

A woman with her hair in a bun, wearing a light blue cable-knit sweater, is smiling and looking down at a magazine she is holding. She is standing on a rocky shore next to a large body of water. In the background, there is a dense line of green trees under a clear blue sky. The overall scene is bright and pleasant, suggesting a sunny day.

Interests of magazine readers

Finnish National Readership Survey 2024



Media Audit Finland

AIKAKAUSMEDIA

Finnish Magazine Media Association

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	2,386,000	56
Domestic and foreign news	2,304,000	54
Nature and outdoor activities	2,265,000	53
Well-being and health	2,223,000	52
Sports and exercise	1,989,000	46
Politics and society	1,759,000	41
Food and drink	1,733,000	40
Cooking and baking	1,692,000	39
Construction and renovation	1,581,000	37
Music and concerts	1,569,000	37

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
Economic and financial affairs	1,511,000	35
Traveling abroad	1,506,000	35
Science	1,449,000	34
Culture	1,395,000	33
Gardening and plants	1,396,000	33
Self-improvement	1,388,000	32
Domestic traveling	1,376,000	32
Environmental matters	1,371,000	32
Interior design	1,293,000	30
Cottage life	1,281,000	30

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
Literature	1,161,000	27
Cars and motor vehicles	1,100,000	26
Crafts	1,099,000	26
Entertainment electronics and information technology	970,000	23
Fashion and style	947,000	22
Investment	921,000	22
Gaming (computer, console, mobile)	726,000	17
Beauty and cosmetics	716,000	17
Fishing	679,000	16
Celebrities	643,000	15
Charity	587,000	14
Hunting	447,000	10
Boating and sailing	435,000	10

Highest number of readers interested in cars and motor vehicles

Magazine	Interested, % of readers	Interested, pcs
Vauhdin Maailma	75	35,000
Auto Bild Suomi	74	40,000
Tuulilasi	70	102,000
Mobilisti	65	44,000
Tekniikan Maailma	65	137,000
Moottori	63	153,000
Koneviesti	61	75,000
TM Rakennusmaailma	57	58,000
Kippari	50	25,000
Käytännön Maamies	47	36,000

26%
of the total
population

Highest number of readers interested in well-being and health

Magazine	Interested, % of readers	Interested, pcs
Voi Hyvin	85	78,000
Hyvä Terveys	83	158,000
Kauneus & Terveys	83	86,000
Apu Terveys	77	96,000
Kotimaa	77	44,000
ET Terveys	76	118,000
Me Naiset	74	66,000
Eeva	74	198,000
Gloria	74	74,000
Viva	74	47,000

52%

of the total population

Highest number of readers interested in **charity**

Magazine	Interested, % of readers	Interested, pcs
Kotimaa	34	20,000
Askel	32	15,000
Deko	27	20,000
Katso	25	12,000
Glorian Koti	24	24,000
Gloria	24	24,000
Kotipuutarha	23	27,000
Suomen Luonto	23	37,000
Avotakka	23	35,000
Voi Hyvin	21	19,000

14%
of the total
population

Highest number of readers interested in self-improvement

Magazine	Interested, % of readers	Interested, pcs
Tivi	46	11,000
Deko	46	34,000
Voi Hyvin	43	40,000
Glorian Koti	43	44,000
Kauneus & Terveys	43	45,000
Gloria	42	42,000
Mondo	41	26,000
Kotimaa	40	23,000
Golflehti	39	59,000
Opettaja	39	81,000

32%
of the total
population

Highest number of readers interested in celebrities

Magazine	Interested, % of readers	Interested, pcs
Me Naiset	34	30,000
Anna	29	37,000
Seiska	27	42,000
Kotimaa	26	15,000
Deko	25	19,000
Alibi	24	9,000
Eeva	23	60,000
Kauneus & Terveys	22	23,000
Viva	22	14,000
Samarbete	22	18,000

15%
of the total
population

Highest number of readers interested in **fishing**

Magazine	Interested, % of readers	Interested, pcs
Metsästys ja Kalastus	57	87,000
Erä	57	81,000
Kippari	44	22,000
Vene	37	23,000
Ruotuväki	31	25,000
TM Rakennusmaailma	30	30,000
Koneviesti	28	35,000
Tuulilasi	27	40,000
Metsälehti	27	46,000
Arvopaperi	26	14,000

