



Readership, digital reach & total reach



MediaAuditFinland

Finnish National Readership Survey 2021

AIKAKAUSMEDIA

Finnish Magazine Media Association

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Total reach
(print + digital)





Average issue readership
+ digital weekly reach
= total reach

The total reachability figure of the magazine 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 2021, *total 15+ population*

	Magazine	Number of readers, all over 15 years old	Coverage rate, %, all over 15 years old (est. 4,299,000)
1st	Yhteishyvä	2,187,000	51
2nd	Pirkka	1,773,000	41
3rd	Me Naiset	1,393,000	32
4th	Seiska	1,064,000	25
5th	Terveystiete!	835,000	19
6th	OP Lehti	825,000	19
7th	Avainapteekit	624,000	15
8th	Kotiliesi	559,000	13
9th	Talouselämä	506,000	12
10th	Tekniikan Maailma	446,000	10

Magazines with the highest total reach in 2021, *women*

	Magazine	Number of readers, women	Coverage rate, %, women (est. 2,199,000)
1st	Yhteishyvä	1,386,000	63
2nd	Me Naiset	1,134,000	52
3rd	Pirkka	1,115,000	51
4th	Terveydeksi!	603,000	27
5th	Seiska	559,000	25
6th	Kotiliesi	463,000	21
7th	Avainapteekit	437,000	20
8th	OP Lehti	433,000	20
9th	Anna	368,000	15
10th	Kodin Kuvalehti	327,000	15

Magazines with the highest total reach in 2021, *men*

	Magazine	Number of readers, men	Coverage rate, %, men (est. 2,100,000)
1st	Yhteishyvä	801,000	38
2nd	Pirkka	657,000	31
3rd	Seiska	505,000	24
4th	OP Lehti	392,000	19
5th	Tekniikan Maailma	390,000	19
6th	Talouselämä	331,000	16
7th	Veronmaksajan Taloustaito	265,000	13
8th	Me Naiset	259,000	12
9th	Moottori	252,000	12
10th	Tekniikka & Talous	238,000	11

Magazines with the highest total reach in 2021, *15–24 years old*

	Magazine	Number of readers, 15–24 years old	Coverage rate, %, 15–24 years old (est. 552,000)
1st	Seiska	193,000	35
2nd	Me Naiset	176,000	32
3rd	Yhteishyvä	93,000	17
4th	Pirkka	77,000	14
5th	Aku Ankka	65,000	12
6th	Anna	52,000	9
7th	Tekniikan Maailma	50,000	9
8th	Talouselämä	38,000	7
9th	Tiede	37,000	7
10th	Terveystiete!	34,000	6

Magazines with the highest total reach in 2021, *25–34 years old*

	Magazine	Number of readers, 25–34 years old	Coverage rate, %, 25–34 years old (est. 610,000)
1st	Me Naiset	281,000	48
2nd	Yhteishyvä	227,000	37
3rd	Seiska	217,000	36
4th	Pirkka	161,000	26
5th	Talouselämä	91,000	15
6th	Tekniikka & Talous	67,000	11
7th	OP Lehti	64,000	11
8th	Tekniikan Maailma	62,000	10
9th	Anna	61,000	10
10th	Kotiliesi	58,000	10

Magazines with the highest total reach in 2021, *35–44 years old*

	Magazine	Number of readers, 35–44 years old	Coverage rate, %, persons aged 35–44 years old (est. 618,000)
1st	Yhteishyvä	306,000	50
2nd	Me Naiset	296,000	48
3rd	Pirkka	235,000	38
4th	Seiska	223,000	36
5th	OP Lehti	101,000	16
6th	Talouselämä	94,000	15
7th	Terveydeksi!	90,000	15
8th	Anna	77,000	12
9th	Aku Ankka	76,000	12
10th	Kotiliesi	72,000	12

Magazines with the highest total reach in 2021, *45–54 years old*

	Magazine	Number of readers, 45–54 years old	Coverage rate, %, 45–54 years old (est. 604,000)
1st	Yhteishyvä	352,000	58
2nd	Pirkka	301,000	50
3rd	Me Naiset	222,000	37
4th	Seiska	166,000	27
5th	OP Lehti	117,000	19
6th	Terveystiete!	114,000	19
7th	Avainapteekit	96,000	16
8th	Talouselämä	85,000	14
9th	Veronmaksajan Taloustaito	79,000	13
10th	Kotiliesi	76,000	12

