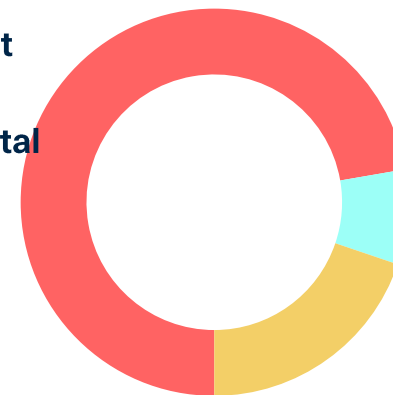


Average issue readership (print) 165 200	Total reach (print + 1 week digital) 205 600
Times read (print) 1,9	Time spent reading an issue (print) 51 min.

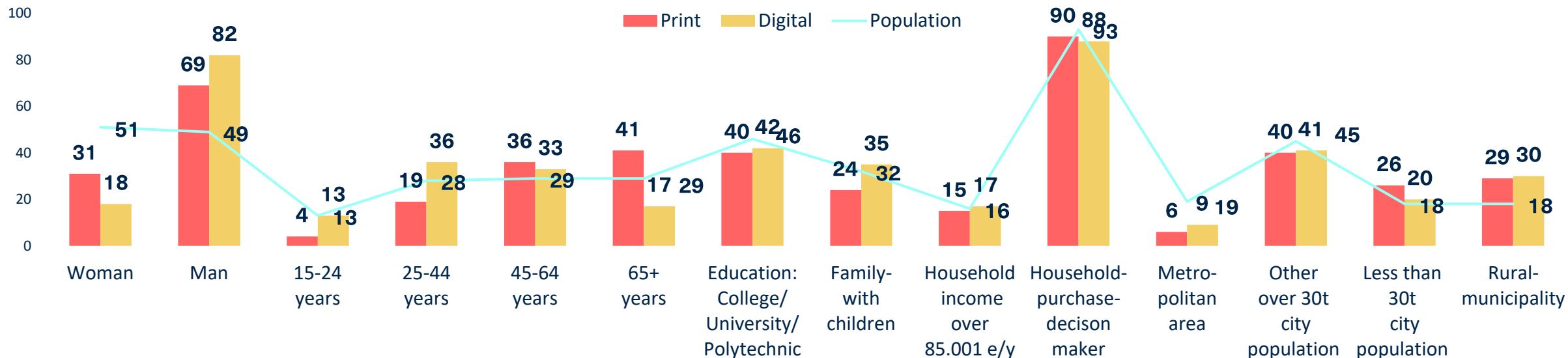
Readers' TOP 3 topics of interest	index	% Metsä lehti	% 15+ pop.
Hunting	302	30	10
Fishing	184	30	17
Cars and motorvehicles	139	37	26

Audience in Print & Digital

- Only print 72 %
- Only digital 20 %
- Print and digital 8 %



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