



Reading habits & attitude towards advertising



MediaAuditFinland

Finnish National Readership Survey 2021

AIKAKAUSMEDIA

Finnish Magazine Media Association

Contents

- 01 Reading and advertising claims
- 02 Attitudes towards advertising across channels
- 03 Advertising blocking



1. *Reading and advertising claims*

Of Finns...

82%

think that Finnish magazines are of high quality

79%

say they relax with magazines

65%

think that Finnish magazines offer reliable product recommendations



Of Finns...

83%

get information about their hobbies and interests from a specialist magazine

72%

keep up to date on professional issues with the help of a professional magazine

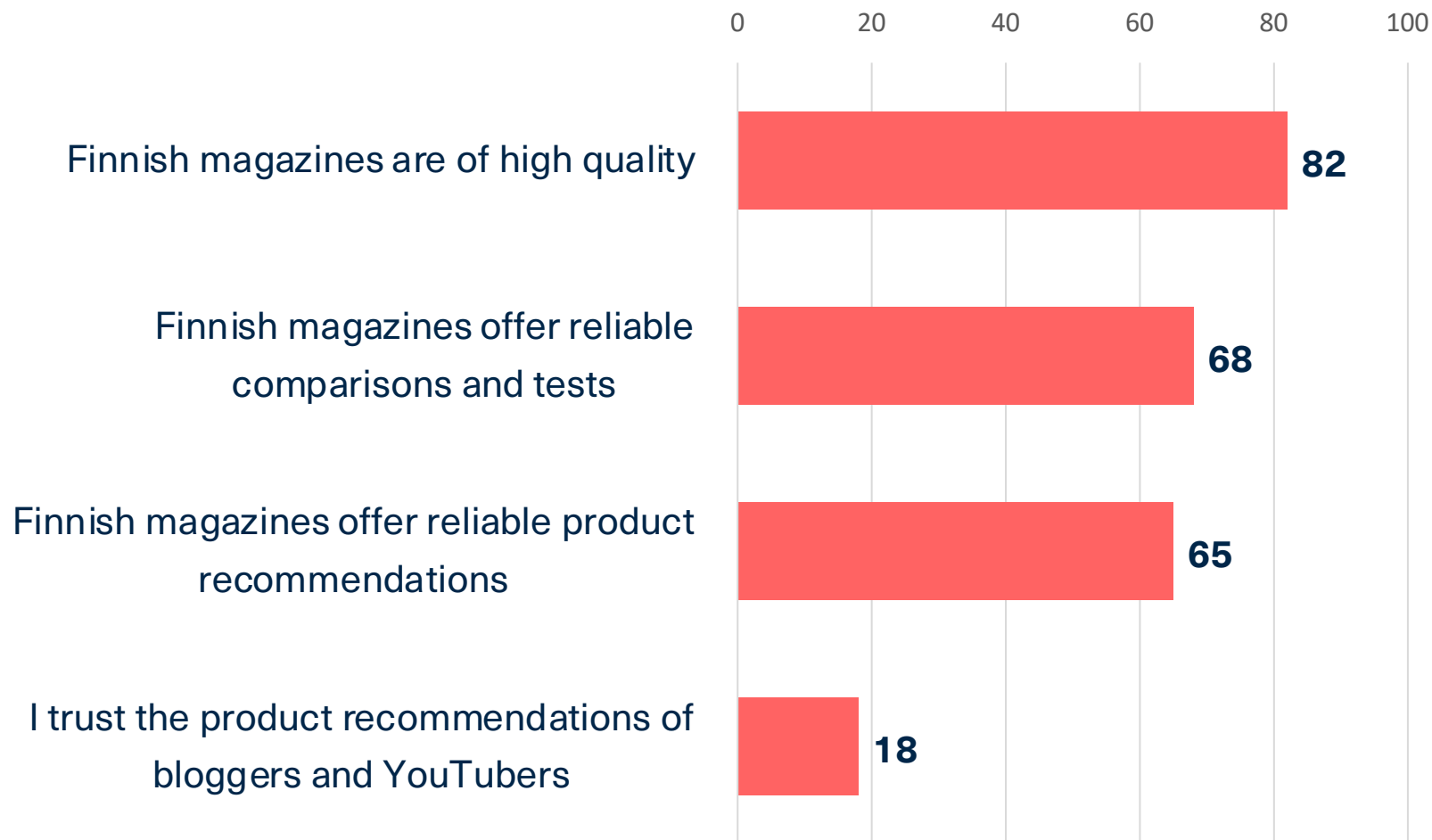
44%

have purchased products based on magazine ads



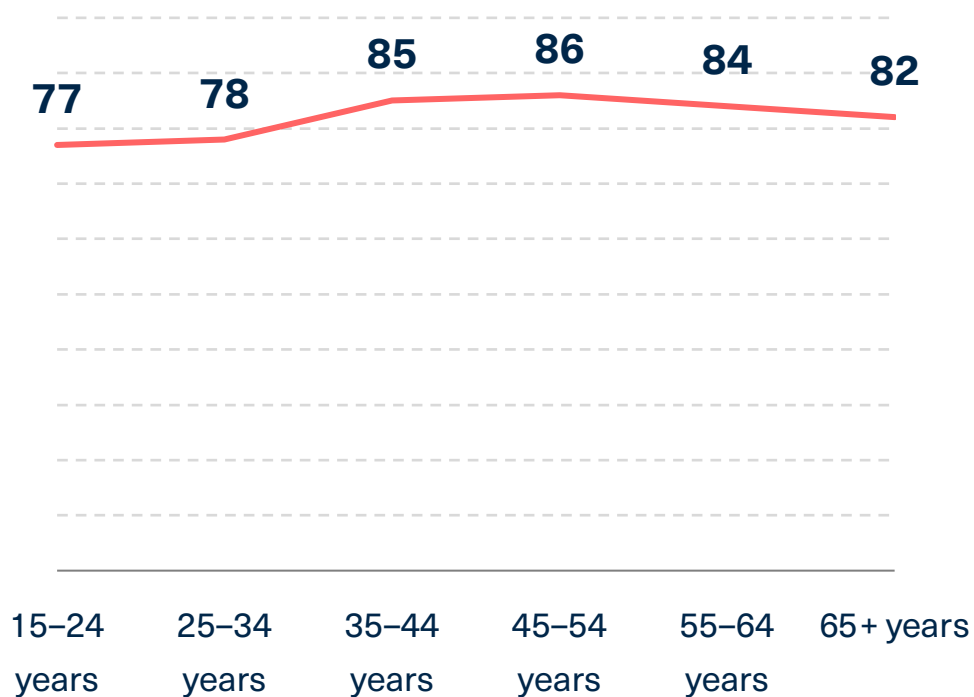
Quality claims in magazines

% of Finns, fully or partially agree



Finnish magazines are of high quality

% of Finns, totally or partially agree



Magazines are appreciated in all age groups.

82%

of people over the age of 15 consider Finnish magazines to be of high quality – 84% of women and 80% of men.

Finnish magazines are of high quality

% of readers, fully or partially agree

Top magazines	% of readers
Matka	90
Opettaja	89
Unelmien Talo & Koti	89
Tivi	89
Mondo	89
Anna	89
Trendi	89
HS Meidän Perhe	89
Deko	88
Koti ja Keittiö	88
Me Naiset	88
Arvopaperi	88
Kauneus & Terveys	88
Sport	88

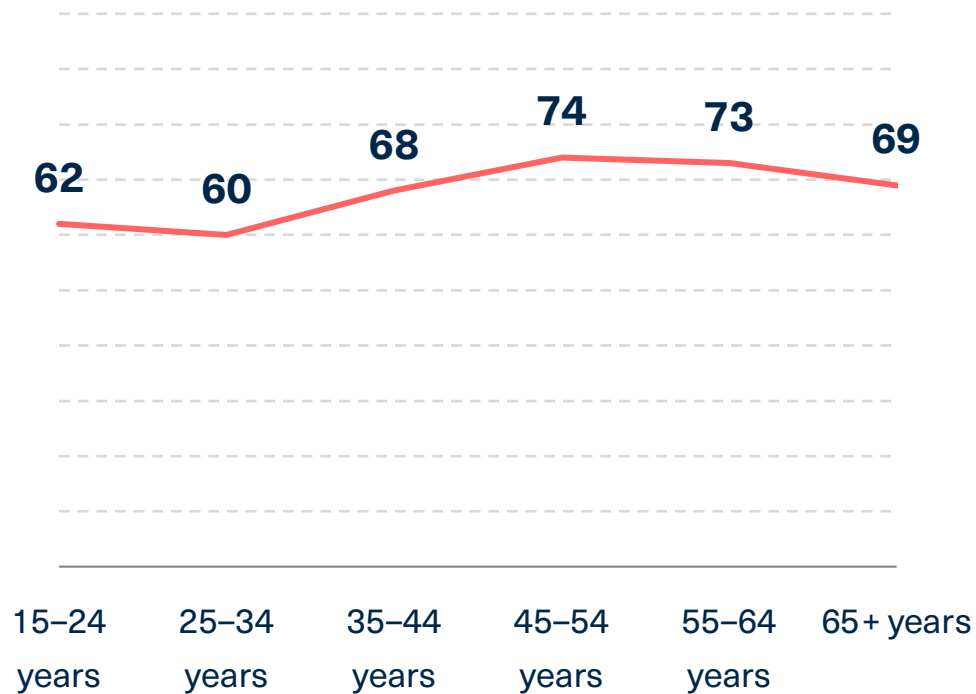
Magazines are appreciated in all age groups.

