

A woman with blonde hair tied back, wearing a pink and green patterned sweater and a black backpack, stands in a field of tall sunflowers. She is holding a magazine titled 'LIFE' and looking towards the horizon where the sun is setting. The sun is low in the sky, creating a warm, golden glow. The sunflowers are in various stages of growth, with some heads beginning to form.

Total reach, Readership & Digital reach of magazines

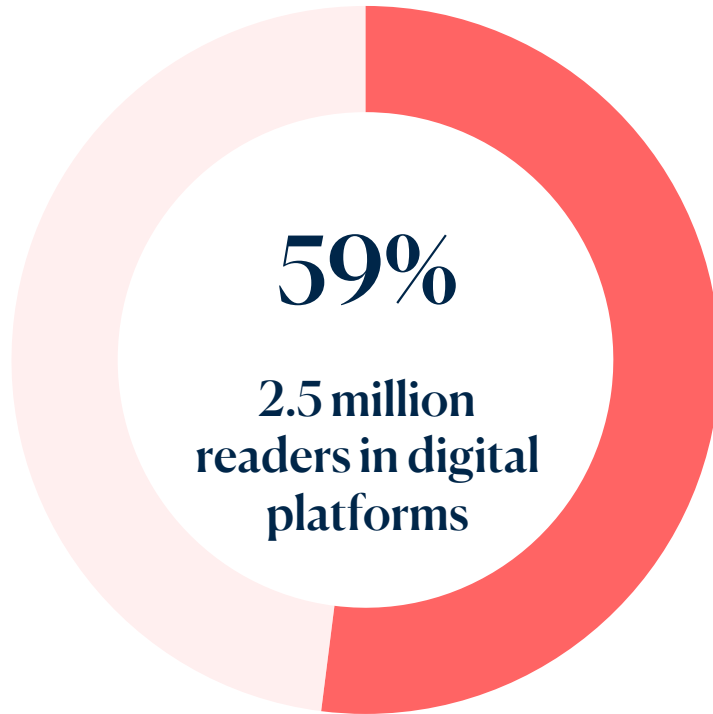
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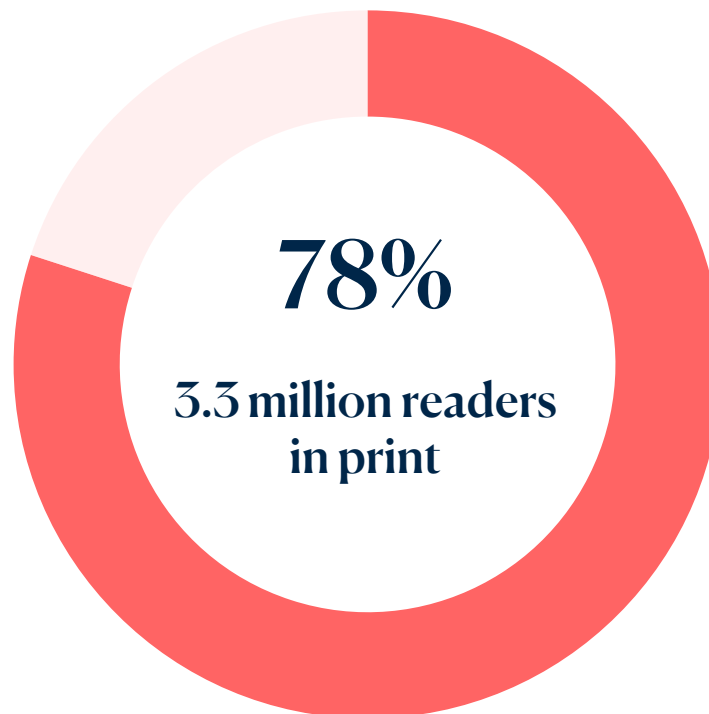
Magazine media audiences in Finland

