

MagazineFACTS **2011**



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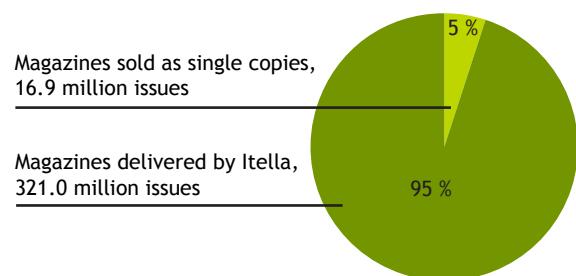
MAGA - ZINES **IN** GENERAL

Magazines include consumer magazines, trade and organisational magazines and customer magazines.

A magazine is a publication that

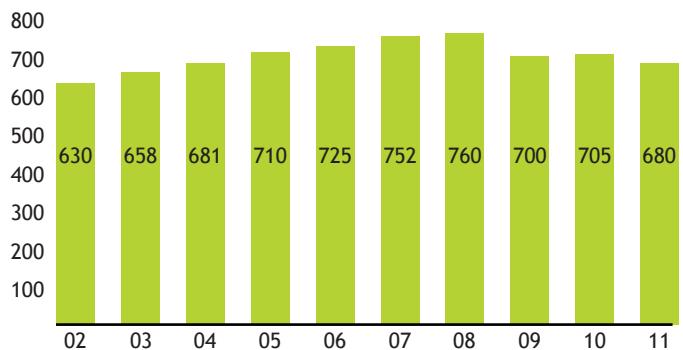
- is published regularly four times per calendar year
- features several articles or editorial material in every issue
- is publicly available for subscription or otherwise widely available
- does not primarily feature business bulletins, price lists, announcements or advertising
- can be anything in terms of size or print paper or can be exclusively an online publication.

Magazine single copy sales and magazines delivered by Itella in 2011



Source: Itella Oyj and Lehtipiste

Magazine turnover in Finland in 2002–2011, millions of euros



Source: Statistics Finland, Mass media market 2012

Number of different magazine titles in Finland in 2001–2010

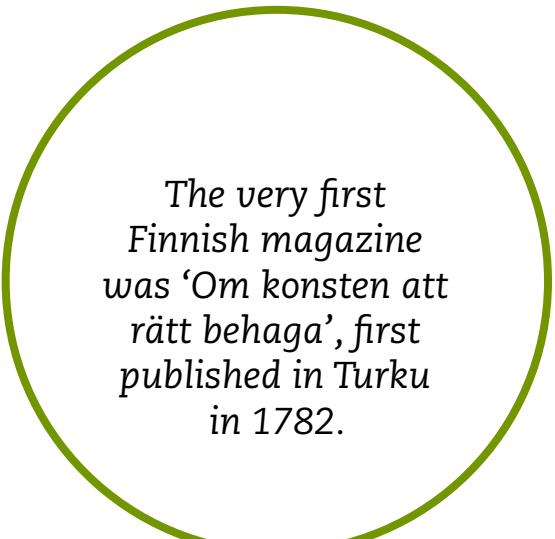
	Weekly	1-2 times per month	4-11 times per year	4-52 times, tot.
2001	59	448	3 125	3 632
2002	56	415	3 034	3 505
2003	54	420	3 072	3 546
2004	61	418	3 074	3 553
2005	45	373	3 044	3 462
2006	60	401	3 016	3 477
2007	57	385	2 924	3 366
2008	55	421	2 837	3 313
2009	57	471	2 628	3 156
2010	39	462	2 555	3 056

Source: The National Library of Finland, 2011

Turnover for magazine publishers in 2009/2010

	Millions of euros
Sanoma Magazines Finland	201,4
Otavamedia	154,0
A-lehdet Group	93,0
Talentum Media Oy	66,8
Aller Media Oy	46,6
Oy Valitut Palat - Reader's Digest Ab	28,7
Bonnier Publications Oy	25,4
Egmont Kustannus Oy	19,3
Forma Publishing Group	12,9
Kolmiokirja Oy	3,2

Source: Financial statements, 2011



The very first Finnish magazine was 'Om konsten att rätt behaga', first published in Turku in 1782.