Magazines with the highest total reach in 2021, *55–64 years old*

	Magazine	Number of readers, 55–64 years old	Coverage rate, %, 55–64 years old (est. 686,000)
1st	Yhteishyvä	420,000	61
2nd	Pirkka	365,000	53
3rd	Me Naiset	209,000	30
4th	OP Lehti	166,000	24
5th	Terveystiete!	161,000	23
6th	Avainapteekit	132,000	19
7th	Seiska	130,000	19
8th	Veronmaksajan Taloustaito	105,000	15
9th	Kotiliesi	90,000	13
10th	Talouselämä	81,000	12

Magazines with the highest total reach in 2021, *65+years old*

	Magazine	Number of readers, over 65 years old	Coverage rate, %, over 65 years old (est. 1,229,000)
1st	Yhteishyvä	788,000	64
2nd	Pirkka	634,000	52
3rd	Terveystiete!	384,000	31
4th	OP Lehti	350,000	28
5th	Avainapteekit	275,000	22
6th	ET-lehti	239,000	19
7th	Kotiliesi	230,000	19
8th	Apu	225,000	18
9th	Me Naiset	211,000	17
10th	Eeva	206,000	17

Number of
readers
(print)





Readership of a magazine indicates how readers the average issue of each *printed magazine* has.

(Average Issue Readership = AIR)

Printed magazines with the largest readership in 2021, *all 15+ population*

	Magazine	Number of readers, all over 15 years old	Coverage rate, %, all over 15 years (est. 4,299,000)
1st	Yhteishyvä	2,156,000	50
2nd	Pirkka	1,723,000	40
3rd	Terveystiete!	755,000	18
4th	OP Lehti	717,000	17
5th	Avainapteekit	609,000	14
6th	Veronmaksajan Taloustaito	419,000	10
7th	Apu	318,000	7
8th	Eeva	316,000	7
9th	Suomen Kuvalehti	313,000	7
10th	Aku Ankka	302,000	7

Printed magazines with the largest readership in 2021, *women*

	Magazine	Number of readers, women	Coverage rate, %, women (est. 2,199,000)
1st	Yhteishyvä	1,367,000	62
2nd	Pirkka	1,083,000	49
3rd	Terveystiete!	548,000	25
4th	Avainapteekit	427,000	19
5th	OP Lehti	375,000	17
6th	Eeva	280,000	13
7th	Kodin Kuva-lehti	244,000	11
8th	Suuri Käsityö	206,000	9
9th	Apu	203,000	9
10th	ET-lehti	199,000	9

Printed magazines with the largest readership in 2021, *men*

	Magazine	Number of readers, men	Coverage rate, %, men (est. 2,100,000)
1st	Yhteishyvä	790,000	38
2nd	Pirkka	640,000	30
3rd	OP Lehti	341,000	16
4th	Veronmaksajan Taloustaito	253,000	12
5th	Tekniikan Maailma	229,000	11
6th	Moottori	218,000	10
7th	Terveystiete!	207,000	10
8th	Avainapteekit	182,000	9
9th	Aku Ankka	171,000	8
10th	Tiede	166,000	8

Printed magazines with the largest readership in 2021, *15–24 years old*

	Magazine	Number of readers, 15–24 years old	Coverage rate, %, 15–24 years old (est. 552,000)
1st	Yhteishyvä	86,000	16
2nd	Pirkka	65,000	12
3rd	Aku Ankka	58,000	10
4th	Tiede	31,000	6
5th	Seiska	20,000	4
6th	Kodin Kuvalehti	18,000	3
7th	Tekniikan Maailma	16,000	3
8th	Metsästys ja Kalastus	16,000	3
9th	Moottori	15,000	3
10th	Suuri Käsityö	15,000	3

Printed magazines with the largest readership in 2021, *25–34 years old*

	Magazine	Number of readers, 25–34 years old	Coverage rate, %, 25–34 years old (est. 610,000)
1st	Yhteishyvä	219,000	36
2nd	Pirkka	149,000	24
3rd	Aku Ankka	39,000	6
4th	OP Lehti	37,000	6
5th	Terveystiete!	37,000	6
6th	Avainapteekki	35,000	6
7th	Veronmaksajan Taloustaito	33,000	5th
8th	Tiede	32,000	5th
9th	Opettaja	25,000	4
10th	Kodin Kuva-lehti	24,000	4

