

**NRS Readers 2009: Number of readers in primary target groups**

This table contains NRS readership estimates 2009 by sex and age group (3 categories).

The number of readers in each group are reported on line 'Cover (000's)', and the proportion of readers

in each group compared to the total number of readers on line 'Cover %'.


**1) Reported from autumn 2009 2) The data has been collected only from max 5 main market areas**

		Total	Sex		Age group			Sex and age group					
			Female	Male	12-29	30-49	50+	Female 12-29	Female 30-49	Female 50+	Male 12-29	Male 30-49	Male 50+
Total	Cover (000's)	4440	2278	2162	1134	1320	1986	554	652	1073	581	668	913
	Cover %	100	51	49	26	30	45	12	15	24	13	15	21
<b>KARKIMEDIA</b>													
Aamulehti	Cover (000's)	310	154	156	55	96	159	25	44	85	30	52	74
	Cover %	100	50	50	18	31	51	8	14	28	10	17	24
Aamuposti	Cover (000's)	48	24	24	8	15	25	4	7	14	4	8	11
	Cover %	100	51	49	17	31	52	8	14	29	9	17	24
Etelä-Saimaa	Cover (000's)	80	38	42	14	22	44	7	9	22	7	13	22
	Cover %	100	48	52	18	27	55	9	12	27	9	16	27
Etelä-Suomen Sanomat	Cover (000's)	135	68	67	24	36	76	11	18	39	13	18	37
	Cover %	100	50	50	17	27	56	8	13	29	9	13	27
Forssan Lehti	Cover (000's)	35	18	17	6	10	19	4	5	9	3	6	9
	Cover %	100	51	49	18	29	53	10	14	27	7	16	26
Helsingin Sanomat	Cover (000's)	951	470	481	170	302	480	79	149	242	91	153	238
	Cover %	100	49	51	18	32	50	8	16	25	10	16	25
Hufvudstadsbladet	Cover (000's)	114	59	55	22	31	61	10	14	35	11	17	27
	Cover %	100	52	48	19	27	54	9	12	31	10	15	23
Hämeen Sanomat	Cover (000's)	66	34	32	9	20	37	4	9	20	5	10	17
	Cover %	100	51	49	14	30	56	7	14	30	7	16	26
Iisalmen Sanomat	Cover (000's)	38	19	19	6	9	23	2	4	13	3	6	10
	Cover %	100	50	50	15	25	60	7	9	34	8	16	26
Ilkka	Cover (000's)	134	69	66	23	37	74	13	18	38	10	19	36
	Cover %	100	51	49	17	28	55	10	13	28	7	14	27
Itä-Häme	Cover (000's)	25	13	12	3	6	16	1	3	8	2	3	7
	Cover %	100	51	49	11	26	63	5	13	33	6	13	30
Itä-Savo	Cover (000's)	45	22	22	7	11	27	3	5	15	4	6	12
	Cover %	100	50	50	16	25	60	7	11	33	9	14	27
Kainuun Sanomat	Cover (000's)	58	28	30	10	15	33	4	6	18	6	9	15
	Cover %	100	49	51	17	26	56	8	11	30	10	15	26
Kaleva	Cover (000's)	195	92	102	37	59	99	17	28	48	20	31	51
	Cover %	100	47	53	19	30	51	9	14	24	10	16	26
Karjalainen	Cover (000's)	112	55	57	21	30	61	10	14	30	11	15	31
	Cover %	100	49	51	19	27	55	9	13	27	10	14	27
Keski-Uusimaa	Cover (000's)	48	23	25	6	15	26	3	7	14	4	8	13
	Cover %	100	48	52	13	31	55	6	14	29	8	18	26
Keskipojanmaa	Cover (000's)	76	36	41	16	20	40	8	9	19	8	11	21
	Cover %	100	47	53	21	27	52	10	12	24	10	15	28
Keskisuomalainen	Cover (000's)	170	83	87	32	49	88	14	24	46	18	26	43
	Cover %	100	49	51	19	29	52	8	14	27	11	15	25
Kouvolan Sanomat	Cover (000's)	68	33	35	11	19	38	5	9	19	6	10	19
	Cover %	100	49	51	16	27	56	7	13	28	9	14	28
Kymen Sanomat	Cover (000's)	61	31	30	9	15	36	4	7	20	5	8	17
	Cover %	100	50	50	15	25	60	6	11	33	9	14	27
Lapin Kansa	Cover (000's)	85	40	45	14	24	47	6	11	23	8	14	24
