

A person is sitting in a chair, reading a magazine. The magazine has a photo of a man on the cover. The person is wearing a dark blue long-sleeved shirt and blue jeans. An electric guitar is leaning against the person's legs. The background is a plain, light-colored wall.

Reading habits & attitude towards advertising



MediaAuditFinland

Finnish National Readership Survey 2022

AIKAKAUSMEDIA

Finnish Magazine Media Association

Contents

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- 02 Attitudes towards advertising across channels
- 03 Advertising blocking



1.
Reading and advertising
claims

Of Finns...

81%

think that Finnish magazines are of high quality

78%

say they relax with magazines

69%

think that Finnish magazines offer reliable product recommendations



Of Finns...

81%

get information about their hobbies and interests from a specialist magazine

70%

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

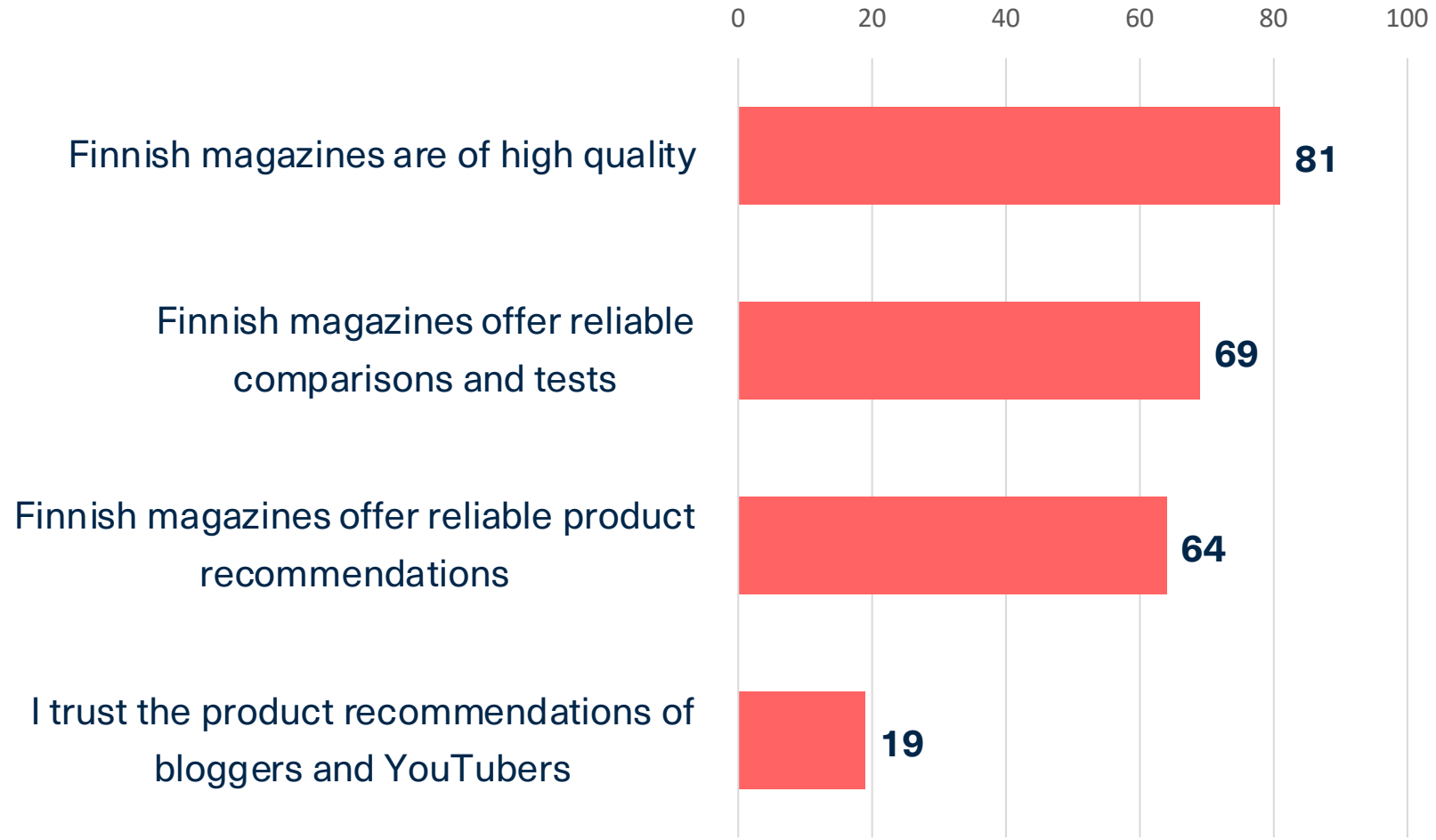
44%

have purchased products based on magazine ads



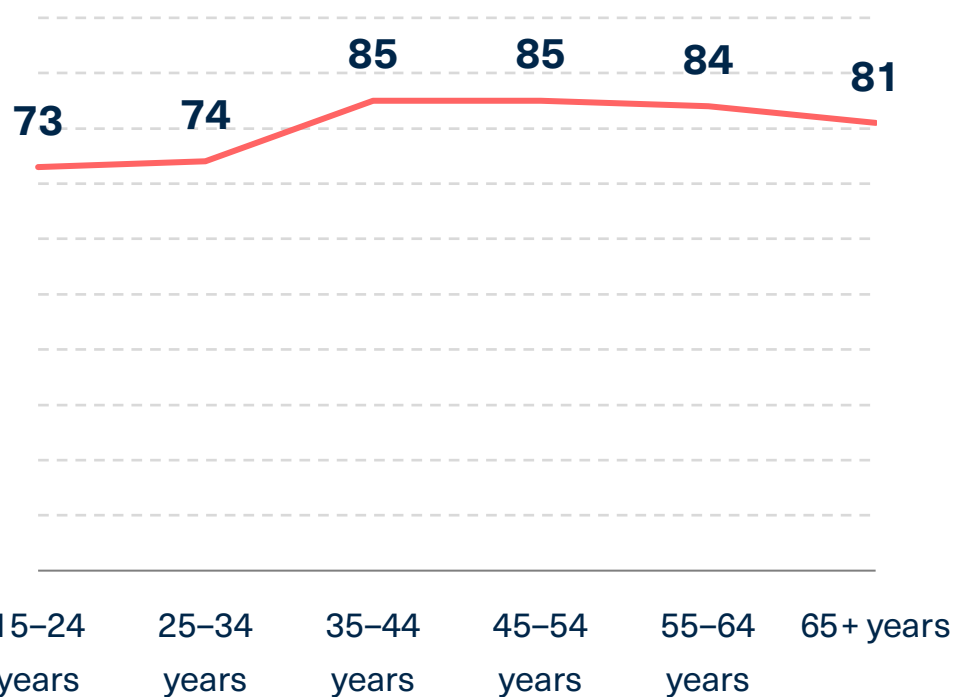
Quality claims in magazines

% 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.

81%

of people over the age of 15 consider Finnish magazines to be of high quality – 84% of women and 77% of men.

Finnish magazines are of high quality

% of readers, fully or partially agree

Top magazines	% of readers
Trendi	91
Gloria	90
Kotilääkäri	90
Image	90
Mondo	89
Fit	89
Kauneus & Terveys	89
Sport	89

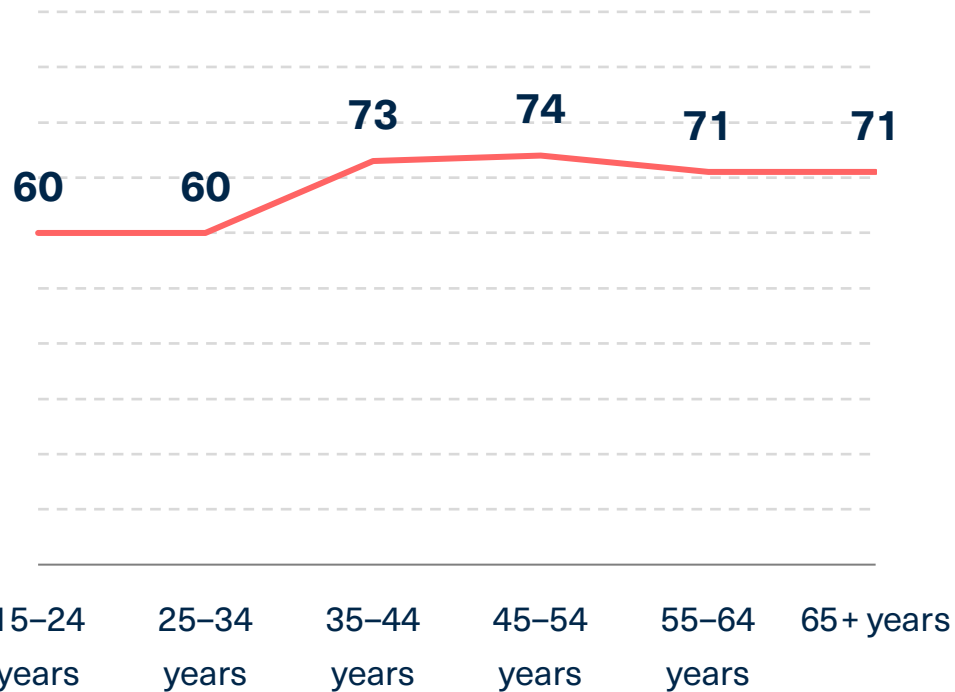
Magazines are appreciated in all age groups.