82%

of people over the age of 15 consider Finnish magazines to be of high quality – 84% of women and 80% of men.

Finnish magazines offer reliable comparisons and tests

% of Finns, totally or partially agree



68% of people
over the age of 15 rely on
comparisons and tests in
magazines – 71% of men and
65% of women.

Finnish magazines offer reliable comparisons and tests

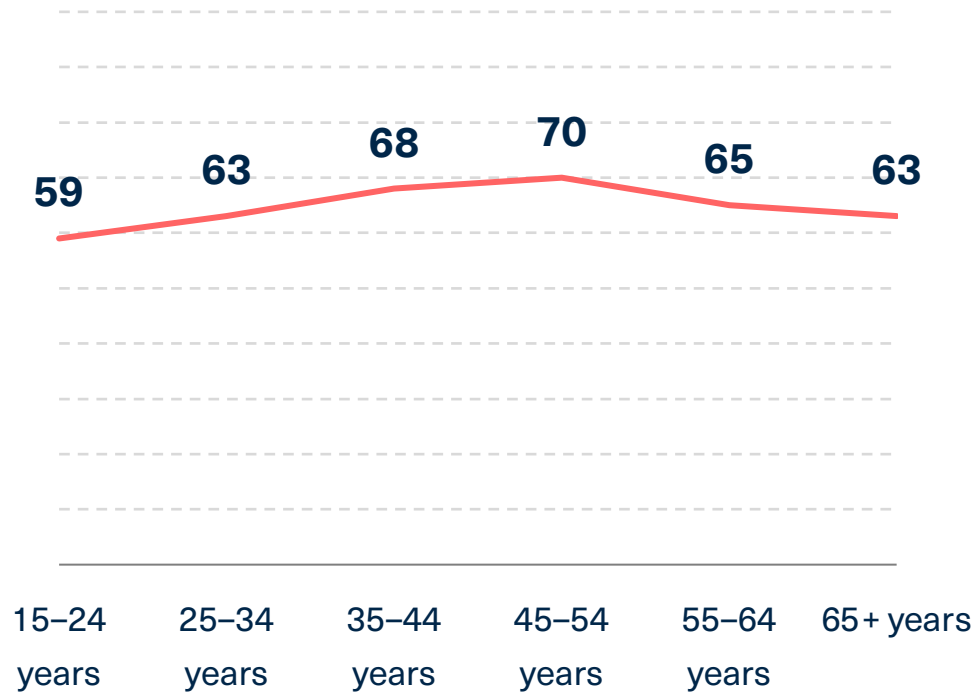
% of readers, fully or partially agree

Top magazines	% of readers
Nykypäivä	84
Auto Bild Suomi	78
Tekniikan Maailma	78
IS Urheilulehti	78
Vene	78
TM Rakennusmaailma	77
Tivi	77
Arvopaperi	77
Maatilan Pellervo	76
Moottori	76
Tuulilasi	76
Kodin Pellervo	76
Talouselämä	76

68% of people
over the age of 15 rely on
comparisons and tests in
magazines – 71% of men and
65% of women.

Finnish magazines offer reliable product recommendations

% of Finns, totally or partially agree



65%

of people over the age of 15 rely on the product recommendations of Finnish magazines – 65% of women and 64% of men.

Finnish magazines offer reliable product recommendations

% of readers, fully or partially agree

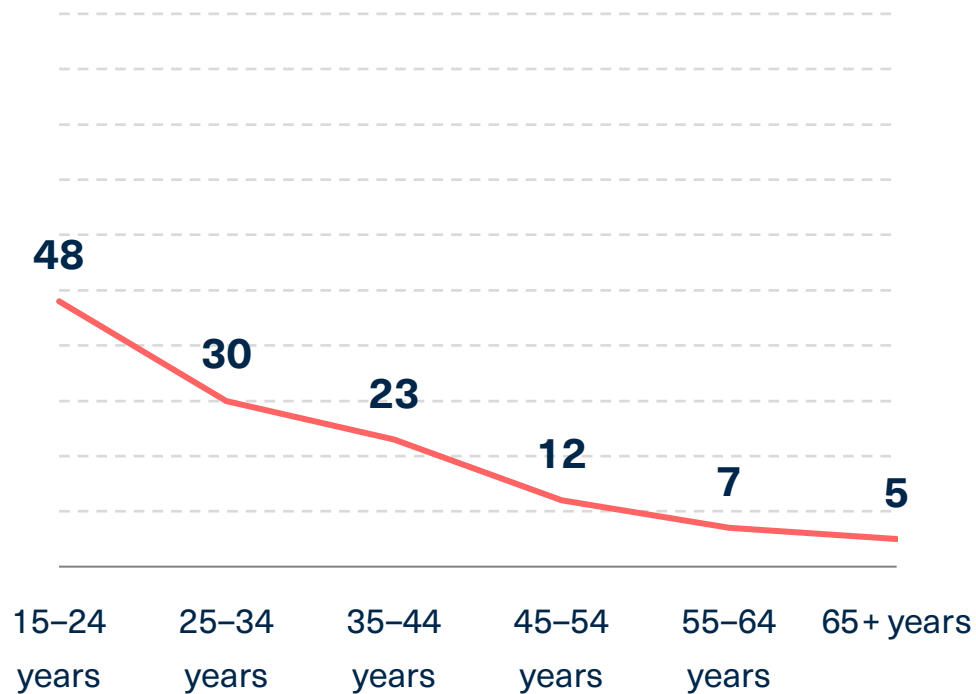
Top magazines	% of readers
Maatilan Pellervo	74
Mikrobitti	73
TM Rakennusmaailma	72
Vauhdin Maailma	72
Aarre	71
Koneviesti	71
Maalla	71
Kippari	71
Vene	71
Anna	71
Kodin Pellervo	71
Sport	71

65%

of people over the age of 15 rely
on the product
recommendations of Finnish
magazines – 65% of women and
64% of men.

I trust the product recommendations of bloggers and YouTubers

% of Finns, totally or partially agree



18%

of people over the age of 15 rely on the product recommendations of bloggers and YouTubers – women (20%) slightly more often than men (16%).

The highest confidence is in the youngest age group.

I trust the product recommendations of bloggers and YouTubers

% of readers, fully or partially agree

Top magazines	% of readers
Trendi	31
Fit	28
HS Meidän Perhe	27
Aku Ankka	23
Sport	20
Deko	19
Glorian Koti	19
Koti ja Keittiö	18
Image	19
Auto Bild Suomi	17
Gloria	17
Glorian ruoka&viini	17
Maku	17
Kauneus & Terveys	17
Alibi	17

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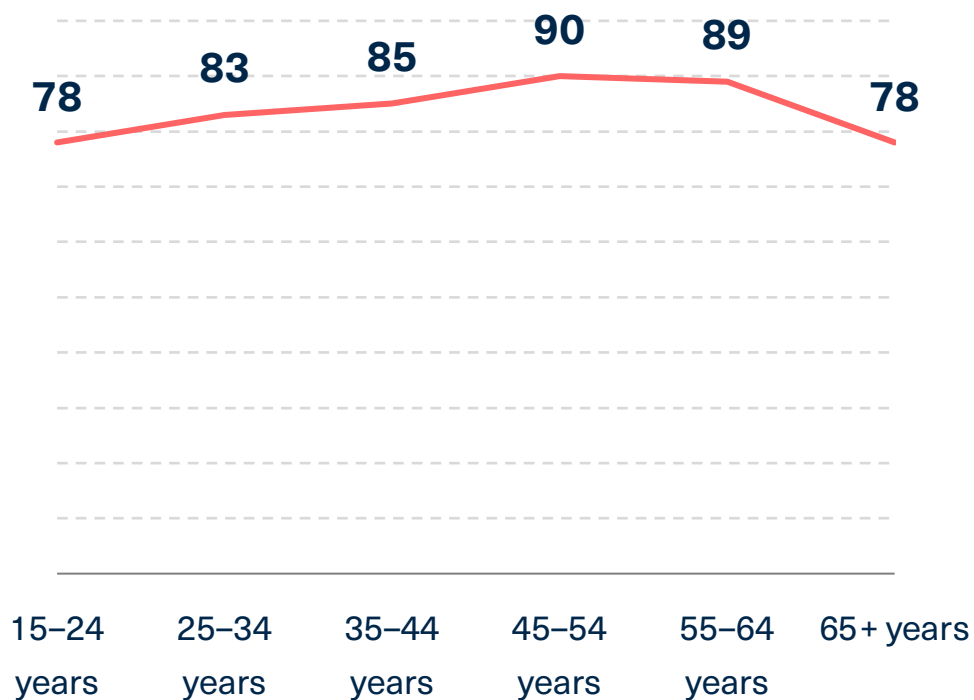
People relax with magazines and get information about their own interests

% of Finns, totally or partially agree



A specialist magazine in the field provides information about my hobbies and interests

% of Finns, totally or partially agree



There is a strong demand for specialised periodicals in all age groups.

