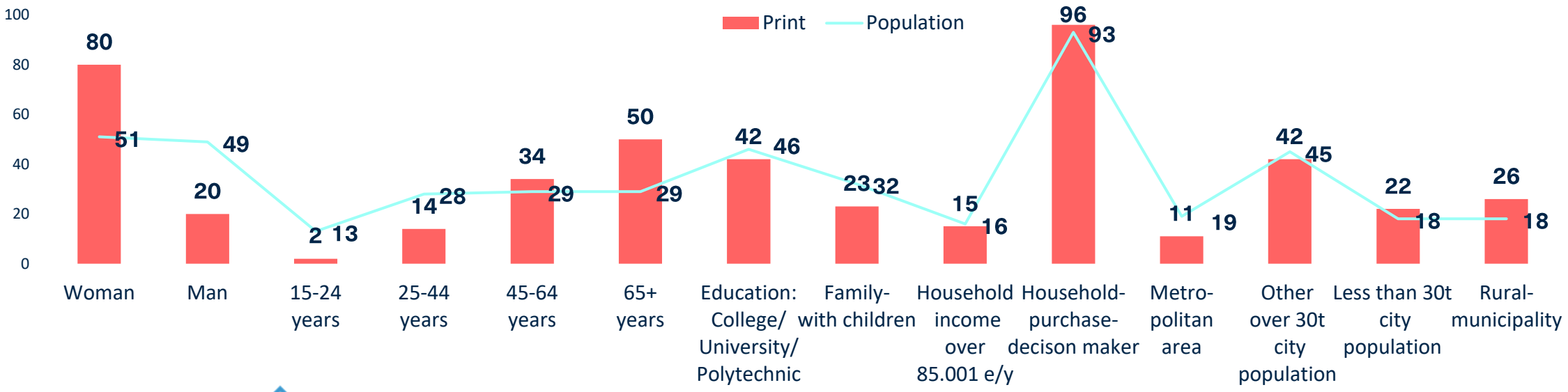
viherpiha

Average issue readership (print) 169 000	
Times read (print) 2,9	Time spent reading an issue (print) 72 min.

Readers' TOP 3 topics of interest	index	% Viherpiha	% 15+ pop.
Gardening and plants	248	82	33
Handicrafts	174	44	26
Decorating	161	50	31

Reader profile (%)



AIKAKAUSMEDIA MediaAuditFinland

Source: NRS 2023

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 it's 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