



*Reading times &
number of readings of
magazines*



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On Average, **52 minutes** is spent reading a magazine issue.

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 2023)
General interest magazines	1 h 13 min	± 0 min
Women's magazines	1 h 4 min	- 3 min
Special interest magazines	1 h 4 min	- 4 min
Motoring and technical magazines	1 h 2 min	+ 6 min
Health and well-being magazines	60 min	- 6 min
Hobby magazines	57 min	- 5 min
Travel magazines	56 min	± 0 min
Food and drink magazines	56 min	+ 2 min
Housing, construction and gardening magazines	55 min	- 3 min
Economy and business magazines	52 min	+ 1 min
Professional magazines and organisation magazines	46 min	- 2 min
Customer magazines	37 min	± 0 min
All magazines	52 min	- 1 min

Reading times by magazine group

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

	Women
General interest magazines	1 h 15 min
Women's magazines	1 h 9 min
Special interest magazines	1 h 7 min
Health and well-being magazines	1 h 6 min
Travel magazines	60 min
Food and drink magazines	60 min
Housing, construction and gardening magazines	60 min
Hobby magazines	57 min
Economy and business magazines	52 min
Professional magazines and organisation magazines	41 min
Customer magazines	40 min
Motoring and technical magazines	36 min
All magazines	52 min

	Men
General interest magazines	1 h 9 min
Motoring and technical magazines	1 h 6 min
Special interest magazines	60 min
Hobby magazines	57 min
Economy and business magazines	52 min
Travel magazines	49 min
Professional magazines and organisation magazines	49 min
Food and drink magazines	48 min
Housing, construction and gardening magazines	44 min
Health and well-being magazines	40 min
Women's magazines	37 min
Consumer magazines	30 min
All magazines	49 min



On Average, one issue of a magazine is taken 2 times

Housing, construction and gardening magazines (2,5 readings) and *hobby magazines* (2,4 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.

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	2,5	2,8	2,1
Hobby magazines	2,4	2,7	2,1
Travel magazines	2,3	2,4	2,1
Special interest magazines	2,2	2,3	2,2
General interest magazines	2,2	2,2	2,2
Housing, construction and gardening magazines	2,2	2,4	1,9
Motoring and technical magazines	2,1	1,7	2,2
Women's magazines	2,1	2,2	1,6
Health and well-being magazines	2,0	2,1	1,7
Economy and business magazines	1,9	1,9	2,0
Professional magazines and organisation magazines	1,8	1,5	1,9
Customer magazines	1,6	1,6	1,4
All magazines	2,0	2,0	1,9



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

Suomen Kuvalehti is the magazine with the longest reading time (1 h 35 min).

Source: NRS 2024 | Total 15+ population N: 46,476,
women N: 23,006, men N: 23,470

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Longest read magazines, total

Average time spent on one issue

Magazine	Average reading time, total 15+ population
Suomen Kuvalehti	1 h 35 min
Tiede	1 h 19 min
Viva	1 h 19 min
ET	1 h 17 min
Apu	1 h 16 min
Eeva	1 h 16 min
Mobilisti	1 h 15 min
Tiede Luonto	1 h 14 min
Antiikki & Design	1 h 13 min
Seura	1 h 12 min
All magazines	52 min

Magazine	Average reading time, Women
Suomen Kuvalehti	1 h 31 min
Antiikki & Design	1 h 26 min
Tiede	1 h 24 min
ET	1 h 23 min
Viva	1 h 23 min
Apu	1 h 21 min
Tiede Luonto	1 h 20 min
Eeva	1 h 20 min
Suomen Luonto	1 h 17 min
Kotiliesi	1 h 15 min
All magazines	52 min

Magazine	Average reading time, Men
Suomen Kuvalehti	1 h 38 min
Mobilisti	1 h 19 min
Tekniikan Maailma	1 h 16 min
Tiede	1 h 16 min
Auto Bild Suomi	1 h 13 min
Seura	1 h 11 min
Apu	1 h 9 min
Mikrobitti	1 h 7 min
Tiede Luonto	1 h 7 min
IS Urheilulehti	1 h 7 min
All magazines	49 min