83%

of people over the age of 15 receive information about their hobbies and interests from a specialist magazine – 80% of women and 86% of men.

A specialist magazine in the field provides information about my hobbies and interests

% of readers, fully or partially agree

Top magazines	% of readers
Mikrobitti	91
Arvopaperi	91
Auto Bild Suomi	90
Tekniikan Maailma	90
Tivi	90
IS Urheilulehti	90
Kippari	90
Vene	90
TM Rakennusmaailma	89
Moottori	89
Mondo	89
Talouselämä	89

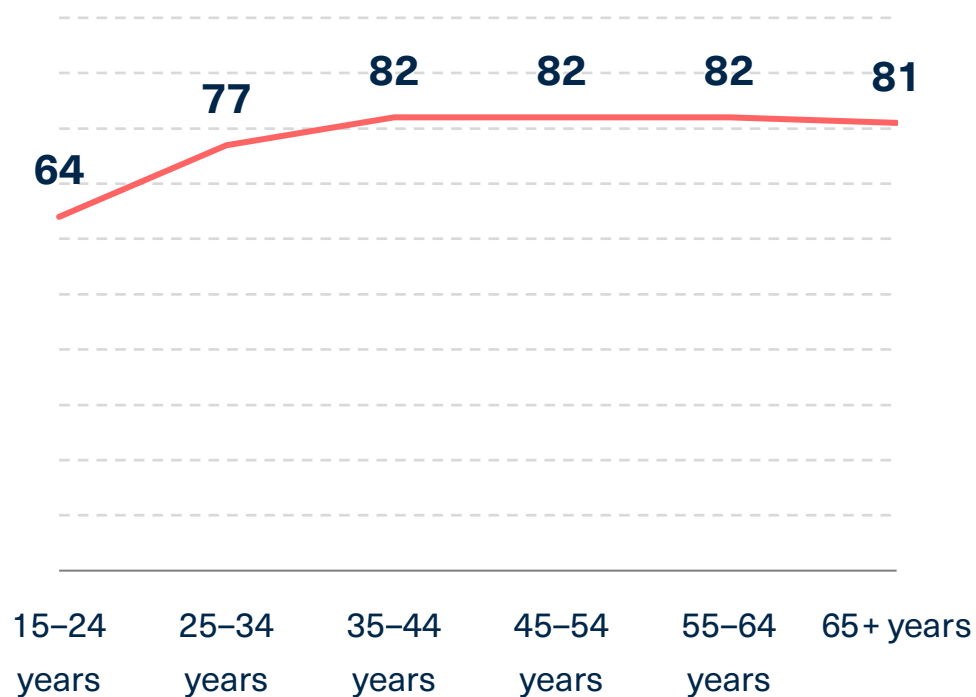
There is a strong demand for specialised periodicals in all age groups.

83%

of people over the age of 15 receive information about their hobbies and interests from a specialist magazine – 80% of women and 86% of men.

I relax and get inspired when reading magazines

% of Finns, totally or partially agree



79%

of people over the age of 15 relax and get inspired by magazines – 84% of women and 73% of men.

I relax and get inspired when reading magazines

% of readers, fully or partially agree

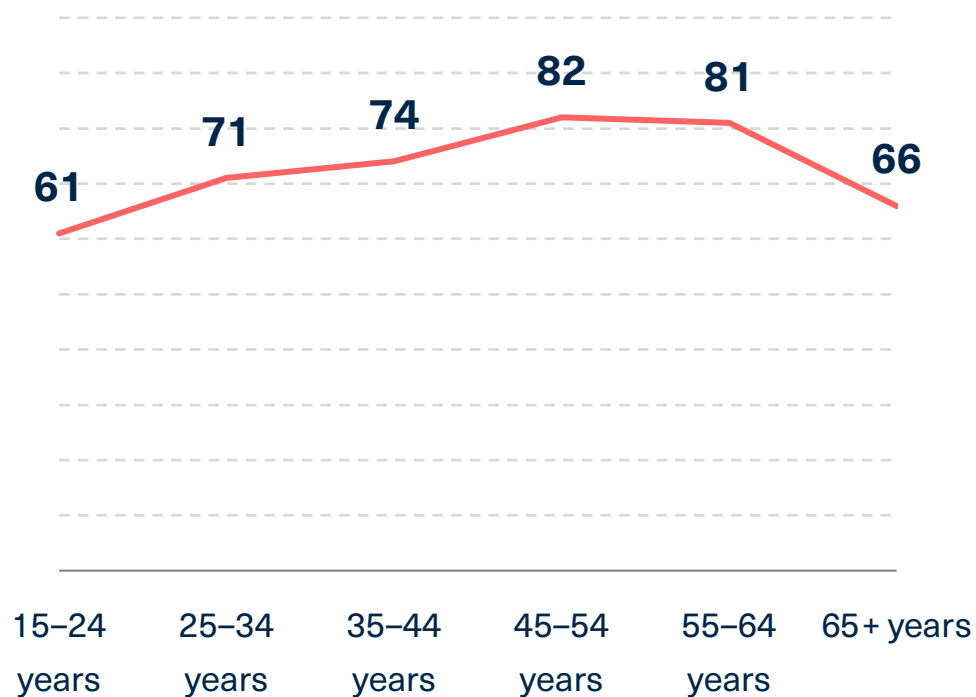
Top magazines	% of readers
Deko	89
Anna	89
Trendi	89
Kauneus & Terveys	89
HS Meidän Perhe	89
Glorian Koti	88
Mondo	88
Gloria	88
Me Naiset	88
Sport	88

79%

of people over the age of 15 relax and get inspired by magazines – 84% of women and 73% of men.

With the help of a professional magazine, I keep up to date on professional matters

% of Finns, totally or partially agree



For those who have reached working life, a magazine of one's own field plays an important role in maintaining professional skills.

72%

of people over the age of 15 say they stay up to date on professional issues with the help of a professional magazine – 68% of women and 76% of men.

With the help of a professional magazine, I keep up to date on professional matters

% of readers, fully or partially agree

Top magazines	% of readers
Tivi	84
Aarre	82
Mikrobitti	82
Arvopaperi	82
Image	82
Käytännön Maamies	81
Talouselämä	81
Tekniikka & Talous	81
Opettaja	80
TM Rakennusmaailma	80
Auto Bild Suomi	80
Moottori	80
Vene	80
Sport	80

