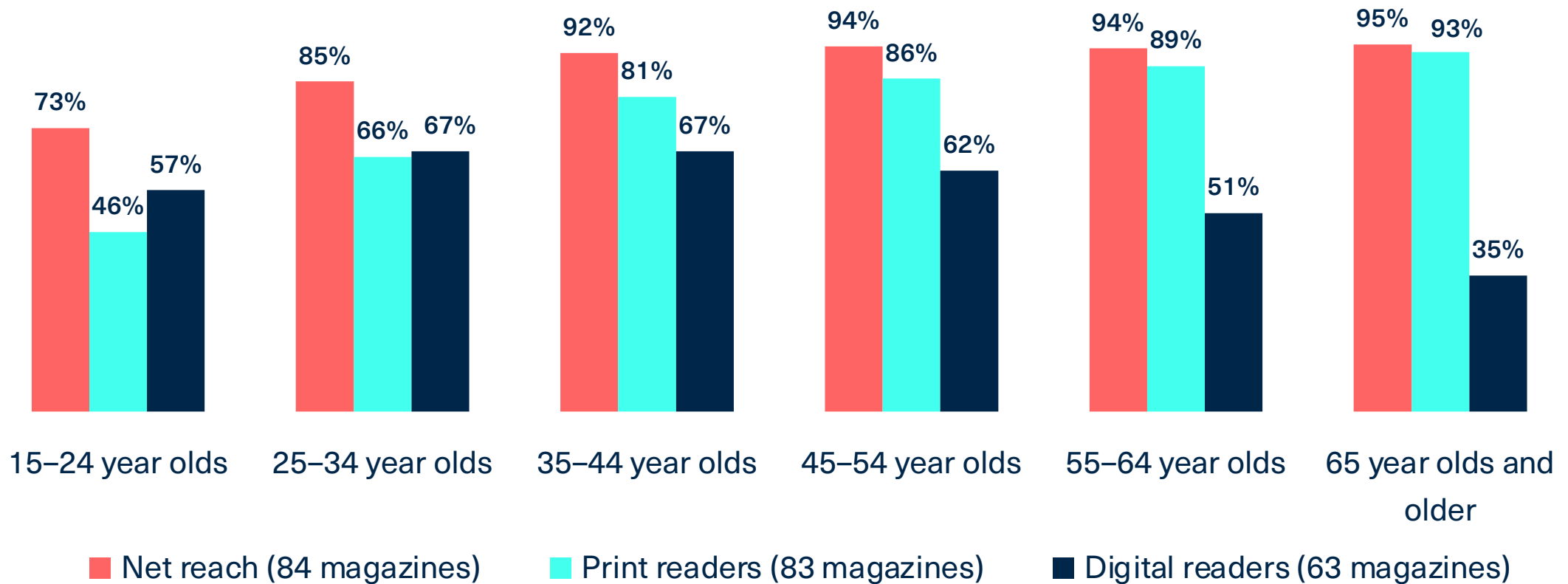
Women are more likely to read print magazines, while men are more likely to read digital

