



Reading times & number of readings of Finnish magazines

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On average, **58 minutes** is spent reading a magazine issue.

That is **four minutes longer** compared to the previous year

Source: NRS 2026 | Total 15+ population
N: 46,720, women N: 23,498, men N: 23,222

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Reading times by magazine group

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

Magazine group	Average reading times, NRS 2026	Change from the previous year
General interest magazines	1 h 28 min	+ 9 min
Women's magazines	1 h 13 min	+ 5 min
Special interest magazines	1 h 7 min	+ 3 min
Health and well-being magazines	1 h 5 min	+ 6 min
Housing, construction and gardening magazines	1 h 5 min	+ 4 min
Hobby magazines	1 h 4 min	+ 4 min
Travel magazines	1 h 3 min	+ 4 min
Food and drink magazines	1 h 3 min	+ 2 min
Motoring and technical magazines	1 h 1 min	– 1 min
Professional magazines and organisation magazines	58 min	+ 4 min
Economy and business magazines	57 min	+ 1 min
Customer magazines	40 min	+ 3 min
All magazines	58 min	+ 4 min

Reading times by by gender

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

	Women
General interest magazines	1 h 32 min
Women's magazines	1 h 16 min
Special interest magazines	1 h 11 min
Housing, construction and gardening magazines	1 h 10 min
Food and drink magazines	1 h 9 min
Health and well-being magazines	1 h 9 min
Hobby magazines	1 h 8 min
Travel magazines	1 h 8 min
Economy and business magazines	57 min
Professional magazines and organisation magazines	51 min
Motoring and technical magazines	44 min
Customer magazines	44 min
All magazines	1 h 1 min

	Men
General interest magazines	1 h 20 min
Motoring and technical magazines	1 h 4 min
Special interest magazines	1 h 4 min
Hobby magazines	1 h 3 min
Professional magazines and organisation magazines	1 h 2 min
Economy and business magazines	57 min
Travel magazines	55 min
Housing, construction and gardening magazines	52 min
Health and well-being magazines	51 min
Women's magazines	50 min
Food and drink magazines	49 min
Customer magazines	32 min
All magazines	54 min



On average, people pick up a magazine issue **two times.**

Food and drink magazines (2.7) and hobby magazines (2.5) receive the highest number of readings.

Source: NRS 2026 | Total 15+ population
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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	2.7	3.0	2.1
Hobby magazines	2.5	2.8	2.2
General interest magazines	2.4	2.4	2.3
Housing, construction and gardening magazines	2.3	2.5	1.8
Special interest magazines	2.2	2.4	2.1
Travel magazines	2.2	2.5	1.9
Motoring and technical magazines	2.2	1.8	2.3
Women's magazines	2.2	2.3	1.7
Professional magazines and organisation magazines	2.0	1.7	2.2
Economy and business magazines	2.0	2.0	2.0
Health and well-being magazines	1.9	2.0	1.8
Customer magazines	1.6	1.7	1.4
All magazines	2.0	2.1	1.9



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

Suomen Kuvalehti is the magazine with the
longest reading time for men (1 h 41 min) and
for women (1 h 45).

Source: NRS 2026 | Total 15+ population
N: 46,720, women N: 23,498, men N: 23,222

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Longest read magazines

Average time spent on one issue and by gender

Magazine	Average reading time, <u>total 15+ population</u>
Suomen Kuvalehti	1 h 43 min
Viva	1 h 35 min
Apu	1 h 35 min
ET-lehti	1 h 33 min
Seura	1 h 25 min
Kotimaa	1 h 24 min
Eeva	1 h 23 min
Katso	1 h 22 min
Viherpiha	1 h 17 min
Tiede	1 h 17 min
All magazines	58 min

Magazine	Average reading time, <u>Women</u>
Suomen Kuvalehti	1 h 45 min
Apu	1 h 45 min
ET-lehti	1 h 41 min
Viva	1 h 37 min
Seura	1 h 29 min
Eeva	1 h 24 min
Viherpiha	1 h 23 min
Kodin Kuvalehti	1 h 22 min
Kodin Pellervo	1 h 21 min
Tiede	1 h 21 min
All magazines	61 min

