

A man with a beard and mustache, wearing a blue denim shirt, is sitting at a desk and looking intently at a tablet computer. The room is brightly lit, with a window in the background showing a view of a building. The overall atmosphere is professional and focused.

Readership, digital reach & total reach



MediaAuditFinland

Finnish National Readership Survey 2022

AIKAKAUSMEDIA

Finnish Magazine Media Association

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*Total reach
(print + digital)*





Average issue readership
+ digital weekly reach
= total reach

The total reachability figure of the magazine is the number of print readers of the average magazine issue (AIR = average issue readership), plus the net number of users of different digital versions of the magazine during an average week.

The percentage of coverage indicates how much of the target group the media in question reaches.



Magazines with the highest total reach in 2022, *total 15+ population*

	Magazine	Number of readers, all over 15 years old	Coverage rate, %, all over 15 years old (est. 4,300,000)
1st	Yhteishyvä	2,200,000	51
2nd	Pirkka	1,734,000	40
3rd	Me Naiset	1,344,000	31
4th	Seiska	1,169,000	27
5th	Terveystieteiden tutkimuskeskus	845,000	20
6th	Avainapteekit	622,000	14
7th	Talouselämä	587,000	14
8th	Kotiliesi	561,000	13
9th	Anna	497,000	12
10th	Taloustaito	475,000	11

Magazines with the highest total reach in 2022, *women*

	Magazine	Number of readers, women	Coverage rate, %, women (est. 2,199,000)
1st	Yhteishyvä	1,384,000	63
2nd	Pirkka	1,112,000	51
3rd	Me Naiset	1,084,000	49
4th	Seiska	626,000	28
5th	Terveydeksi!	614,000	28
6th	Kotiliesi	474,000	22
7th	Avainapteekit	431,000	20
8th	Anna	423,000	19
9th	Kodin Kuvalehti	315,000	14
10th	Apu	253,000	12

Magazines with the highest total reach in 2022, *men*

	Magazine	Number of readers, men	Coverage rate, %, men (est. 2,101,000)
1st	Yhteishyvä	816,000	39
2nd	Pirkka	622,000	30
3rd	Seiska	543,000	26
4th	Talouselämä	393,000	19
5th	Tekniikan Maailma	383,000	18
6th	Tekniikka&Talous	348,000	17
7th	Taloustaito	294,000	14
8th	Me Naiset	260,000	12
9th	Moottori	254,000	12
10th	Terveydeksi!	232,000	11

Magazines with the highest total reach in 2022, *15–24 years old*

	Magazine	Number of readers, 15–24 years old	Coverage rate, %, 15–24 years old (est. 550,000)
1st	Seiska	209,000	38
2nd	Me Naiset	186,000	34
3rd	Yhteishyvä	104,000	19
4th	Pirkka	80,000	15
5th	Aku Ankka	69,000	13
6th	Anna	60,000	11
7th	Tekniikan Maailma	55,000	10
8th	Tekniikka&Talous	45,000	8
9th	Terveydeksi!	42,000	8
10th	Talouselämä	41,000	7

Magazines with the highest total reach in 2022, *25–34 years old*

	Magazine	Number of readers, 25–34 years old	Coverage rate, %, 25–34 years old (est. 609,000)
1st	Me Naiset	268,000	44
2nd	Seiska	251,000	41
3rd	Yhteishyvä	242,000	40
4th	Pirkka	155,000	26
5th	Talouselämä	118,000	19
6th	Tekniikka&Talous	93,000	15
7th	Anna	83,000	14
8th	Kotiliesi	73,000	12
9th	Tekniikan Maailma	66,000	11
10th	Terveydeksi!	48,000	8

Magazines with the highest total reach in 2022, *35–44 years old*

	Magazine	Number of readers, 35–44 years old	Coverage rate, %, persons aged 35–44 years old (est. 613,000)
1st	Yhteishyvä	316,000	52
2nd	Me Naiset	258,000	42
3rd	Seiska	236,000	39
4th	Pirkka	216,000	35
5th	Talouselämä	107,000	17
6th	Anna	95,000	15
7th	Tekniikka&Talous	90,000	15
8th	Terveystiete!	82,000	13
9th	Aku Ankka	74,000	12
10th	Kotiliesi	69,000	11