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 25

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

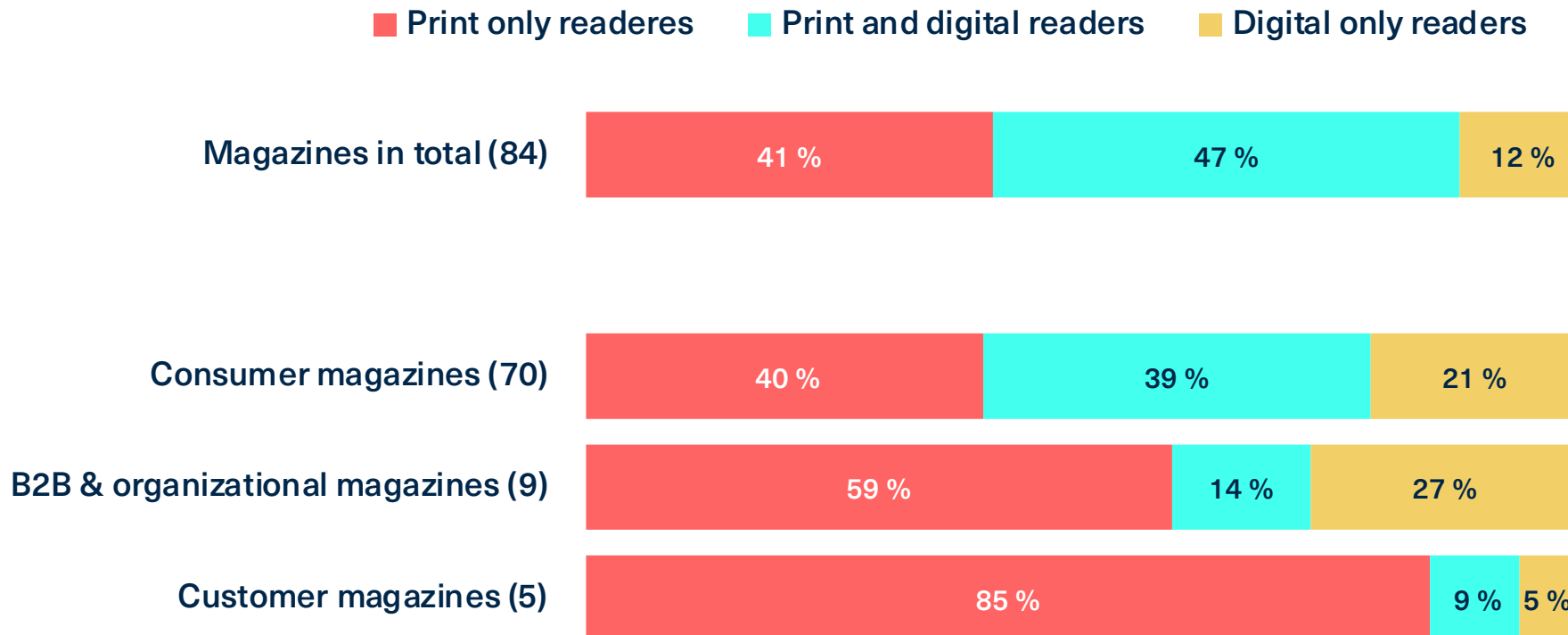


Reach of magazines *by age*

	Population aged 15 and over <i>(est. 4,291,400)</i>	15–24 year olds <i>(est. 551,400)</i>	25–34 year olds <i>(est. 600 700)</i>	35–44 year olds <i>(est. 600,200)</i>	45–54 year olds <i>(est. 585,500)</i>	55–64 year olds <i>(est. 671,500)</i>	65 year olds and older <i>(est.,1 275,100)</i>
Net reach (84 magazines)	3 867 300	405 000	508 000	561000	550 000	632 000	1 211 000
Print readers (83 magazines)	3 419 900	255 000	394 000	492 000	502 000	597 000	1 180 000
Digital readers (63 magazines)	2 276 300	316 000	402 000	406 000	363 000	345 000	443 000

Nearly half of magazine 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 2024, *total population*

	Magazine	Total reach (print + digital), 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,400)
1.	Yhteishyvä	2 093 000	49
2.	Pirkka	1 660 000	39
3.	Me Naiset	1 083 400	25
4.	Seiska	1 022 400	24
5.	Terveystiete	905 400	21
6.	Kotiliesi	751 700	18
7.	Avainapteekit	634 100	15
8.	Talouselämä	625 500	15
9.	Anna	578 200	13
10.	Tekniikka&Talous	546 800	13

Magazines with the highest total reach in 2024, *Women*

	Magazine	Total reach (print + digital), Women	Coverage %, Women (est. 2,193,100)
1.	Yhteishyvä	1 362 000	62
2.	Pirkka	1 106 000	50
3.	Me Naiset	829 000	38
4.	Terveystiete!	662 000	30
5.	Kotiliesi	622 000	28
6.	Seiska	547 000	25
7.	Anna	481 000	22
8.	Avainapteekit	452 000	21
9.	Eeva	375 000	17
10.	Kodin Kuvailehti	299 000	14

Magazines with the highest total reach in 2024, *Men*

	Magazine	Total reach (print + digital), Men	Coverage %, Men (est. 2,098,300)
1.	Yhteishyvä	732 000	35
2.	Pirkka	555 000	26
3.	Seiska	475 000	23
4.	Tekniikka&Talous	442 000	21
5.	Talouselämä	411 000	20
6.	Tekniikan Maailma	377 000	18
7.	Taloustaito	286 000	14
8.	Moottori	256 000	12
9.	Me Naiset	255 000	12
10.	Terveystiete!	243 000	12

Magazines with the highest total reach in 2024, *15–24 year olds*

	Magazine	Total reach (print + digital), 15-24 year olds	Coverage %, 15-24 year olds (est. 551,400)
1.	Seiska	174 000	32
2.	Me Naiset	147 000	27
3.	Yhteishyvä	94 000	17
4.	Pirkka	80 000	15
5.	Kotiliesi	70 000	13
6.	Anna	66 000	12
7.	Aku Ankka	63 000	11
8.	Tekniikka&Talous	51 000	9
9.	Terveystiete!	47 000	8
10.	Tekniikan Maailma	46 000	8