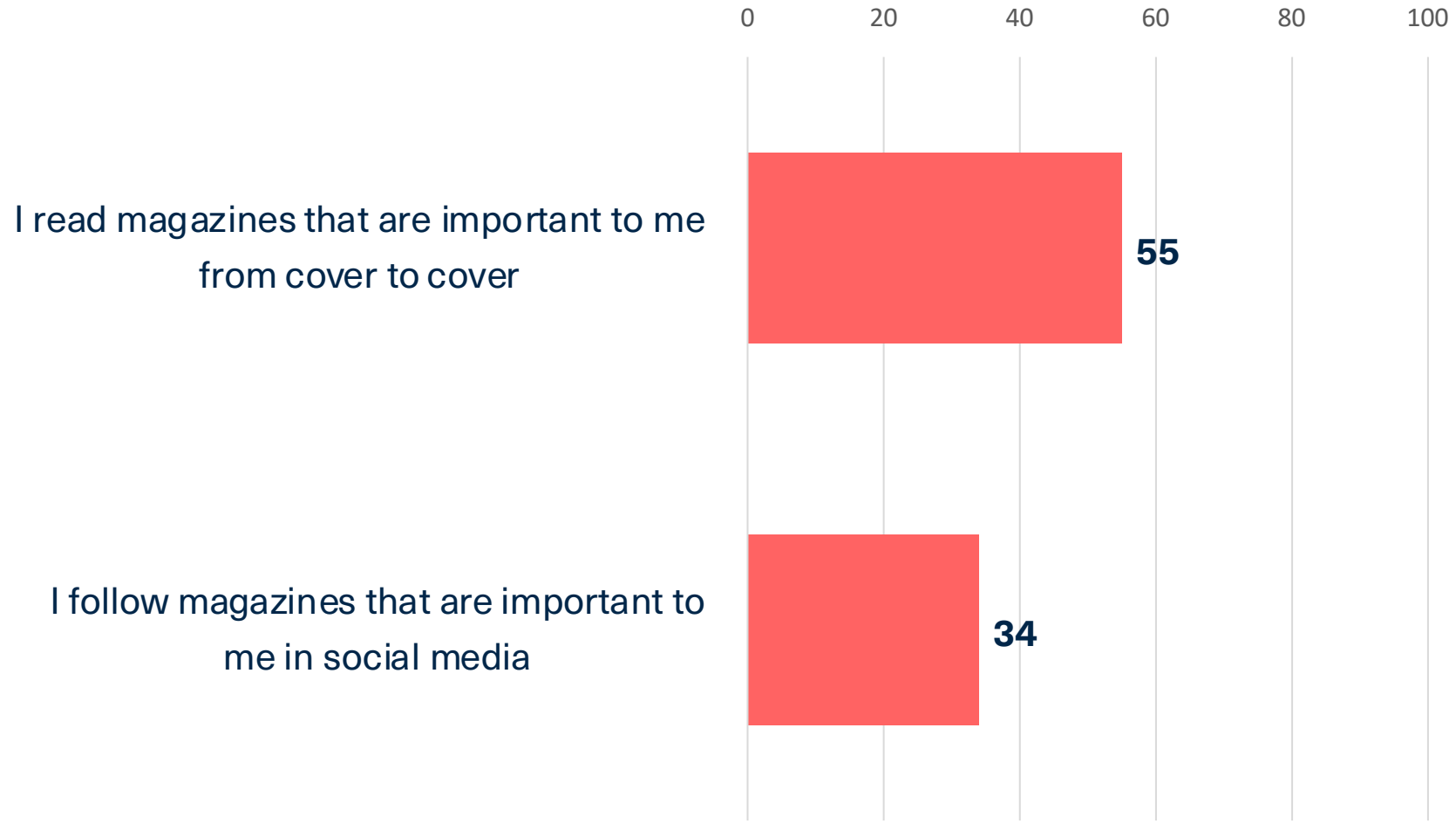
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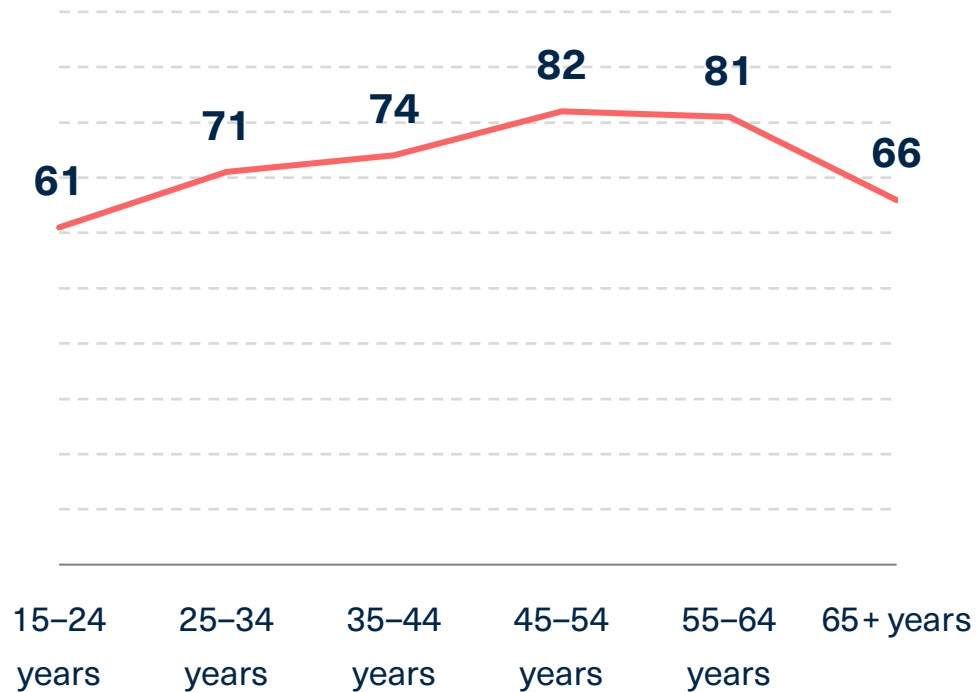
Reader engagement – print and social media

% of Finns, fully or partially agree



I read magazines that are important to me from cover to cover

% of Finns, totally or partially agree



55%

of people over the age of 15 read their magazines from cover to cover – 60% of women and 50% of men.

I read magazines that are important to me from cover to cover

% of readers, fully or partially agree

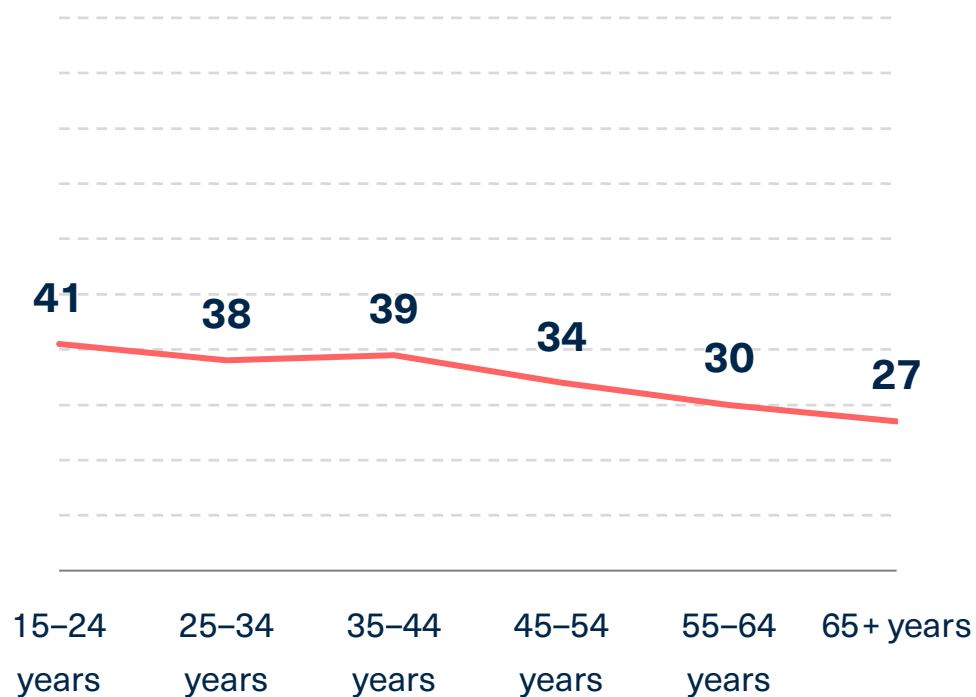
Top magazines	% of readers
Askel	70
Eeva	69
Kotimaa	69
ET Terveys	68
Anna	67
Voi Hyvin	67
Koti ja Keittiö	66
Maalla	66
Kodin Pellervo	66
Kotiliesi	66
Kotivinkki	66
Apu Terveys	66
Hyvä Terveys	66
Kauneus & Terveys	66
Kotilääkäri	66
ET-lehti	66
HS Meidän Perhe	66

55%

of people over the age of 15 read
their magazines from cover to
cover – 60% of women and 50%
of men.

I follow magazines that are important to me in social media

% of Finns, totally or partially agree



34%

of people over the age of 15
follow magazines important to
them in social media.

There is no significant difference
between women (34%) and men
(33%).

I follow magazines that are important to me in social media

% of readers, fully or partially agree

Top magazines	% of readers
Fit	43
Tivi	42
Auto Bild Suomi	40
Kippari	40
Sport	40
HS Meidän Perhe	39
Samarbete	38
Vene	38
Aku Ankka	38
Alibi	38