	Cover %	100	47	53	16	28	55	7	12	27	9	16	28
Länsi-Savo	Cover (000's)	62	29	32	11	18	33	5	7	17	7	10	15
	Cover %	100	48	52	19	29	53	8	12	28	11	17	25
Länsi-Suomi	Cover (000's)	43	22	22	8	12	23	4	6	12	5	6	11
	Cover %	100	50	50	19	28	53	8	13	28	11	15	25
Länsi-Uusimaa	Cover (000's)	37	18	19	6	11	20	3	5	10	3	6	10
	Cover %	100	48	52	15	31	54	7	14	27	8	17	27
Pohjalainen	Cover (000's)	73	36	37	11	23	40	5	11	20	5	12	20
	Cover %	100	49	51	15	31	54	7	15	27	7	16	28
Pohjolan Sanomat	Cover (000's)	53	26	27	9	14	30	4	7	15	5	7	15
	Cover %	100	49	51	17	26	57	8	13	28	9	13	29
Salon Seudun Sanomat	Cover (000's)	57	28	29	9	17	31	4	8	16	5	9	14
	Cover %	100	50	50	16	30	54	7	14	29	9	16	25
Satakunnan Kansa	Cover (000's)	134	65	69	24	36	74	11	16	38	14	20	36
	Cover %	100	48	52	18	27	55	8	12	28	10	15	27
Savon Sanomat	Cover (000's)	160	78	82	29	44	88	14	20	44	15	24	43
	Cover %	100	49	51	18	27	55	9	12	28	9	15	27
Turun Sanomat	Cover (000's)	250	123	127	43	70	136	18	32	72	25	38	64
	Cover %	100	49	51	17	28	55	7	13	29	10	15	26
Uusimaa	Cover (000's)	41	20	22	8	13	21	4	6	10	4	7	11
	Cover %	100	48	52	18	31	50	9	16	24	10	16	27
Uutispäivä Demari	Cover (000's)	31	9	21	2	6	23	1	2	7	1	4	16
	Cover %	100	31	69	5	20	74	2	6	22	3	14	52
Vasabladet	Cover (000's)	56	27	29	11	16	29	5	7	15	6	8	15
	Cover %	100	48	52	20	28	52	9	13	26	11	15	26
Österbottens Tidning	Cover (000's)	41	21	20	10	11	20	5	6	10	5	5	10
	Cover %	100	51	49	25	27	49	12	14	25	12	13	24
<b>OTHER NEWSPAPERS</b>													

		Total	Sex		Age group			Sex and age group					
			Female	Male	12-29	30-49	50+	Female		Male		Male	Male
								12-29	30-49	50+	12-29		
Ilta-Sanomat	Cover (000's)	718	329	389	169	204	345	72	84	172	97	119	173
	Cover %	100	46	54	24	28	48	10	12	24	13	17	24
Iltalehti	Cover (000's)	654	290	363	176	199	278	75	79	136	101	121	142
	Cover %	100	44	56	27	30	43	12	12	21	15	18	22
Kansan Uutiset Viikkolehti	Cover (000's)	24	9	16	2	6	17	1	1	6	1	4	10
	Cover %	100	36	64	9	23	68	5	6	25	4	17	43
Kauppalehti	Cover (000's)	229	73	156	33	94	103	10	29	34	23	65	68
	Cover %	100	32	68	14	41	45	4	12	15	10	28	30
Kotimaa	Cover (000's)	85	52	33	4	18	63	2	11	39	2	7	24
	Cover %	100	62	38	5	21	74	3	13	46	2	8	28
Maaseudun Tulevaisuus	Cover (000's)	309	115	194	36	88	184	14	28	73	22	60	112
	Cover %	100	37	63	12	29	60	5	9	24	7	19	36
Nykypäivä	Cover (000's)	29	14	15	3	6	19	1	4	9	2	3	10
	Cover %	100	47	53	12	22	66	5	13	30	6	10	36
<b>NEWSPAPERS' SUPPLEMENTS</b>													
Aamulehti sunnuntai Asiat <sup>2)</sup>	Cover (000's)	268	143	125	42	90	136	24	42	76	18	47	60
	Cover %	100	53	47	16	33	51	9	16	29	7	18	22
Aamulehti sunnuntai Ihmiset <sup>2)</sup>	Cover (000's)	269	145	124	44	90	135	25	43	76	19	47	58
	Cover %	100	54	46	16	34	50	9	16	28	7	17	22
Aamulehti Valo <sup>2)</sup>	Cover (000's)	271	143	128	47	88	136	25	40	77	22	47	59
	Cover %	100	53	47	17	32	50	9	15	28	8	17	22
Essi, Etelä-Saimaan liite <sup>2)</sup>	Cover (000's)	54	28	26	7	15	32	4	7	17	3	9	15
