



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	2,466,000	57
Nature and outdoor activities	2,387,000	55
Domestic and foreign news	2,323,000	54
Well-being and health	2,280,000	53
Sports and exercise	2,006,000	47
Food and drink	1,729,000	40
Cooking and baking	1,723,000	40
Politics and society	1,673,000	39
Construction and renovation	1,644,000	38
Traveling abroad	1,526,000	35
Domestic traveling	1,497,000	35

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	1,477,000	34
Environmental matters	1,461,000	34
Gardening and plants	1,423,000	33
Economic and financial affairs	1,420,000	33
Interior design	1,359,000	32
Self-improvement	1,340,000	31
Culture	1,340,000	31
Cottage life	1,333,000	31
Literature	1,193,000	28
Cars and motor vehicles	1,117,000	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	1,094,000	25
Entertainment electronics and information technology	990,000	23
Investment	972,000	23
Fashion and style	903,000	21
Fishing	767,000	18
Gaming (computer, console, mobile)	695,000	16
Beauty and cosmetics	656,000	15
Celebrities	606,000	14
Charity	581,000	14
Boating and sailing	451,000	10
Hunting	406,000	9

Highest number of readers interested in domestic and foreign news

Magazine	Interested, % of readers	Interested, pcs
Tekniikka&Talous	77	59,000
Suomen Kuvalehti	74	229,000
Image	72	34,000
Tivi	72	24,000
Gloria	71	64,000
Suomen Luonto	71	110,000
Glorian ruoka&viini	70	100,000
Talouselämä	70	89,000
Viisas Raha	69	39,000
Tiede	66	169,000

58%
of the total
population

Highest number of readers interested in local affairs and events

Magazine	Interested, % of readers	Interested, pcs
Samarbete	74	64,000
Askel	74	35,000
ET Terveys	72	97,000
ET-lehti	72	189,000
Kodin Pellervo	72	101,000
Kotimaa	71	45,000
Viherpiha	70	123,000
Suomen Luonto	70	108,000
Suuri Käsityö	70	142,000
Kodin Kuvalehti	69	190,000
Kotiliesi Käsityö	69	104,000
Avainapteekit	69	418,000

57%
of the total
population

Highest number of readers interested in nature and outdoor activities

Magazine	Interested, % of readers	Interested, pcs
Suomen Luonto	83	129,000
Tiede Luonto	78	108,000
Askel	72	35,000
Kodin Pellervo	70	98,000
Kotilääkäri	70	40,000
Sport	70	35,000
Maalla	69	61,000
Metsästys ja Kalastus	69	129,000
Kotiliesi	68	138,000
Opettaja	68	119,000
Juoksija-lehti	68	26,000
Erä	68	106,000

55%
of the total
population

Highest number of readers interested in well-being and health

Magazine	Interested, % of readers	Interested, pcs
Kauneus & Terveys	87	99,000
Fit	85	31,000
Trendi	85	38,000
Kotilääkäri	84	47,000
Voi Hyvin	82	89,000
Sport	81	40,000
Hyvä Terveys	81	182,000
HS Meidän perhe	77	23,000
Anna	77	96,000
ET Terveys	76	102,000

53%
of the total
population

Highest number of readers interested in sports and exercise

Magazine	Interested, % of readers	Interested, pcs
IS Urheilulehti	92	61,000
Sport	78	39,000
Fit	74	27,000
Golflehti	71	123,000
Juoksija-lehti	67	26,000
Vauhdin Maailma	61	33,000
Tivi	58	19,000
Tuulilasi	55	96,000
Talouselämä	54	69,000
Arvopaperi	54	37,000
Erä	54	84,000

47%
of the total
population

Highest number of readers interested in food and drink

Magazine	Interested, % of readers	Interested, pcs
Glorian ruoka&viini	76	108,000
Mondo	64	40,000
Trendi	64	28,000
Maku	64	66,000
Image	60	28,000
Gloria	57	51,000
Deko	55	46,000
Matka	55	37,000
Glorian Koti	53	56,000
Anna	53	66,000