Magazines with the highest total reach in 2022, *45–54 years old*

	Magazine	Number of readers, 45–54 years old	Coverage rate, %, 45–54 years old (est. 597,000)
1st	Yhteishyvä	347,000	58
2nd	Pirkka	280,000	47
3rd	Me Naiset	201,000	34
4th	Seiska	188,000	31
5th	Terveystiete!	113,000	19
6th	Talouselämä	99,000	17
7th	Avainapteekit	94,000	16
8th	Taloustaito	77,000	13
9th	Anna	74,000	12
10th	Kotiliesi	73,000	11

Magazines with the highest total reach in 2022, *55–64 years old*

	Magazine	Number of readers, 55–64 years old	Coverage rate, %, 55–64 years old (est. 680,000)
1st	Yhteishyvä	410,000	60
2nd	Pirkka	343,000	50
3rd	Me Naiset	203,000	30
4th	Terveydeksi!	163,000	24
5th	Seiska	149,000	22
6th	Avainapteekit	126,000	19
7th	Taloustaito	110,000	16
8th	Talouselämä	90,000	13
9th	Kotiliesi	89,000	13
10th	Tekniikan Maailma	78,000	11

Magazines with the highest total reach in 2022, *65+ years old*

	Magazine	Number of readers, over 65 years old	Coverage rate, %, over 65 years old (est. 1,250,000)
1st	Yhteishyvä	781,000	64
2nd	Pirkka	659,000	52
3rd	Terveystieteiden	398,000	31
4th	Avainapteekit	287,000	28
5th	Me Naiset	226,000	19
6th	ET-lehti	219,000	19
7th	Kotiliesi	214,000	18
8th	Apu	210,000	17
9th	Suomen Kuvalehti	203,000	17
10th	Taloustaito	173,000	16

Number of
readers
(print)





Readership of a magazine indicates how readers the average issue of each *printed magazine* has.

(Average Issue Readership = AIR)



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Printed magazines with the largest readership in 2022, *all 15+ population*

	Magazine	Number of readers, all over 15 years old	Coverage rate, %, all over 15 years (est. 4,300,000)
1st	Yhteishyvä	2 119,000	49
2nd	Pirkka	1 677,000	39
3rd	Terveydeksi!	759,000	18
4th	Avainapteekit	605,000	14
5th	Taloustaito	456,000	11
6th	Eeva	317,000	7
7th	Suomen Kuvalehti	308,000	7
8th	Aku Ankka	294,000	7
9th	Apu	278,000	6
10th	Kodin Kuvalehti	275,000	6

Printed magazines with the largest readership in 2022, *women*

	Magazine	Number of readers, women	Coverage rate, %, women (est. 2,199,000)
1st	Yhteishyvä	1 335,000	61
2nd	Pirkka	1 077,000	49
3rd	Terveydeksi!	555,000	25
4th	Avainapteekit	420,000	19
5th	Eeva	285,000	13
6th	Kodin Kuvalehti	228,000	10
7th	Suuri Käsityö	195,000	9
8th	ET-lehti	187,000	9
9th	Taloustaito	175,000	8
10th	Hyvä Terveys	171,000	8

Printed magazines with the largest readership in 2022, *men*

	Magazine	Number of readers, men	Coverage rate, %, men (est. 2,101,000)
1st	Yhteishyvä	784,000	37
2nd	Pirkka	600,000	29
3rd	Taloustaito	282,000	13
4th	Moottori	209,000	10
5th	Terveydeksi!	203,000	10
6th	Tekniikan Maailma	203,000	10
7th	Avainapteekit	185,000	9
8th	Aku Ankka	162,000	8
9th	Suomen Kuvalehti	156,000	7
10th	Tuulilasi	152,000	7

Printed magazines with the largest readership in 2022, *15–24 years old*

	Magazine	Number of readers, 15–24 years old	Coverage rate, %, 15–24 years old (est. 550,000)
1st	Yhteishyvä	83,000	15
2nd	Pirkka	67,000	12
3rd	Aku Ankka	59,000	11
4th	Tiede	25,000	5
5th	Moottori	18,000	3
6th	Seiska	18,000	3
7th	Ruotuväki	17,000	3
8th	Tekniikan Maailma	16,000	3
9th	Metsästys ja Kalastus	15,000	3
10th	Terveydeksi!	13,000	2