– 9 out of 10 read magazines

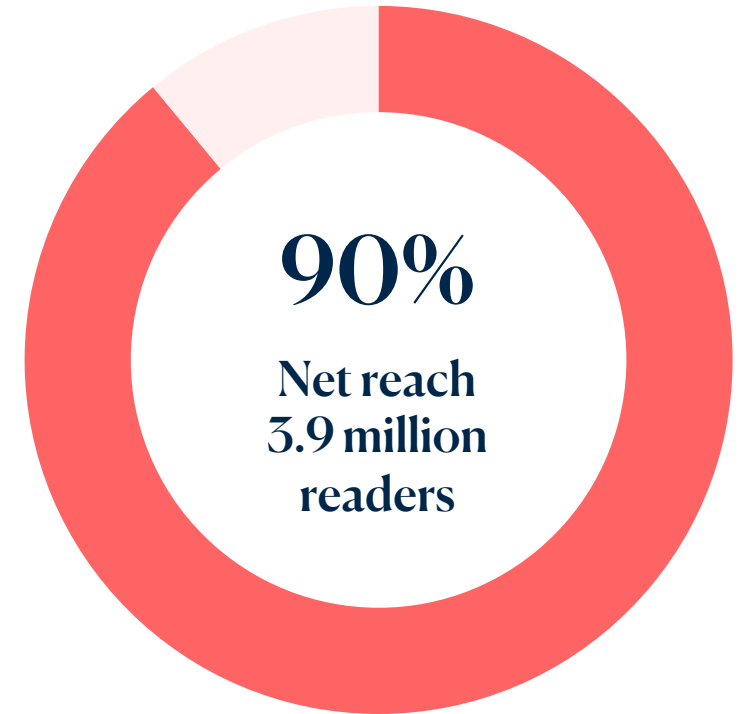
Population aged 15 and over. The figures are net figures.



Digital audience measured from 59 magazines.



Print audience measured from 75 magazines.



Net reach includes readers of 76 magazines (print & digital)

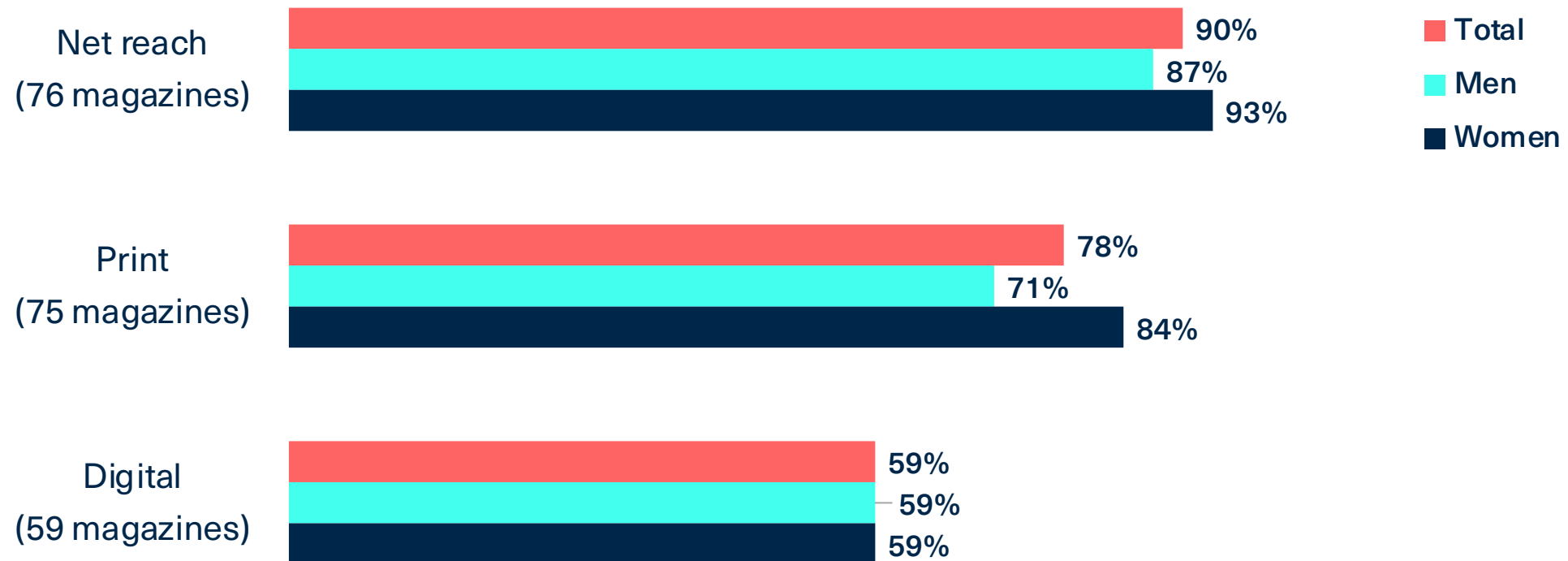
More than 2 million women and 1.8 million men read magazines