	Cover %	100	51	49	14	28	58	8	12	31	6	16	27
Helsingin Sanomat Kuukausiliite	Cover (000's)	1 259	644	615	238	457	564	121	222	300	117	235	264
	Cover %	100	51	49	19	36	45	10	18	24	9	19	21
Helsingin Sanomat Nyt-liite	Cover (000's)	866	438	428	177	291	398	87	144	208	91	147	190
	Cover %	100	51	49	20	34	46	10	17	24	10	17	22
Ilta-Sanomat TV-lehti	Cover (000's)	186	98	88	48	62	76	24	30	44	24	32	32
	Cover %	100	53	47	26	33	41	13	16	24	13	17	17
Iltalehti Ilona	Cover (000's)	147	105	42	33	54	60	24	37	44	9	17	16
	Cover %	100	72	28	22	37	41	16	25	30	6	12	11
Iltalehti Viikonvaihte	Cover (000's)	397	195	202	80	160	157	40	71	84	40	89	73
	Cover %	100	49	51	20	40	40	10	18	21	10	22	18
Kantri, Maaseudun Tulevaisuuden liite	Cover (000's)	165	64	101	13	57	94	6	20	38	7	37	57
	Cover %	100	39	61	8	35	57	4	12	23	4	22	35
Kauppalehti Optio	Cover (000's)	227	85	142	25	104	98	9	38	38	16	66	60
	Cover %	100	37	63	11	46	43	4	17	17	7	29	26
Messi, Länsi-Suomen liite <sup>2)</sup>	Cover (000's)	25	14	11	4	7	14	2	4	8	2	4	6
	Cover %	100	55	45	15	30	56	6	16	33	8	14	22
Muru, Ilkan liite <sup>2)</sup>	Cover (000's)	100	55	44	13	28	58	9	15	31	5	13	27
	Cover %	100	55	45	13	28	58	9	15	31	5	13	27
Muru, Pohjalaisen liite <sup>2)</sup>	Cover (000's)	53	30	24	6	16	31	4	9	17	2	7	14
	Cover %	100	56	44	12	31	58	7	17	31	4	13	27
PeTo, Kalevan liite <sup>2)</sup>	Cover (000's)	133	70	64	23	47	63	13	23	34	10	24	29
	Cover %	100	52	48	17	36	47	10	17	25	7	18	22
Satakunnan Kansan Sunnuntailiite <sup>2)</sup>	Cover (000's)	108	56	52	16	29	63	8	14	34	8	15	29
	Cover %	100	52	48	15	27	58	7	13	31	8	13	27
Treffii, Turun Sanomien liite <sup>2)</sup>	Cover (000's)	174	92	82	25	51	99	12	24	55	13	26	43
	Cover %	100	53	47	14	29	57	7	14	32	7	15	25
Virta, Satakunnan Kansan liite <sup>2)</sup>	Cover (000's)	93	49	44	15	25	53	7	13	29	8	12	24
	Cover %	100	53	47	16	27	57	7	14	31	9	13	26
Volt, Hufvudstadsbladetin liite <sup>2)</sup>	Cover (000's)	82	45	37	15	23	45	6	13	26	8	10	19
	Cover %	100	55	45	18	28	54	8	15	32	10	12	23
<b>NEWSPAPER PACKAGES</b>													
Kärkimedia viikkolehdet paketti	Cover (000's)	1651	859	792	297	530	824	151	263	445	145	267	379
	Cover %	100	52	48	18	32	50	9	16	27	9	16	23
Kärkemediapaketti <sup>3)</sup>	Cover (000's)	3148	1597	1550	573	926	1648	270	454	874	304	473	774
	Cover %	100	51	49	18	29	52	9	14	28	10	15	25

<sup>3)</sup> Kärkimedia viikkolehdet package includes: Etelä-Saimaan Essi, Länsi-Suomen Messi, Pohjalaisen Muru, Ilkan Muru, Helsingin Sanomien Nyt, Kalevan Peto, Turun Sanomien Treffii, Aamulehden Valo ja Satakunnan Kansan Virta

		Total	Sex		Age group			Sex and age group					
			Female	Male	12-29	30-49	50+	Female		Male		Male	
								12-29	30-49	50+	12-29	30-49	50+
<b>FAMILY AND GENERAL INTEREST</b>													
7 päivää	Cover (000's)	836	443	393	284	292	260	149	144	151	135	149	109
	Cover %	100	53	47	34	35	31	18	17	18	16	18	13
Alibi	Cover (000's)	193	70	124	72	65	57	26	20	24	46	45	33
