



Reading times & number of readings of Magazines

Finnish National Readership Survey (NRS) 2023



MediaAuditFinland

AIKAKAUSMEDIA

Finnish Magazine Media Association

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On average, **53 minutes** is spent reading a magazine issue.

The reading times rose in every magazine group from previous year.

Reading times by magazine group

Average amount of time spent on one issue, averages by magazine group

Magazine group	Total 15+ population, average reading times	Change from previous measurement (NRS 2022)
General interest magazines	1 h 10 min	+13 min
Women's magazines	1 h 7 min	+2 min
Health and well-being magazines	1 h 6 min	+2 min
Hobby magazines	1 h 5 min	+2 min
Housing, construction and gardening magazines	58 min	+2 min
Motoring and technical magazines	57 min	+2 min
Food and drink magazines	54 min	+1 min
Economy and business magazines	51 min	+4 min
Professional magazines and magazines published by non-profit organisations	48 min	+1 min
Customer magazines	37 min	+1 min
All magazines	53 min	+0 min

Reading times by magazine group

Average amount of time spent on one issue, averages by magazine group

Magazine group	<u>Women</u> , average reading times, NRS 2023	Magazine group	<u>Men</u> , average reading times, NRS 2023
General interest magazines	1 h 16 min	Hobby magazines	1 h 3 min
Women's magazines	1 h 12 min	Motoring and technical magazines	1 h 1 min
Health and well-being magazines	1 h 11 min	General interest magazines	60 min
Hobby magazines	1 h 6 min	Professional magazines and magazines published by non-profit organisations	53 min
Housing, construction & gardening magazines	1 h 2 min	Economy and business magazines	52 min
Food and drink magazines	60 min	Health and well-being magazines	48 min
Economy and business magazines	50 min	Housing, construction & gardening magazines	46 min
Professional magazines and magazines published by non-profit organisations	40 min	Women's magazines	39 min
Customer magazines	40 min	Food and drink magazines	39 min
Motoring and technical magazines	35 min	Customer magazines	30 min
All magazines	57 min	All magazines	49 min



On average, one issue of a magazine is taken 2.1 times.

Food and beverage magazines (2.8 readings) and hobby magazines (2.5 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 2023
Total population N: 46,862

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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	2,8	3.0	2.1
Hobby magazines	2.5	2.2	2.3
Housing, construction & gardening magazines	2.3	2.4	1.9
General interest magazines	2.2	2.3	2.2
Health and well-being magazines	2.2	2.2	1.8
Motoring and technical magazines	2.2	1.7	2.2
Women's magazines	2.1	2.2	1.6
Professional magazines and magazines published by non-profit organisations	1.9	1.6	2.1
Economy and business magazines	1.9	1.7	1.9
Customer magazines	1.5	1.6	1.4
All magazines	2.1	2.1	2.0



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

Suomen Kuvalehti is the magazine with the
longest reading time (1 h 30 min).

Longest read magazines

Average time spent on one issue, averages by magazine

Magazine	Reading time, 15+ population
Suomen Kuvalehti	1 h 30 min
Image	1 h 26 min
Eeva	1 h 24 min
ET	1 h 23 min
Tiede	1 h 21 min
Apu	1 h 20 min
Valitut Palat	1 h 18 min
Suomen Luonto	1 h 15 min
Voi Hyvin	1 h 15 min
Average	53 min

Magazine	Reading time, women
Image	1 h 35 min
Suomen Kuvalehti	1 h 33 min
ET	1 h 31 min
Tiede	1 h 29 min
Eeva	1 h 29 min
Suomen Luonto	1 h 26 min
Viva	1 h 26 min
Apu	1 h 23 min
Valitut Palat	1 h 23 min
Kotiliesi	1 h 21 min
Average	55 min

Magazine	Reading time, men
Suomen Kuvalehti	1 h 28 min
Apu	1 h 16 min
Tiede	1 h 16 min
Valitut Palat	1 h 12 min
Tekniikan Maailma	1 h 12 min
Mikrobitti	1 h 11 min
Caravan	1 h 11 min
Image	1 h 10 min
Tiede Luonto	1 h 8 min
IS Urheilulehti	1 h 8 min
Average	49 min

