



Readers' interests

Interests of Finns ^{1/3}

How many Finns are interested in the topic, number and %

Interest	Number of Finns over 15 years old	% of Finns over 15 years old
Local affairs and events	2,669,000	62
Domestic and foreign news	2,507,000	58
Nature and outdoor activities	2,321,000	54
Well-being and health	2,210,000	51
Politics and society	1,909,000	44
Sports and exercise	1,856,000	43
Food and drink	1,801,000	42
Cooking and baking	1,783,500	42
Traveling abroad	1,731,000	40
Environmental matters	1,676,000	39

Interests of Finns 2/3

How many Finns are interested in the topic, number and %

Interest	Number of Finns over 15 years old	% of Finns over 15 years old
Music and concerts	1,630,000	38
Construction and renovation	1,572,000	37
Culture	1,549,000	36
Domestic traveling	1,543,000	36
Gardening and plants	1,489,000	35
Economic and financial affairs	1,469,000	34
Literature	1,403,000	33
Self-improvement	1,385,000	32
Interior design	1,373,000	32
Cottage life	1,162,000	27
Entertainment electronics and information technology	1,137,000	26

Interests of Finns 3/3

How many Finns are interested in the topic, number and %

Interest	Number of Finns over 15 years old	% of Finns over 15 years old
Crafts	1,076,000	25
Cars and motor vehicles	1,069,000	25
Investment	905,000	21
Fashion and style	884,000	21
Gaming (computer, console, mobile)	814,000	19
Fishing	695,000	16
Beauty and cosmetics	684,000	16
Charity	618,000	14
Boating and sailing	420,000	10
Hunting	381,000	9

Highest number of readers interested in cars and motor vehicles

Magazine	Interested, % of readers	Interested, pcs
Auto Bild Suomi	81	51,000
Moottori	72	216,000
Tuulilasi	66	120,000
Vauhdin Maailma	65	33,000
Koneviesti	61	78,000
Tekniikan Maailma	58	158,000
Tivi	50	13,000
TM Rakennusmaailma	49	69,000
Kippari	45	22,000
Mikrobitti	43	51,000

25%
of the total
population

Highest number of readers interested in well-being and health

Magazine	Interested, % of readers	Interested, pcs
Trendi	89	43,000
Fit	86	37,000
Voi Hyvin	84	74,000
Kauneus & Terveys	84	118,000
Sport	83	41,000
Hyvä Terveys	79	186,000
Kotimaa	79	62,000
Kotilääkäri	77	38,000
Gloria	77	81,000
ET Terveys	76	108,000

51%
of the total
population

Highest number of readers interested in charity

Magazine	Interested, % of readers	Interested, pcs
Askel	38	23,000
Sport	33	16,000
Image	33	20,000
Katso	32	15,000
Kotimaa	31	25,000
Mondo	24	22,000
Deko	24	21,000
HS Meidän Perhe	24	9,000
Viva	23	23,000
Apu Terveys	23	28,000

14%
of the total
population

Highest number of readers interested in self-development

Magazine	Interested, % of readers	Interested, pcs
Tivi	74	20,000
Trendi	52	25,000
Fit	51	22,000
Deko	51	44,000
Image	46	28,000
Sport	45	22,000
Tekniikka & Talous	45	29,000
Gloria	44	47,000
Kauneus & Terveys	43	61,000
ET Terveys	43	61,000

32%
of the total
population

Highest number of readers interested in **fishing**

Magazine	Interested, % of readers	Interested, pcs
Erä	58	107,000
Metsästys ja Kalastus	54	103,000
Kippari	38	19,000
Vene	36	25,000
Valitut Palat	31	57,000
Koneviesti	28	36,000
Caravan	28	39,000
Metsälehti	27	37,000
Alibi	26	15,000
Arvopaperi	25	15,000