	Cover %	100	36	64	37	34	29	13	10	12	24	23	17
Apu	Cover (000's)	587	319	268	61	120	406	34	61	224	27	59	181
	Cover %	100	54	46	10	21	69	6	10	38	5	10	31
Askel	Cover (000's)	64	50	14	2	12	50	2	9	39	0	3	10
	Cover %	100	78	22	3	19	78	3	14	61	0	5	16
ET-lehti	Cover (000's)	636	478	158	19	84	533	15	70	393	4	14	141
	Cover %	100	75	25	3	13	84	2	11	62	1	2	22
Hymy	Cover (000's)	411	194	217	80	112	220	40	43	112	40	69	108
	Cover %	100	47	53	19	27	53	10	10	27	10	17	26
Image	Cover (000's)	110	64	46	56	42	12	38	20	6	18	22	6
	Cover %	100	58	42	51	38	11	34	18	6	16	20	5
Katso	Cover (000's)	109	57	52	27	34	48	16	17	24	11	17	25
	Cover %	100	52	48	25	31	44	15	16	22	10	15	22
Kuriren	Cover (000's)	40	24	16	4	8	28	2	5	17	1	4	11
	Cover %	100	60	40	9	21	70	6	11	43	4	10	27
Seura	Cover (000's)	617	354	263	68	123	425	39	65	250	29	59	175
	Cover %	100	57	43	11	20	69	6	10	41	5	10	28
Suomen Kuvalehti	Cover (000's)	324	152	172	50	78	196	23	33	96	27	45	100
	Cover %	100	47	53	15	24	60	7	10	30	8	14	31
Valitut Palat	Cover (000's)	604	323	281	105	147	352	61	73	189	44	75	163
	Cover %	100	53	47	17	24	58	10	12	31	7	12	27
Viva!	Cover (000's)	95	80	15	5	12	78	4	11	65	1	1	13
	Cover %	100	84	16	5	13	82	5	12	68	1	1	14
<b>WOMEN'S GENERAL INTEREST</b>													
Anna	Cover (000's)	391	330	61	59	119	213	55	102	173	4	17	41
	Cover %	100	84	16	15	30	55	14	26	44	1	4	10
Cosmopolitan	Cover (000's)	276	228	48	209	51	16	174	41	14	36	10	3
	Cover %	100	83	17	76	18	6	63	15	5	13	4	1
Eeva	Cover (000's)	403	358	46	23	102	279	21	92	245	2	10	34
	Cover %	100	89	11	6	25	69	5	23	61	0	2	8
Elle	Cover (000's)	106	101	5	65	27	13	63	25	13	2	2	1
	Cover %	100	96	4	62	26	12	60	24	12	2	2	1
Gloria	Cover (000's)	302	256	46	66	105	131	62	87	107	4	19	23
	Cover %	100	85	15	22	35	43	20	29	36	1	6	8
Kodin Kuvalehti	Cover (000's)	562	447	115	92	200	270	76	158	213	16	42	57
	Cover %	100	80	20	16	36	48	13	28	38	3	7	10
Kodin Pellervo	Cover (000's)	147	92	56	12	39	97	7	21	63	4	17	34
	Cover %	100	62	38	8	26	66	5	15	43	3	12	23
Kotiliesi	Cover (000's)	438	358	79	48	101	288	41	84	233	7	17	55
	Cover %	100	82	18	11	23	66	9	19	53	2	4	13
Kotivinkki	Cover (000's)	415	341	74	78	183	155	69	145	128	9	38	27
	Cover %	100	82	18	19	44	37	17	35	31	2	9	6
Me Naiset	Cover (000's)	445	382	63	109	149	188	98	127	158	11	22	30
	Cover %	100	86	14	24	33	42	22	28	36	3	5	7
Olivia	Cover (000's)	133	122	11	57	52	25	53	47	22	3	6	2
	Cover %	100	92	8	43	39	18	40	35	17	2	4	2
Sara	Cover (000's)	155	141	14	29	65	60	28	59	54	1	7	6
	Cover %	100	91	9	19	42	39	18	38	35	1	4	4
Trendi	Cover (000's)	181	161	20	118	47	15	109	39	13	10	8	2
	Cover %	100	89	11	66	26	8	60	21	7	5	5	1

		Total	Sex		Age group			Sex and age group					
			Female	Male	12-29	30-49	50+	Female 12-29	Female 30-49	Female 50+	Male 12-29	Male 30-49	Male 50+
<b>WOMEN'S SPECIAL INTEREST</b>													
Fit <sup>1)</sup>	Cover (000's)	73	54	19	31	32	10	26	21	8	5	11	2
	Cover %	100	74	26	42	44	14	35	28	11	7	15	3
