

A woman with curly hair is sitting on a white staircase, reading a magazine. She is wearing a white short-sleeved top and a beige skirt. The magazine she is reading has 'STYLE' and 'OUR FACE' visible on the cover. The background is a bright, minimalist interior with white walls and a white staircase.

# Reading times & number of readings

Finnish National Readership Survey 2022



MediaAuditFinland

AIKAKAUSMEDIA

Finnish Magazine Media Association

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# Note!

The number of minutes should not be compared to the results of the previous Finnish National Readership Survey (NRS), as the measurement method has been changed.

The number of readings, on the other hand, are comparable with the previous data.



On average, **53 minutes** is spent reading a magazine issue.

Women spend most of their time with *women's magazines* (75 min), *health and well-being magazines* (69 min) and *general interest magazines* (63 min).

Men enjoy the longest *hobby magazines* (61 min) and *motoring and tech magazines* (58 min).

# Number of minutes by magazine group

*Average amount of time spent on one issue, minutes, averages by magazine group*

| Magazine group   | Total 15+ population, average minutes | Women, average minutes | Men, average minutes |
|--|---------------------------------------|------------------------|----------------------|
| Women's magazines  | 69                                    | 75                     | 40                   |
| Health and well-being magazines  | 64                                    | 69                     | 46                   |
| Hobby magazines  | 63                                    | 59                     | 61                   |
| General interest magazines   | 57                                    | 63                     | 49                   |
| Housing, construction and gardening magazines                              | 57                                    | 61                     | 46                   |
| Motoring and technical magazines   | 55                                    | 38                     | 58                   |
| Food and drink magazines   | 55                                    | 61                     | 40                   |
| Economy and business magazines   | 47                                    | 45                     | 49                   |
| Professional magazines and magazines published by non-profit organisations | 47                                    | 41                     | 51                   |
| Customer magazines   | 36                                    | 40                     | 29                   |
| <b>All magazines</b>   | <b>53</b>                             | <b>55</b>              | <b>47</b>            |



## On average, one issue of a magazine is taken twice.

*Food and beverage magazines* (2.7 readings) and *hobby magazines* (2.5 readings) receive the highest number of readings.

There is no great variation in the number of readings of magazines in different magazine groups; even *customer magazines* that collect the least readings are viewed an average of 1.5 times.

Source: Finnish National Readership Survey 2022  
Total population N: 46,996

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# Number of readings by magazine group

*Average number of readings per magazine issue, average by magazine group*

| Magazine group   | Total 15+ population, average number of readings | Women, average number of readings | Men, average number of readings |
|--|--|-----------------------------------|---------------------------------|
| Food and drink magazines   | 2.7  | 2.9                               | 2.2                             |
| Hobby magazines  | 2.5  | 2.7                               | 2.3                             |
| General interest magazines   | 2.2  | 2.4                               | 2.1                             |
| Women's magazines  | 2.2  | 2.3                               | 1.5                             |
| Housing, construction, gardening magazines                                 | 2.2  | 2.4                               | 1.8                             |
| Health and well-being magazines  | 2.1  | 2.2                               | 1.6                             |
| Motoring and technical magazines   | 2.1  | 1.6                               | 2.1                             |
| Professional magazines and magazines published by non-profit organisations | 1.9  | 1.5                               | 2.2                             |
| Economy and business magazines   | 1.8  | 1.6                               | 1.9                             |
| Customer magazines   | 1.5  | 1.7                               | 1.4                             |
| <b>All magazines</b>   | <b>2.0</b>                                       | <b>2.1</b>                        | <b>1.9</b>                      |



## The magazines read the longest are enjoyed for over an hour.

*Eeva* (a women's magazine) is the magazine with the longest reading time (88 min).



# Longest read magazines

Average time spent on one issue, minutes, averages by magazine and gender

| Magazine             | Reading minutes, 15+ population |
|----------------------|---------------------------------|
| Eeva                 | 88                              |
| Suomen Kuvalehti     | 87                              |
| Image                | 80                              |
| Apu                  | 79                              |
| Valitut Palat        | 79                              |
| Seura                | 78                              |
| Tiede                | 78                              |
| ET-lehti             | 77                              |
| Voi hyvin            | 75                              |
| Eeva                 | 88                              |
| Suomen Kuvalehti     | 87                              |
| <b>All magazines</b> | <b>53</b>                       |

| Magazine             | Reading minutes, women |
|----------------------|------------------------|
| Tiede                | 103                    |
| Eeva                 | 93                     |
| Suomen Kuvalehti     | 91                     |
| Apu                  | 90                     |
| ET-lehti             | 86                     |
| Seura                | 85                     |
| Image                | 84                     |
| Valitut Palat        | 83                     |
| Apu Terveys          | 82                     |
| Kotiliesi            | 81                     |
| <b>All magazines</b> | <b>55</b>              |

| Magazine             | Reading minutes, men |
|----------------------|----------------------|
| Suomen Kuvalehti     | 82                   |
| Valitut Palat        | 75                   |
| Image                | 73                   |
| Tiede                | 72                   |
| Tekniikan Maailma    | 70                   |
| Caravan              | 69                   |
| IS Urheilulehti      | 68                   |
| Seura                | 67                   |
| Vene                 | 65                   |
| Mikrobitti           | 64                   |
| <b>All magazines</b> | <b>47</b>            |