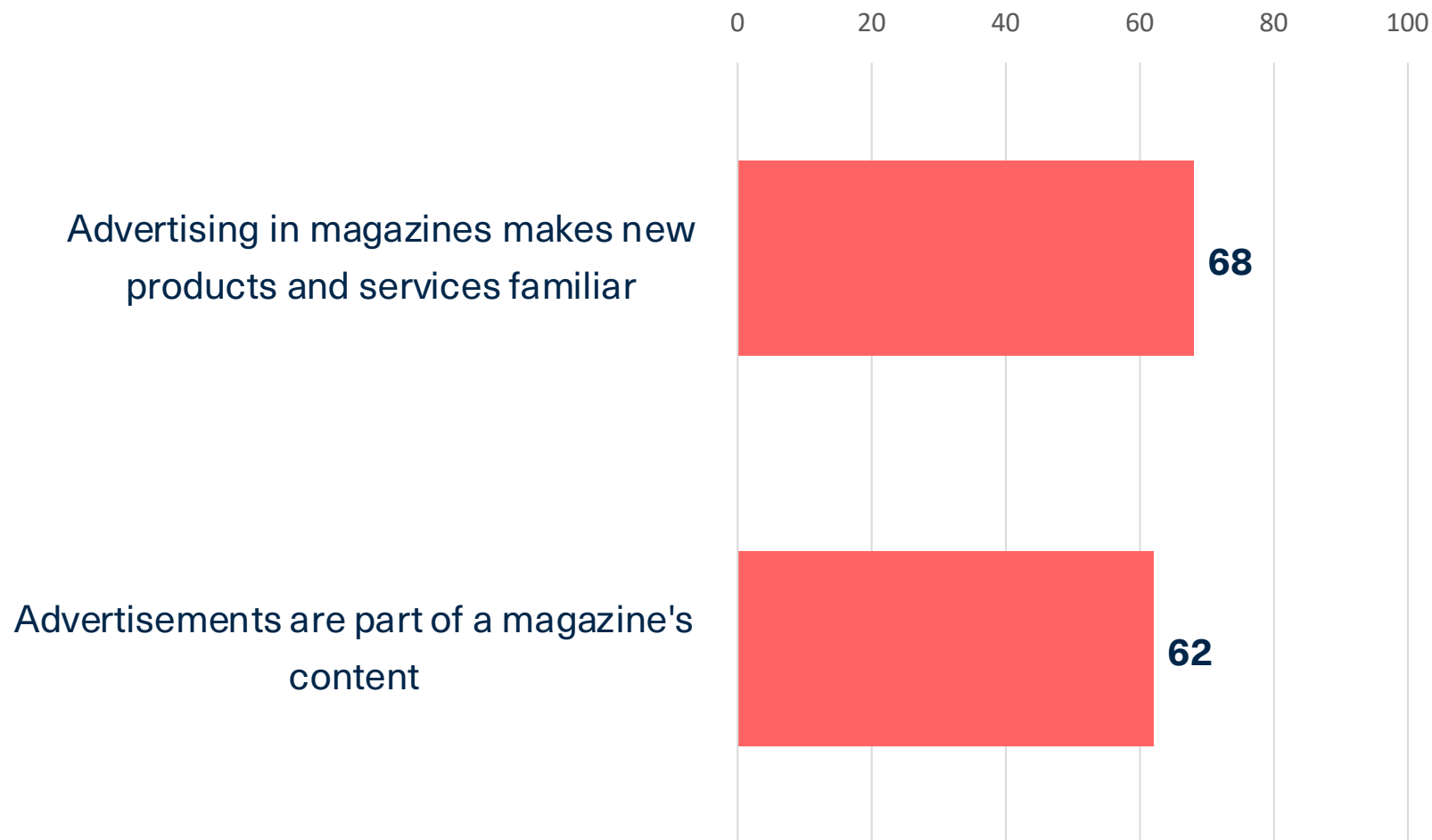
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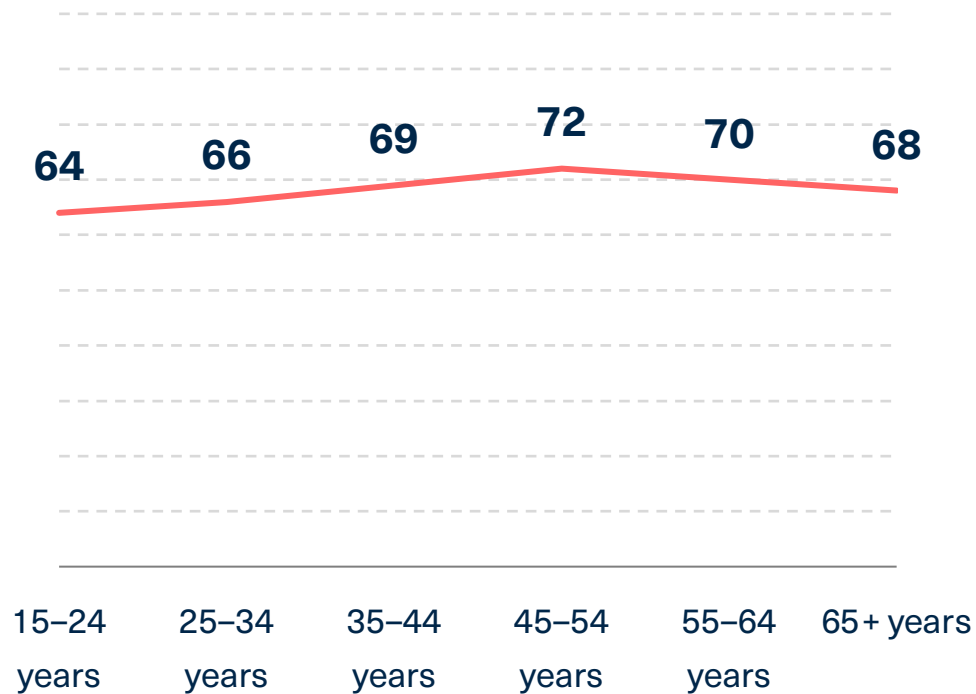
Advertising in magazines makes new products and services familiar

% of Finns, totally or partially agree



Magazine advertising makes new products and services familiar

% of Finns, totally or partially agree



68%

of people over the age of 15 say that magazine ads make new products and services familiar.

73% of women and 63% of men agree with this claim.

Magazine advertising makes new products and services familiar

% of readers, fully or partially agree

Top magazines	% of readers
HS Meidän Perhe	79
Kauneus & Terveys	78
Gloria	77
Anna	76
Viva	76
Deko	75
Glorian Koti	75
Koti ja Keittiö	75
Maalla	75
Unelmien Talo & Koti	75
Kotiliesi Käsityö	75
Suuri Käsityö	75
Eeva	75
Fit	75

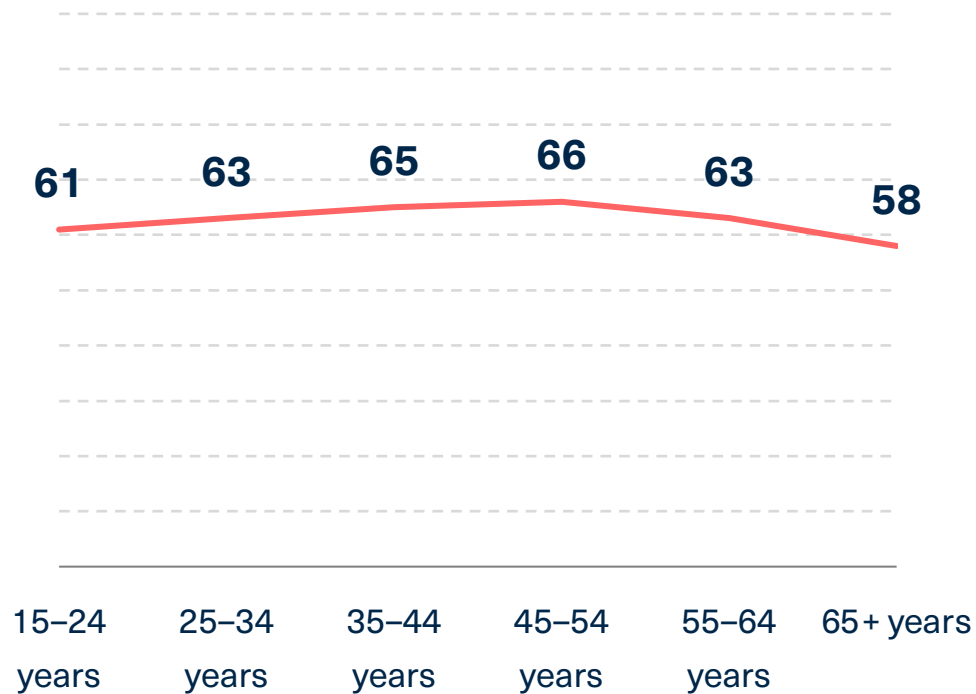
68%

of people over the age of 15 say that magazine ads make new products and services familiar.

73% of women and 63% of men agree with this claim.

Advertisements are a natural part of a magazine's content

% of Finns, totally or partially agree



62%

of people
over the age of 15 feel that
advertising belongs to a
magazine's content.

62% of women and 63% of men
agree with this claim.

Advertisements are a natural part of a magazine's content

% of readers, fully or partially agree

Top magazines	% of readers
Tivi	73
Mikrobitti	72
Golflehti	71
Glorian ruoka&viini	71
Glorian Koti	69
TM Rakennusmaailma	69
Matka	69
Mondo	69
Trendi	69
Viinilehti	69
Fit	69
Sport	69
HS Meidän Perhe	69
Image	69