Printed magazines with the largest readership in 2021, *35–44 years old*

	Magazine	Number of readers, 35–44 years old	Coverage rate, %, 35–44 years old (est. 618,000)
1st	Yhteishyvä	301,000	49
2nd	Pirkka	225,000	36
3rd	OP Lehti	82,000	13
4th	Terveystiete!	80,000	13
5th	Aku Ankka	73,000	12
6th	Avainapteekki	66,000	11
7th	Veronmaksajan Taloustaito	53,000	9
8th	Tiede	41,000	7
9th	Moottori	35,000	6
10th	Seiska	35,000	6

Printed magazines with the largest readership in 2021, *45–54 years old*

	Magazine	Number of readers, 45–54 years old	Coverage rate, %, 45–54 years old (est. 604,000)
1st	Yhteishyvä	349,000	58
2nd	Pirkka	297,000	49
3rd	Terveystiete!	106,000	18
4th	OP Lehti	101,000	17
5th	Avainapteekit	95,000	16
6th	Veronmaksajan Taloustaito	76,000	13
7th	Aku Ankka	51,000	8
8th	Moottori	46,000	8
9th	Tekniikan Maailma	44,000	7
10th	Kodin Kuvalehti	43,000	7

Printed magazines with the largest readership in 2021, *55–64 years old*

	Magazine	Number of readers, 55–64 years old	Coverage rate, %, 55–64 years old (est. 686,000)
1st	Yhteishyvä	417,000	61
2nd	Pirkka	360,000	52
3rd	OP Lehti	154,000	22
4th	Terveystiete!	153,000	22
5th	Avainapteekit	130,000	19
6th	Veronmaksajan Taloustaito	102,000	15
7th	Hyvä Terveys	60,000	9
8th	Eeva	60,000	9
9th	Kodin Kuvalehti	59,000	9
10th	Tekniikan Maailma	56,000	9

Printed magazines with the largest readership in 2021, *65+ years old*

	Magazine	Number of readers, 65+ years old	Coverage rate, %, 65+ years old (est. 1,229,000)
1st	Yhteishyvä	784,000	64
2nd	Pirkka	628,000	51
3rd	Terveystiete!	365,000	30
4th	OP Lehti	331,000	27
5th	Avainapteekit	271,000	22
6th	Apu	216,000	18
7th	ET-lehti	215,000	17
8th	Eeva	202,000	16
9th	Suomen Kuvalehti	196,000	16
10th	Veronmaksajan Taloustaito	148,000	12

A man with a beard and mustache, wearing a blue denim shirt, is seated at a desk. He is looking down at a laptop screen, which is open in front of him. His right hand is resting on the laptop's trackpad, and his left hand is holding a white document. The background is slightly blurred, showing a window with a white railing and some greenery. The lighting is soft and natural, suggesting an indoor setting with large windows.

*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.

*) desktop, mobile, apps

Magazines with the highest digital reach in 2021, *total 15+ population*

	Magazine	Average Average weekly digital reach, all over 15 years old	Coverage rate, %, all over 15 years old (est. 4,299,000)
1st	Me Naiset	1,321,000	31
2nd	Seiska	921,000	21
3rd	Talouselämä	406,000	9
4th	Kotiliesi	383,000	9
5th	Anna	312,000	7
6th	Tekniikka & Talous	252,000	6
7th	Tekniikan Maailma	234,000	5
8th	Tivi	157,000	4
9th	Mikrobitti	132,000	3
10th	Kodin Kuvalehti	122,000	3

Magazines with the highest digital reach in 2021, *women*

	Magazine	Average weekly digital reach, women	Coverage rate, %, women (est. 2,199,000)
1st	Me Naiset	1,059,000	48
2nd	Seiska	482,000	22
3rd	Kotiliesi	310,000	14
4th	Anna	263,000	12
5th	Talouselämä	134,000	6
6th	Kodin Kuvaletti	104,000	5
7th	Hyvä Terveys	94,000	4
8th	Pirkka	75,000	3
9th	Yhteishyvä	71,000	3
10th	ET-lehti	64,000	3