# Longest read magazines by magazine group

*Average time spent on one issue, minutes, averages by magazine*

| <u>Consumer magazines</u>     | Reading minutes, 15+ population | <u>Professional magazines and magazines published by non-profit organisations</u> | Reading minutes, 15+ population | <u>Customer magazines</u>     | Reading minutes, 15+ population |
|-------------------------------|---------------------------------|---|---------------------------------|-------------------------------|---------------------------------|
| Eeva                          | 88                              | Käytännön Maamies   | 59                              | Yhteishyvä                    | 39                              |
| Suomen Kuvalehti              | 87                              | Koneviesti  | 54                              | Pirkka                        | 38                              |
| Image                         | 80                              | Maatilan Pellervo   | 51                              | Samarbete                     | 37                              |
| Apu                           | 79                              | Aarre   | 51                              | Terveystieteet                | 33                              |
| Valitut Palat                 | 79                              | Metsälehti  | 50                              | Avainapteekit                 | 28                              |
| Seura                         | 78                              | Aarre   | 40                              | <b>All customer magazines</b> | <b>36</b>                       |
| Tiede                         | 78                              | Ruotuväki   | 37                              |                               |                                 |
| Et-lehti                      | 77                              | Opettaja  | 32                              |                               |                                 |
| Voi hyvin                     | 75                              | <b>All professional and non-profit organization magazines</b>                     | <b>47</b>                       |                               |                                 |
| Eeva                          | 88                              |   |                                 |                               |                                 |
| Suomen Kuvalehti              | 87                              |   |                                 |                               |                                 |
| <b>All consumer magazines</b> | <b>53</b>                       |   |                                 |                               |                                 |

# Longest read magazines by magazine group

*Average time spent on one issue, minutes, averages by magazine*

| <u>Housing, construction and gardening</u>               | Reading minutes, 15+ population | <u>Motoring and technical magazines</u>     | Reading minutes, 15+ population | <u>Hobby magazines</u>     | Reading minutes, 15+ population |
|--|---------------------------------|---|---------------------------------|----------------------------|---------------------------------|
| Viherpiha  | 68                              | Tekniikan Maailma                           | 66                              | Tiede                      | 78                              |
| Antiikki & Design  | 65                              | Mikrobitti                                  | 61                              | Suomen Luonto              | 74                              |
| Avotakka   | 63                              | Moottori                                    | 50                              | Suuri Käsityö              | 73                              |
| Maalla   | 60                              | Tuulilasi                                   | 50                              | IS Urheilulehti            | 65                              |
| Meidän Mökki   | 45                              | Auto Bild Suomi                             | 48                              | Kotiliesi Käsityö          | 63                              |
| Unelmien Talo & Koti                                     | 53                              | Vauhdin Maailma                             | 48                              | Caravan                    | 63                              |
| Oma Piha   | 53                              | Tivi  | 44                              | Vene                       | 60                              |
| Koti ja Keittiö  | 53                              | <b>All motoring and technical magazines</b> | <b>55</b>                       | Tiede Luonto               | 59                              |
| Glorian Koti   | 52                              |   |                                 | Matka                      | 58                              |
| TM Rakennusmaailma                                       | 51                              |   |                                 | Juoksija                   | 58                              |
| <b>All housing, construction and gardening magazines</b> | <b>57</b>                       |   |                                 | <b>All hobby magazines</b> | <b>63</b>                       |

# Longest read magazines by magazine group

*Average time spent on one issue, minutes, averages by magazine*

| <u>Women's magazines</u>     | Reading minutes, 15+ population | <u>Food and drink magazines</u>     | Reading minutes, 15+ population | <u>Economy and business magazines</u>     | Reading minutes, 15+ population |
|------------------------------|---------------------------------|-------------------------------------|---------------------------------|---|---------------------------------|
| Eeva                         | 88                              | Maku                                | 56                              | Arvopaperi                                | 53                              |
| Kotiliesi                    | 74                              | Glorian ruoka&viini                 | 54                              | Veronmaksajan Taloustaito                 | 51                              |
| Kodin Kuvalehti              | 69                              | <b>All food and drink magazines</b> | <b>55</b>                       | Talouselämä                               | 49                              |
| Kodin Pellervo               | 66                              |                                     |                                 | Viisas Raha                               | 48                              |
| Anna                         | 64                              |                                     |                                 | Tekniikka&Talous                          | 39                              |
| Kotivinkki                   | 62                              |                                     |                                 | Yrittäjä-lehti                            | 33                              |
| Me Naiset                    | 59                              |                                     |                                 | <b>All economy and business magazines</b> | <b>47</b>                       |
| Trendi                       | 50                              |                                     |                                 |   |                                 |
| Gloria                       | 49                              |                                     |                                 |   |                                 |
| <b>All women's magazines</b> | <b>69</b>                       |                                     |                                 |   |                                 |

# Longest read magazines by magazine group

*Average time spent on one issue, minutes, averages by magazine*

| <u>Health and well-being magazines</u>     | Reading minutes, 15+ population |
|--|---------------------------------|
| Voi Hyvin                                  | 75                              |
| Apu Terveys                                | 73                              |
| ET Terveys                                 | 66                              |
| Hyvä Terveys                               | 62                              |
| Kotilääkäri                                | 59                              |
| Kauneus & Terveys                          | 57                              |
| Sport                                      | 50                              |
| Fit  | 47                              |
| <b>All health and well-being magazines</b> | <b>64</b>                       |

| <u>General interest magazines</u>     | Reading minutes, 15+ population |
|---------------------------------------|---------------------------------|
| Suomen Kuvalehti                      | 86                              |
| Image                                 | 80                              |
| Valitut Palat                         | 79                              |
| Apu                                   | 79                              |
| Seura                                 | 78                              |
| ET -lehti                             | 77                              |
| Viva                                  | 74                              |
| Kotimaa                               | 67                              |
| Katso                                 | 64                              |
| HS Meidän perhe                       | 64                              |
| <b>All general interest magazines</b> | <b>69</b>                       |

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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