40%
of the total
population

Highest number of readers interested in cooking and baking

Magazine	Interested, % of readers	Interested, pcs
Maku	80	83,000
Glorian ruoka&viini	68	97,000
HS Meidän perhe	66	20,000
Kotiliesi Käsityö	65	98,000
Suuri Käsityö	65	131,000
Trendi	62	28,000
Kotivinkki	62	105,000
Kodin Kuvalehti	60	165,000
Koti ja Keittiö	59	69,000
Fit	58	21,000
Kotiliesi	58	118,000

40%
of the total
population

Highest number of readers interested in politics and society

Magazine	Interested, % of readers	Interested, pcs
Image	65	31,000
Suomen Kuvalehti	65	201,000
Tekniikka&Talous	61	47,000
Viisas Raha	61	34,000
Talouselämä	60	76,000
Arvopaperi	58	41,000
Tiede	55	139,000
Kotimaa	54	34,000
Tivi	51	17,000
Golflehti	51	87,000

39%
of the total
population

Highest number of readers interested in construction and renovation

Magazine	Interested, % of readers	Interested, pcs
TM Rakennusmaailma	73	86,000
Meidän Talo	67	66,000
Meidän Mökki	61	82,000
Tekniikka&Talous	61	47,000
Kippari	58	32,000
Unelmien Talo&Koti	57	65,000
Tekniikan Maailma	57	134,000
Moottori	57	140,000
Tuulilasi	56	97,000
Vene	55	34,000

38%
of the total
population

Highest number of readers interested in domestic traveling

Magazine	Interested, % of readers	Interested, pcs
Caravan	59	80,000
Trendi	55	24,000
HS Meidän perhe	55	16,000
Matka	53	36,000
Mondo	52	32,000
Maku	48	49,000
Me Naiset	47	59,000
Kotivinkki	46	78,000
Sport	46	23,000
Opettaja	45	78,000
Kauneus & Terveys	45	51,000

35%
of the total
population

Highest number of readers interested in traveling abroad

Magazine	Interested, % of readers	Interested, pcs
Mondo	79	49,000
Matka	69	46,000
Trendi	58	25,000
Fit	56	20,000
Golflehti	54	92,000
Gloria	53	48,000
Glorian Koti	51	54,000
Sport	51	25,000
Deko	49	42,000
Antiikki & Design	49	36,000

35%
of the total
population

Highest number of readers interested in music and concerts

Magazine	Interested, % of readers	Interested, pcs
Image	57	27,000
Mondo	49	30,000
Gloria	47	42,000
Trendi	46	20,000
Me Naiset	46	57,000
Antiikki & Design	44	32,000
Glorian ruoka&viini	44	63,000
Eeva	43	137,000
Anna	42	53,000
Opettaja	42	73,000
Katso	42	20,000
Kotimaa	42	26,000

34%
of the total
population

Highest number of readers interested in environmental matters

Magazine	Interested, % of readers	Interested, pcs
Image	65	31,000
Suomen Luonto	65	101,000
Tiede Luonto	56	78,000
Trendi	53	24,000
Tiede	49	125,000
Opettaja	48	84,000
Suomen Kuvalehti	46	143,000
Tekniikka & Talous	45	35,000
Suuri Käsityö	45	92,000
Gloria	45	40,000

34%
of the total
population

Highest number of readers interested in gardening and plants

Magazine	Interested, % of readers	Interested, pcs
Viherpiha	78	138,000
Oma Piha	71	89,000
Unelmien Talo & Koti	61	70,000
Maalla	60	53,000
Suuri Käsityö	59	120,000
Kotiliesi Käsityö	58	87,000
Koti ja Keittiö	57	66,000
Kotivinkki	56	95,000
Kodin Pellervo	55	78,000
Avotakka	54	104,000
Deko	54	46,000

33%
of the total
population

Highest number of readers interested in economic and financial affairs

Magazine	Interested, % of readers	Interested, pcs
Arvopaperi	80	56,000
Talouselämä	72	91,000
Tekniikka & Talous	69	53,000
Viisas Raha	58	33,000
Tivi	54	18,000
Taloustaito	53	242,000
Yrittäjä-lehti	51	55,000
Golflehti	48	83,000
Tekniikan Maailma	48	113,000
Vene	47	29,000
Auto Bild Suomi	47	22,000