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

	Population aged 15 and over <i>(est. 4,291,700)</i>	Women <i>(est. 2,192,800)</i>	Men <i>(est. 2,098,900)</i>
Net reach (76 magazines)	3,869,500	2,047,700	1,821,800
Print readership (75 magazines)	3,337,500	1,843,900	1,493,700
Digital weekly reach (59 magazines)	2,544,100	1,302,000	1,242,100

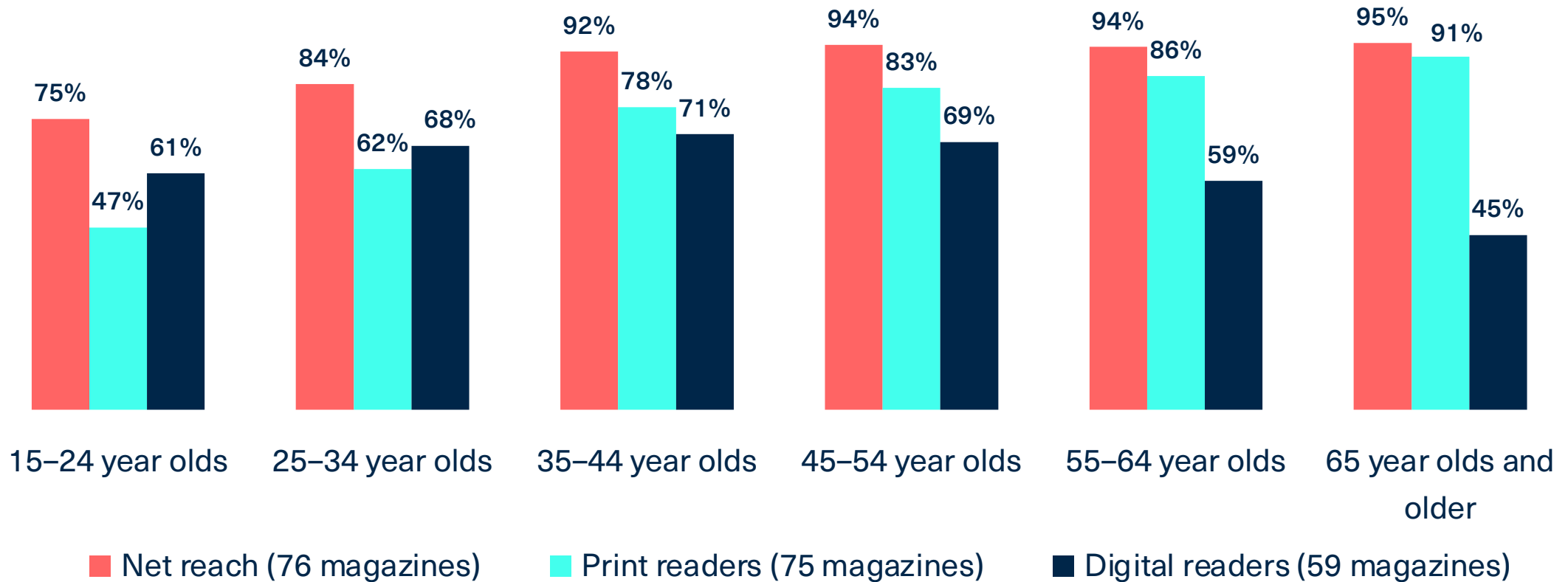
Women are more likely to read print magazines