Magazines with the highest digital reach in 2021, *men*

	Magazine	Average weekly digital reach, men	Coverage rate, %, men (est. 2,100,000)
1st	Seiska	440,000	21
2nd	Talouselämä	272,000	13
3rd	Me Naiset	259,000	12
4th	Tekniikan Maaailma	208,000	10
5th	Tekniikka & Talous	204,000	10
6th	Tivi	132,000	6
7th	Mikrobitti	117,000	6
8th	Tuulilasi	75,000	4
9th	Kotiliesi	73,000	3
10th	Suomen Kuvalehti	53,000	3

Magazines with the highest digital reach in 2021, *15–24 years old*

	Magazine	Average weekly digital reach, 15–24 years old	Coverage rate, %, 15–24 years old (est. 552,000)
1st	Seiska	193,000	35
2nd	Me Naiset	188,000	34
3rd	Anna	50,000	9
4th	Tekniikan Maaailma	37,000	7
5th	Kotiliesi	36,000	7
6th	Talouselämä	34,000	6
7th	Tekniikka & Talous	28,000	5
8th	Mikrobitti	19,000	4
9th	Pirkka	16,000	3
10th	Kodin Kuvalehti	13,000	2

Magazines with the highest digital reach in 2021, *25–34 years old*

	Magazine	Average weekly digital reach, 25–34 years old	Coverage rate, %, 25–34 (est. 610,000)
1st	Me Naiset	310,000	51
2nd	Seiska	215,000	35
3rd	Talouselämä	82,000	13
4th	Kotiliesi	64,000	10
5th	Tekniikka & Talous	62,000	10
6th	Anna	59,000	10
7th	Tekniikan Maailma	44,000	7
8th	Tivi	34,000	6
9th	Mikrobitti	24,000	5
10th	Pirkka	24,000	4

Magazines with the highest digital reach in 2021, *35–44 years old*

	Magazine	Average weekly digital reach, 35–44 years old	Coverage rate, %, 35–44 years old (est. 618,000)
1st	Me Naiset	312,000	34
2nd	Seiska	212,000	23
3rd	Talouselämä	82,000	13
4th	Kotiliesi	78,000	10
5th	Anna	72,000	8
6th	Tekniikka & Talous	55,000	9
7th	Tekniikan Maailma	44,000	7
8th	Tivi	39,000	6
9th	Kodin Kuvalehti	30,000	5
10th	Mikrobitti	29,000	5

Magazines with the highest digital reach in 2021, *45–54 years old*

	Magazine	Average weekly digital reach, 45–54 years old	Coverage rate, %, 45–54 years old (est. 604,000)
1st	Me Naiset	203,000	34
2nd	Seiska	136,000	23
3rd	Talouselämä	67,000	11
4th	Kotiliesi	62,000	10
5th	Anna	46,000	8
6th	Tekniikan Maaailma	43,000	7
7th	Tekniikka & Talous	42,000	7
8th	Tivi	31,000	5
9th	Mikrobitti	23,000	4
10th	Kodin Kuvalehti	20,000	3

Magazines with the highest digital reach in 2021, *55–64 years old*

	Magazine	Average weekly digital reach, 55–64 years old	Coverage rate, %, 55–64 years old (est. 686,000)
1st	Me Naiset	183,000	27
2nd	Seiska	90,000	13
3rd	Talouselämä	61,000	9
4th	Kotiliesi	57,000	8
5th	Anna	41,000	6
6th	Tekniikan Maaailma	33,000	5
7th	Tekniikka & Talous	33,000	5
8th	Tivi	21,000	3
9th	Hyvä Terveys	19,000	3
10th	Kodin Kuvalehti	17,000	3

Magazines with the highest digital reach in 2021, *65+ years old*

	Magazine	Average weekly digital reach, 65+ years old	Coverage rate, %, 65+ years old (est. 1,229,000)
1st	Me Naiset	122,000	10
2nd	Kotiliesi	85,000	7
3rd	Talouselämä	79,000	6
4th	Seiska	75,000	6
5th	Anna	44,000	4
6th	Tekniikan Maaailma	33,000	3
7th	ET-lehti	33,000	3
8th	Tekniikka & Talous	32,000	3
9th	Hyvä Terveys	25,000	2
10th	Tivi	23,000	2

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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