

A woman with curly hair is sitting on a white staircase, reading a magazine. She is wearing a white t-shirt and a beige skirt. The magazine she is reading has 'STYLE' and 'OUR FACE' visible on the cover. The background is a bright, modern interior with white walls and a staircase.

Reading times & number of readings

Finnish National Readership Survey 2021



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, **43 minutes** is spent reading a magazine issue.

Women spend most of their time with *women's magazines* (63 min), *general interest magazines* (63 min) and *health and well-being magazines* (58 min).

Men enjoy the longest *hobby magazines* (50 min), *general interest magazines* (49 min) and *motoring and tech magazines* (48 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	58	63	31
General interest magazines	57	63	49
Hobby magazines	52	54	50
Health and well-being magazines	52	58	29
Housing, construction and gardening	48	53	37
Motoring and technical magazines	46	32	48
Food and drink magazines	46	48	40
Economy and business magazines	39	39	39
Professional magazines and magazines published by non-profit organisations	40	37	42
Customer magazines	29	32	23
All magazines	43	47	38



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

Food and beverage magazines (2.5 readings) and *hobby magazines* (2.4 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 2021
Total population N: 46,784

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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	2.5	2.7	2.2
Hobby magazines	2.4	2.6	2.2
General interest magazines	2.3	2.4	2.2
Women's magazines	2.2	2.3	1.5
Housing, construction, gardening	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	2.2
Professional magazines and magazines published by non-profit organisations	1.9	1.7	2.1
Economy and business magazines	1.8	1.8	1.9
Customer magazines	1.5	1.6	1.3
All magazines	2.0	2.1	1.8



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

Suomen Kuvalehti is the magazine with the longest reading time for both men (81 min) and women (79 min).

Longest read magazines

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

Magazine	Reading minutes, 15+ population
Suomen Kuvalehti	80
Eeva	70
Valitut Palat	70
Seura	66
Tiede	65
Image	64
ET-lehti	63
Apu	61
Kodin Kuvalehti	61
Kotiliesi	59
Suuri Käsityö	59
All magazines	43

Magazine	Reading minutes, women
Suomen Kuvalehti	81
Eeva	75
Valitut Palat	74
Seura	74
Tiede	71
Apu	71
ET-lehti	70
Apu Terveys	69
Kodin Kuvalehti	66
Kodin Pellervo	66
All magazines	47

Magazine	Reading minutes, men
Suomen Kuvalehti	79
Valitut Palat	65
Image	63
Tiede	60
Tekniikan Maailma	59
Alibi	57
IS Urheilulehti	56
Suomen Luonto	56
Seura	55
Vene	55
All magazines	38

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
Suomen Kuvalehti	80	Käytännön Maamies	48	Yhteishyvä	32
Eeva	70	Koneviesti	44	Pirkka	31
Valitut Palat	70	Diabetes	43	Terveydexsi!	26
Seura	66	Maatilan Pellervo	42	Samarbete	26
Tiede	65	Metsälehti	41	OP Lehti	24
Image	64	Aarre	40	Avainapteekit	23
ET-lehti	63	Nykypäivä	32	All customer magazines	29
Apu	61	Opettaja	29		
Kodin Kuvalehti	61	All professional and non-profit organization magazines	40		
Suuri Käsityö	59				
Kotiliesi	59				
All consumer magazines	53				

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
Antiikki & Design	58	Tekniikan Maailma	56	Tiede	65
Avotakka	54	Mikrobitti	54	Suuri Käsiyö	59
Maalla	53	Moottori	41	Suomen Luonto	59
Viherpiha	53	Tuulilasi	41	IS Urheilulehti	55
Meidän Mökki	49	Auto Bild Suomi	40	Mondo	53
Unelmien Talo & Koti	47	Vauhdin Maailma	35	Vene	52
Deko	46	Tivi	33	Kotiliesi Käsiyö	51
Koti ja Keittiö	46	All motoring and technical magazines	46	Caravan	50
Glorian Koti	45			Matka	49
Oma Piha	45			Tiede Luonto	49
All housing, construction and gardening magazines	48			All hobby magazines	52

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	70	Maku	48	Arvopaperi	49
Kodin Kuvalehti	61	Glorian ruoka&viini	45	Veronmaksajan Taloustaito	42
Kotiliesi	59	Viinilehti	43	Talouselämä	41
Kodin Pellervo	56	All food and drink magazines	46	Tekniikka & Talous	29
Anna	55			Yrittäjä-lehti	24
Kotivinkki	52			All economy and business magazines	39
Me Naiset	51				
Trendi	44				
Gloria	42				
All women's magazines	58				

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
Apu Terveys	58
Voi Hyvin	58
Hyvä Terveys	52
ET Terveys	52
Kotilääkäri	51
Kauneus & Terveys	50
Sport	46
Fit	40
All health and well-being magazines	52

<u>General interest magazines</u>	Reading minutes, 15+ population
Suomen Kuvalehti	80
Valitut Palat	70
Seura	66
Image	64
ET-lehti	63
Apu	61
Viva	59
Kotimaa	55
Alibi	52
HS Meidän Perhe	51
All general interest magazines	57

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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[Aikakausmedia.fi/en](https://aikakausmedia.fi/en) | Ratecards.fi



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