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 35

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

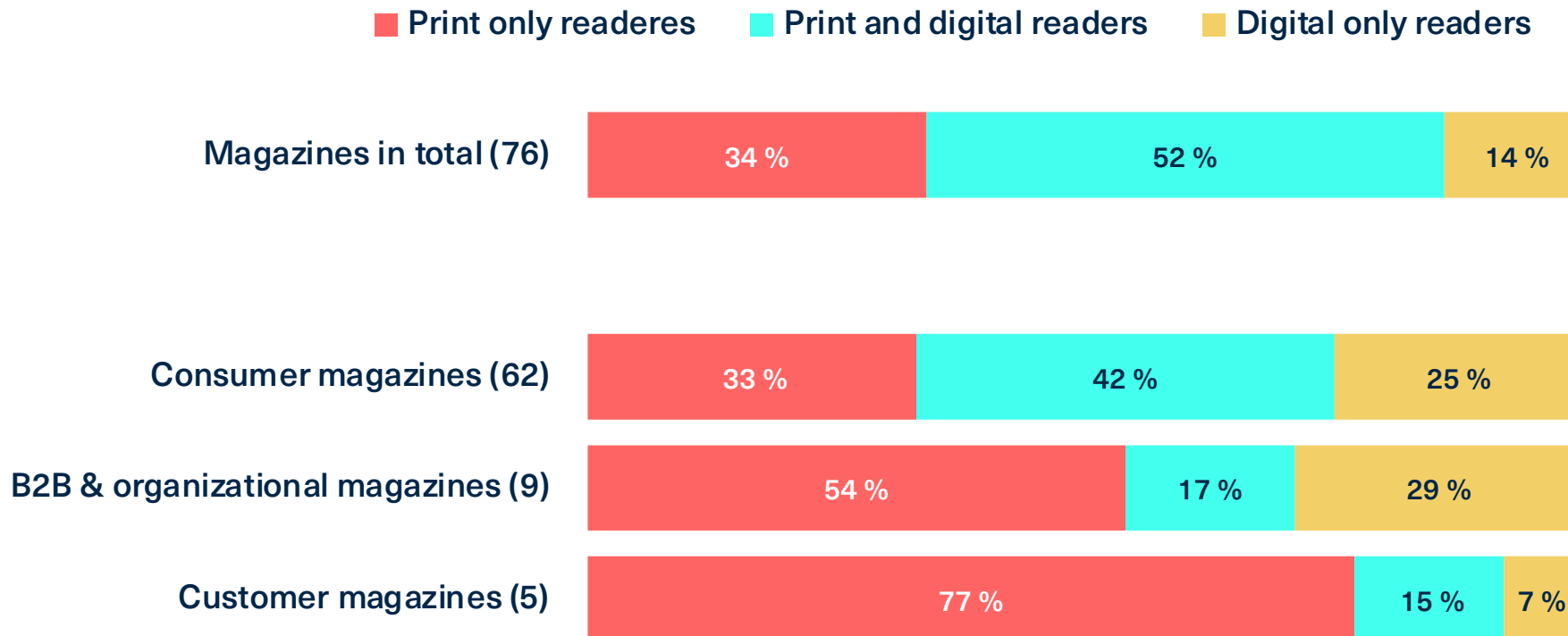


Reach of magazines *by age*

	Population aged 15 and over <i>(est. 4,291,700)</i>	15–24 year olds <i>(est. 553,400)</i>	25–34 year olds <i>(est. 594 200)</i>	35–44 year olds <i>(est. 606 700)</i>	45–54 year olds <i>(est. 584,800)</i>	55–64 year olds <i>(est. 661,400)</i>	65 year olds and older <i>(est.,1 291,300)</i>
Net reach (76 magazines)	3,869,500	416,500	501,900	556,500	551,600	619,500	1,223,600
Print readers (75 magazines)	3,337,500	262,100	367,100	474,500	484,100	596,400	1,180,400
Digital readers (59 magazines)	2,544,100	336,900	405,400	428,400	400,700	389,900	582,700