Magazines most read in terms of spent time

	minutes
Viva!	100
ET-lehti	96
Valitut Palat	93
Kotiliesi	91
Askel	90
Suomen Kuvailehti	89
Tiede	84
Suuri Käsityölehti	84
Seura	83
Hyvä Terveys	82

Source: The Finnish NRS Consumer 2010, 2011

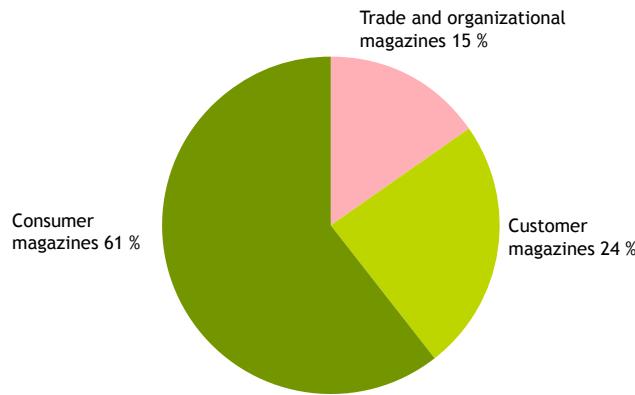
Magazines that readers save the most in 2010

	Saves the entire annual volume, percentage of readers
Aku Ankka	58
Suuri Käsityölehti	46
Demi	41
Miss Mix	40
Caravan	39
V8-Magazine	34
Osaava Kodinrakentaja	33
Tiede	33
Pelit	32
Moda	29

Source: The Finnish NRS Consumer 2010, 2011

CIRCULATION FIGURES

Magazine circulation by different magazine groups in 2010



Source: The Finnish Audit Bureau of Circulations 2011

Circulation, consumer magazines by type in 2010

Women's magazines	2 005 720
Family and general magazines	1 536 625
Hobby magazines	705 075
Living, building, gardening	680 691
Comics	549 945
Motorsport, technics	454 106
Young people's and children's magazines	209 618
Home data technics	199 512
Science, culture	174 556
Crosswords	159 838
Agriculture, forestry	154 398

Source: The Finnish Audit Bureau of Circulations 2011

Largest magazines in terms of circulation in 2010

Yhteishyvä	1 720 658
Me-lehti	832 309
Aku Ankka	306 555
Taloustaito	239 965
ET-lehti	237 265
TV-Maailma	227 119
7 päivää	211 707
Valitut Palat - Reader's Digest	187 404
Kodin Kuvailehti	174 710
Apu	168 780

Source: The Finnish Audit Bureau of Circulations 2011

Largest general magazines in terms of circulation in 2010

Aku Ankka	306 555
ET-lehti	237 265
TV-Maailma	227 119
7 päivää	211 707
Valitut Palat - Reader's Digest	187 404
Kodin Kuvailehti	174 710
Apu	168 780
Seura	165 051
Me Naiset	147 354
Kotiliesi	141 520

Source: The Finnish Audit Bureau of Circulations 2011

Largest trade and organizational magazines in terms of circulation in 2010

Taloustaito	239 965
Tehy	119 805
Opettaja	97 642
Tekniikka & Talous	95 690
Sydän	81 153
Talouselämä	79 406
TEK - teknikan akateemiset	67 823
Diabetes	63 015
Työ Terveyts Turvallisuus	61 624
Uusi Insinööri	60 995

Source: The Finnish Audit Bureau of Circulations 2011

Largest customer magazines in terms of circulation in 2010

Yhteishyvä	1 720 658
Me-lehti	832 309
Birka	80 539
Samarbete	50 157
Maatalian Pirkka	49 055

