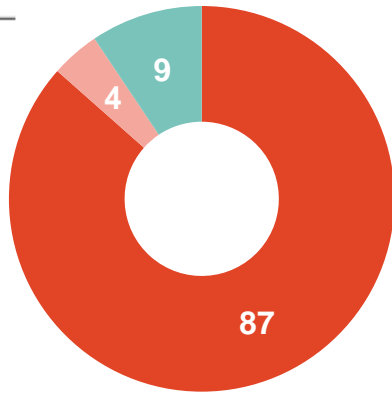


TIETEEN KUVALEHTI

Print and digi audience, %-share



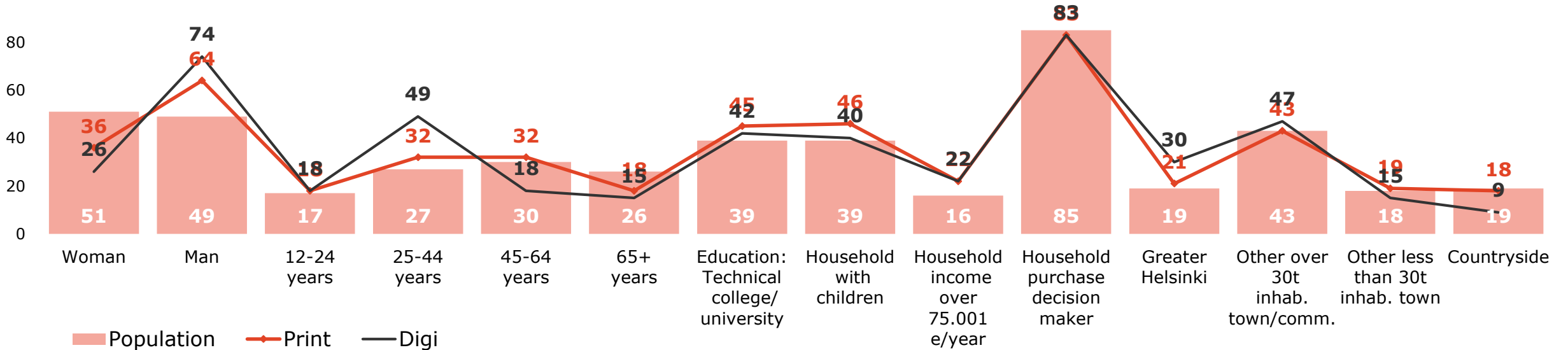
Readers 222 000	How many times read 3,2	% of magazine read 73 %
Page contacts 394 000	Total Reach 245 000	Minutes of reading 65 min.

Readers' TOP 3 interests	index	%, Tieteen Kuvalehti	% total
Science, research	161	68	42
Mobile/computer/console playing	150	22	15
Technology	150	42	28

Reader profile (%)

Only print Print and digi Only digi

100



Key figures

Readers

= Total number of average issue readers

How many times read

= Number of times xxx magazine is read or browsed through (one number of the magazine)

% of magazine read

= How big part of xxx magazine was read or browsed through last time (all/almost all, approx. $\frac{3}{4}$ part, approx. half, approx. $\frac{1}{4}$ part, none)

Page contacts

= Number of readers x MPX
(MPX = How many times read x how big part of the magazine was read last time)

Total reach

= Average issue readers and average weekly reach of the digital magazine (net)

This is calculated same way for every magazine despite of the number of issues per year

Minutes of reading

= How long time one number of xxx magazine is usually read (every time when reading the same number of the magazine is taken into account)

%-share (only print, print and digi, only digi)

- Only print = Percentage of readers who read only print magazine
- Print and digi = Percentage of readers who read both print and digital magazine
- Only digi = Percentage of readers who read only digital magazine

Reader profile (print, digi)

Print = background characteristics of print magazine readers

Digi= background characteristics of digital magazine readers

Readers' TOP 3 interests (index, % XX -magazine, % total)

Index = Ratio of cover% in readers to cover% in total

Over 100 means that xxx magazine readers are relatively more interested in this certain interest than respondents in total.

% XX -magazine = Percentage of readers interested in this certain interest

% total = Percentage of all of the respondents interested in this certain interest