16%
of the total
population

Highest number of readers interested in beauty and cosmetics

Magazine	Interested, % of readers	Interested, pcs
Kauneus & Terveys	48	50,000
Gloria	44	44,000
Me Naiset	40	35,000
Anna	39	51,000
Viva	34	22,000
Deko	33	25,000
Glorian Koti	32	33,000
Eeva	32	85,000
Koti ja Keittiö	31	30,000
Voi Hyvin	30	28,000

17%
of the total
population

Highest number of readers interested in literature

Magazine	Interested, % of readers	Interested, pcs
Antiikki & Design	53	31,000
Viva	52	33,000
Suomen Kuvalehti	52	138,000
Kotimaa	49	28,000
Gloria	46	46,000
Kotiliesi	46	89,000
Me Naiset	45	40,000
Glorian ruoka&viini	45	71,000
Opettaja	44	92,000
Eeva	44	118,000

27%
of the total
population

Highest number of readers interested in domestic and foreign news

Magazine	Interested, % of readers	Interested, pcs
Tivi	75	18,000
Suomen Kuvalehti	73	194,000
Mikrobitti	71	46,000
Antiikki & Design	70	41,000
Arvopaperi	70	38,000
Tekniikka & Talous	69	56,000
Talouselämä	69	93,000
Gloria	68	69,000
Tiede	68	170,000
Glorian ruoka&viini	67	105,000

54%
of the total
population

Highest number of readers interested in domestic traveling

Magazine	Interested, % of readers	Interested, pcs
Caravan	57	79,000
Mondo	53	33,000
Matka	51	39,000
Deko	45	34,000
Maku	45	52,000
Ihana-askartelulehti	44	20,000
Unelmien Talo & Koti	42	41,000
Kotivinkki	42	55,000
Me Naiset	42	37,000
Glorian Koti	42	42,000

32%
of the total
population

Highest number of readers interested in **culture**

Magazine	Interested, % of readers	Interested, pcs
Gloria	64	65,000
Antiikki & Design	60	35,000
Deko	59	45,000
Suomen Kuvalehti	56	151,000
Glorian Koti	56	56,000
Mondo	55	34,000
Glorian ruoka&viini	54	85,000
Anna	54	69,000
Eeva	53	142,000
Opettaja	52	109,000

33%

of the total
population

Highest number of readers interested in **crafts**

Magazine	Interested, % of readers	Interested, pcs
Suuri Käsityö	83	155,000
Kotiliesi Käsityö	79	149,000
Ihana-askartelulehti	68	31,000
Kotivinkki	51	67,000
Kodin Pellervo	49	69,000
Kotiliesi	44	86,000
Maalla	44	40,000
Unelmien Talo & Koti	42	41,000
Oma Piha	42	41,000
Kotipuutarha	41	48,000

26%
of the total
population

Highest number of readers interested in nature and outdoor activities

Magazine	Interested, % of readers	Interested, pcs
Juoksija-lehti	79	39,000
Suomen Luonto	78	126,000
Tiede Luonto	69	78,000
Hyvä Terveys	67	127,000
Kauneus & Terveys	66	69,000
Opettaja	65	136,000
Voi Hyvin	65	59,000
Kotiliesi Käsityö	64	121,000
Oma Piha	64	62,000
Kodin Pellervo	63	90,000

53%
of the total
population

Highest number of readers interested in **hunting**

Magazine	Interested, % of readers	Interested, pcs
Metsästys ja Kalastus	53	80,000
Erä	43	61,000
Metsälehti	29	51,000
Koneviesti	29	36,000
Käytännön Maamies	27	20,000
Maatilan Pellervo	23	17,000
Ruotuväki	23	19,000
Reserviläinen	23	39,000
Kippari	20	10,000
Aarre	20	22,000

10%
of the total
population

Highest number of readers interested in fashion and style

Magazine	Interested, % of readers	Interested, pcs
Gloria	60	61,000
Deko	51	38,000
Anna	50	64,000
Kauneus & Terveys	49	52,000
Me Naiset	49	43,000
Glorian Koti	47	48,000
Koti ja Keittiö	44	42,000
Eeva	42	112,000
Avotakka	40	62,000
Kotivinkki	38	50,000

