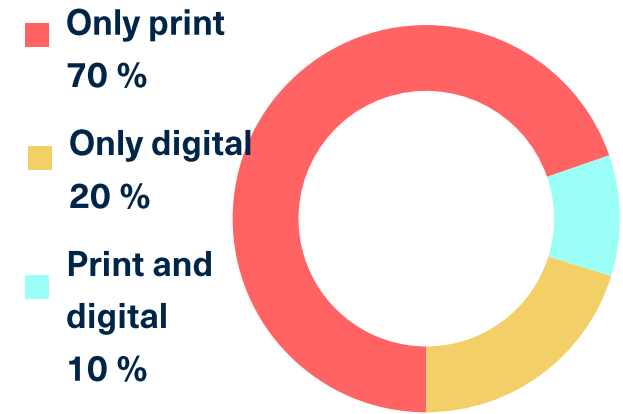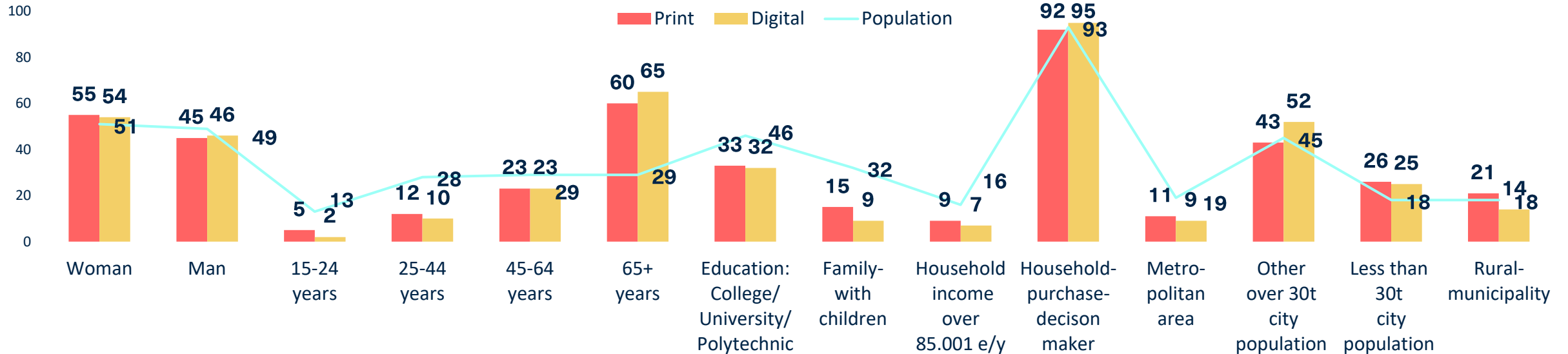# Valitut Palat
READER'S DIGEST

Average issue readership (print) 134 200	Total reach (print + 1 week digital) 168 100
Times read (print) 2,4	Time spent reading an issue (print) 78 min.

Readers' TOP 3 topics of interest	index	% Valitut Palat	% 15+ pop.
Fishing	147	20	17
Handicrafts	129	30	26
Charity work	125	20	14

Audience in Print & Digital

- Only print 70 %
- Only digital 20 %
- Print and digital 10 %

Reader profile (%)

Legend: Print, Digital, Population

Category	Print	Digital	Population
Woman	55	54	51
Man	45	46	49
15-24 years	5	2	13
25-44 years	12	10	28
45-64 years	23	23	29
65+ years	60	65	29
Education: College/University/Polytechnic	33	32	46
Family- with children	15	9	32
Household income over 85.001 e/y	9	7	16
Household-purchase-decison maker	92	95	93
Metro-politan area	11	9	19
Other over 30t city population	43	52	45
Less than 30t city population	26	25	18
Rural-municipality	21	14	18

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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