Source: The Finnish Audit Bureau of Circulations 2011

READERS

Largest magazines in terms of number of readers

Pirkka	2 912 000
Yhteishyvä	2 116 000
OP-Pohjola -lehti	1 417 000
Terveydeksi!	1 217 000
Suomela	1 195 000
Aku Ankka	1 025 000
Me-lehti	885 000
ET-lehti	699 000
7 päivää	685 000
Tekniikan Maailma	598 000

Source: The Finnish NRS 11
The Finnish Audit Bureau of Circulations, 2012

Magazines most read by men

Pirkka	1 154 000
Yhteishyvä	774 000
OP-Pohjola -lehti	669 000
Aku Ankka	594 000
Suomela	571 000
Tekniikan Maailma	494 000
Tuulilasi	345 000
Metsästys ja Kalastus	314 000
7 päivää	312 000
Me-lehti	311 000

Source: The Finnish NRS 11
The Finnish Audit Bureau of Circulations, 2012

Magazines most read by boys between 12–17 years

Aku Ankka	125 000
Pelit	31 000
Pirkka	31 000
Tekniikan Maailma	28 000
Pelaaja	27 000
7 päivää	26 000
GTi-Magazine	26 000
Jääkiekkolehti	26 000
Metsästys ja Kalastus	25 000
MikroBitti	22 000

Source: The Finnish NRS 11
The Finnish Audit Bureau of Circulations, 2012

Magazines most read by women

Pirkka	1 758 000
Yhteishyvä	1 342 000
Terveydeksi!	928 000
OP-Pohjola -lehti	748 000
Suomela	624 000
Me-lehti	574 000
ET-lehti	533 000
Kodin Kuvailehti	460 000
Aku Ankka	431 000
7 päivää	373 000

Source: The Finnish NRS 11
The Finnish Audit Bureau of Circulations, 2012

Magazines most read by girls between 12–17 years

Demi	100 000
Aku Ankka	92 000
Miss MIX	66 000
Pirkka	65 000
Suosikki	60 000
Cosmopolitan	55 000
7 päivää	36 000
Yhteishyvä	29 000
Trendi	28 000
Suuri Käsityölehti	26 000

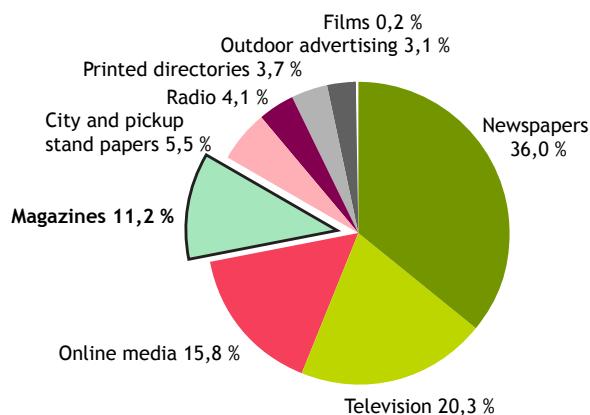
Source: The Finnish NRS 11
The Finnish Audit Bureau of Circulations, 2012

On average,
readers spend 62
minutes to read a magazine.
At best, they use almost
106 minutes.

Source: The Finnish NRS Autumn 10/Spring 11

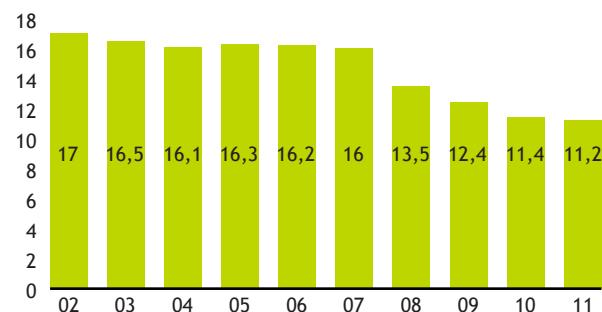
ADVERTISING FIGURES

Media advertising shares in 2011



Source: Finnish Advertising Council, TNS Gallup, 2012

Magazine advertising share (%) from total media advertising in Finland in 2002–2011