81%

of people over the age of 15 consider Finnish magazines to be of high quality – 84% of women and 77% of men.

Finnish magazines offer reliable comparisons and tests

% of Finns, totally or partially agree



69% of people over the age of 15 rely on comparisons and tests in magazines – 70% of men and 68% of women.

Finnish magazines offer reliable comparisons and tests

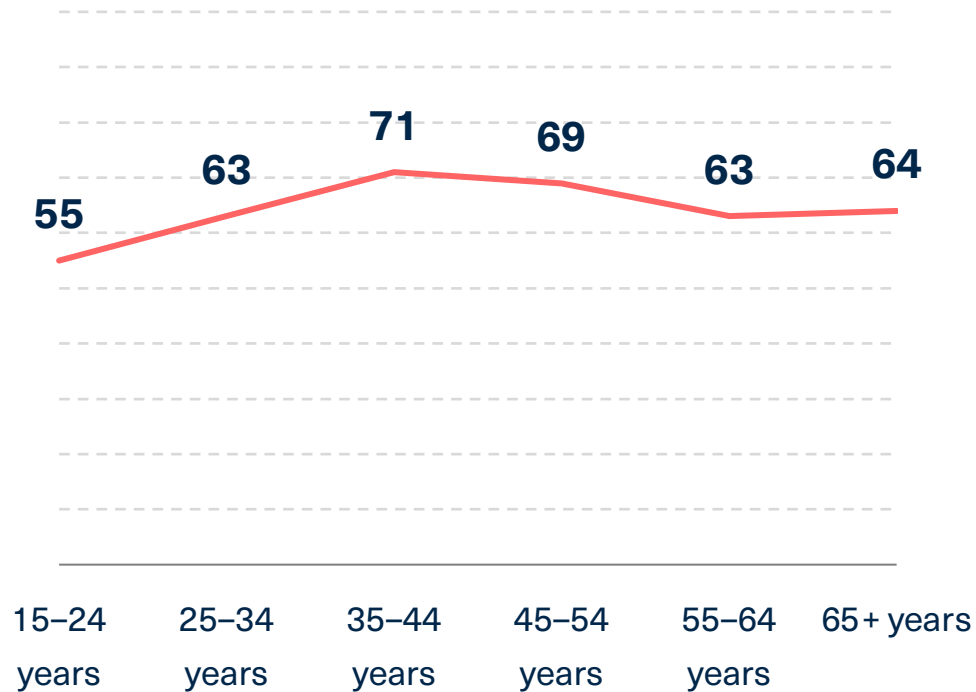
% of readers, fully or partially agree

Top magazines	% of readers
Tekniikka&Talous	78
Vene	77
Arvopaperi	77
Talouselämä	77
Tekniikan Maailma	76
Tivi	76
Erä	76
IS Urheilulehti	76
Kippari	76
Viisas Raha	76
Image	76

69% of people over the age of 15 rely on comparisons and tests in magazines – 70% of men and 68% of women.

Finnish magazines offer reliable product recommendations

% of Finns, totally or partially agree



64%

of people over the age of 15 rely on the product recommendations of Finnish magazines – 66% of women and 62% of men.

Finnish magazines offer reliable product recommendations

% of readers, fully or partially agree

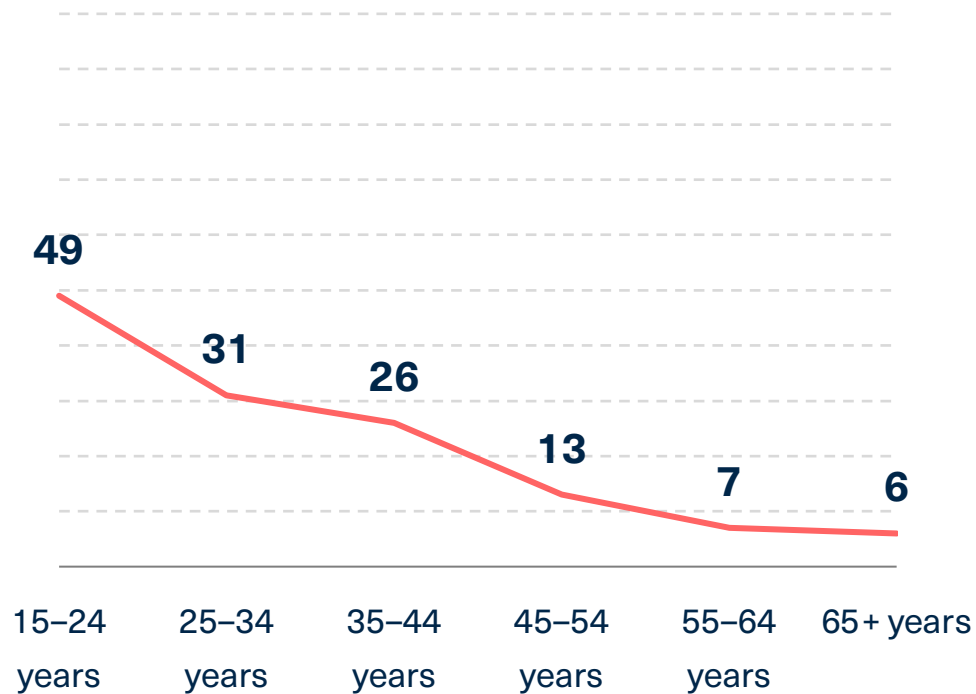
Top magazines	% of readers
Sport	76
Fit	75
Antiikki & Design	73
Juoksija-lehti	73
Matka	73
Mondo	72
Image	72
Glorian Koti	71
Koti ja keittiö	71
Mikrobitti	71
Arvopaperi	71
Talouselämä	71
Tekniikka&Talous	71
Voi Hyvin	71

64%

of people over the age of 15 rely on the product recommendations of Finnish magazines – 66% of women and 62% of men.

I trust the product recommendations of bloggers and YouTubers

% of Finns, totally or partially agree



19%

of people over the age of 15 rely on the product recommendations of bloggers and YouTubers – women (21%) 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	32
HS Meidän perhe	30
Fit	29
Alibi	25
Aku Ankka	24
Ruotuväki	20
Deko	20
Sport	20
Image	19
Seiska	19

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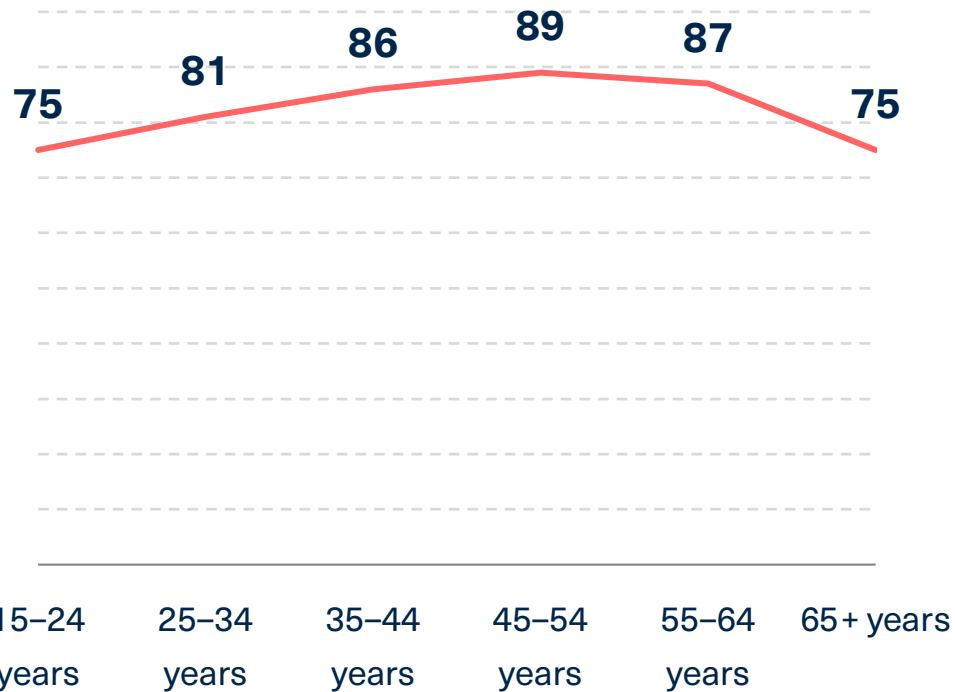
People relax with magazines and get information about their own interests

% 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.