16%
of the total
population

Highest number of readers interested in beauty and cosmetics

Magazine	Interested, % of readers	Interested, pcs
Trendi	66	32,000
Sport	54	26,000
Fit	54	23,000
Gloria	52	55,000
Me Naiset	45	54,000
Kauneus & Terveys	43	60,000
Deko	41	35,000
Koti ja Keittiö	40	51,000
Glorian Koti	37	42,000
Image	32	19,000

16%
of the total
population

Highest number of readers interested in literature

Magazine	Interested, % of readers	Interested, pcs
Image	81	49,000
Antiikki & Design	62	48,000
Kotilääkäri	61	30,000
Gloria	61	65,000
Deko	59	51,000
Kotiliesi	58	138,000
Mondo	58	52,000
Avotakka	57	120,000
Anna	57	75,000
Suomen Kuvalehti	56	205,000

33%
of the total
population

Highest number of readers interested in domestic and foreign news

Magazine	Interested, % of readers	Interested, pcs
Tekniikka & Talous	81	53,000
Image	81	49,000
Suomen Kuvalehti	75	274,000
Katso	75	36,000
Glorian ruoka&viini	73	106,000
Mikrobitti	72	85,000
Trendi	72	35,000
Tiede	72	254,000
TM Rakennusmaailma	71	99,000
Sport	70	35,000

58%
of the total
population

Highest number of readers interested in domestic traveling

Magazine	Interested, % of readers	Interested, pcs
Sport	62	31,000
Mondo	61	55,000
Kotimaa	56	44,000
Caravan	56	77,000
Matka	52	35,000
Fit	50	22,000
Viinilehti	50	36,000
Trendi	49	24,000
Glorian ruoka&viini	48	69,000
Unelmien Talo & Koti	47	56,000

36%
of the total
population

Highest number of readers interested in **culture**

Magazine	Interested, % of readers	Interested, pcs
Image	82	50,000
Gloria	62	66,000
Antiikki & Design	62	49,000
Deko	62	54,000
Opettaja	61	134,000
Kotilääkäri	59	29,000
Mondo	58	53,000
Eeva	58	176,000
Kotiliesi	58	139,000
Trendi	58	28,000

36%
of the total
population

Highest number of readers interested in **crafts**

Magazine	Interested, % of readers	Interested, pcs
Suuri Käsityö	86	198,000
Kotiliesi Käsityö	84	128,000
Kotivinkki	51	96,000
Unelmien Talo & Koti	48	57,000
HS Meidän Perhe	47	17,000
Viherpiha	45	74,000
Oma Piha	42	68,000
Kotiliesi	42	100,000
Koti ja Keittiö	42	53,000
Maku	41	53,000

25%
of the total
population

Highest number of readers interested in nature and outdoor activities

Magazine	Interested, % of readers	Interested, pcs
Suomen Luonto	78	134,000
Sport	77	38,000
Aarre	72	86,000
Maatilan Pellervo	72	87,000
Tiede Luonto	71	113,000
Askel	70	43,000
Metsästys ja Kalastus	70	133,000
Kauneus & Terveys	70	97,000
Kodin Pellervo	69	134,000
Voi Hyvin	68	60,000

54%
of the total
population

Highest number of readers interested in **hunting**

Magazine	Interested, % of readers	Interested, pcs
Metsästys ja Kalastus	53	101,000
Erä	40	73,000
Kippari	29	15,000
Koneviesti	28	36,000
Vauhdin Maailma	23	12,000
Metsälehti	22	30,000
Käytännön Maamies	21	13,000
Aarre	19	22,000
Maatilan Pellervo	18	22,000
Valitut Palat	16	30,000

9%
of the total
population

Highest number of readers interested in fashion and style

Magazine	Interested, % of readers	Interested, pcs
Trendi	70	34,000
Gloria	63	67,000
Deko	57	50,000
Fit	52	23,000
Sport	50	25,000
Glorian Koti	47	54,000
Kauneus & Terveys	47	65,000
Koti ja Keittiö	44	56,000
Me Naiset	43	52,000
Askel	41	25,000