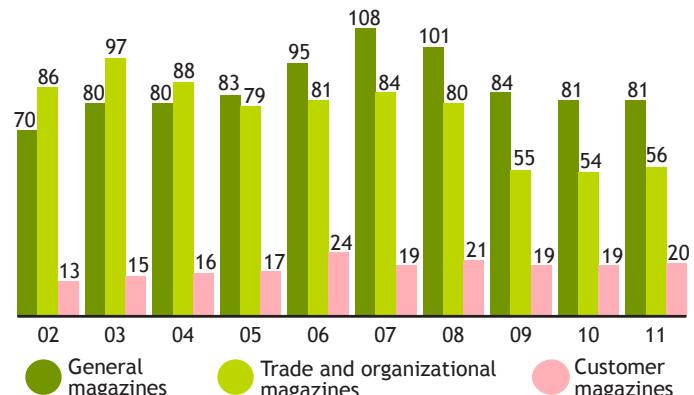
From 2008 onward, the figures are not comparable to previous years. Source: Finnish Advertising Council, TNS Gallup, 2012

Largest advertiser domains in magazines in 2011

Motor vehicles
Food
Retail trade
Pharmaceuticals
Cosmetics

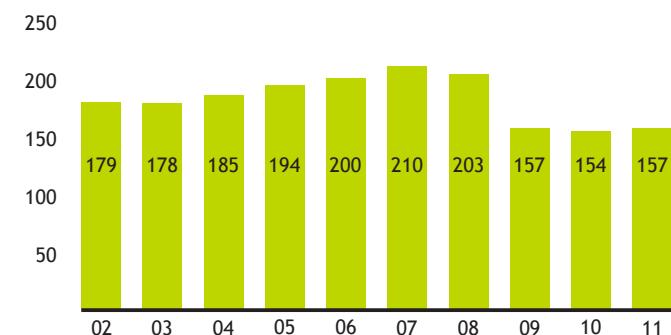
Source: TNS Gallup, 2012

Magazine advertising for different magazine groups in 2002–2011, millions of euros



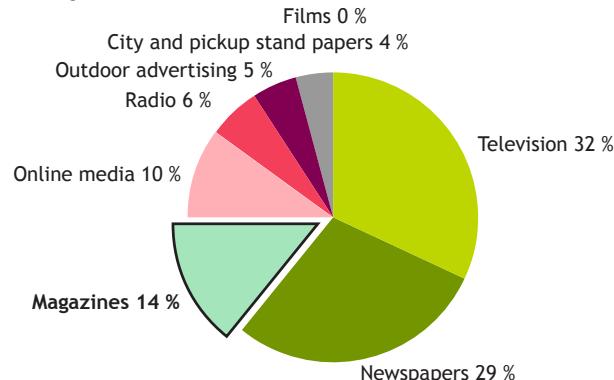
Source: Finnish Advertising Council, TNS Gallup, 2012

Magazine advertising development in euros in 2002–2011, millions of euros



Source: Finnish Advertising Council, TNS Gallup, 2012

Brand advertising in different media groups in 2011



Source: Finnish Advertising Council, TNS Gallup, 2012

Largest advertisers in magazines in 2011

L'Oréal Finland
Unilever Finland
Valio
VV-Auto
Procter & Gamble

Source: TNS Gallup, 2012

Largest magazines in terms of advertisement pages* in 2011

Konepörssi
Me Naiset
Suomen Lääkärilehti
Anna
Kodin Kuvailehti

*) excluding pull-outs

Source: TNS Gallup, 2012

INTER-NATIONAL FIGURES

Largest women's magazines in Europe in terms of circulation in 2009

Finland (population approx. 5.3 million)	thousand
Kodin Kuvailehti	178
Me Naiset	142
Kotiliesi	140