Magazines with the highest total reach in 2024, *25–34 year olds*

	Magazine	Total reach (print + digital), 25–34 year olds	Coverage %, 25–34 year olds (est. 600 700)
1.	Yhteishyvä	219 000	36
2.	Seiska	195 000	32
3.	Me Naiset	185 000	31
4.	Pirkka	149 000	25
5.	Kotiliesi	112 000	19
6.	Talouselämä	107 000	18
7.	Tekniikka&Talous	106 000	18
8.	Anna	88 000	15
9.	Tekniikan Maailma	63 000	10
10.	Tiede	57 000	9

Magazines with the highest total reach in 2024, *35–44 year olds*

	Magazine	Total reach (print + digital), 35–44 year olds	Coverage %, 35–44 year olds (est. 600,200)
1.	Yhteishyvä	298 000	49
2.	Pirkka	204 000	34
3.	Me Naiset	202 000	33
4.	Seiska	200 000	33
5.	Talouselämä	133 000	22
6.	Tekniikka&Talous	120 000	20
7.	Anna	108 000	18
8.	Kotiliesi	101 000	17
9.	Terveydeksi!	81 000	13
10.	Tekniikan Maailma	75 000	12

Magazines with the highest total reach in 2024, *45–54 year olds*

	Magazine	Total reach (print + digital), 45–54 year olds	Coverage %, 45–54 year olds (est. 585,500)
1.	Yhteishyvä	325 000	55
2.	Pirkka	246 000	42
3.	Me Naiset	185 000	32
4.	Seiska	169 000	29
5.	Terveystiete!	124 000	21
6.	Talouselämä	117 000	20
7.	Tekniikka&Talous	99 000	17
8.	Kotiliesi	99 000	17
9.	Anna	96 000	16
10.	Avainapteekit	87 000	15

Magazines with the highest total reach in 2024, *55–64 year olds*

	Magazine	Total reach (print + digital), 55–64 year olds	Coverage %, 55–64 year olds (est. 671,500)
1.	Yhteishyvä	384 000	57
2.	Pirkka	317 000	47
3.	Terveystiete	178 000	27
4.	Me Naiset	175 000	26
5.	Seiska	151 000	22
6.	Avainapteekit	125 000	19
7.	Kotiliesi	115 000	17
8.	Taloustaito	114 000	17
9.	Talouselämä	98 000	15
10.	Anna	96 000	14

Magazines with the highest total reach in 2024, *65 year olds and older*

	Magazine	Total reach (print + digital), 65 year olds and older	Coverage %, 65 year olds and older (est.,1 275,100)
1.	Yhteishyvä	774 000	61
2.	Pirkka	665 000	52
3.	Terveystiete	424 000	33
4.	Avainapteekit	297 000	23
5.	Kotiliesi	256 000	20
6.	ET	232 000	18
7.	Eeva	204 000	16
8.	Apu	197 000	15
9.	Taloustaito	192 000	15
10.	Me Naiset	190 000	15

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 2024, *total population*

	Magazine	Readership, 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,400)
1.	Yhteishyvä	1 985 200	46
2.	Pirkka	1 57 600	37
3.	Terveystiete	801 900	19
4.	Avainapteekit	608 900	14
5.	Taloustaito	484 500	11
6.	Suomen Kuvalehti	267 300	6,2
7.	Eeva	266 700	6,2
8.	Aku Ankka	266 000	6,2
9.	ET	260 600	6,1
10.	Tiede	250 100	5,8

Print magazines with the largest readership in 2024, *Women*

	Magazine	Readership, Women	Coverage %, Women (est. 2,193,100)
1.	Yhteishyvä	1 292 000	59
2.	Pirkka	1 056 ,00	48
3.	Terveystiete!	598 000	27
4.	Avainapteekit	438 000	20
5.	Eeva	245 000	11
6.	Taloustaito	212 000	10
7.	Kodin Kuva-lehti	209 000	10
8.	ET	200 000	9
9.	Suuri Käsityö	178 000	8
10.	Kotiliesi Käsityö	175 000	8

Print magazines with the largest readership in 2024,

Men

	Magazine	Readership, Men	Coverage %, Men (est. 2,098,300)
1.	Yhteishyvä	693 000	33
2.	Pirkka	524 000	25
3.	Taloustaito	273 000	13
4.	Moottori	206 000	10
5.	Terveystiete	203 700	10
6.	Tekniikan Maailma	182 000	9
7.	Avainapteekit	171 000	8
8.	Aku Ankka	155 000	7
9.	Tiede	147 000	7
10.	Reserviläinen	1423 000	7