Hyvä Terveys	Cover (000's)	451	367	84	57	131	263	49	107	210	7	24	53
	Cover %	100	81	19	13	29	58	11	24	47	2	5	12
Kaksplus	Cover (000's)	138	106	32	49	63	26	41	48	18	8	16	8
	Cover %	100	77	23	35	46	19	30	35	13	6	11	6
Kauneus & Terveys	Cover (000's)	376	332	45	92	129	155	88	114	130	5	16	24
	Cover %	100	88	12	25	34	41	23	30	35	1	4	7
KG	Cover (000's)	73	64	9	13	29	31	12	26	27	1	3	4
	Cover %	100	88	12	18	40	42	16	35	37	2	5	6
Kotilääkäri	Cover (000's)	172	141	30	14	43	115	12	37	92	1	6	23
	Cover %	100	82	18	8	25	67	7	22	54	1	3	13
Kunto Plus	Cover (000's)	147	106	41	37	66	43	31	46	29	6	20	14
	Cover %	100	72	28	25	45	29	21	32	20	4	14	10
Lapsen Maailma	Cover (000's)	69	59	10	13	42	14	12	36	11	1	5	3
	Cover %	100	86	14	19	61	21	18	53	16	1	8	5
Meidän Perhe	Cover (000's)	154	130	24	42	98	14	36	81	13	6	17	2
	Cover %	100	84	16	27	63	9	24	53	8	4	11	1
Moda	Cover (000's)	210	191	19	59	56	96	53	51	86	5	5	9
	Cover %	100	91	9	28	27	45	25	24	41	3	2	4
Painonvartijat-lehti	Cover (000's)	97	78	19	15	39	44	12	32	33	3	7	10
	Cover %	100	80	20	15	40	45	12	33	34	3	7	11
Sport	Cover (000's)	123	100	23	53	49	21	43	40	17	10	9	4
	Cover %	100	81	19	43	40	17	35	33	14	8	7	3
Suuri Käsiyölehti	Cover (000's)	312	295	16	85	91	136	80	85	130	4	6	6
	Cover %	100	95	5	27	29	44	26	27	42	1	2	2
Vauva	Cover (000's)	158	122	37	67	77	14	55	54	12	12	23	2
	Cover %	100	77	23	42	48	9	35	34	8	8	14	1
Voi hyvin	Cover (000's)	250	210	40	19	85	146	17	73	121	2	13	25
	Cover %	100	84	16	8	34	58	7	29	48	1	5	10
<b>FOOD AND DRINK MAGAZINES</b>													
Glorian Ruoka & Viini	Cover (000's)	175	129	46	29	73	73	22	52	55	7	21	18
	Cover %	100	74	26	17	42	42	13	30	31	4	12	10
Maku	Cover (000's)	213	170	42	49	91	73	40	69	61	9	22	12
	Cover %	100	80	20	23	43	34	19	33	29	4	10	6
Viini	Cover (000's)	132	76	56	25	58	50	15	32	30	10	26	20
	Cover %	100	58	42	19	44	37	11	24	22	7	20	15
<b>LIVING, BUILDING AND GARDENING</b>													
Avotakka	Cover (000's)	460	329	131	76	175	209	59	121	149	17	54	60
	Cover %	100	72	28	17	38	45	13	26	32	4	12	13
Deko.	Cover (000's)	108	85	23	32	51	25	26	38	20	6	13	5
	Cover %	100	78	22	30	47	23	24	36	19	5	12	4
Divaani	Cover (000's)	64	52	12	19	31	14	16	25	11	3	6	3
	Cover %	100	81	19	29	49	22	25	39	17	4	10	4
Glorian Antiikki	Cover (000's)	136	102	34	9	44	84	8	31	64	1	13	20
	Cover %	100	75	25	6	32	61	6	23	47	1	10	15
Glorian Koti	Cover (000's)	166	136	31	29	75	63	25	60	51	3	16	12
	Cover %	100	82	18	17	45	38	15	36	31	2	9	7
Koti ja Keittiö	Cover (000's)	169	141	28	23	80	66	19	66	55	4	14	10
	Cover %	100	83	17	14	48	39	11	39	33	2	8	6
Kotipuutarha	Cover (000's)	199	133	66	14	62	124	11	39	83	3	22	41
	Cover %	100	67	33	7	31	62	5	20	42	2	11	20
Meidän Mökki	Cover (000's)	305	162	143	26	107	173	15	56	91	11	50	82
	Cover %	100	53	47	8	35	57	5	18	30	3	17	27
Meidän Talo	Cover (000's)	332	171	161	28	142	161	19	72	80	10	70	81
	Cover %	100	51	49	9	43	49	6	22	24	3	21	24
OMA KOTI Kullan Kallis	Cover (000's)	37	28	9	8	17	12	7	14	8	2	3	5