Sweden (population approx. 9.3 million)	thousand
Allers	214
Hemmets Journal	212
Land	209

France (population approx. 64.4 million)	thousand
Femme Actuelle	927
Closer	466
Maxi	465

Great Britain (population approx. 61.1 million)	thousand
Take a Break	855
New!	578
Closer	527

Magazine advertisement shares in various countries in 2009

	%
Greece	37,2
Germany	20,0
France	16,3
USA	12,5
Denmark	11,1
Finland	11,0
Sweden	9,2
Great Britain	9,0
Spain	7,1
Estonia	6,8

Source: FIPP World Magazine Trends 2010/2011

Largest automotive magazines in Europe in terms of circulation in 2009

Finland (population approx. 5.3 million)	thousand
Tekniikan Maailma	148
Moottori	92
Tuulilasi	80

Sweden (population approx. 9.3 million)	thousand
Vi bilägare	127
Motor	119
Teknikens Värld	44

France (population approx. 64.4 million)	thousand
Auto Plus	269
Action Auto Moto	262
Automobile Magazine	129

Great Britain (population approx. 61.1 million)	thousand
BBC Top Gear Magazine	190
What Car?	84
Classic & Sport Car	73

Source: FIPP World Magazine Trends 10/11, International Federation of the Periodical Press 2010

Largest general magazines in Europe in terms of circulation in 2009

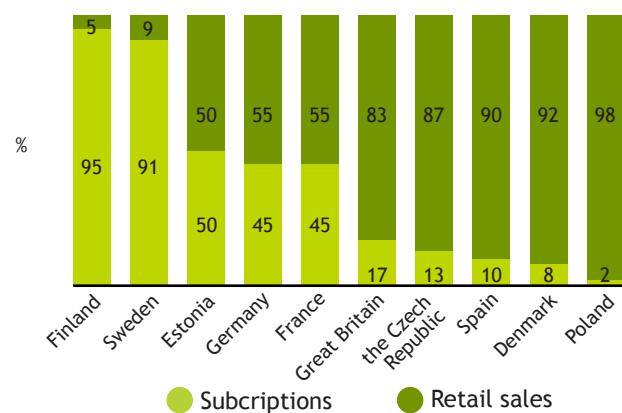
Finland (population approx. 5.3 million)	thousand
ET-lehti	254
7 päivää	224
Valitut Palat - Reader's Digest	197
Sweden (population approx. 9.3 million)	thousand
Land	224
Ickakuriren	170
Kvällsstunden	51
France (population approx. 64.4 million)	thousand
Notre Temps	890
Pleine Vie	854
Paris Match	611
Germany (population approx. 82.3 million)	thousand
Bild am Sonntag	1 578
Der Spiegel	1 016
Stern	896

Largest financial magazines in Europe in terms of circulation in 2009

Finland (population approx. 5.3 million)	thousand
Taloustaito	236
Tekniikka & Talous	96
Talouselämä	80
Sweden (population approx. 9.3 million)	thousand
Chef	111
Jusek-Tidningen	79
Entreprenör	70
Italy (population approx. 58.1 million)	thousand
Espansione	143
Milano Finanza	97
Capital	81
Great Britain (population approx. 61.1 million)	thousand
Private Eye	208
Newsweek - EMEA	197
The Economist	195

Source: FIPP World Magazine Trends 10/11, International Federation of the Periodical Press 2010

Subscription and single copy sales in Europe in 2009



Source: FIPP World Magazine Trends 10/11, International Federation of the Periodical Press 2010

Finland has more magazines per capita than any other country in the world.

**Aikakausmedia,
the Finnish Periodical Publishers'
Association, represents all major
Finnish magazine publishers.**

**It promotes the interests of publishers
and conducts research, training, marketing,
and informative actions.**

*Read more about the magazine business at
www.aikakausmedia.fi*



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