81%

of people over the age of 15 receive information about their hobbies and interests from a specialist magazine – 79% of women and 84% 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
Tivi	90
Juoksija-lehti	89
Tekniikka&Talous	89
Mikrobitti	88
IS Urheilulehti	88
Fit	88
Koneviesti	87
Käytännön Maamies	87
TM Rakennusmaailma	87
Vauhdin Maailma	87
Mondo	87
Talouselämä	87
Askel	87

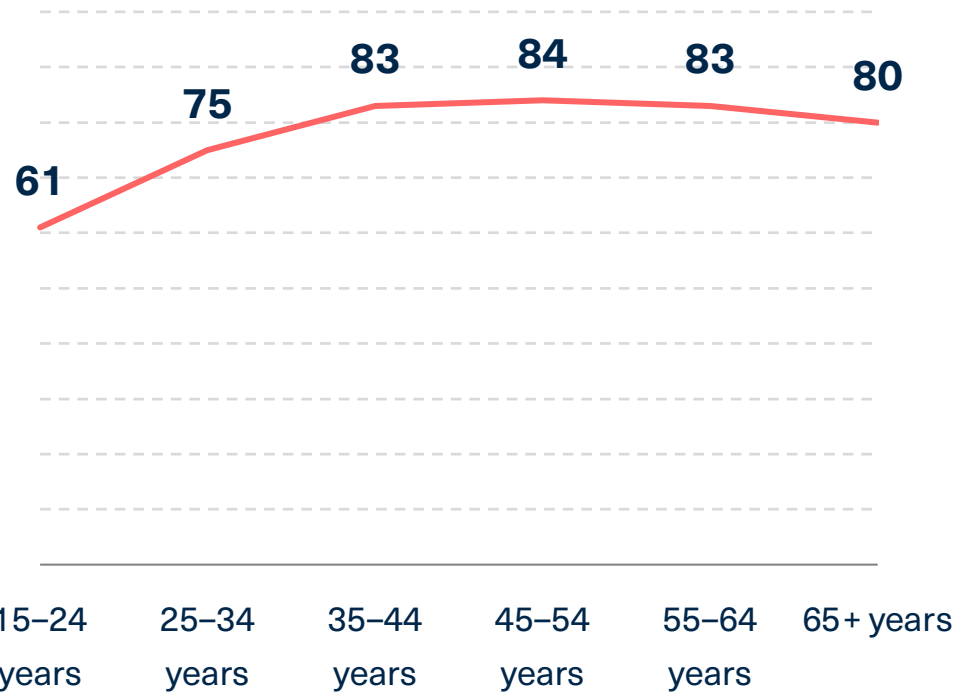
There is a strong demand for specialised periodicals in all age groups.

81%

of people over the age of 15 receive information about their hobbies and interests from a specialist magazine – 79% of women and 84% of men.

I relax and get inspired when reading magazines

% of Finns, totally or partially agree



78%

of people over the age of 15 relax and get inspired by magazines – 86% of women and 71% of men.

I relax and get inspired when reading magazines

% of readers, fully or partially agree

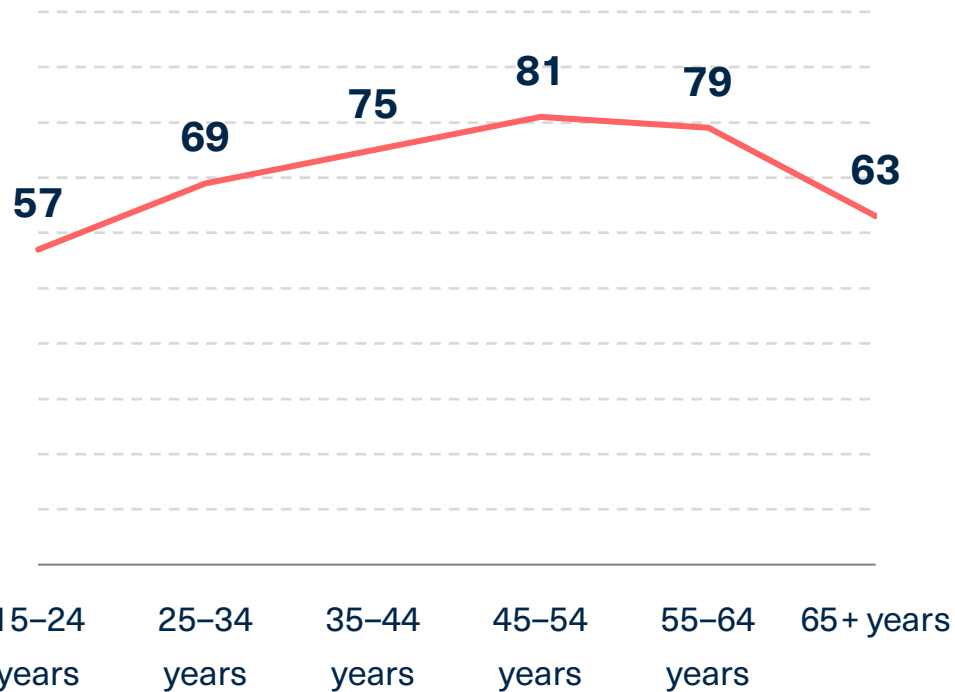
Top magazines	% of readers
Trendi	91
Gloria	90
Kotilääkäri	90
Image	90
Mondo	89
Fit	89
Kauneus & Terveys	89
Sport	89

78%

of people over the age of 15 relax and get inspired by magazines – 86% of women and 71% 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.

70%

of people over the age of 15 say they stay up to date on professional issues with the help of a professional magazine – 66% of women and 74% 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
Juoksija	82
Käytännön Maamies	81
Opettaja	81
Tekniikka&Talous	81
Image	81
Arvopaperi	80
Koneviesti	79
Mikrobitti	79
Kippari	79