	Cover %	100	76	24	22	45	33	18	38	21	4	7	12
Osaava Kodinrakentaja	Cover (000's)	43	18	26	10	22	11	5	9	4	6	13	7
	Cover %	100	41	59	24	51	25	11	21	9	13	30	16
Plaza Koti	Cover (000's)	52	42	11	12	29	11	10	22	9	2	6	2
	Cover %	100	80	20	24	55	21	19	43	18	4	12	4
Suomela	Cover (000's)	1212	621	591	98	510	605	60	254	308	38	256	297
	Cover %	100	51	49	8	42	50	5	21	25	3	21	24
Talo & Koti	Cover (000's)	105	77	28	13	55	37	11	40	27	2	15	11
	Cover %	100	73	27	13	52	35	11	38	25	2	15	10
TM Rakennusmaailma	Cover (000's)	213	33	180	36	93	84	6	14	13	30	78	71
	Cover %	100	16	84	17	43	40	3	7	6	14	37	33
ViherPiha	Cover (000's)	345	244	101	25	118	202	20	82	142	5	35	60
	Cover %	100	71	29	7	34	59	6	24	41	1	10	18

		Total	Sex		Age group			Sex and age group					
			Female	Male	12-29	30-49	50+	Female 12-29	Female 30-49	Female 50+	Male 12-29	Male 30-49	Male 50+
<b>CARS AND TECHNICS</b>													
Auto Bild Suomi	Cover (000's)	136	14	122	45	56	35	5	5	4	40	51	31
	Cover %	100	11	89	33	41	26	4	4	3	29	37	23
GTi-Magazine	Cover (000's)	230	34	195	161	58	11	25	7	2	137	50	8
	Cover %	100	15	85	70	25	5	11	3	1	60	22	4
Kevyt Kuljetuskalusto	Cover (000's)	138	14	124	18	65	55	2	7	5	16	58	50
	Cover %	100	10	90	13	47	40	1	5	4	12	42	36
Mobilisti	Cover (000's)	121	17	104	25	55	41	5	8	4	20	47	37
	Cover %	100	14	86	20	46	34	4	7	4	16	39	30
Moottori	Cover (000's)	186	22	163	41	76	69	4	9	9	37	67	60
	Cover %	100	12	88	22	41	37	2	5	5	20	36	32
Tekniikan Maailma	Cover (000's)	667	120	547	161	244	263	24	43	53	137	200	210
	Cover %	100	18	82	24	37	39	4	7	8	21	30	31
Tuulilasi	Cover (000's)	487	74	413	116	178	193	18	26	30	98	151	164
	Cover %	100	15	85	24	36	40	4	5	6	20	31	34
V8-Magazine	Cover (000's)	183	28	154	83	75	25	13	11	5	70	63	21
	Cover %	100	16	84	45	41	14	7	6	2	38	35	11
Vauhdin Maailma	Cover (000's)	150	19	131	44	62	43	5	7	7	39	56	37
	Cover %	100	13	87	29	42	29	4	5	5	26	37	24
<b>HOBBIES AND LEISURE</b>													
Caravan	Cover (000's)	157	64	93	18	55	85	8	22	34	9	33	51
	Cover %	100	41	59	11	35	54	5	14	21	6	21	33
Episodi	Cover (000's)	74	29	45	52	20	2	22	6	1	30	14	1
	Cover %	100	39	61	70	27	3	29	8	1	41	18	2
Erä	Cover (000's)	311	53	258	64	113	134	7	22	25	57	92	109
	Cover %	100	17	83	21	36	43	2	7	8	18	30	35
Jääkiekkolehti	Cover (000's)	113	22	91	51	45	17	7	10	5	44	35	12
	Cover %	100	20	80	45	40	15	6	9	5	38	31	10
Kamera-lehti	Cover (000's)	88	25	63	22	31	35	9	7	8	12	24	27
	Cover %	100	29	71	25	35	40	11	8	9	14	27	31
Kiekkolehti	Cover (000's)	85	21	64	33	37	15	5	12	3	28	25	11
	Cover %	100	24	76	39	43	17	6	14	4	33	29	13
Kippari	Cover (000's)	82	13	69	11	35	37	2	5	6	9	29	31
	Cover %	100	16	84	13	42	45	2	7	7	11	36	38
Koiramme	Cover (000's)	387	235	151	115	148	123	81	87	67	34	62	56
	Cover %	100	61	39	30	38	32	21	22	17	9	16	14
Matkaopas	Cover (000's)	113	74	39	23	41	49	17	25	32	6	15	17
	Cover %	100	65	35	20	36	44	15	22	28	6	14	15
Metsästys ja Kalastus	Cover (000's)	433	102	331	101	133	199	20	31	50	82	101	148