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 2025, *total population*

	Magazine	Total reach (print + digital), 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,700)
1.	Yhteishyvä	2,093,800	48
2.	Pirkka	1,710,400	40
3.	Seiska	1,011,200	24
4.	Me Naiset	991,900	23
5.	Terveystiete	866,900	20
6.	Kotiliesi	724,900	17
7.	Avainapteekit	678,800	16
8.	Tekniikka&Talous	677,900	16
9.	Talouselämä	645,800	15
10.	Taloustaito	513,000	12

Magazines with the highest total reach in 2025, *Women*

	Magazine	Total reach (print + digital), Women	Coverage %, Women (est. 2,192,800)
1.	Yhteishyvä	1,319,900	60
2.	Pirkka	1,138,100	52
3.	Me Naiset	757,400	35
4.	Terveystiete!	643,000	29
5.	Kotiliesi	598,400	27
6.	Seiska	524,400	24
7.	Avainapteekit	481,700	22
8.	Anna	429, 300	20
9.	Avotakka (meilläkotona.fi)	418,700	19
10.	Eeva	402,900	18

Magazines with the highest total reach in 2025, *Men*

	Magazine	Total reach (print + digital), Men	Coverage %, Men (est. 2,098,900)
1.	Yhteishyvä	719,900	34
2.	Pirkka	572,300	27
3.	Tekniikka&Talous	531,300	25
4.	Seiska	486,900	23
5.	Talouselämä	424,000	20
6.	Tekniikan Maailma	352,700	17
7.	Taloustaito	301,700	14
8.	Moottori	297,300	14
9.	Tiede	244,000	12
10.	Katso	224,500	10

Magazines with the highest total reach in 2025, *15–24 year olds*

	Magazine	Total reach (print + digital), 15-24 year olds	Coverage %, 15-24 year olds (est. 553,400)
1.	Seiska	170,100	31
2.	Me Naiset	136,800	25
3.	Yhteishyvä	105,100	19
4.	Pirkka	95,300	17
5.	Kotiliesi	71,600	13
6.	Tekniikka&Talous	68,100	12
7.	Aku Ankka	63,300	11
8.	Anna	57,700	10
9.	Tiede	47,800	9
10.	Terveystiete!	47,300	9

Magazines with the highest total reach in 2025, *25–34 year olds*

	Magazine	Total reach (print + digital), 25–34 year olds	Coverage %, 25–34 year olds (est. 594 200)
1.	Yhteishyvä	198,100	33
2.	Seiska	165,200	28
3.	Pirkka	160,000	27
4.	Me Naiset	153,400	26
5.	Kotiliesi	111,700	19
6.	Tekniikka&Talous	109,100	18
7.	Talouselämä	107,000	18
8.	Anna	75,400	13
9.	Avotakka (meilläkotona.fi)	72,400	12
10.	Tiede	56,700	10

Magazines with the highest total reach in 2025, *35–44 year olds*

	Magazine	Total reach (print + digital), 35–44 year olds	Coverage %, 35–44 year olds (est. 606,700)
1.	Yhteishyvä	294,700	49
2.	Pirkka	222,600	37
3.	Me Naiset	196,700	32
4.	Seiska	181,700	30
5.	Talouselämä	136,000	22
6.	Tekniikka&Talous	134,700	22
7.	Kotiliesi	96,000	16
8.	Anna	92,400	15
9.	Avotakka (meilläkotona.fi)	83,600	14
10.	Terveystiete!	78,000	13

Magazines with the highest total reach in 2025, *45–54 year olds*

	Magazine	Total reach (print + digital), 45–54 year olds	Coverage %, 45–54 year olds (est. 584,800)
1.	Yhteishyvä	305,400	52
2.	Pirkka	236,500	40
3.	Me Naiset	176,000	30
4.	Seiska	172,200	29
5.	Tekniikka&Talous	121,600	21
6.	Terveystiete!	117,700	20
7.	Talouselämä	115,200	20
8.	Kotiliesi	100,200	17
9.	Anna	90,900	16
10.	Taloustaito	87,900	15