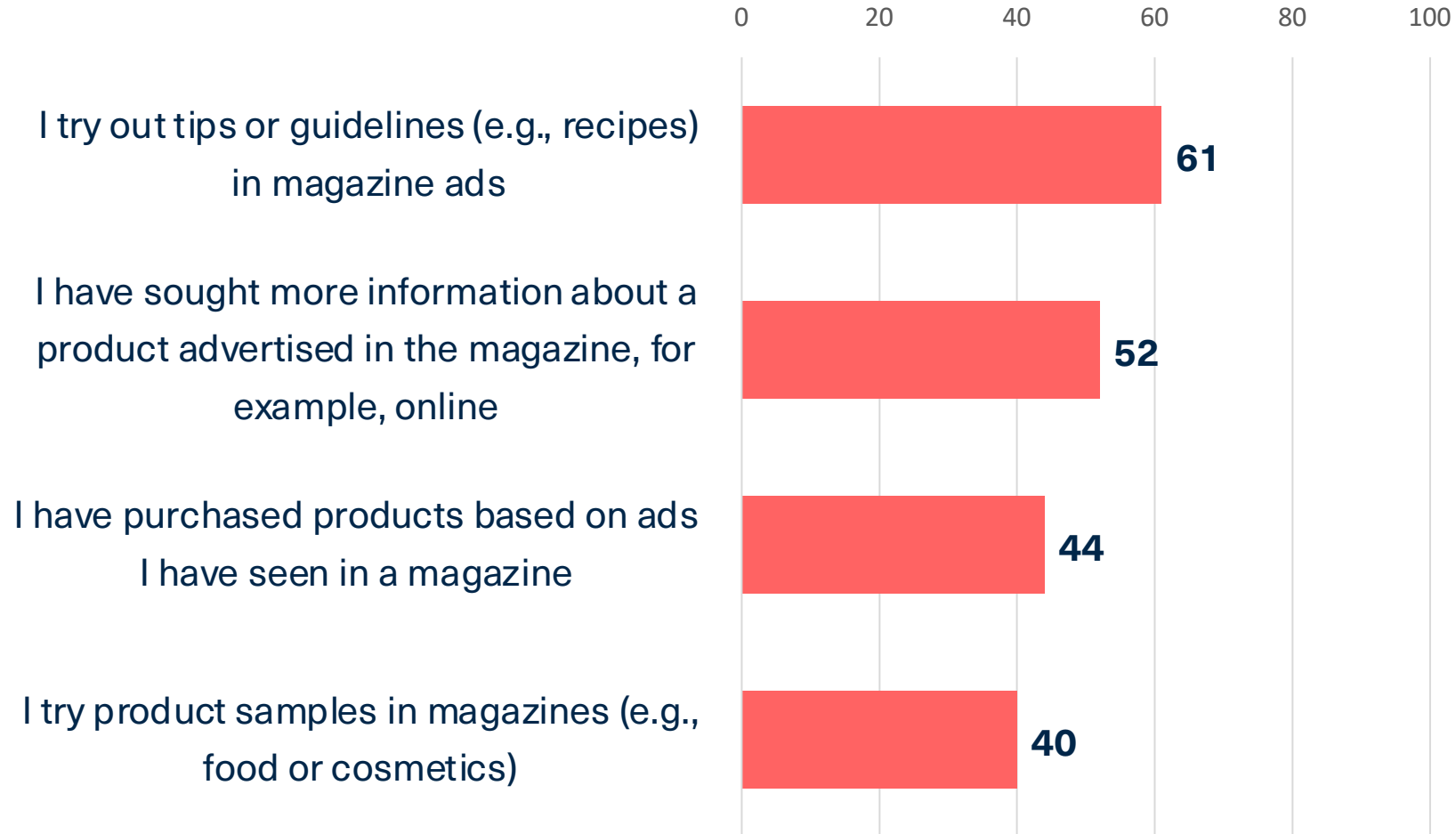
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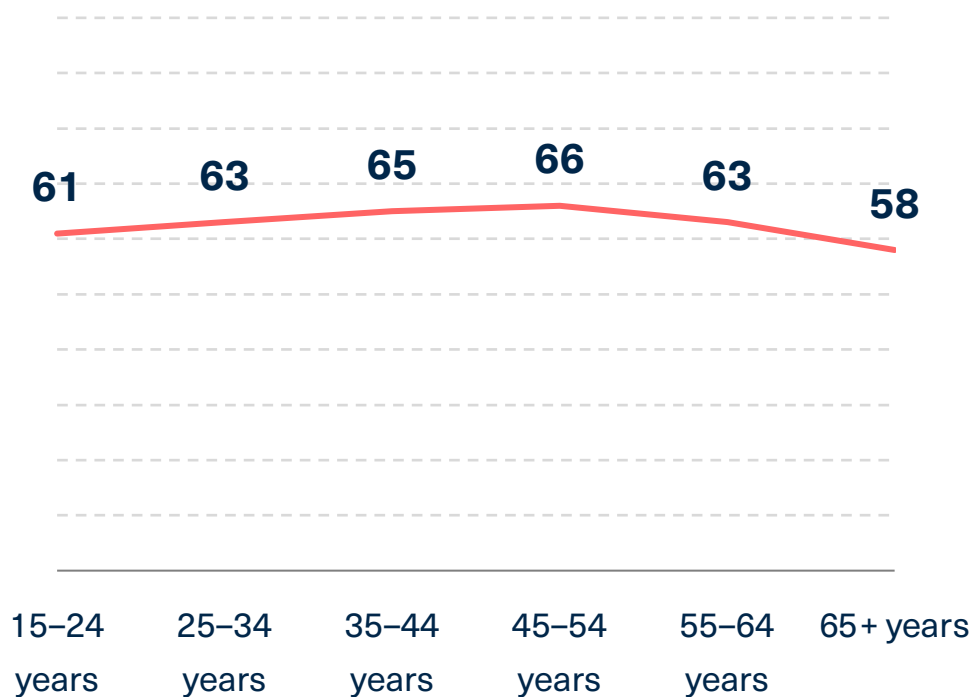
Advertising in a magazine generates activity

% of Finns, totally or partially agree



I try out tips or guidelines (e.g., recipes) in magazine ads

% of Finns, totally or partially agree



Recipes and other instructions in
advertisements activate!

61%

of people over the age of 15
experiment with tips or
guidelines in magazine ads.

74% of women and 48% of men
agree with this claim.

I try out tips or guidelines (e.g., recipes) in magazine ads

% of readers, fully or partially agree

Top magazines	% of readers
Trendi	77
Kauneus & Terveys	77
Deko	75
Gloria	75
Glorian Koti	74
Koti ja Keittiö	73
Fit	73
Sport	73
Unelmien Talo & Koti	72
Kotiliesi Käsityö	72
Suuri Käsityö	72
Anna	72
Eeva	72

Recipes and other instructions in
advertisements activate!

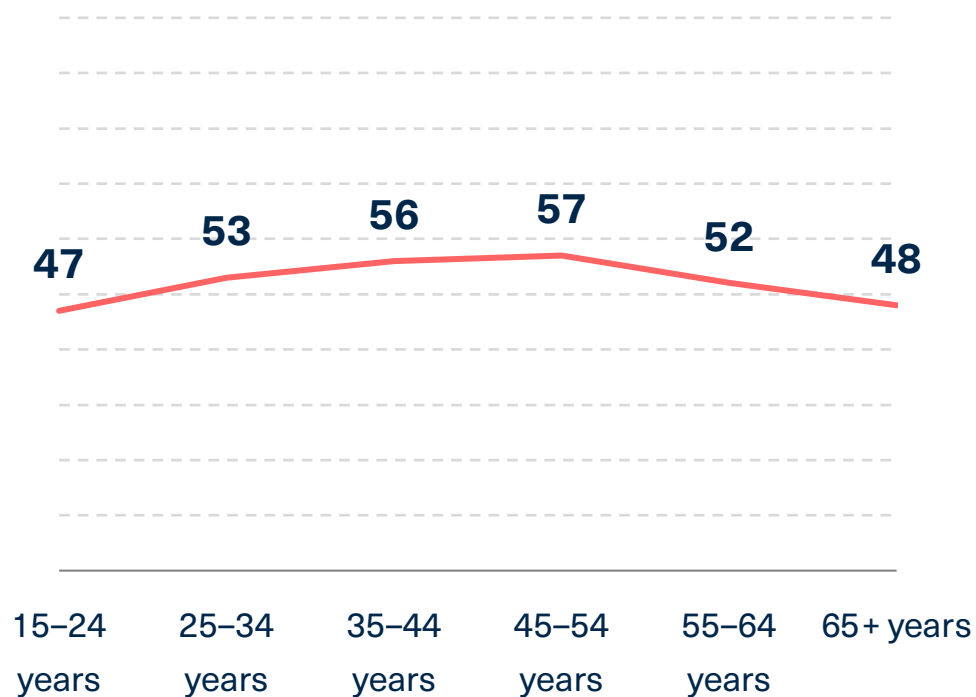
61%

of people over the age of 15
experiment with tips or
guidelines in magazine ads.

74% of women and 48% of men
agree with this claim.

I have sought more information about a product advertised in the magazine, for example, online

% of Finns, totally or partially agree



52%

of people over the age of 15 have sought more information about the product thanks to an advertisement in a magazine – 51% of women and 53% of men.

I have sought more information about a product advertised in the magazine, for example, online

% of readers, fully or partially agree

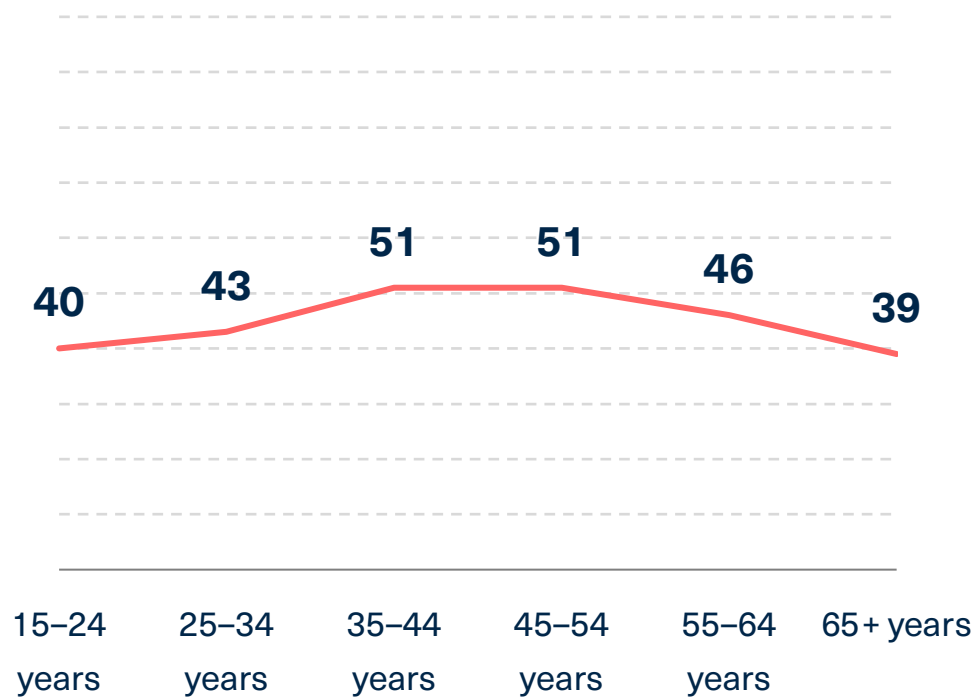
Top magazines	% of readers
Mikrobitti	62
Tivi	61
Auto Bild Suomi	60
Moottori	59
Kippari	59
Arvopaperi	59
Koneviesti	58
Tuulilasi	58
Käytännön Maamies	57
Tekniikan Maailma	57
Gloria	57
Trendi	57
Talouselämä	57
Alibi	57

52%

of people over the age of 15 have sought more information about the product thanks to an advertisement in a magazine – 51% of women and 53% of men.