22%
of the total
population

Highest number of readers interested in music and concerts

Magazine	Interested, % of readers	Interested, pcs
Katso	50	25,000
Gloria	50	50,000
Glorian ruoka&viini	49	78,000
Glorian Koti	49	49,000
Eeva	48	129,000
Mondo	48	30,000
Opettaja	48	101,000
Anna	48	62,000
Me Naiset	47	41,000
Viinilehti	47	47,000

37%

of the total
population

Highest number of readers interested in **cottage life**

Magazine	Interested, % of readers	Interested, pcs
Meidän Mökki	65	79,000
Maalla	46	42,000
Kippari	45	22,000
Unelmien Talo & Koti	44	43,000
Meidän Talo	41	33,000
Samarbete	40	33,000
Oma Piha	40	39,000
Viherpiha	39	60,000
Koti ja Keittiö	38	36,000
Kotivinkki	38	49,000

30%
of the total
population

Highest number of readers interested in local affairs and events

Magazine	Interested, % of readers	Interested, pcs
Viva	77	49,000
Käytännön Maamies	73	55,000
Ihana-askartelulehti	70	32,000
Kotimaa	70	40,000
Kodin Pellervo	70	99,000
Maatilan Pellervo	69	49,000
Katso	69	34,000
Kotivinkki	69	90,000
Terveystiete!	68	547,000
Avainapteekit	68	414,000

56%
of the total
population

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

Magazine	Interested, % of readers	Interested, pcs
Mikrobitti	41	27,000
Aku Ankka	25	66,000
Tivi	24	6,000
Ruotuväki	24	19,000
IS Urheilulehti	22	11,000
Reserviläinen	21	37,000
Tiede	20	50,000
Alibi	19	7,000
Tekniikan Maailma	16	34,000
Tekniikka & Talous	16	13,000

17%
of the total
population

Highest number of readers interested in politics and society

Magazine	Interested, % of readers	Interested, pcs
Suomen Kuvalehti	66	176,000
Arvopaperi	62	34,000
Talouselämä	62	84,000
Tekniikka & Talous	62	49,000
Viisas Raha	61	36,000
Tiede	56	141,000
Kotimaa	56	32,000
Golflehti	56	84,000
Tivi	54	13,000
Reserviläinen	52	90,000

41%

of the total
population

Highest number of readers interested in gardening and plants

Magazine	Interested, % of readers	Interested, pcs
Viherpiha	82	125,000
Kotipuutarha	82	94,000
Oma Piha	71	70,000
Unelmien Talo & Koti	66	65,000
Maalla	65	59,000
Kotivinkki	61	79,000
Askel	60	28,000
Antiikki & Design	59	35,000
Ihana-askartelulehti	58	27,000
Koti ja Keittiö	58	56,000

33%
of the total
population

Highest number of readers interested in construction and renovation

Magazine	Interested, % of readers	Interested, pcs
TM Rakennusmaailma	68	69,000
Meidän Talo	68	54,000
Unelmien Talo & Koti	56	55,000
Tekniikan Maailma	56	118,000
Koneviesti	55	68,000
Meidän Mökki	55	67,000
Tuulilasi	55	80,000
Tekniikka & Talous	54	43,000
Moottori	54	130,000
Mobilisti	54	36,000

37%

of the total
population

Highest number of readers interested in food and drink

Magazine	Interested, % of readers	Interested, pcs
Glorian ruoka&viini	78	122,000
Maku	73	84,000
Mondo	60	38,000
Gloria	58	58,000
Viinilehti	57	57,000
Glorian Koti	55	56,000
Kauneus & Terveys	55	57,000
Golflehti	54	81,000
Me Naiset	53	46,000
Anna	52	67,000

40%

of the total
population

Highest number of readers interested in cooking and baking

Magazine	Interested, % of readers	Interested, pcs
Maku	79	92,000
Glorian ruoka&viini	64	101,000
Kotivinkki	64	83,000
Kotiliesi Käsityö	62	117,000
Suuri Käsityö	61	114,000
Kotiliesi	58	114,000
Kodin Kuvalehti	57	140,000
Kotipuutarha	56	64,000
Eeva	56	148,000
Me Naiset	55	49,000

