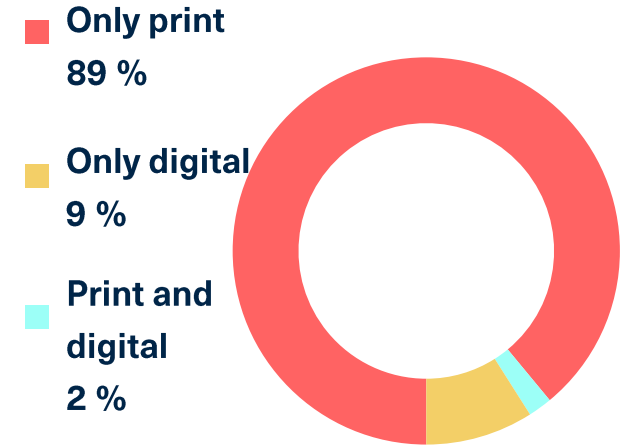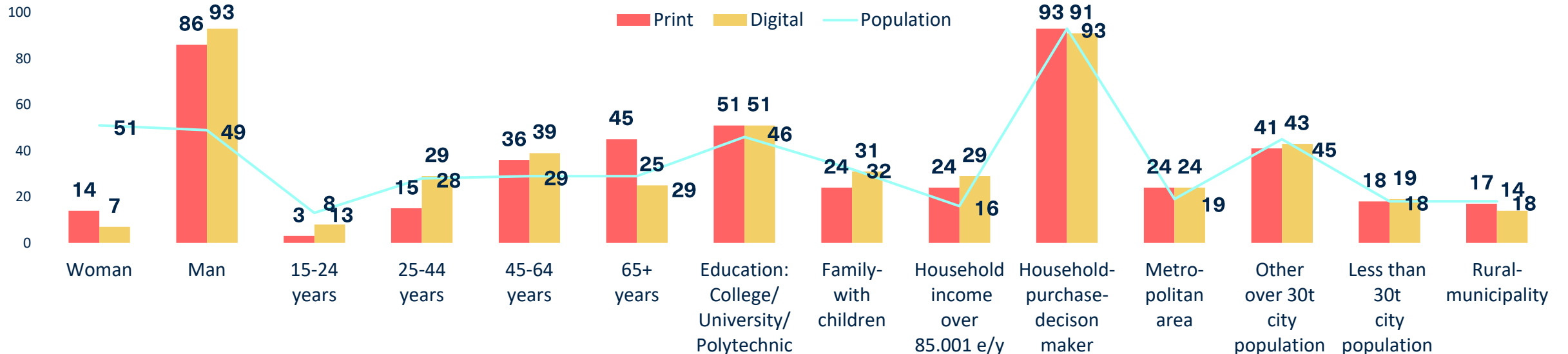# VENE

Average issue readership (print) 58 400	Total reach (print + 1 week digital) 63 900
Times read (print) 2,1	Time spent reading an issue (print) 56 min.

Readers' TOP 3 topics of interest	index	% Vene	% 15+ pop.
Sailing, boating	713	76	11
Fishing	271	45	17
Hunting	208	20	10

Audience in Print & Digital

- Only print 89 %
- Only digital 9 %
- Print and digital 2 %

Reader profile (%)

Legend: Print, Digital, Population

	Woman	Man	15-24 years	25-44 years	45-64 years	65+ years	Education: College/ University/ Polytechnic	Family-with children	Household income over 85.001 e/y	Household-purchase-decison maker	Metro-politan area	Other over 30t city population	Less than 30t city population	Rural-municipality
Print	14	86	3	15	36	45	51	24	24	93	24	41	18	17
Digital	7	93	8	28	39	25	51	31	29	91	24	43	19	14
Population	51	49	13	29	29	29	46	32	16	93	19	45	18	18

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