33%
of the total
population

Highest number of readers interested in interior decoration

Magazine	Interested, % of readers	Interested, pcs
Deko	82	70,000
Trendi	77	34,000
Glorian Koti	77	81,000
Unelmien Talo&Koti	74	85,000
Koti ja Keittiö	72	84,000
Avotakka	70	133,000
Gloria	69	63,000
Kauneus & Terveys	61	69,000
Kotivinkki	60	102,000
HS Meidän perhe	59	17,000
Me Naiset	59	74,000

32%
of the total
population

Highest number of readers interested in self-improvement

Magazine	Interested, % of readers	Interested, pcs
Trendi	57	25,000
Image	50	24,000
HS Meidän perhe	50	15,000
Fit	47	17,000
Gloria	45	41,000
Tivi	43	14,000
Sport	42	21,000
Yrittäjä-lehti	42	45,000
Mikrobitti	42	31,000
Kauneus & Terveys	41	47,000

31%
of the total
population

Highest number of readers interested in **culture**

Magazine	Interested, % of readers	Interested, pcs
Image	78	37,000
Antiikki & Design	60	44,000
Trendi	59	26,000
Gloria	58	52,000
Glorian Koti	57	61,000
Opettaja	54	94,000
Deko	53	45,000
Suomen Kuvalehti	52	159,000
Suomen Luonto	51	78,000
Eeva	51	161,000

31%
of the total
population

Highest number of readers interested in cottage life

Magazine	Interested, % of readers	Interested, pcs
Meidän Mökki	64	86,000
Kippari	50	27,000
Erä	47	74,000
Metsästys ja Kalastus	45	84,000
Unelmien Talo & Koti	44	51,000
Meidän Talo	43	42,000
Vene	43	26,000
Koti ja Keittiö	42	49,000
Maalla	42	37,000
Samarbete	40	34,000

31%
of the total
population

Highest number of readers interested in literature

Magazine	Interested, % of readers	Interested, pcs
Image	66	31,000
Antiikki & Design	55	40,000
Gloria	49	44,000
Trendi	48	21,000
Opettaja	48	84,000
Suomen Luonto	48	74,000
Suomen Kuvalehti	48	149,000
Kotimaa	48	30,000
Suuri Käsityö	47	94,000
Eeva	47	148,000

28%
of the total
population

Highest number of readers interested in cars and motor vehicles

Magazine	Interested, % of readers	Interested, pcs
Auto Bild Suomi	77	36,000
Vauhdin Maailma	74	40,000
Tuulilasi	71	122,000
Moottori	70	172,000
Tekniikan Maailma	63	149,000
Koneviesti	57	74,000
Kippari	57	31,000
TM Rakennusmaailma	52	61,000
Vene	47	29,000
Tekniikka&Talous	46	36,000

26%
of the total
population

Highest number of readers interested in **crafts**

Magazine	Interested, % of readers	Interested, pcs
Suuri Käsityö	84	170,000
Kotiliesi Käsityö	80	121,000
Kotivinkki	47	81,000
Kodin Pellervo	46	65,000
Kotiliesi	45	92,000
Koti ja Keittiö	43	50,000
Viherpiha	43	76,000
Maku	43	44,000
Trendi	42	18,000
Unelmien Talo & Koti	42	49,000

25%
of the total
population

Highest number of readers interested in entertainment electronics and information technology

Magazine	Interested, % of readers	Interested, pcs
Mikrobitti	78	58,000
Tivi	76	25,000
Tekniikan Maailma	40	94,000
Auto Bild Suomi	40	18,000
Moottori	36	87,000
Tuulilasi	35	60,000
Tekniikka & Talous	35	27,000
Ruotuväki	34	32,000
IS Urheilulehti	33	22,000
TM Rakennusmaailma	31	37,000
Aku Ankka	31	90,000