	Cover %	100	23	77	23	31	46	5	7	12	19	23	34
Mondo	Cover (000's)	89	56	34	27	40	22	19	22	15	9	18	8
	Cover %	100	62	38	30	45	25	21	25	16	10	20	8
Retki	Cover (000's)	40	13	28	8	20	13	2	6	4	6	13	8
	Cover %	100	32	68	20	48	31	5	15	11	15	33	21
Rumba	Cover (000's)	57	17	40	29	25	3	11	5	1	18	20	3
	Cover %	100	30	70	51	44	6	19	9	1	31	35	4
Soundi	Cover (000's)	146	49	97	92	45	9	36	11	2	56	34	7
	Cover %	100	34	66	63	31	6	24	7	2	39	23	4
Suomen Golflehti	Cover (000's)	117	42	76	24	41	53	6	15	21	18	26	32
	Cover %	100	36	64	20	35	45	5	12	18	15	22	27
Suomen Luonto	Cover (000's)	102	54	48	14	31	57	8	16	30	6	15	27
	Cover %	100	53	47	14	31	56	8	16	30	6	15	26
Urheilulehti	Cover (000's)	119	21	99	47	44	29	8	8	5	39	36	24
	Cover %	100	17	83	39	36	24	7	7	4	33	30	20
Vene	Cover (000's)	151	30	121	20	58	74	3	11	15	16	46	59
	Cover %	100	20	80	13	38	49	2	7	10	11	31	39
Veikkaaja	Cover (000's)	220	42	178	66	85	69	9	16	16	57	69	53
	Cover %	100	19	81	30	39	31	4	7	7	26	31	24
<b>SCIENCE AND CULTURE</b>													
GEO	Cover (000's)	79	39	41	22	33	24	11	17	10	11	16	14
	Cover %	100	49	51	28	41	31	14	21	13	14	20	17
National Geographic	Cover (000's)	122	48	75	46	48	29	20	17	11	25	31	18
	Cover %	100	39	61	37	39	24	16	14	9	21	25	15
Tiede	Cover (000's)	262	105	157	86	89	87	32	37	36	54	52	51
	Cover %	100	40	60	33	34	33	12	14	14	21	20	19
Tieteen Kuvalehti	Cover (000's)	472	175	297	190	164	118	68	62	44	121	102	73
	Cover %	100	37	63	40	35	25	14	13	9	26	22	16
<b>CHILDREN AND YOUTH</b>													
Aku Ankka	Cover (000's)	1076	464	612	493	402	182	201	178	86	292	224	96
	Cover %	100	43	57	46	37	17	19	17	8	27	21	9
Demi	Cover (000's)	199	173	26	151	34	14	136	26	10	15	8	3
	Cover %	100	87	13	76	17	7	69	13	5	7	4	2
Miss MIX	Cover (000's)	107	99	8	89	15	3	85	12	2	4	3	0
	Cover %	100	93	7	84	14	3	80	11	2	4	3	0
Suosikki	Cover (000's)	197	135	62	141	43	13	102	25	8	39	18	5
	Cover %	100	69	31	71	22	7	52	13	4	20	9	3

		Total	Sex		Age group			Sex and age group					
			Female	Male	12-29	30-49	50+	Female 12-29	Female 30-49	Female 50+	Male 12-29	Male 30-49	Male 50+
<b>INFORMATION TECHNOLOGY AND COMPUTER GAMES</b>													
MikroBitti	Cover (000's)	333	54	278	130	120	82	18	18	19	112	102	64
	Cover %	100	16	84	39	36	25	5	5	6	34	31	19
MikroPC	Cover (000's)	119	19	100	26	53	40	4	7	8	21	46	33
	Cover %	100	16	84	21	45	34	3	6	7	18	39	27
Pelaaja	Cover (000's)	69	8	62	52	15	3	5	2	1	47	13	2
	Cover %	100	11	89	75	21	4	7	3	1	67	18	3
Pelit	Cover (000's)	145	24	121	106	32	6	15	6	2	91	26	4
	Cover %	100	16	84	73	22	4	10	4	2	63	18	3
Tietokone	Cover (000's)	135	19	116	37	57	42	4	7	9	33	50	33
	Cover %	100	14	86	27	42	31	3	5	6	25	37	25
<b>ECONOMY AND BUSINESS</b>													
Arvopaperi	Cover (000's)	90	26	64	10	37	43	3	10	13	8	27	30
	Cover %	100	29	71	11	41	48	3	11	15	8	30	33
Suomen YrittäjäSanomat	Cover (000's)	115	44	71	13	52	50	6	21	17	7	31	33
	Cover %	100	38	62	11	45	44	5	18	15	6	27	29
Talouselämä	Cover (000's)	193	77	116	17	77	99	7	31	39	10	46	60