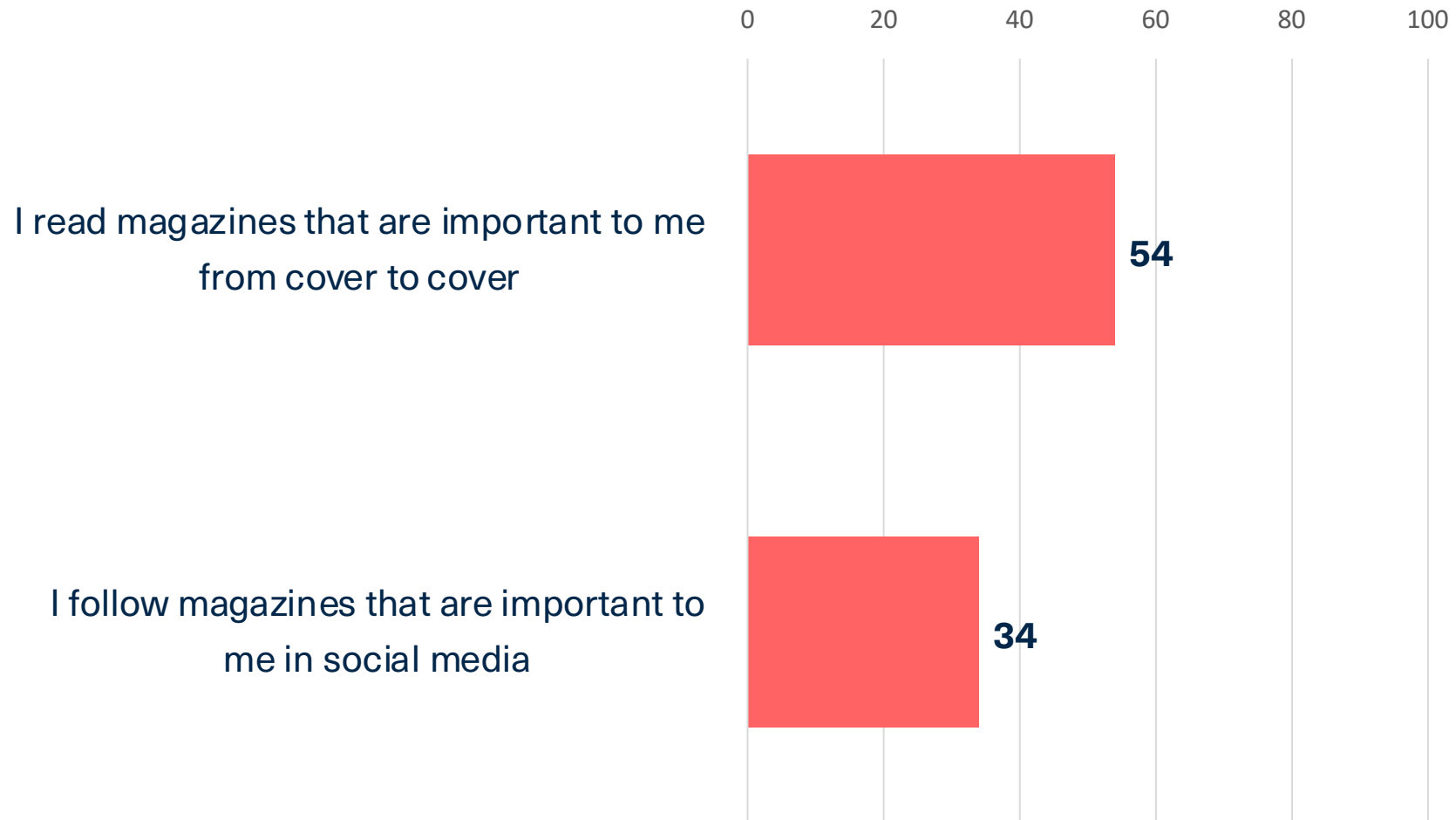
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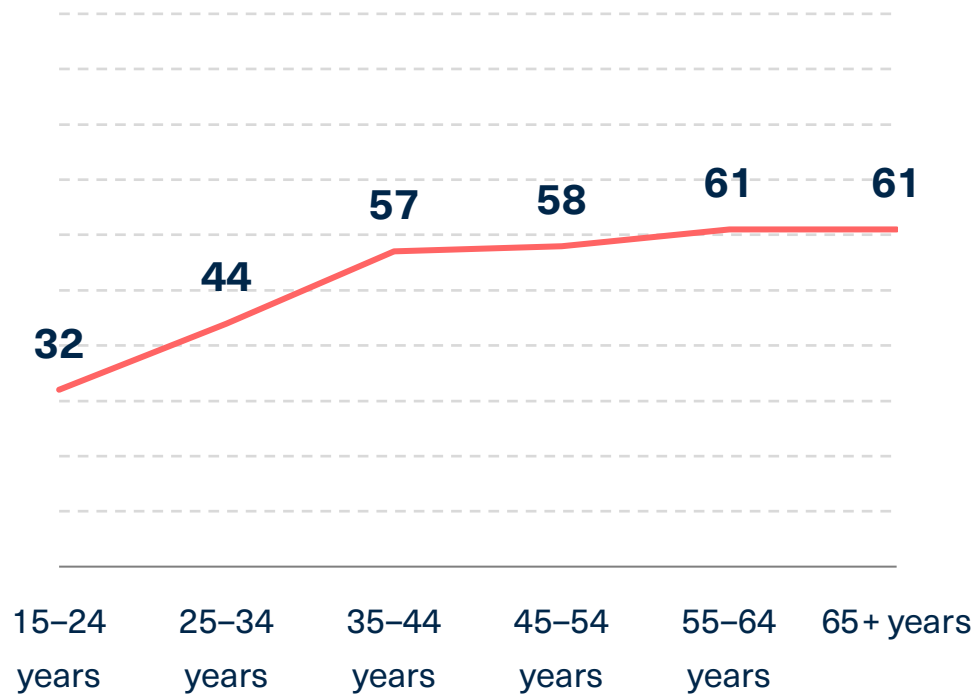
Reader engagement – print and social media

% of Finns, fully or partially agree



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

% of Finns, totally or partially agree



54%

of people over the age of 15 read their magazines from cover to cover – 59% of women and 48% of men.

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

% of readers, fully or partially agree

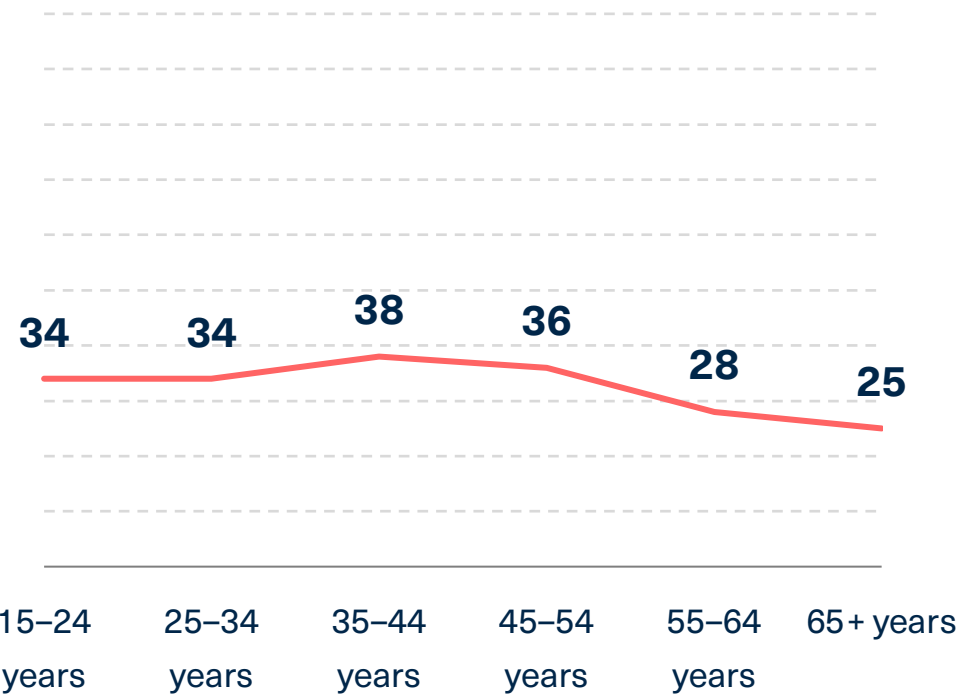
Top magazines	% of readers
ET	69
Kotivinkki	68
Samarbete	67
Viherpiha	67
Mondo	67
Eeva	67
Voi Hyvin	67
Avotakka	66
Maalla	66
Kotiliesi Käsityö	66
ET Terveys	66
Viva	66

54%

of people over the age of 15 read their magazines from cover to cover – 59% of women and 48% of men.

I follow magazines that are important to me in social media

% of Finns, totally or partially agree



31%

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

There is no significant difference between women (33%) and men (30%).

I follow magazines that are important to me in social media

% of readers, fully or partially agree

Top magazines	% of readers
Trendi	42
Fit	42
HS Meidän perhe	41
Alibi	40
Sport	38
Tivi	36
Mondo	36
Juoksija-lehti	35
Maku	35
Aku Ankka	35