21%
of the total
population

Highest number of readers interested in music and concerts

Magazine	Interested, % of readers	Interested, pcs
Mondo	62	56,000
Image	62	37,000
Tivi	59	16,000
Viinilehti	59	42,000
Gloria	55	59,000
Trendi	53	26,000
Glorian ruoka&viini	51	75,000
Opettaja	51	112,000
Tekniikka & Talous	51	33,000
Matka	50	34,000

38%
of the total
population

Highest number of readers interested in cottage life

Magazine	Interested, % of readers	Interested, pcs
Meidän Mökki	57	69,000
Viinilehti	49	35,000
Samarbete	45	33,000
Alibi	41	24,000
Tekniikka & Talous	41	27,000
Seura	41	66,000
Katso	40	19,000
Metsästys ja Kalastus	40	76,000
Kotilääkäri	40	20,000
Oma Piha	40	65,000

27%
of the total
population

Highest number of readers interested in local affairs and events

Magazine	Interested, % of readers	Interested, pcs
Kotimaa	82	65,000
HS Meidän Perhe	82	30,000
Katso	80	38,000
Tekniikka & Talous	76	50,000
Yrittäjä-lehti	75	72,000
Image	75	45,000
Askel	75	46,000
Metsälehti	75	103,000
Aarre	74	88,000
Alibi	74	42,000

62%
of the total
population

Highest number of readers interested in gaming (computer, console, mobile)

Magazine	Interested, % of readers	Interested, pcs
Mikrobitti	33,000	39,000
Tiede	26,000	93,000
Tivi	26,000	7,000
Aku Ankka	25,000	84,000
Moottori	22,000	68,000
Alibi	22,000	12,000
Auto Bild Suomi	21,000	13,000
Vauhdin Maailma	20,000	10,000
IS Urheilulehti	19,000	12,000
Tuulilasi	19,000	34,000

19%
of the total
population

Highest number of readers interested in politics and society

Magazine	Interested, % of readers	Interested, pcs
Talouselämä	73	113,000
Tekniikka & Talous	69	45,000
Suomen Kuvalehti	68	247,000
Tivi	67	18,000
Image	65	39,000
Kotimaa	64	51,000
Katso	62	30,000
Arvopaperi	60	36,000
Glorian ruoka&viini	58	84,000
Deko	57	50,000

44%
of the total
population

Highest number of readers interested in gardening and plants

Magazine	Interested, % of readers	Interested, pcs
Viherpiha	76	124,000
Oma Piha	71	114,000
Kodin Pellervo	64	125,000
Maalla	62	70,000
Suomen Luonto	59	102,000
Unelmien Talo & Koti	58	69,000
Maatilan Pellervo	58	70,000
Samarbete	56	41,000
Voi Hyvin	56	49,000
Meidän Talo	55	61,000

35%
of the total
population

Highest number of readers interested in construction and renovation

Magazine	Interested, % of readers	Interested, pcs
TM Rakennusmaailma	72	101,000
Meidän Talo	66	74,000
Meidän Mökki	66	79,000
Koneviesti	65	84,000
Kippari	63	32,000
Vene	62	44,000
Metsälehti	62	85,000
Aarre	61	73,000
Oma Piha	61	98,000
Tekniikan Maailma	58	157,000

37%
of the total
population

Highest number of readers interested in food and drink

Magazine	Interested, % of readers	Interested, pcs
Viinilehti	75	53,000
Glorian ruoka&viini	73	106,000
Trendi	69	34,000
HS Meidän Perhe	68	24,000
Maku	61	80,000
Gloria	60	63,000
Image	58	35,000
Deko	56	48,000
Yrittäjä-lehti	52	49,000
Koti ja Keittiö	52	66,000