Longest read magazines by magazine group

Average time spent on one issue, averages by magazine

<u>Consumer magazines</u>	Reading time, 15+ population	<u>Professional magazines and magazines published by non-profit organisations</u>	Reading time, 15+ population	<u>Customer magazines</u>	Reading time, 15+ population
Suomen Kuvalehti	1 h 30 min	Käytännön Maamies	57 min	Pirkka	39 min
Image	1 h 26 min	Koneviesti	52 min	Yhteishyvä	38 min
Eeva	1 h 24 min	Aarre	52 min	Samarbete	37 min
ET-lehti	1 h 23 min	Metsälehti	51 min	Terveystiete	33 min
Tiede	1 h 21 min	Maatilan Pellervo	50 min	Avainapteekit	30 min
Viva	1 h 21 min	Opettaja	35 min	Average	37 min
Apu	1 h 20 min	Average	48 min		
Valitut Palat	1 h 18 min				
Suomen Luonto	1 h 15 min				
Voi Hyvin	1 h 15 min				
Average	1 h 3 min				

Longest read magazines by magazine group

Average time spent on one issue, averages by magazine

<u>Housing, construction and gardening</u>	Reading time, 15+ population	<u>Motoring and technical magazines</u>	Reading time, 15+ population	<u>Hobby magazines</u>	Reading time, 15+ population
Viherpiha	1 h 12 min	Tekniikan Maailma	1 h 7 min	Tiede	1 h 21 min
Kotipuutarha	1 h 9 min	Mikrobitti	1 h 6 min	Suomen Luonto	1 h 15 min
Maalla	1 h 4 min	Vauhdin Maailma	55 min	Suuri Käsiyö	1 h 14 min
Antiikki & Design	1 h 3 min	Tivi	54 min	Tiede Luonto	1 h 9 min
Avotakka	59 min	Tuulilasi	53 min	Caravan	1 h 6 min
Meidän Mökki	58 min	Auto Bild Suomi	51 min	IS Urheilulehti	1 h 4 min
Unelmien Talo&Koti	54 min	Moottori	50 min	Juoksija-lehti	1 h 3 min
TM Rakennusmaailma	52 min	Average	57 min	Kotiliesi Käsiyö	1 h 3 min
Koti ja Keittiö	52 min			Metsästys ja Kalastus	58 min
Oma Piha	51 min			Erä	57 min
Average	58 min			Average	65 min

Longest read magazines by magazine group

Average time spent on one issue, averages by magazine

<u>Women's magazines</u>	Reading time, 15+ population	<u>Food and drink magazines</u>	Reading time, 15+ population	<u>Economy and business magazines</u>	Reading time, 15+ population
Eeva	1 h 24 min	Glorian ruoka & viini	55 min	Taloustaito	53 min
Kotiliesi	1 h 14 min	Maku	53 min	Arvopaperi	52 min
Kodin Kuvalehti	1 h 8 min	Average	54 min	Viisas Raha	52 min
Kodin Pellervo	1 h 5 min			Talouselämä	51 min
Me Naiset	60 min			Tekniikka&Talous	41 min
Anna	58 min			Average	51 min
Kotivinkki	57 min				
Trendi	50 min				
Gloria	49 min				
Average	1 h 7 min				

Longest read magazines by magazine group

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

<u>Health and well-being magazines</u>	Reading time, 15+ population
Voi Hyvin	1 h 15 min
Apu Terveys	1 h 13 min
ET Terveys	1 h 9 min
Hyvä terveys	1 h 4 min
Kotilääkäri	1 h 1 min
Kauneus & Terveys	56 min
Average	1 h 6 min

<u>General interest magazines</u>	Reading time, 15+ population
Suomen Kuvalehti	1 h 30 min
Image	1 h 26 min
ET-lehti	1 h 23 min
Viva	1 h 21 min
Apu	1 h 20 min
Valitut Palat	1 h 18 min
Seura	1 h 12 min
HS Meidän Perhe	1 h 7 min
Askel	1 h 6 min
Alibi	1 h 3 min
Average	1 h 10 min

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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