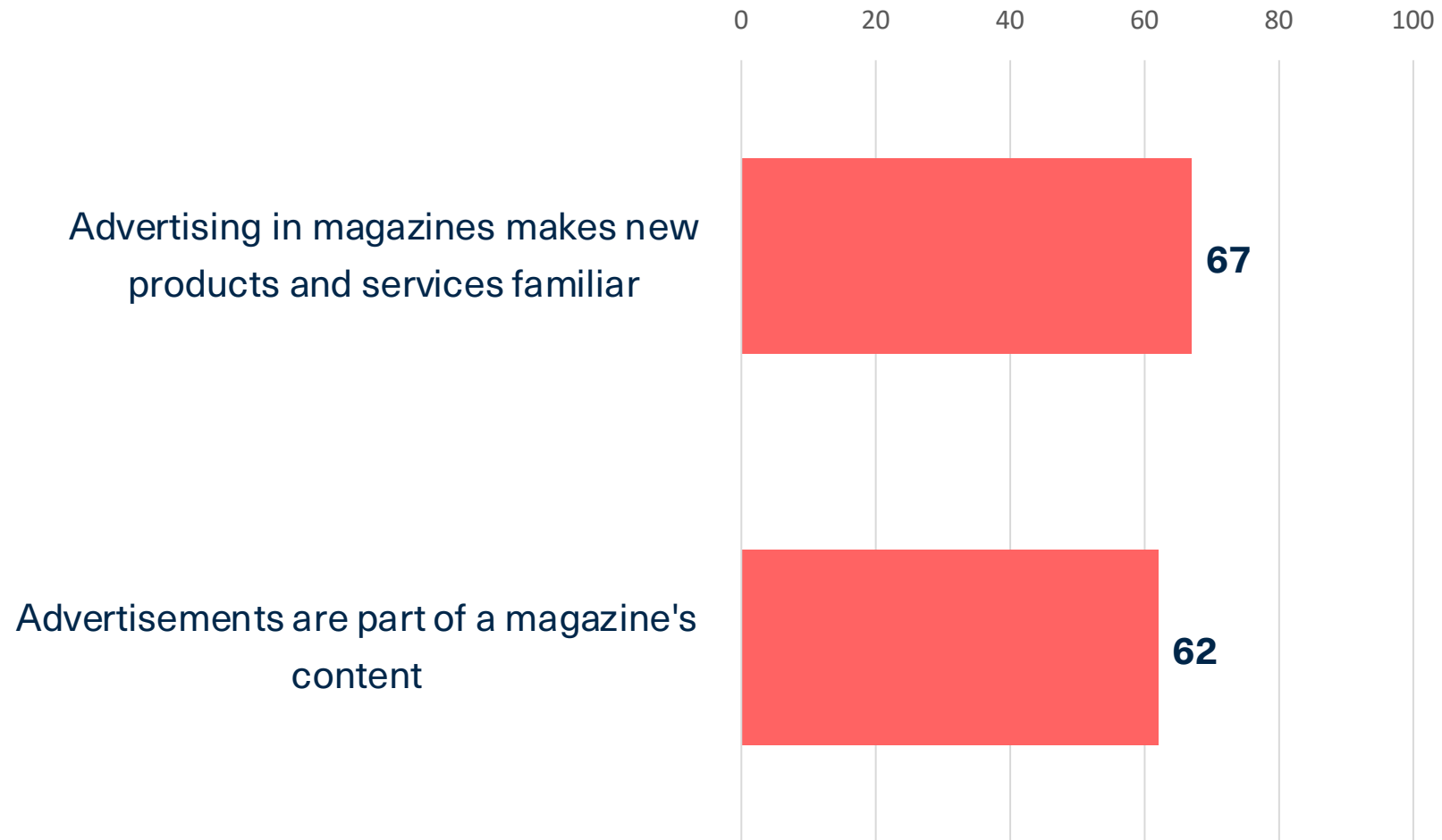
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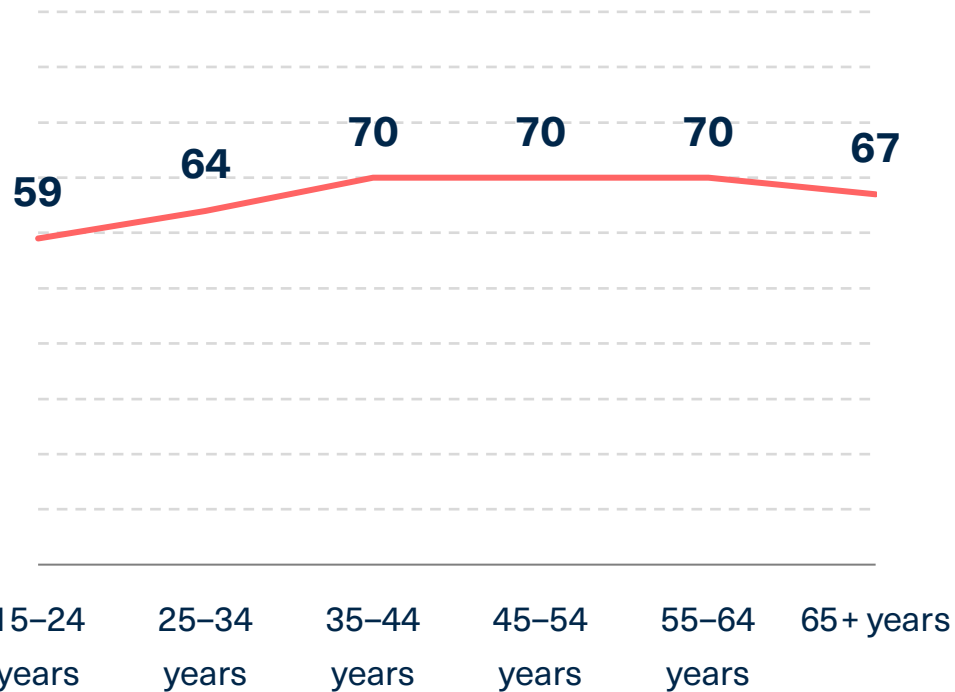
Advertising in magazines makes new products and services familiar

% of Finns, totally or partially agree



Magazine advertising makes new products and services familiar

% of Finns, totally or partially agree



67%

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

73% of women and 60% of men agree with this claim.

Magazine advertising makes new products and services familiar

% of readers, fully or partially agree

Top magazines	% of readers
Fit	79
Kauneus & Terveys	77
Unelmien Talo & Koti	76
Kotiliesi Käsityö	76
Suuri Käsityö	76
Viva	76
Gloria	75
Kotivinkki	75
Trendi	75
Maku	75
Kotilääkäri	75
HS Meidän perhe	75

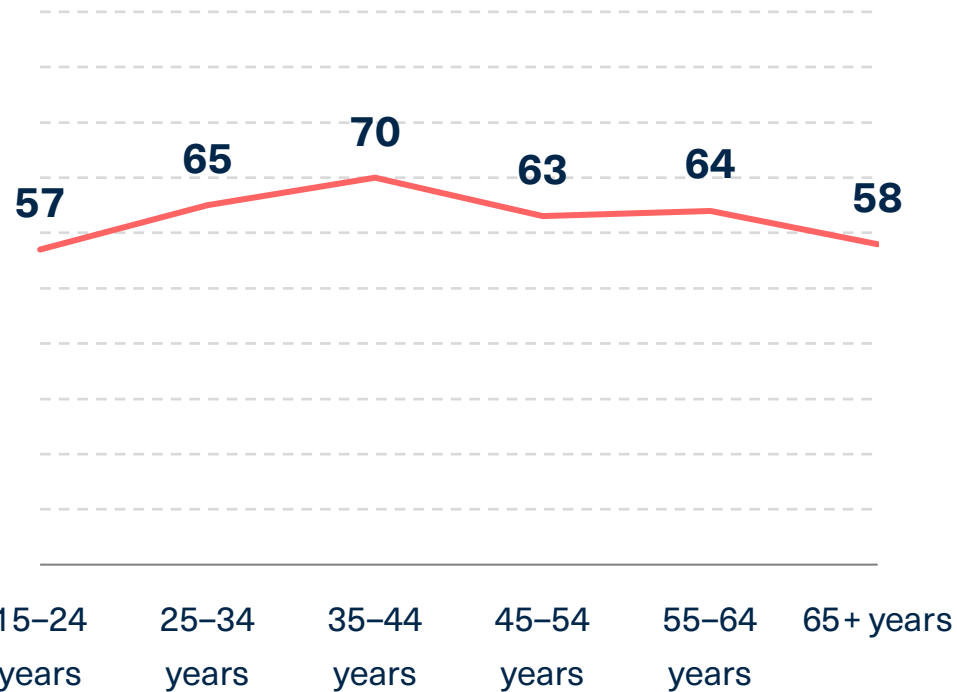
67%

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

73% of women and 60% 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.

63% of women and 61% 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
Mondo	71
Antiikki & Design	70
Arvopaperi	70
Talouselämä	70
Tekniikka&Talous	70
Viisas Raha	70
Fit	70
HS Meidän perhe	70
Image	70
Gloria	69
Trendi	69
Sport	69