Magazines with the highest total reach in 2025, *55–64 year olds*

	Magazine	Total reach (print + digital), 55–64 year olds	Coverage %, 55–64 year olds (est. 661,400)
1.	Yhteishyvä	357,200	54
2.	Pirkka	307,600	47
3.	Terveystiete	167,800	25
4.	Me Naiset	165,200	25
5.	Seiska	149,200	23
6.	Avainapteekit	130,800	20
7.	Taloustaito	108,500	16
8.	Kotiliesi	108,300	16
9.	Talouselämä	102,500	15
10.	Tekniikka&Talous	102,400	15

Magazines with the highest total reach in 2025, *65 year olds and older*

	Magazine	Total reach (print + digital), 65 year olds and older	Coverage %, 65 year olds and older (est.,1 291,300)
1.	Yhteishyvä	779,300	60
2.	Pirkka	688,400	53
3.	Terveystiete	399,400	31
4.	Avainapteekit	325,500	25
5.	Kotiliesi	237,100	18
6.	Eeva	215,000	17
7.	ET-lehti	211,600	16
8.	Taloustaito	199,300	15
9.	Apu	196,000	15
10.	Katso	178,200	14

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 2025, *total population*

	Magazine	Readership, 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,700)
1.	Yhteishyvä	1,882,600	44
2.	Pirkka	1,625,000	38
3.	Terveystiete	739,900	17
4.	Avainapteekit	647,000	15
5.	Taloustaito	492,300	11
6.	Moottori	270,600	6
7.	Eeva	262,100	6
8.	ET-lehti	252,500	6
9.	Kodin Kuva-lehti	251,500	6
10.	Suomen Kuva-lehti	251,400	6

Print magazines with the largest readership in 2025,

Women

	Magazine	Readership, Women	Coverage %, Women (est. 2,192,800)
1.	Yhteishyvä	1,222,900	56
2.	Pirkka	1,086,200	50
3.	Terveystiete	570,700	26
4.	Avainapteekit	469,100	21
5.	Eeva	240,100	11
6.	Kodin Kuva-lehti	214,000	10
7.	Taloustaito	203,600	9
8.	ET-lehti	188,500	9
9.	Suuri Käsityö	187,700	9
10.	Kotiliesi	170,200	8

Print magazines with the largest readership in 2025,

Men

	Magazine	Readership, Men	Coverage %, Men (est. 2,098,900)
1.	Yhteishyvä	659,700	31
2.	Pirkka	538,800	26
3.	Taloustaito	288,600	14
4.	Moottori	236,500	11
5.	Tekniikan Maailma	198,800	9
6.	Avainapteekit	177,900	8
7.	Terveystiete	169,200	8
8.	Tiede	144,200	7
9.	Suomen Kuvalehti	143,700	7
10.	Aku Ankka	139,500	7

Print magazines with the largest readership in 2025, *15–24 year olds*

	Magazine	Readership, 15-24 year olds	Coverage %, 15-24 year olds (est. 553,400)
1.	Pirkka	77,200	14
2.	Yhteishyvä	71,900	13
3.	Aku Ankka	53,100	10
4.	Tiede	24,900	4
5.	Tiede Luonto	17,400	3
6.	Seiska	17,300	3
7.	Ruotuväki	16,800	3
8.	Terveystiete!	16,200	3
9.	Moottori	16,100	3
10.	Opettaja	14,700	3

Print magazines with the largest readership in 2025, *25–34 year olds*

	Magazine	Readership, 25–34 year olds	Coverage %, 25–34 year olds (est. 594,200)
1.	Yhteishyvä	165,700	28
2.	Pirkka	139,100	23
3.	Avainapteekit	42,100	7
4.	Terveystiete!	38,800	7
5.	Aku Ankka	37,800	6
6.	Taloustaito	37,300	6
7.	Tiede	27,600	5
8.	Suuri Käsityö	20,500	3
9.	Opettaja	19,800	3
10.	Koneviesti	19,600	3