Print magazines with the largest readership in 2024, *15–24 year olds*

	Magazine	Readership, 15-24 year olds	Coverage %, 15-24 year olds (est. 551,400)
1.	Yhteishyvä	71 000	13
2.	Pirkka	62 000	11
3.	Aku Ankka	52 000	9
4.	Reserviläinen	20 000	4
5.	Tiede	20 000	4
6.	Ruotuväki	14 000	3
7.	Terveystiete!	14 000	3
8.	Opettaja	14 000	2
9.	Seiska	14 000	2
10.	Moottori	13 000	2

Print magazines with the largest readership in 2024, *25–34 year olds*

	Magazine	Readership, 25–34 year olds	Coverage %, 25–34 year olds (est. 600 700)
1.	Yhteishyvä	196 000	33
2.	Pirkka	133 000	22
3.	Aku Ankka	41 000	7
4.	Avainapteekit	40 000	7
5.	Terveystiete	36 000	6
6.	Taloustaito	35 000	6
7.	Tiede	30 000	5
8.	Reserviläinen	23 000	4
9.	Opettaja	20 000	3
10.	Moottori	20 000	3

Print magazines with the largest readership in 2024, *35–44 year olds*

	Magazine	Readership, 35–44 year olds	Coverage %, 35–44 year olds (est. 600 700)
1.	Yhteishyvä	276 000	45
2.	Pirkka	187 000	31
3.	Terveystiete	68 000	11
4.	Avainapteekit	63 000	10
5.	Taloustaito	63 000	10
6.	Aku Ankka	58 000	10
7.	Tiede	37 000	6
8.	Moottori	30 000	5
9.	Tekniikan Maailma	26 000	4
10.	Glorian ruoka&viini	25 000	4

Print magazines with the largest readership in 2024, *45–54 year olds*

	Magazine	Readership, 45–54 year olds	Coverage %, 45–54 year olds (est. 585,500)
1.	Yhteishyvä	310 000	53
2.	Pirkka	235 000	40
3.	Terveystiete	114 000	19
4.	Avainapteekit	84 000	14
5.	Taloustaito	81 000	14
6.	Opettaja	42 000	7
7.	Aku Ankka	42 000	7
8.	Moottori	39 000	7
9.	Tiede	35 000	6
10.	Tekniikan Maailma	34 000	6

Print magazines with the largest readership in 2024, *55–64 year olds*

	Magazine	Readership, 55–64 year olds	Coverage %, 55–64 year olds (est. 671,500)
1.	Yhteishyvä	374 000	56
2.	Pirkka	309 000	46
3.	Terveystiete	169 000	25
4.	Avainapteekit	123 000	18
5.	Taloustaito	110 000	16
6.	Moottori	54 000	8
7.	Eeva	48 000	7
8.	Kodin Kuva-lehti	47 000	7
9.	Opettaja	45 000	7
10.	Tiede	43 000	6

Print magazines with the largest readership in 2024, *65 year olds and older*

	Magazine	Readership, 65 year olds and older	Coverage %, 65 year olds and older (est.,1 275,100)
1.	Yhteishyvä	759 000	60
2.	Pirkka	654 000	51
3.	Terveystiete	402 000	31
4.	Avainapteekit	289 000	23
5.	ET	205 000	16
6.	Taloustaito	186 000	15
7.	Eeva	173 000	14
8.	Suomen Kuvalehti	166 000	13
9.	Apu	162 000	13
10.	Seura	130 000	10

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 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 wall to the left.

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 2024, *total population*

	Magazine	Digitaalinen viikotavoittavuus, 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,400)
1.	Me Naiset	1 032 200	24
2.	Seiska	904 200	21
3.	Kotiliesi	597 200	14
4.	Talouselämä	529 400	12
5.	Tekniikka&Talous	494 300	12
6.	Anna	470 500	11
7.	Yhteishyvä	284 800	7
8.	Tekniikan Maailma	273 100	6
9.	Apu	260 500	6
10.	Seura	243 700	6

Magazines with the highest digital reach in 2024, *Women*

	Magazine	Digitaalinen viikotavoittavuus, Women	Coverage %, Women (est. 2,193,100)
1.	Me Naiset	775 000	21
2.	Kotiliesi	486 000	14
3.	Seiska	481 000	22
4.	Anna	389 000	18
5.	Yhteishyvä	198 000	9
6.	Talouselämä	178 000	8
7.	Apu	159 000	7
8.	Eeva	156 000	7
9.	Seura	133 000	6
10.	Pirkka	105 000	5