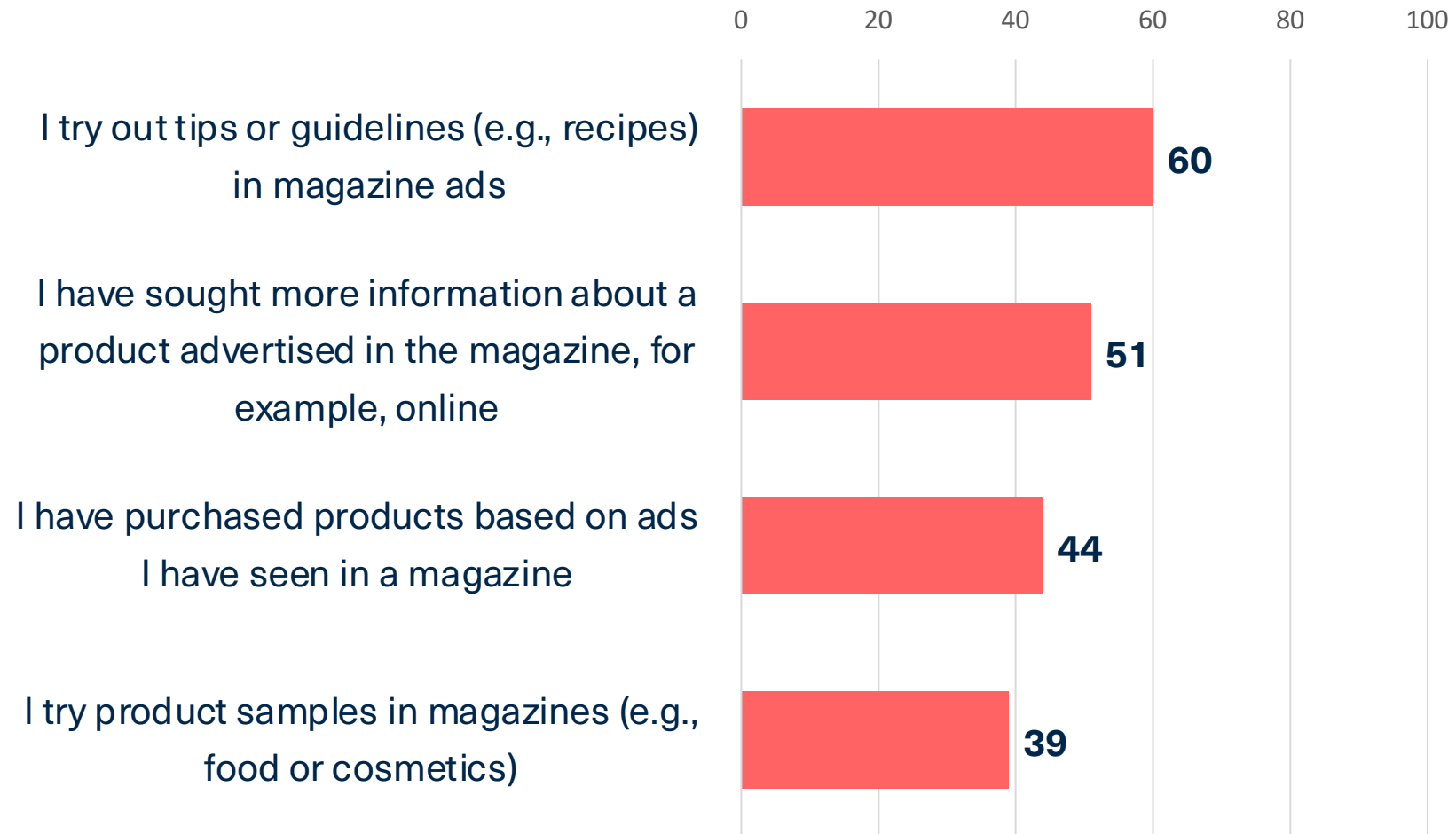
62%

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

63% of women and 61% of men
agree with this claim.

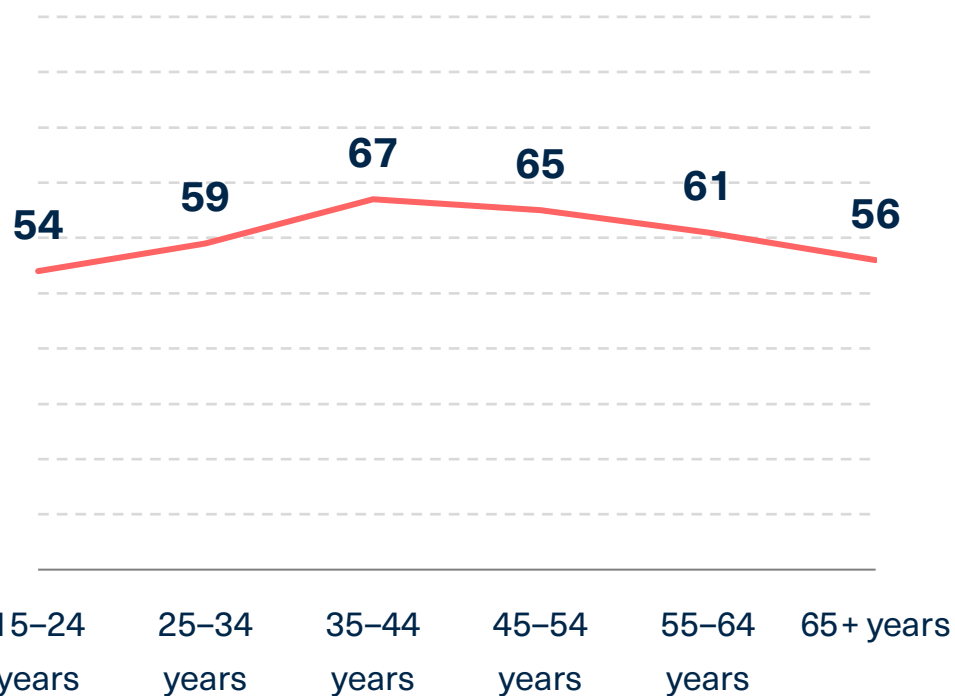
Advertising in a magazine generates activity

% 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!

60%

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

72% of women and 47% 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
Fit	77
Gloria	75
HS Meidän perhe	75
Suuri Käsityö	73
Sport	73
Koti ja keittiö	72
Kotiliesi Käsityö	71
Kauneus & Terveys	71

Recipes and other instructions in advertisements activate!

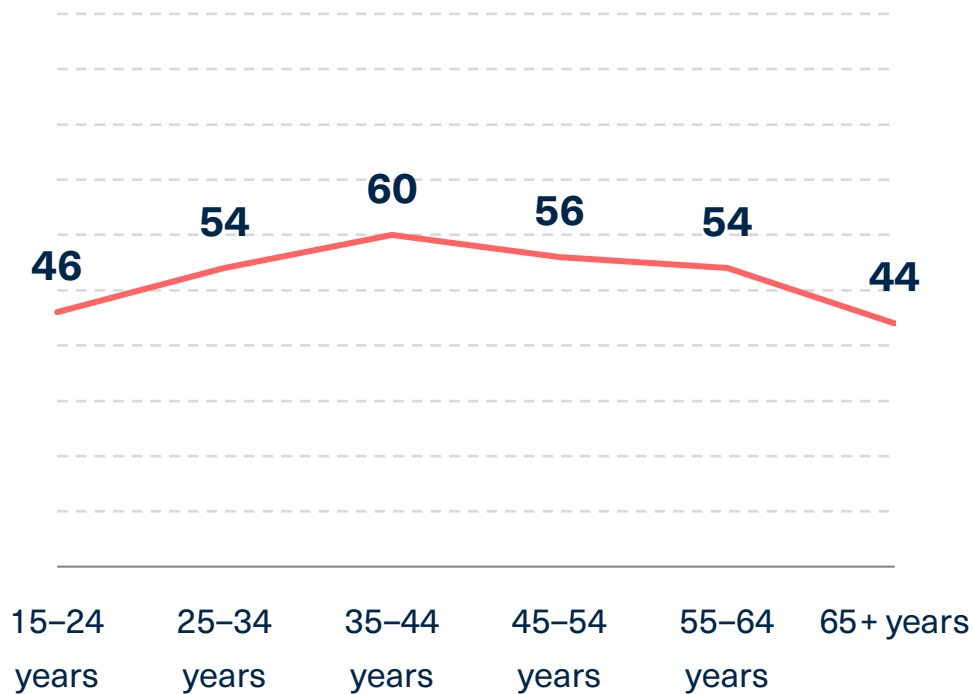
60%

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

72% of women and 47% 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



51%

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 51% of men.

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

% of readers, fully or partially agree

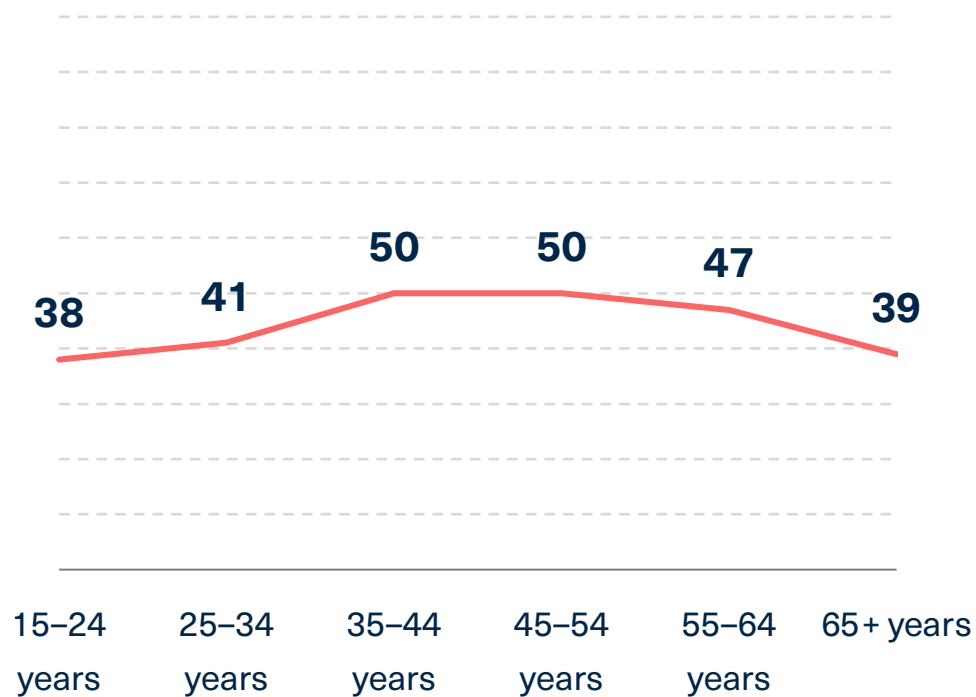
Top magazines	% of readers
Alibi	62
Trendi	60
Tekniikka&Talous	59
Fit	59
Kippari	58
Seiska	58
Mikrobitti	57
Vene	57
Kauneus & Terveys	57
HS Meidän perhe	57

51%

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 51% 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 37% of men.