Print magazines with the largest readership in 2025,

35–44 year olds

	Magazine	Readership, 35–44 year olds	Coverage %, 35–44 year olds (est. 606,700)
1.	Yhteishyvä	262,300	43
2.	Pirkka	205,800	34
3.	Avainapteekit	66,200	11
4.	Terveystiete	63,600	10
5.	Taloustaito	62,500	10
6.	Aku Ankka	53,700	9
7.	Moottori	35,000	6
8.	Tiede	31,900	5
9.	Glorian ruoka&viini	27,200	4
10.	Tekniikan Maailma	25,200	4

Print magazines with the largest readership in 2025, *45–54 year olds*

	Magazine	Readership, 45–54 year olds	Coverage %, 45–54 year olds (est. 584,800)
1.	Yhteishyvä	285,800	49
2.	Pirkka	225,200	39
3.	Terveystiete	104,600	18
4.	Taloustaito	84,800	15
5.	Avainapteekit	84,500	14
6.	Moottori	41,400	7
7.	Aku Ankka	39,100	7
8.	Opettaja	38,600	7
9.	Tiede	35,700	6
10.	Kodin Kuva-lehti	32,200	6

Print magazines with the largest readership in 2025, *55–64 year olds*

	Magazine	Readership, 55–64 year olds	Coverage %, 55–64 year olds (est. 661,400)
1.	Yhteishyvä	339,200	51
2.	Pirkka	299,000	45
3.	Terveystiete	154,600	23
4.	Avainapteenit	126,300	19
5.	Taloustaito	105,100	16
6.	Mototri	58,000	9
7.	Eeva	45,500	7
8.	Kodin Kuvaletti	45,300	7
9.	Tekniikan Maailma	43,300	7
10.	Suomen Kuvaletti	40,900	6

Print magazines with the largest readership in 2025, *65 year olds and older*

	Magazine	Readership, 65 year olds and older	Coverage %, 65 year olds and older (est.,1 291,300)
1.	Yhteishyvä	757,600	59
2.	Pirkka	678,700	53
3.	Terveystiete	362,000	28
4.	Avainapteenit	314,100	24
5.	ET-lehti	195,800	15
6.	Taloustaito	192,200	15
7.	Eeva	172,300	13
8.	Suomen Kuvalehti	153,100	12
9.	Apu	146,600	11
10.	Kodin Kuvalehti	121,500	9

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 2025, *total population*

	Magazine	Digital weekly reach, 15 year olds and older	Coverage %, 15 year olds and older (est. 4,291,700)
1.	Me Naiset	939,000	22
2.	Seiska	901,900	21
3.	Tekniikka&Talous	628,100	15
4.	Kotiliesi	579,400	14
5.	Talouselämä	555,300	13
6.	Anna	418,800	10
7.	Katso	383,000	9
8.	Avotakka (meilläkotona.fi)	382,400	9
9.	Yhteishyvä	371,100	9
10.	Apu	303,200	7

Magazines with the highest digital reach in 2025,

Women

	Magazine	Digital weekly reach, Women	Coverage %, Women (est. 2,192,800)
1.	Me Naiset	706,000	32
2.	Kotiliesi	464,000	21
3.	Seiska	459,800	21
4.	Anna	349,900	16
5.	Avotakka (meilläkotona.fi)	332,400	15
6.	Yhteishyvä	253,400	12
7.	Eeva	192,000	9
8.	Talouselämä	183,900	8
9.	Kaksplus	181,600	8
10.	Apu	177,800	8

Magazines with the highest digital reach in 2025,

Men

	Magazine	Digital weekly reach, Men	Coverage %, Men (est. 2,098,900)
1.	Tekniikka&Talous	495,500	24
2.	Seiska	442,100	21
3.	Talouselämä	371,400	18
4.	Katso	254,100	12
5.	Me Naiset	233,000	11
6.	Tekniikan Maailma	188,800	9
7.	Tivi	169,200	8
8.	Mikrobitti	151,300	7
9.	Seura	128,900	6
10.	Apu	125,400	6

