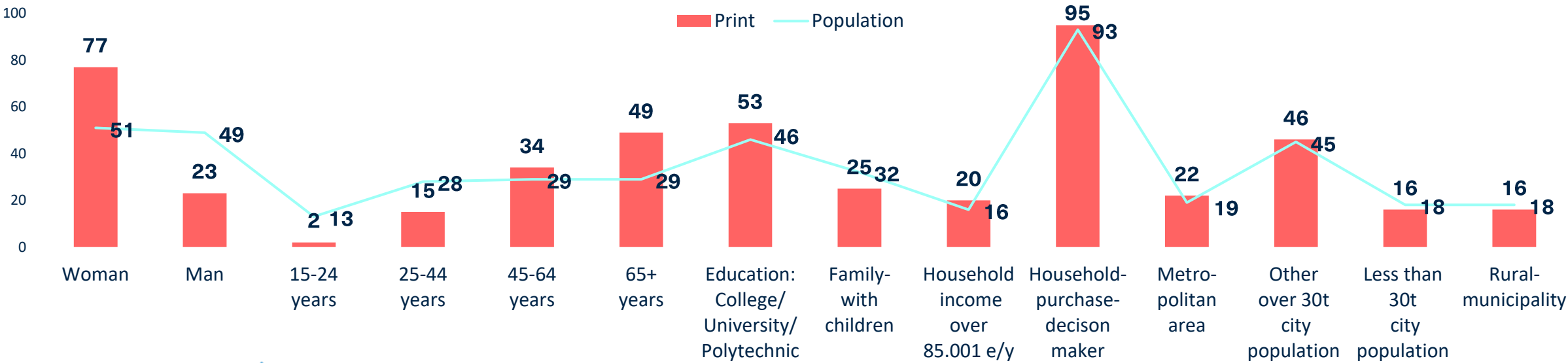


Average issue readership (print) 172 400			
Times read (print) 2,2		Time spent reading an issue (print) 59 min.	
Readers' TOP 3 topics of interest	index	% Avotakka	% 15+ pop.
Decorating	221	68	31
Literature	166	45	27
Style and fashion	165	36	22

## Reader profile (%)



# Key figures

**Average issue readership (AIR)** = Total number of average issue readers (AIR).

**Times read** = Average number of times one issue of a magazine is read or browsed through.

**Total reach** = Average issue readers (AIR) + average weekly reach of the digital versions of the magazine (net).

*This is calculated similarly for every magazine despite the number of issues per year.*

**Time spent reading an issue** = The average time spent with one magazine issue.

## Audience in print and digital

- Only print = Percentage of audience who only read the print magazine in question
- Print and digital = Percentage of audience who read both the print magazine and its digital version(s)
- Only digital = Percentage of audience who only read the digital version(s) of the magazine in question

## Reader profile (%)

- Print = background characteristics of print magazine readers
- Digital = background characteristics of digital magazine readers
- Population = all the respondents (everyone over 15 years old)

## Readers' TOP 3 topics of interest

- Index = Ratio of cover% to cover% in total  
*A value over 100 indicates that the magazine's readers are relatively more interested in topic of interest than the respondents\* in total.*  
*\*) everyone over 15 years old*
- % Magazine = Percentage of readers interested in the topic in question
- % population = % Percentage of all the respondents (everyone over 15 years old) interested in the topic in question