Printed magazines with the largest readership in 2022, *25–34 years old*

	Magazine	Number of readers, 25–34 years old	Coverage rate, %, 25–34 years old (est. 609,000)
1st	Yhteishyvä	218,000	36
2nd	Pirkka	141,000	23
3rd	Taloustaito	39,000	6
4th	Aku Ankka	38,000	6
5th	Terveystiete!	35,000	6
6th	Tiede	34,000	6
7th	Avainapteekit	34,000	6
8th	Koneviesti	23,000	4
9th	Kodin Kuvalehti	22,000	4
10th	Seiska	21,000	3

Printed magazines with the largest readership in 2022, *35–44 years old*

	Magazine	Number of readers, 35–44 years old	Coverage rate, %, 35–44 years old (est. 613,000)
1st	Yhteishyvä	303,000	49
2nd	Pirkka	206,000	34
3rd	Terveystiete!	72,000	12
4th	Aku Ankka	68,000	11
5th	Avainapteekit	63,000	10
6th	Taloustaito	59,000	10
7th	Tiede	31,000	5
8th	Seiska	30,000	5
9th	Kodin Kuvalehti	29,000	5
10th	Moottori	29,000	5

Printed magazines with the largest readership in 2022, *45–54 years old*

	Magazine	Number of readers, 45–54 years old	Coverage rate, %, 45–54 years old (est. 597,000)
1st	Yhteishyvä	338,000	57
2nd	Pirkka	272,000	46
3rd	Terveystiete!	106,000	18
4th	Avainapteekit	91,000	15
5th	Taloustaito	74,000	12
6th	Aku Ankka	53,000	9
7th	Moottori	44,000	7
8th	Opettaja	42,000	7
9th	Kodin Kuvalehti	41,000	7
10th	Tiede	38,000	6

Printed magazines with the largest readership in 2022, *55–64 years old*

	Magazine	Number of readers, 55–64 years old	Coverage rate, %, 55–64 years old (est. 680,000)
1st	Yhteishyvä	403,000	59
2nd	Pirkka	338,000	50
3rd	Terveydeksi!	156,000	23
4th	Avainapteekit	125,000	18
5th	Taloustaito	107,000	16
6th	Moottori	58,000	8
7th	Kodin Kuvalehti	57,000	8
8th	Eeva	56,000	8
9th	Hyvä Terveys	53,000	8
10th	Tekniikan Maailma	51,000	8

Printed magazines with the largest readership in 2022, *65+ years old*

	Magazine	Number of readers, 65+ years old	Coverage rate, %, 65+ years old (est. 1,250,000)
1st	Yhteishyvä	774,000	62
2nd	Pirkka	653,000	52
3rd	Terveystiete!	377,000	30
4th	Avainapteekit	281,000	22
5th	Eeva	207,000	17
6th	ET-lehti	199,000	16
7th	Suomen Kuvalehti	193,000	15
8th	Apu	186,000	15
9th	Taloustaito	168,000	13
10th	Seura	137,000	11

A man with a beard and mustache, wearing a blue denim shirt, is seated at a desk. He is looking down at a laptop screen, which is open in front of him. The background is a bright, modern office space with large windows and a white railing. The lighting is soft and natural, suggesting a daytime setting. The overall mood is professional and focused.

*Weekly digital
reach*



The weekly digital reach is the net number of people who have used different *digital versions** of the magazine during an average week.

*) desktop, mobile, apps

Magazines with the highest digital reach in 2022, *total 15+ population*

	Magazine	Average Average weekly digital reach, all over 15 years old	Coverage rate, %, all over 15 years old (est. 4,300,000)
1st	Me Naiset	1 288,000	30
2nd	Seiska	1 048,000	24
3rd	Talouselämä	488,000	11
4th	Kotiliesi	401,000	9
5th	Anna	391,000	9
6th	Tekniikka&Talous	370,000	9
7th	Tekniikan Maailma	252,000	6
8th	Yhteishyvä	243,000	6
9th	Tivi	192,000	4
10th	Apu	181,000	4

Magazines with the highest digital reach in 2022, *women*

	Magazine	Average weekly digital reach, women	Coverage rate, %, women (est. 2,199,000)
1st	Me Naiset	1 025,000	47
2nd	Seiska	556,000	25
3rd	Kotiliesi	343,000	16
4th	Anna	332,000	15
5th	Yhteishyvä	169,000	8
6th	Talouselämä	155,000	7
7th	Kodin Kuvaletti	105,000	5
8th	Apu	101,000	5
9th	Hyvä Terveys	94,000	4
10th	Pirkka	82,000	4