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

% of readers, fully or partially agree

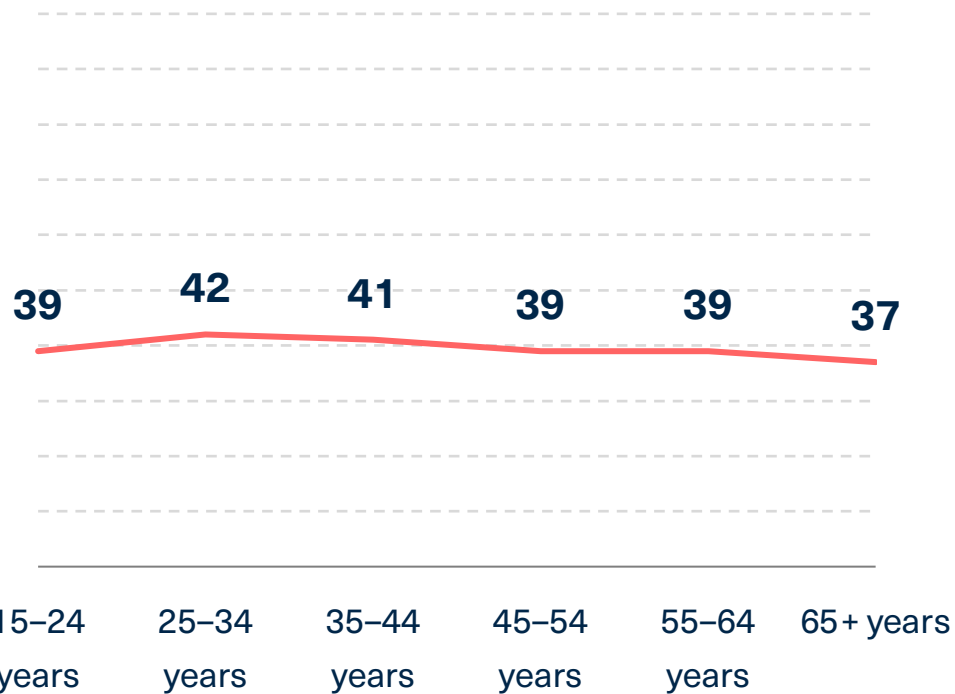
Top magazines	% of readers
Fit	58
Sport	57
Trendi	56
HS Meidän perhe	55
Unelmien Talo & Koti	54
Gloria	54
Kotivinkki	54
Kauneus & Terveys	54
Alibi	54
Mondo	53
Maku	53

44%

of people over the age of 15 have bought products based on magazine advertisements – 50% of women and 37% 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.

39%

of people over the age of 15 try product samples in magazines – 56% of women and 21% of men.

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

% of readers, fully or partially agree

Top magazines	% of readers
Trendi	63
Fit	60
HS Meidän perhe	59
Gloria	56
Kotiliesi Käsityö	55
Suuri Käsityö	55
Kauneus & Terveys	55
Koti ja keittiö	54
Askel	54
Viva	54

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

39%

of people over the age of 15 try product samples in magazines – 56% of women and 21% of men.

2.

*Attitudes towards advertising
across channels*

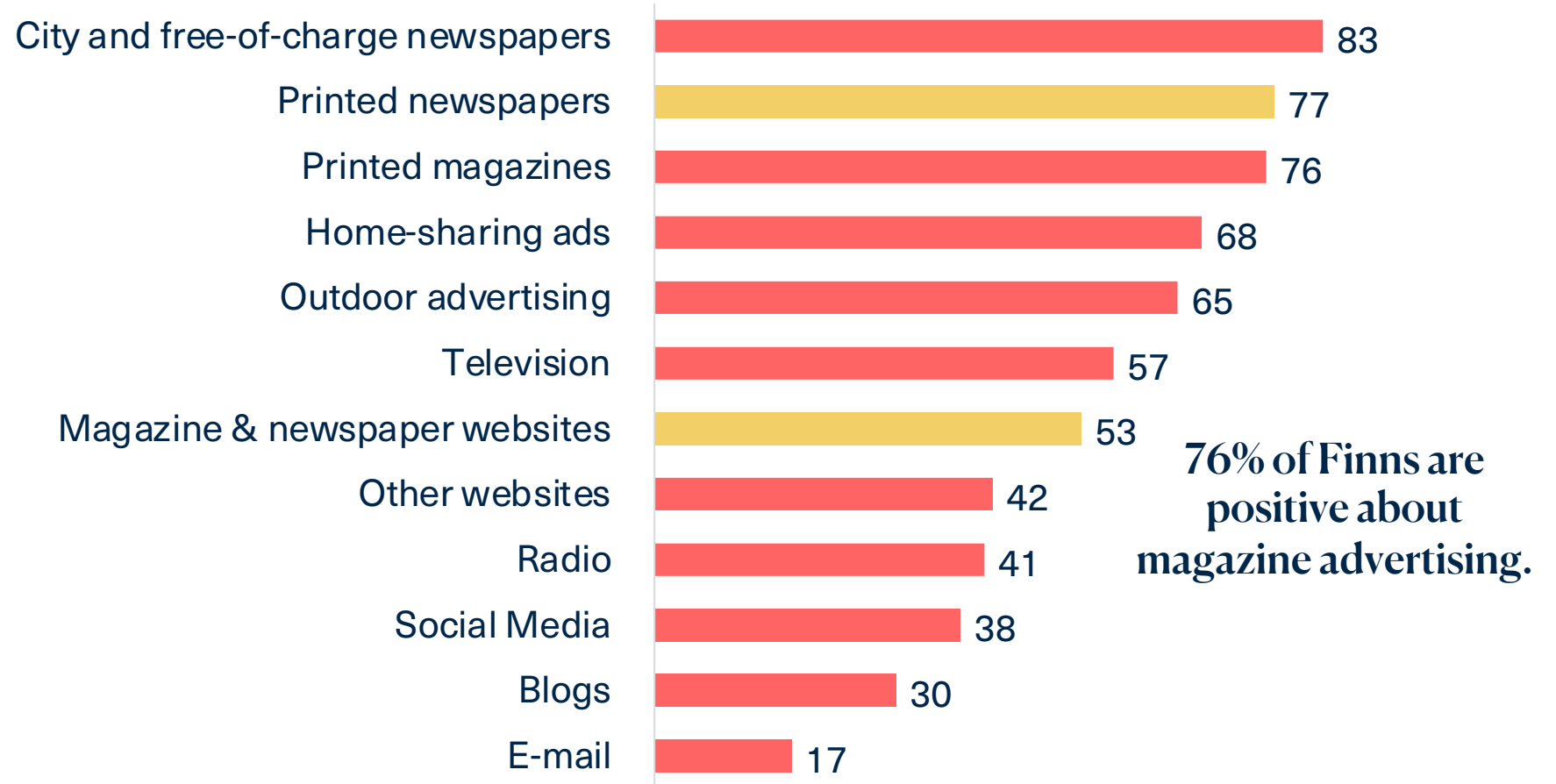
76% of Finns over the age of 15 are positive about magazine advertising.

Women (79%) are slightly more positive than men (73%).

In particular, magazine advertising is enjoyed by people aged 45 to 54, 80% of whom are positive about it.