I have purchased products based on ads I have seen in a magazine

% of Finns, totally or partially agree



44%

of people over the age of 15 have bought products based on magazine advertisements – 50% of women and 39% of men.

I have purchased products based on ads I have seen in a magazine

% of readers, fully or partially agree

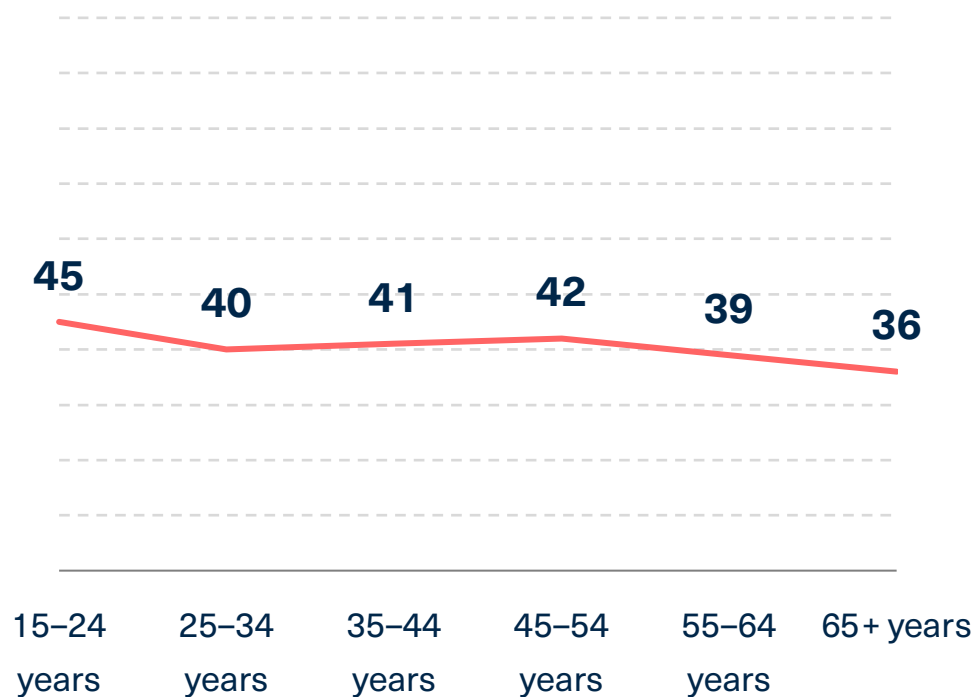
Top magazines	% of readers
Sport	58
Trendi	57
HS Meidän Perhe	57
Gloria	56
Fit	56
Glorian Koti	55
Koti ja Keittiö	54
Deko	53
Tivi	53
Mondo	53
Kauneus & Terveys	53

44%

of people over the age of 15
have bought products based on
magazine advertisements – 50%
of women and 39% of men.

I try product samples in magazines (e.g., food or cosmetics)

% of Finns, totally or partially agree



Product samples entice people to try the products and make them familiar.

40%

of people over the age of 15 try product samples in magazines – 56% of women and 22% of men.

I try product samples in magazines (e.g., food or cosmetics)

% of readers, fully or partially agree

Top magazines	% of readers
Trendi	65
Gloria	59
Kauneus & Terveys	59
Deko	56
Glorian Koti	56
Fit	56
HS Meidän Perhe	56
Suuri Käsityö	55
Koti ja Keittiö	54
Kotiliesi Käsityö	54
Sport	54

Product samples entice people to try the products and make them familiar.

40%

of people over the age of 15 try product samples in magazines – 56% of women and 22% of men.



2.

*Attitudes towards advertising
across channels*

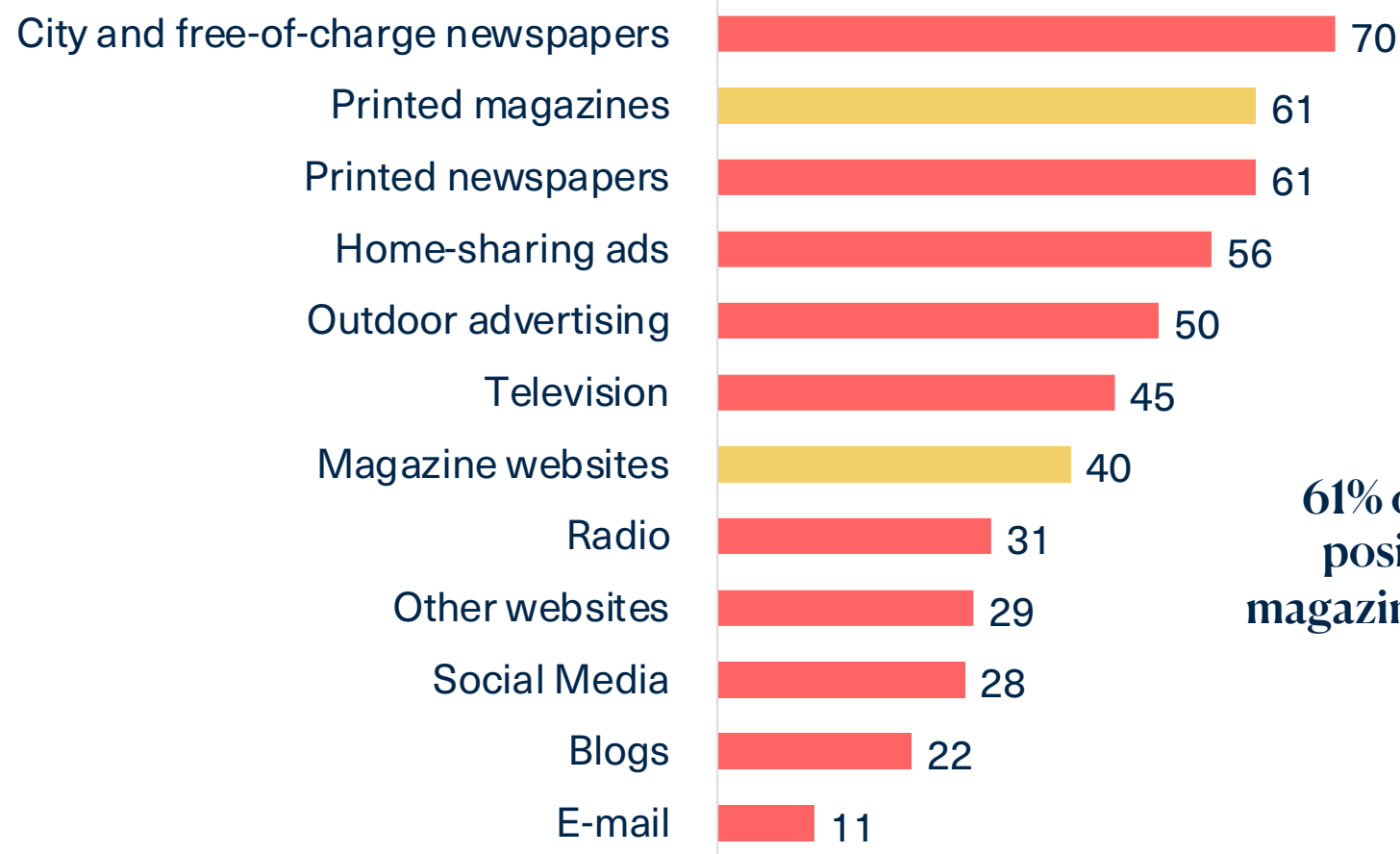
61% of Finns over the age of 15 are positive about magazine advertising.

Women (62%) are slightly more positive than men (60%).

In particular, magazine advertising is enjoyed by people aged 45 to 54, 68% of whom are positive about it.