Magazines with the highest digital reach in 2024,

Men

	Magazine	Digitaalinen viikotavoittavuus, Men	Coverage %, Men (est. 2,098,300)
1.	Seiska	423 000	20
2.	Tekniikka&Talous	404 000	19
3.	Talouselämä	352 000	17
4.	Me Naiset	257 000	12
5.	Tekniikan Maaailma	236 000	11
6.	Tivi	193 000	9
7.	Mikrobitti	142 000	7
8.	Hymy	135 000	6
9.	Kotiliesi	111 000	5
10.	Seura	110 600	5

Magazines with the highest digital reach in 2024, *15–24 year olds*

	Magazine	Digitaalinen viikkotavoittavuus, 15-24 year olds	Coverage %, 15-24 year olds (est. 551,400)
1.	Seiska	164 000	30
2.	Me Naiset	148 000	27
3.	Kotiliesi	71 000	13
4.	Anna	63 000	11
5.	Tekniikka&Talous	49 000	9
6.	Talouselämä	41 000	7
7.	Tekniikan Maailma	38 000	7
8.	Yhteishyvä	35 000	6
9.	Pirkka	25 000	4
10.	Apu	24 000	4

Magazines with the highest digital reach in 2024, *25–34 year olds*

	Magazine	Digitaalinen viikkotavoittavuus, 25–34 year olds	Coverage %, 25–34 year olds (est. 600 700)
1.	Me Naiset	189 000	31
2.	Seiska	185 000	31
3.	Kotiliesi	119 000	20
4.	Tekniikka&Talous	102 000	17
5.	Talouselämä	102 000	17
6.	Anna	85 000	14
7.	Yhteishyvä	53 000	9
8.	Tekniikan Maailma	51 000	8
9.	Tivi	47 000	8
10.	Mikrobitti	37 000	6

Magazines with the highest digital reach in 2024, *35–44 year olds*

	Magazine	Digitaalinen viikkotavoittavuus, 35–44 year olds	Coverage %, 35–44 year olds (est. 600 700)
1.	Me Naiset	205 000	34
2.	Seiska	190 000	31
3.	Talouselämä	123 000	20
4.	Tekniikka&Talous	112 000	18
5.	Kotiliesi	103 300	17
6.	Anna	102 000	17
7.	Tivi	64 000	11
8.	Yhteishyvä	63 000	10
9.	Apu	57 000	9
10.	Tekniikan Maailma	57 000	9

Magazines with the highest digital reach in 2024, *45–54 year olds*

	Magazine	Digitaalinen viikkotavoittavuus, 45–54 year olds	Coverage %, 45–54 year olds (est. 585,500)
1.	Me Naiset	173 000	30
2.	Seiska	149 000	25
3.	Talouselämä	100 000	17
4.	Kotiliesi	95 000	16
5.	Tekniikka&Talous	88 000	15
6.	Anna	83 000	14
7.	Apu	51 000	9
8.	Seura	50 000	9
9.	Tivi	48 000	8
10.	Tekniikan Maailma	47 000	8

Magazines with the highest digital reach in 2024, *55–64 year olds*

	Magazine	Digitaalinen viikkotavoittavuus, 55–64 year olds	Coverage %, 55–64 year olds (est. 671,500)
1.	Me Naiset	164 000	24
2.	Seiska	122 000	18
3.	Kotiliesi	96 000	14
4.	Talouselämä	81 000	12
5.	Anna	77 000	11
6.	Tekniikka&Talous	70 000	10
7.	Apu	47 000	7
8.	Seura	46 000	7
9.	Tekniikan Maailma	41 000	6
10.	Yhteishyvä	41 000	6

Magazines with the highest digital reach in 2024, *65 year olds and older*

	Magazine	Digitaalinen viikkotavoittavuus, 65 year olds and older	Coverage %, 65 year olds and older (est.,1 275,100)
1.	Me Naiset	153 000	12
2.	Kotiliesi	114 000	9
3.	Seiska	95 000	7
4.	Talouselämä	82 000	6
5.	Tekniikka&Talous	73 000	6
6.	Anna	61 000	5
7.	Yhteishyvä	46 000	4
8.	Eeva	45 000	4
9.	Apu	45 000	4
10.	Seura	44 000	3

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

www.ratecards.fi

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

www.aikakausmedia.fi/en/research

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Finnish Magazine Media Association

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