Magazine	Average reading time, <u>Men</u>
Suomen Kuvalehti	1 h 41 min
Kotimaa	1 h 30 min
Viva	1 h 26 min
Katso	1 h 25 min
Seura	1 h 19 min
Apu	1 h 18 min
Tekniikan Maailma	1 h 15 min
Käytännön Maamies	1 h 15 min
Tiede	1 h 14 min
Caravan	1 h 14 min
All magazines	54 min

Longest read magazines by magazine group

Average time spent on one issue

<u>Professional magazines and organisation magazines</u>	Average reading time
Käytännön Maamies	1 h 10 min
Lääkärilehti	1 h 8 min
Koneviesti	1 h 5 min
Metsänomistajan Aarre	1 h 2 min
Maatilan Pellervo	1 h
Metsälehti	59 min
Tivi	49 min
Opettaja	42 min
All professional and organisation magazines	58 min

<u>Customer magazines</u>	Average reading time
Samarbete	47 min
Pirkka	43 min
Yhteishyvä	42 min
Terveystiete!	37 min
Avainapteekit	32 min
All customer magazines	40 min

<u>Housing, construction and gardening magazines</u>	Average reading time
Viherpiha	1 h 17 min
Kotipuutarha	1 h 14 min
Antiikki & Design	1 h 10 min
Maalla	1 h 10 min
Oma Piha	1 h 4 min
Unelmien Talo & Koti	1 h 4 min
Meidän Mökki	1 h 3min
Koti ja Keittiö	1 h 2 min
Avotakka	1 h
Deko	59 min
All housing, construction and gardening magazines	1 h 5 min

Longest read magazines by magazine group

Average time spent on one issue

<u>Motoring and technical magazines</u>	Average reading time
Tekniikan Maailma	1 h 11 min
Auto Bild Suomi	1 h 9 min
Mikrobitti	1 h 4 min
Tuulilasi	57 min
Moottori	53 min
All motoring and technical magazines	1 h 1 min

<u>Special interest magazines</u>	Average reading time
Kotimaa	1 h 24 min
Tiede	1 h 17 min
IS Urheilulehti	1 h 12 min
Suomen Luonto	1 h 11 min
Tiede Luonto	1 h 6 min
Aku Ankka	51 min
All special interest magazines	1 h 7 min

<u>Hobby magazines</u>	Average reading time
Suuri Käsityö	1 h 55 min
Caravan	1 h 10 min
Kotiliesi Käsityö	1 h 8 min
Juoksija-lehti	1 h 2 min
Erä	58 min
Kippari	58 min
Metsästys ja Kalastus	58 min
All hobby magazines	1 h 6 min

Longest read magazines by magazine group

Average time spent on one issue

<u>Travel magazines</u>	Average reading time
Mondo	1 h 4 min
Matka	1 h 3 min
All travel magazines	1 h 3 min

<u>Women's magazines</u>	Average reading time
Eeva	1 h 23 min
Kodin Kuvalehti	1 h 16 min
Kotiliesi	1 h 16 min
Kodin Pellervo	1 h 14 min
Kotivinkki	1 h 9 min
Anna	1 h 3 min
Me Naiset	1 h
Gloria	54 min
All women's magazines	1 h 13 min

<u>Food and drink magazines</u>	Average reading time
Glorian ruoka&viini	1 h 7 min
Maku	1 h 5 min
Viinilehti	52 min
All food and drink magazines	1 h 3 min

Longest read magazines by magazine group

Average time spent on one issue

<u>Economy and business magazines</u>	Average reading time	<u>Health and well-being magazines</u>	Average reading time	<u>General interest magazines</u>	Average reading time
Viisas Raha	1 h 9 min	ET Terveys	1 h 14 min	Suomen Kuvalehti	1 h 43 min
Arvopaperi	1 h 4 min	Hyvä Terveys	1 h 9 min	Viva	1 h 35 min
Talouselämä	58 min	Voi Hyvin	1 h 4 min	Apu	1 h 35 min
Taloustaito	55 min	Apu Terveys	1 h 1 min	ET-lehti	1 h 33 min
Tekniikka&Talous	47 min	Kauneus & Terveys	53 min	Seura	1 h 25 min
All economy and business magazines	57 min	All health and well-being magazines	1 h 5 min	Kotimaa	1 h 24 min
				Katso	1 h 22 min
				Seiska	57 min
				Hymy	55 min
				All general interest magazines	1 h 18 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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Finnish Magazine Media Association

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