Magazines with the highest digital reach in 2022, *men*

	Magazine	Average weekly digital reach, men	Coverage rate, %, men (est. 2,101,000)
1st	Seiska	491,000	23
2nd	Talouselämä	333,000	16
3rd	Tekniikka&Talous	307,000	15
4th	Me Naiset	265,000	13
5th	Tekniikan Maailma	222,000	11
6th	Tivi	160,000	8
7th	Mikrobitti	132,000	6
8th	Apu	80,000	4
9th	Yhteishyvä	74,000	4
10th	Tuulilasi	74,000	4

Magazines with the highest digital reach in 2022, *15–24 years old*

	Magazine	Average weekly digital reach, 15–24 years old	Coverage rate, %, 15–24 years old (est. 550,000)
1st	Seiska	208,000	38
2nd	Me Naiset	198,000	36
3rd	Anna	60,000	11
4th	Tekniikan Maailma	43,000	8
5th	Kotiliesi	43,000	8
6th	Tekniikka&Talous	42,000	8
7th	Talouselämä	37,000	7
8th	Yhteishyvä	31,000	6
9th	Mikrobitti	22,000	4
10th	Pirkka	19,000	4

Magazines with the highest digital reach in 2022, *25–34 years old*

	Magazine	Average weekly digital reach, 25–34 years old	Coverage rate, %, 25–34 (est. 609,000)
1st	Me Naiset	289,000	47
2nd	Seiska	250,000	41
3rd	Talouselämä	111,000	18
4th	Tekniikka&Talous	88,000	14
5th	Anna	85,000	14
6th	Kotiliesi	79,000	13
7th	Yhteishyvä	55,000	9
8th	Tekniikan Maailma	52,000	8
9th	Tivi	43,000	7
10th	Mikrobitti	37,000	6

Magazines with the highest digital reach in 2022, *35–44 years old*

	Magazine	Average weekly digital reach, 35–44 years old	Coverage rate, %, 35–44 years old (est. 613,000)
1st	Me Naiset	268,000	44
2nd	Seiska	226,000	37
3rd	Talouselämä	96,000	16
4th	Anna	93,000	15
5th	Tekniikka&Talous	81,000	13
6th	Kotiliesi	74,000	12
7th	Tekniikan Maailma	47,000	8
8th	Yhteishyvä	45,000	7
9th	Tivi	44,000	7
10th	Apu	35,000	6

Magazines with the highest digital reach in 2022, *45–54 years old*

	Magazine	Average weekly digital reach, 45–54 years old	Coverage rate, %, 45–54 years old (est. 597,000)
1st	Me Naiset	186,000	31
2nd	Seiska	164,000	27
3rd	Talouselämä	81,000	14
4th	Kotiliesi	61,000	10
5th	Tekniikka&Talous	60,000	10
6th	Anna	59,000	10
7th	Tekniikan Maailma	44,000	7
8th	Tivi	39,000	6
9th	Yhteishyvä	37,000	6
10th	Apu	31,000	5

Magazines with the highest digital reach in 2022, *55–64 years old*

	Magazine	Average weekly digital reach, 55–64 years old	Coverage rate, %, 55–64 years old (est. 680,000)
1st	Me Naiset	189,000	28
2nd	Seiska	114,000	17
3rd	Talouselämä	70,000	10
4th	Kotiliesi	59,000	9
5th	Anna	49,000	7
6th	Tekniikka&Talous	46,000	7
7th	Tekniikan Maailma	36,000	5
8th	Apu	34,000	5
9th	Tivi	30,000	4
10th	Yhteishyvä	29,000	4

Magazines with the highest digital reach in 2022, *65+ years old*

	Magazine	Average weekly digital reach, 65+ years old	Coverage rate, %, 65+ years old (est. 1,250,000)
1st	Me Naiset	160,000	13
2nd	Talouselämä	93,000	7
3rd	Seiska	89,000	7
4th	Kotiliesi	84,000	7
5th	Tekniikka&Talous	52,000	4
6th	Anna	46,000	4
7th	Yhteishyvä	45,000	4
8th	ET-lehti	34,000	3
9th	Tekniikan Maailma	31,000	2
10th	Hyvä Terveys	30,000	2

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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