23%
of the total
population

Highest number of readers interested in investing

Magazine	Interested, % of readers	Interested, pcs
Arvopaperi	70	49,000
Talouselämä	50	63,000
Viisas Raha	42	24,000
Tekniikka & Talous	40	31,000
Tivi	37	12,000
Golflehti	36	61,000
Taloustaito	35	159,000
Trendi	34	15,000
Yrittäjä-lehti	32	34,000
Mikrobitti	32	24,000
Kippari	32	17,000
Tekniikan Maailma	32	76,000

23%
of the total
population

Highest number of readers interested in fashion and style

Magazine	Interested, % of readers	Interested, pcs
Trendi	69	31,000
Gloria	61	55,000
Kauneus & Terveys	49	55,000
Glorian Koti	48	51,000
Deko	47	40,000
Fit	45	16,000
Sport	42	21,000
Me Naiset	42	52,000
Anna	42	53,000
Mondo	38	24,000

21%
of the total
population

Highest number of readers interested in **fishing**

Magazine	Interested, % of readers	Interested, pcs
Erä	64	100,000
Metsästys ja Kalastus	63	118,000
Kippari	46	25,000
Vene	42	26,000
Metsälehti	33	55,000
Tuulilasi	30	51,000
Ruotuväki	29	27,000
Vauhdin Maailma	29	16,000
Aarre	29	38,000
Auto Bild Suomi	28	13,000

18%
of the total
population

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

Magazine	Interested, % of readers	Interested, pcs
Mikrobitti	39	29,000
Tivi	28	9,000
Aku Ankka	23	68,000
Ruotuväki	23	21,000
Tiede	19	48,000
IS Urheilulehti	19	13,000
Alibi	18	10,000
Vauhdin Maailma	16	9,000
Tekniikan Maailma	15	35,000
Moottori	14	35,000

16%
of the total
population

Highest number of readers interested in beauty and cosmetics

Magazine	Interested, % of readers	Interested, pcs
Trendi	56	25,000
Kauneus & Terveys	51	57,000
Fit	44	16,000
Gloria	41	37,000
Sport	39	20,000
Me Naiset	35	44,000
Glorian Koti	31	33,000
Deko	30	26,000
Mondo	29	18,000
Anna	29	36,000

15%
of the total
population

Highest number of readers interested in celebrities

Magazine	Interested, % of readers	Interested, pcs
Trendi	33	15,000
Seiska	27	51,000
Image	26	12,000
Me Naiset	26	32,000
Anna	25	31,000
Alibi	24	13,000
Gloria	23	20,000
Kauneus & Terveys	23	26,000
Hymy	22	19,000
Fit	20	7,000

14%
of the total
population

Highest number of readers interested in charity

Magazine	Interested, % of readers	Interested, pcs
Askel	47	23,000
Kotimaa	36	22,000
Image	29	14,000
HS Meidän perhe	27	8,000
Trendi	26	12,000
Gloria	23	20,000
Katso	23	11,000
Viva	22	17,000
Kauneus & Terveys	21	24,000
Kotiliesi	21	42,000

14%
of the total
population

Highest number of readers interested in boating and sailing

Magazine	Interested, % of readers	Interested, pcs
Vene	73	45
Kippari	71	39
Erä	23	36
Vauhdin Maailma	19	10
Metsästys ja Kalastus	19	36
Moottori	19	48
TM Rakennusmaailma	19	23
Tuulilasi	18	31
Talouselämä	18	23
Tekniikan Maailma	18	43
Tekniikka & Talous	18	14
Yrittäjä-lehti	18	19
Samarbete	18	15

10%
of the total
population

Highest number of readers interested in **hunting**

Magazine	Interested, % of readers	Interested, pcs
Metsästys ja Kalastus	54	101,000
Erä	41	65,000
Metsälehti	27	44,000
Koneviesti	24	31,000
Aarre	21	27,000
Ruotuväki	21	20,000
Käytännön Maamies	21	17,000
Kippari	19	10,000
Vene	17	11,000
Vauhdin Maailma	17	9,000

9%
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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