% of Finns who take a positive view of advertising

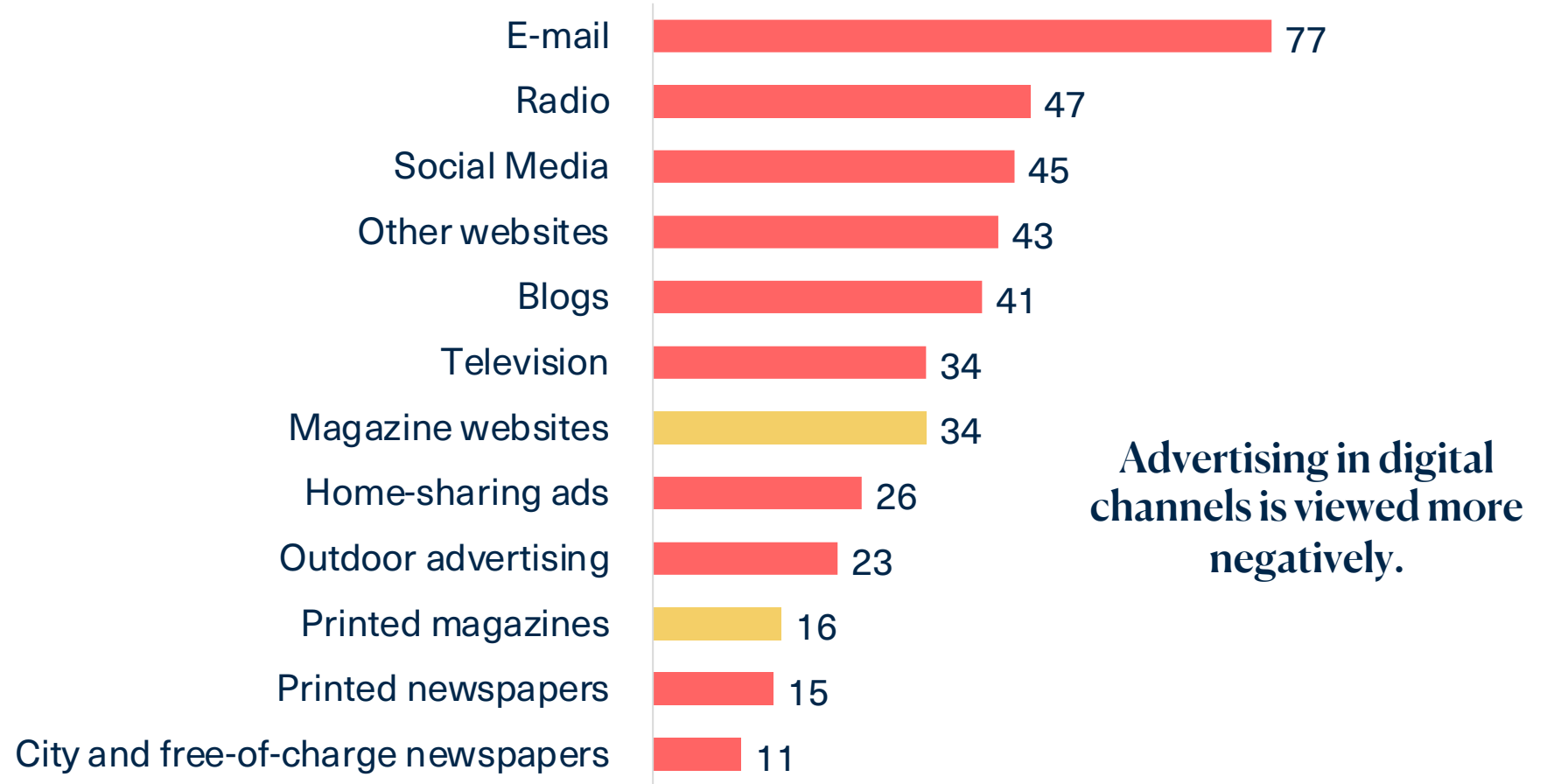
very or quite a positive view



**61% of Finns are
positive about
magazine advertising.**

% of Finns who take a negative view of advertising

very or quite a negative view





3. *Advertising blocking*

19%

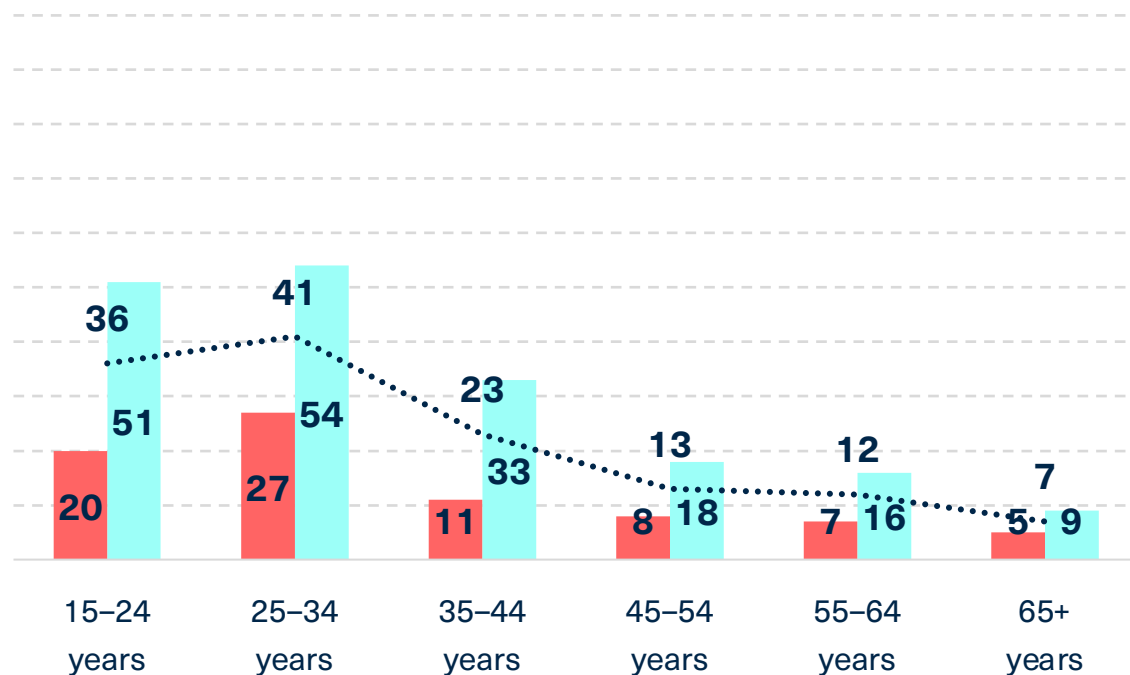
**of Finns over the age of 15 block advertising with Adblocker
or a similar application.**

24% have a advertising ban on their door.

Use of Adblocker or equivalent

% of Finns, by age group

Women Men All



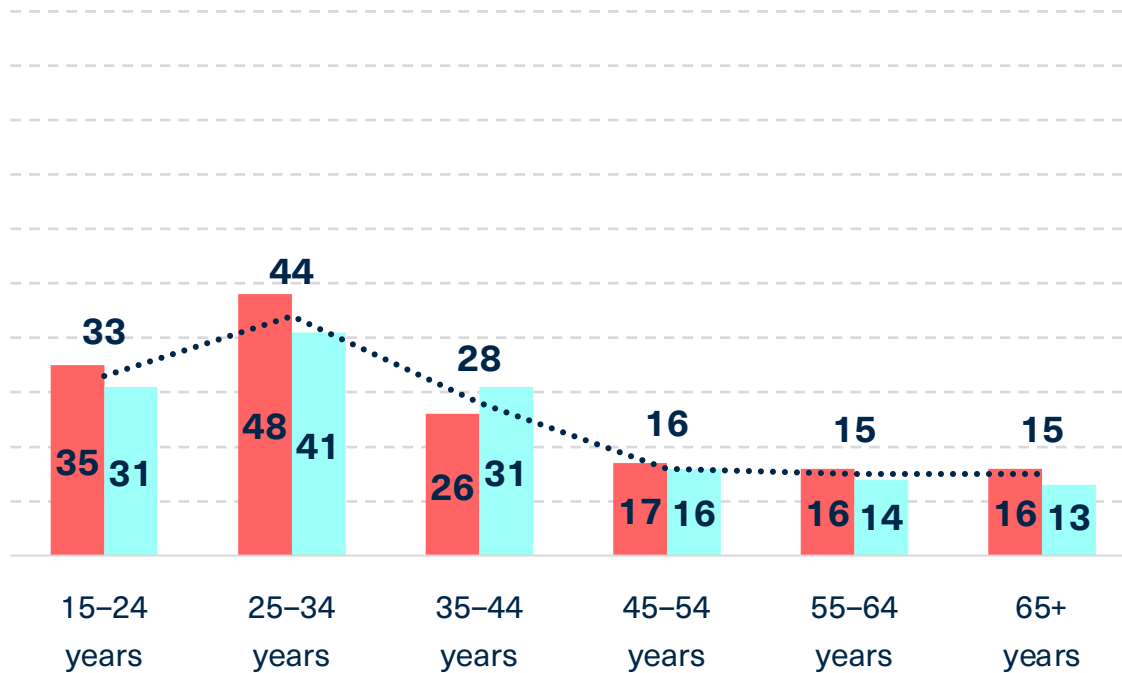
Advertising is more often prevented by people under 35 than by older age groups.

Men (28%) prevent advertising more often than women (11%).

Advertising ban on the door

% of Finns, by age group

Women Men All



More often, direct mail is banned by 25–34 year olds (44%).

At the population level, there are no major differences between men (23%) and women (24%).

The Finnish National Readership Survey 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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