42%
of the total
population

Highest number of readers interested in cooking and baking

Magazine	Interested, % of readers	Interested, pcs
Maku	77	101,000
Glorian ruoka&viini	72	105,000
HS Meidän Perhe	67	24,000
Suuri Käsityö	60	138,000
Kotiliesi Käsityö	60	129,000
Koti Ja Keittiö	60	77,000
Kotivinkki	59	112,000
Trendi	59	29,000
Fit	59	25,000
Samarbete	58	43,000

42%
of the total
population

Highest number of readers interested in investing

Magazine	Interested, % of readers	Interested, pcs
Arvopaperi	76	46,000
Talouselämä	45	70,000
Veronmaksajan Taloustaito	38	172,000
Tekniikka & Talous	37	24,000
Käytännön Maamies	32	20,000
Metsälehti	32	44,000
Tekniikan Maailma	31	85,000
TM Rakennusmaailma	30	41,000
Golflehti	28	41,000
Aarre	27	32,000

21%
of the total
population

Highest number of readers interested in interior decoration

Magazine	Interested, % of readers	Interested, pcs
Trendi	83	40,000
Glorian Koti	82	94,000
Deko	77	67,000
Koti ja Keittiö	76	98,000
Unelmien Talo & Koti	75	89,000
Fit	68	29,000
Gloria	67	72,000
Avotakka	67	141,000
Sport	59	29,000
Maalla	58	66,000

32%
of the total
population

Highest number of readers interested in economic and financial affairs

Magazine	Interested, % of readers	Interested, pcs
Arvopaperi	86	52,000
Talouselämä	75	116,000
Tekniikka & Talous	68	44,000
Tivi	61	17,000
Veronmaksajan Taloustaito	59	270,000
Koneviesti	52	67,000
Tekniikan Maailma	52	140,000
Maatilan Pellervo	51	61,000
Käytännön Maamies	51	31,000
Metsälehti	51	70,000

34%
of the total
population

Highest number of readers interested in traveling abroad

Magazine	Interested, % of readers	Interested, pcs
Mondo	81	73,000
Viinilehti	69	49,000
Trendi	65	32,000
Matka	65	44,000
Fit	61	26,000
Sport	57	28,000
Glorian ruoka&viini	56	53,000
Gloria	53	56,000
Samarbete	53	39,000
Me Naiset	49	59,000

40%
of the total
population

Highest number of readers interested in sports and exercise

Magazine	Interested, % of readers	Interested, pcs
IS Urheilulehti	85	54,000
Fit	80	35,000
Sport	80	39,000
Golflehti	64	92,000
Vauhdin Maailma	59	30,000
Vene	59	42,000
Trendi	56	27,000
Kippari	54	27,000
Tekniikka & Talous	54	35,000
Tivi	53	14,000

43%
of the total
population

Highest number of readers interested in boating and sailing

Magazine	Interested, % of readers	Interested, pcs
Vene	69	49,000
Kippari	66	33,000
Erä	24	45,000
Tekniikka & Talous	23	15,000
TM Rakennusmaailma	21	29,000
Image	20	12,000
Viinilehti	20	14,000
Metsästys ja Kalastus	19	36,000
Tivi	19	5,000
Samarbete	18	13,000

10%
of the total
population

Highest number of readers interested in entertainment electronics and information technology

Magazine	Interested, % of readers	Interested, pcs
Mikrobitti	82	97,000
Tivi	76	21,000
Tekniikan Maailma	49	133,000
Vauhdin Maailma	42	22,000
Auto Bild Suomi	41	26,000
Tekniikka & Talous	40	26,000
Tiede	39	137,000
Tuulilasi	38	70,000
Moottori	38	114,000
IS Urheilulehti	37	23,000

26%
of the total
population

Highest number of readers interested in environmental matters

Magazine	Interested, % of readers	Interested, pcs
Image	78	47,000
Suomen Luonto	73	125,000
Tiede Luonto	60	96,000
Tekniikka & Talous	58	37,000
Sport	55	27,000
Tiede	55	197,000
Opettaja	51	112,000
Askel	50	31,000
Suomen Kuvalehti	50	181,000
Fit	50	21,000

39%
of the total
population

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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