Longest read magazines by magazine group

Average time spent on one issue

Professional magazines and organisation magazines	Average reading time
Käytännön Maamies	57 min
Tivi	56 min
Koneviesti	52 min
Metsälehti	50 min
Aarre	47 min
Maatilan Pellervo	45 min
Reserviläinen	44 min
Ruotuväki	39 min
Opettaja	36 min
All professional and organisation magazines	46 min

Customer magazines	Average reading time
Pirkka	39 min
Samarbete	39 min
Yhteishyvä	38 min
Terveydeksi!	32 min
Avainapteekit	30 min
All customer magazines	37 min

Housing, construction and gardening magazines	Average reading time
Antiikki & Design	1 h 13 min
Kotipuutarha	1 h 6 min
Viherpiha	1 h 6 min
Maalla	60 min
Koti ja Keittiö	55 min
Meidän Mökki	53 min
Avotakka	52 min
Unelmien Talo & Koti	52 min
Meidän Talo	49 min
Glorian Koti	48 min
All housing, construction and gardening magazines	58 min

Longest read magazines by magazine group

Average time spent on one issue

<u>Motoring and technical magazines</u>	Average reading time
Mobilisti	1 h 12 min
Tekniikan Maailma	1 h 9 min
Auto Bild Suomi	1 h 4 min
Tuulilasi	1 h 3 min
Moottori	59 min
Vauhdin Maailma	58 min
All motoring and technical magazines	62 min

<u>Special interest magazines</u>	Average reading time,
Tiede	1 h 19 min
Tiede Luonto	1 h 14 min
Suomen Luonto	1 h 10 min
Askel	1 h 7 min
IS Urheilulehti	1 h 3 min
Kotimaa	1 h 2 min
Aku Ankka	41 min
All special interest magazines	64 min

<u>Hobby magazines</u>	Average reading time
Suuri Käsityö	1 h 7 min
Mikrobitti	1 h 2 min
Caravan	1 h 2 min
Kotiliesi Käsityö	58 min
Vene	58 min
Juoksija-lehti	56 min
Metsästys ja Kalastus	54 min
Erä	53 min
Ihana	52 min
Golflehti	51 min
All hobby magazines	57 min

Longest read magazines by magazine group

Average time spent on one issue

<u>Travel magazines</u>	Average reading time
Mondo	59 min
Matka	54 min
All travel magazines	56 min

<u>Women's magazines</u>	Average reading time
Eeva	1 h 16 min
Kotiliesi	1 h 10 min
Kodin Kuvalehti	1 h 6 min
Kodin Pellervo	1 h 2 min
Me Women	58 min
Anna	58 min
Kotivinkki	53 min
Gloria	48 min
All women's magazines	1 h 4 min

<u>Food and drink magazines</u>	Average reading time
Glorian ruoka&viini	58 min
Viinilehti	56 min
Maku	53 min
All food and drink magazines	56 min

Longest read magazines by magazine group

Average time spent on one issue

<u>Economy and business magazines</u>	Average reading time
Arvopaperi	57 min
Talouselämä	54 min
Taloustaito	53 min
Viisas Raha	53 min
Tekniikka&Talous	41 min
All economy and business magazines	52 min

<u>Health and well-being magazines</u>	Average reading time
Hyvä Terveys	1 h 4 min
ET Terveys	60 min
Apu Terveys	60 min
Voi Hyvin	59 min
Kauneus & Terveys	54 min
All health and well-being magazines	60 min

<u>General interest magazines</u>	Average reading time
Suomen Kuvalehti	1 h 35 min
Viva	1 h 19 min
ET	1 h 17 min
Apu	1 h 16 min
Seura	1 h 12 min
Alibi	60 min
Hymy	50 min
Seiska	47 min
Katso	47 min
All general interest magazines	70 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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