39%

of the total
population

Highest number of readers interested in investment

Magazine	Interested, % of readers	Interested, pcs
Arvopaperi	72	39,000
Viisas Raha	70	41,000
Talouselämä	47	64,000
Tekniikka & Talous	43	34,000
Golflehti	38	57,000
Tivi	38	9,000
Taloustaito	35	171,000
Mikrobitti	35	23,000
Ruotuväki	32	26,000
Mobilisti	32	22,000

22%
of the total
population

Highest number of readers interested in interior design

Magazine	Interested, % of readers	Interested, pcs
Deko	75	56,000
Glorian Koti	75	76,000
Koti ja Keittiö	73	70,000
Unelmien Talo & Koti	72	71,000
Avotakka	68	105,000
Gloria	65	66,000
Me Naiset	57	51,000
Kotivinkki	57	74,000
Ihana-askartelulehti	57	26,000
Antiikki & Design	56	33,000

30%
of the total
population

Highest number of readers interested in economic and financial affairs

Magazine	Interested, % of readers	Interested, pcs
Arvopaperi	78	42,000
Viisas Raha	77	45,000
Talouselämä	74	101,000
Tekniikka & Talous	63	51,000
Tivi	61	14,000
Taloustaito	56	269,000
Mikrobitti	55	36,000
Golflehti	54	82,000
Käytännön Maamies	54	41,000
Kippari	49	25,000

35%
of the total
population

Highest number of readers interested in science

Magazine	Interested, % of readers	Interested, pcs
Tivi	56	13,000
Tiede	54	135,000
Tekniikka & Talous	53	42,000
Mikrobitti	52	34,000
Tiede Luonto	45	51,000
Talouselämä	43	59,000
Opettaja	42	86,000
Aku Ankka	40	107,000
IS Urheilulehti	40	20,000
Suomen Luonto	40	65,000

34%
of the total
population

Highest number of readers interested in traveling abroad

Magazine	Interested, % of readers	Interested, pcs
Mondo	74	46,000
Matka	67	52,000
Gloria	53	53,000
Glorian ruoka&viini	52	82,000
Glorian Koti	51	52,000
Golflehti	49	74,000
Deko	48	36,000
Maku	48	55,000
Viinilehti	48	48,000
Kauneus & Terveys	45	47,000

35%
of the total
population

Highest number of readers interested in sports and exercise

Magazine	Interested, % of readers	Interested, pcs
IS Urheilulehti	89	45,000
Juoksija-lehti	87	43,000
Golflehti	77	116,000
Vauhdin Maailma	67	32,000
Auto Bild Suomi	63	34,000
Tekniikka & Talous	59	48,000
Vene	57	35,000
TM Rakennusmaailma	57	58,000
Metsästys ja Kalastus	57	86,000
Mondo	55	35,000

46%
of the total
population

Highest number of readers interested in boating and sailing

Magazine	Interested, % of readers	Interested, pcs
Vene	73	44,000
Kippari	70	35,000
Tekniikka & Talous	24	19,000
Erä	22	32,000
Metsästys ja Kalastus	20	30,000
Samarbete	19	16,000
Auto Bild Suomi	19	10,000
TM Rakennusmaailma	19	19,000
Talouselämä	18	24,000
Mobilisti	17	12,000

10%
of the total
population

Highest number of readers interested in **entertainment electronics and information technology**

Magazine	Interested, % of readers	Interested, pcs
Mikrobitti	73	48,000
Tivi	70	17,000
Tekniikan Maailma	45	95,000
Tekniikka & Talous	44	36,000
TM Rakennusmaailma	36	36,000
Auto Bild Suomi	36	19,000
Tiede	35	88,000
Ruotuväki	35	28,000
Moottori	34	82,000
IS Urheilulehti	34	17,000

23%
of the total
population

Highest number of readers interested in environmental matters

Magazine	Interested, % of readers	Interested, pcs
Suomen Luonto	61	100,000
Tiede Luonto	50	57,000
Tiede	48	119,000
Opettaja	46	97,000
Suomen Kuvalehti	46	124,000
Kotipuutarha	46	53,000
Tivi	46	11,000
Deko	44	33,000
Antiikki & Design	42	25,000
Glorian Koti	41	42,000

32%
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

Dynamic reports on readers' interests can be found here:

www.ratecards.fi/nrs-reports/readers-interests



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