Magazines with the highest digital reach in 2025, *15–24 year olds*

	Magazine	Digital weekly reach, 15-24 year olds	Coverage %, 15-24 year olds (est. 553,400)
1.	Seiska	159,200	29
2.	Me Naiset	139,300	25
3.	Kotiliesi	72,300	13
4.	Tekniikka&Talous	66,400	12
5.	Anna	55,600	10
6.	Yhteishyvä	45,500	8
7.	Talouselämä	45,300	8
8.	Avotakka (meilläkotona.fi)	41,200	7
9.	Kaksplus	40,800	7
10.	Terveystiete! (apteekki.fi)	33,900	6

Magazines with the highest digital reach in 2025, *25–34 year olds*

	Magazine	Digital weekly reach, 25–34 year olds	Coverage %, 25–34 year olds (est. 594 200)
1.	Me Naiset	156,400	26
2.	Seiska	156,100	26
3.	Kotiliesi	117,200	20
4.	Tekniikka&Talous	105,500	18
5.	Talouselämä	101,800	17
6.	Kaksplus	82,100	14
7.	Katso	76,700	13
8.	Anna	71,400	12
9.	Yhteishyvä	65,900	11
10.	Avotakka (meilläkotona.fi)	65,100	11

Magazines with the highest digital reach in 2025, *35–44 year olds*

	Magazine	Digital weekly reach, 35–44 year olds	Coverage %, 35–44 year olds (est. 606 700)
1.	Me Naiset	199,400	33
2.	Seiska	171,100	28
3.	Talouselämä	125,900	21
4.	Tekniikka&Talous	124,500	21
5.	Kotiliesi	91,600	15
6.	Anna	88,100	15
7.	Yhteishyvä	79,600	13
8.	Avotakka (meilläkotona.fi)	73,500	12
9.	Seura	61,200	10
10.	Apu	59,300	10

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

	Magazine	Digital weekly reach, 45–54 year olds	Coverage %, 45–54 year olds (est. 585,500)
1.	Me Naiset	167,300	29
2.	Seiska	156,900	27
3.	Tekniikka&Talous	110,800	19
4.	Talouselämä	102,700	18
5.	Kotiliesi	93,500	16
6.	Anna	82,400	14
7.	Avotakka (meillakotona.fi)	66,700	11
8.	Apu	63,700	11
9.	Seura	62,700	11
10.	Katso	58,000	10

Magazines with the highest digital reach in 2025, *55–64 year olds*

	Magazine	Digital weekly reach, 55–64 year olds	Coverage %, 55–64 year olds (est. 661,400)
1.	Me Naiset	161,400	24
2.	Seiska	153,100	23
3.	Tekniikka&Talous	125,400	19
4.	Kotiliesi	92,100	14
5.	Talouselämä	87,700	13
6.	Avotakka (meilläkotona.fi)	84,600	13
7.	Anna	70,500	11
8.	Yhteishyvä	67,300	10
9.	Seura	55,600	8
10.	Katso	54,500	8

Magazines with the highest digital reach in 2025, *65 year olds and older*

	Magazine	Digital weekly reach, 65 year olds and older	Coverage %, 65 year olds and older (est.,1 291,300)
1.	Seiska	133,300	10
2.	Tekniikka&Talous	129,000	10
3.	Me Naiset	123,600	10
4.	Kotiliesi	117,100	9
5.	Katso	108,800	8
6.	Talouselämä	95,000	7
7.	Yhteishyvä	68,800	5
8.	Avotakka (meilläkotona.fi)	65,400	5
9.	Apu	62,800	5
10.	Seura	61,400	5

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

More NRS summaries can be found in Finnish Magazine Media Association's website:
www.aikakausmedia.fi/en/research



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Finnish Magazine Media Association

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