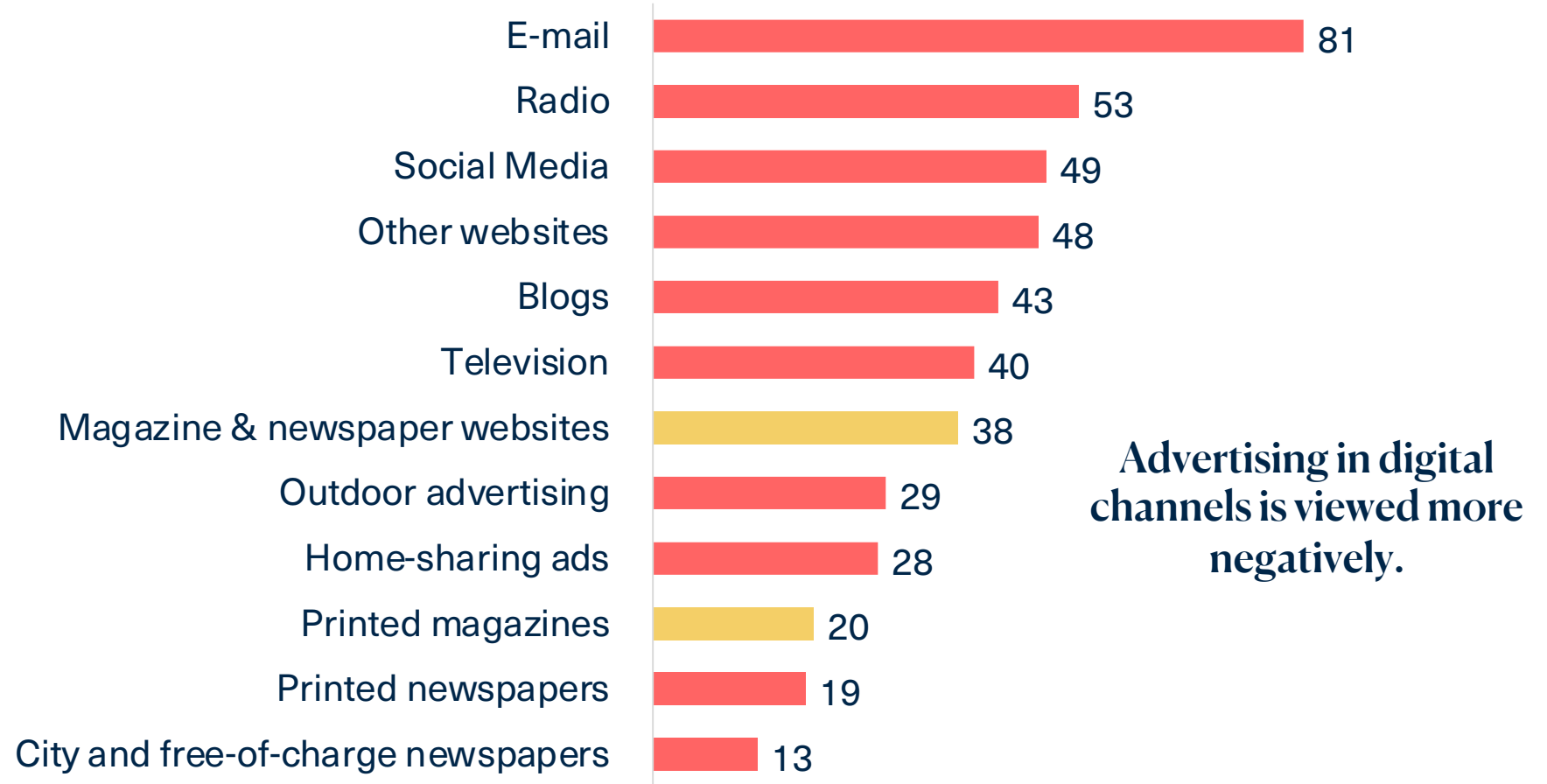
% of Finns who take a positive view of advertising

very or quite a positive view



% 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.**

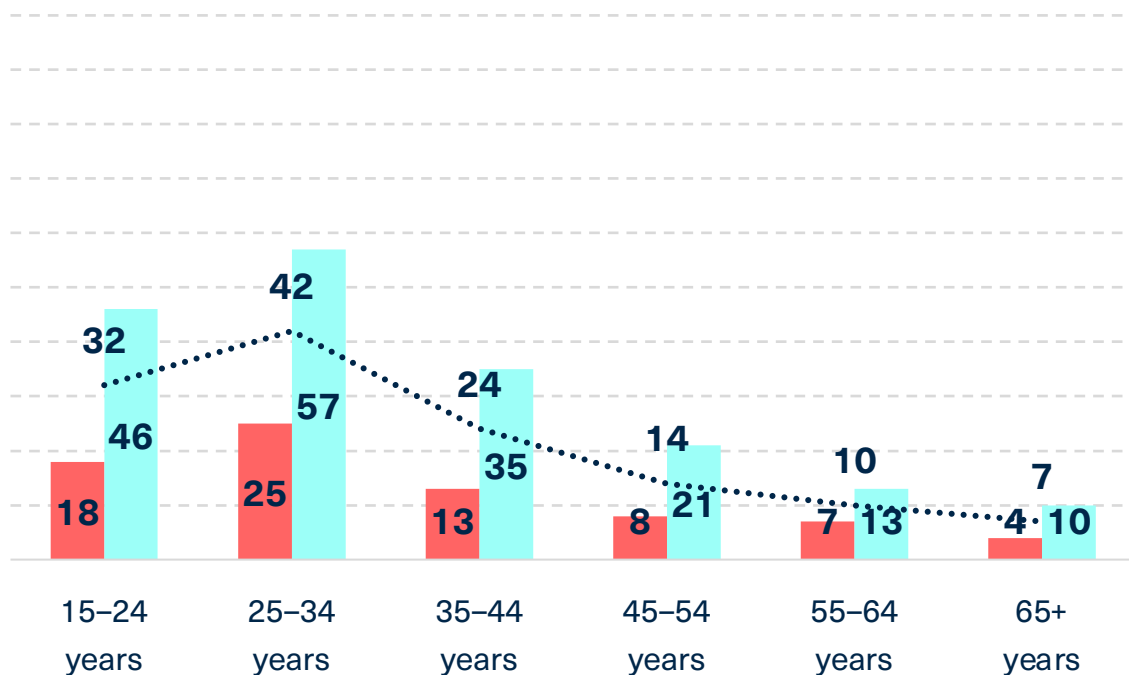
23% have a advertising ban on their door.



Use of Adblocker or equivalent

% of Finns, by age group

Women Men All



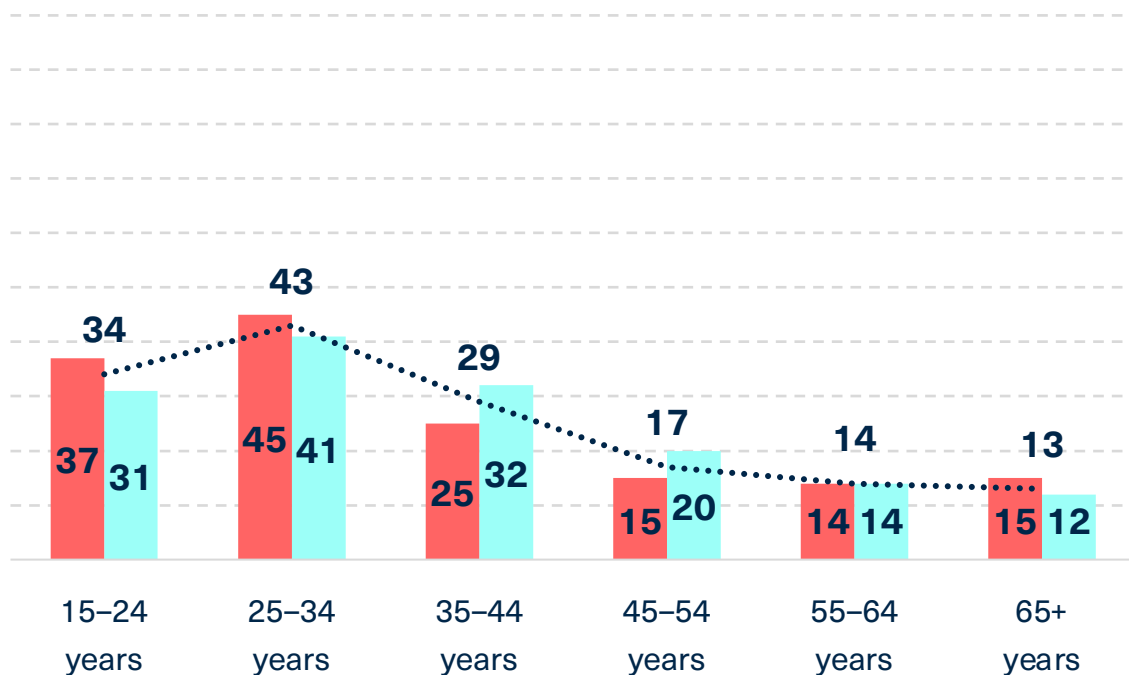
Advertising is more often prevented by people under 35 than by older age groups.

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 (43%).

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

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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