	Cover %	100	40	60	9	40	51	4	16	20	5	24	31
Taloustaito	Cover (000's)	245	111	134	20	88	138	8	40	63	12	48	75
	Cover %	100	45	55	8	36	56	3	16	26	5	20	30
Tekniikka & Talous	Cover (000's)	122	28	94	27	54	41	7	11	10	20	43	32
	Cover %	100	23	77	22	44	34	6	9	8	16	35	26
<b>MUUT AMMATTI- JA JARJESTOLEHDET</b>													
Konepörssi	Cover (000's)	224	22	202	45	103	76	4	11	7	41	92	69
	Cover %	100	10	90	20	46	34	2	5	3	18	41	31
Koneviesti	Cover (000's)	220	35	185	49	87	85	8	13	14	41	74	70
	Cover %	100	16	84	22	39	38	4	6	7	19	34	32
Käytännön Maamies	Cover (000's)	100	24	76	16	39	45	4	8	13	12	31	32
	Cover %	100	24	76	16	39	46	4	8	13	12	31	33
Maatilan Pellervo	Cover (000's)	134	60	73	13	42	78	6	17	37	8	25	41
	Cover %	100	45	55	10	32	58	4	13	28	6	19	31
Metsälehti	Cover (000's)	195	60	135	12	49	134	2	12	45	10	37	89
	Cover %	100	31	69	6	25	69	1	6	23	5	19	45
Metsälehti Makasiini	Cover (000's)	89	25	64	7	27	55	1	7	17	6	20	38
	Cover %	100	28	72	8	30	61	2	8	19	7	22	43
Opettaja	Cover (000's)	177	111	66	24	79	75	17	51	43	7	28	31
	Cover %	100	63	37	13	44	42	9	29	25	4	16	18
Rakennuslehti	Cover (000's)	69	15	54	16	25	29	3	6	6	12	18	23
	Cover %	100	22	78	23	36	42	5	9	8	18	26	34
Työ Terveys Turvallisuus	Cover (000's)	195	83	112	15	90	91	5	39	40	10	51	51
	Cover %	100	43	57	8	46	47	2	20	20	5	26	26
Urakointi Uutiset	Cover (000's)	71	7	64	12	32	27	1	4	3	11	28	24
	Cover %	100	10	90	16	46	38	1	5	4	16	40	34
<b>CUSTOMER MAGAZINES</b>													
Me-lehti	Cover (000's)	1061	675	386	175	457	429	124	279	272	51	178	157
	Cover %	100	64	36	16	43	40	12	26	26	5	17	15
Pirkka	Cover (000's)	2838	1686	1152	461	955	1422	310	544	832	151	412	590
	Cover %	100	59	41	16	34	50	11	19	29	5	15	21
Yhteishyvä	Cover (000's)	2105	1323	783	300	733	1072	213	450	660	87	283	412
	Cover %	100	63	37	14	35	51	10	21	31	4	13	20

		Total	Sex		Age group			Sex and age group					
			Female	Male	12-29	30-49	50+	Female		Male		Male	
								12-29	30-49	50+	12-29	30-49	50+
<b>OTHER MAGAZINES</b>													
Voima	Cover (000's)	81	38	43	34	32	15	17	14	7	17	18	8
	Cover %	100	47	53	43	39	18	21	17	8	21	22	10
Autopokkari	Cover (000's)	169	20	149	66	56	46	9	6	6	57	51	41
	Cover %	100	12	88	39	33	27	5	3	3	34	30	24
City-lehti	Cover (000's)	367	179	188	181	142	44	98	59	22	83	83	22
	Cover %	100	49	51	49	39	12	27	16	6	23	23	6
Keltainen Pörssi	Cover (000's)	136	30	106	36	40	60	8	8	15	28	33	45
	Cover %	100	22	78	26	30	44	6	6	11	21	24	33
<b>PACKETS</b>													
A-asuminen	Cover (000's)	1037	644	393	125	384	528	89	231	324	35	153	204
	Cover %	100	62	38	12	37	51	9	22	31	3	15	20
Tähtipaketti	Cover (000's)	904	478	426	297	313	294	156	154	168	141	159	126
	Cover %	100	53	47	33	35	33	17	17	19	16	18	14
Metsälehti + Metsälehti Makasiini	Cover (000's)	226	72	155	16	57	154	3	16	53	13	41	101
	Cover %	100	32	68	7	25	68	1	7	23	6	18	45
Massapaketti	Cover (000's)	3153	1753	1400	679	945	1528	367	499	887	312	446	642
	Cover %	100	56	44	22	30	48	12	16	28	10	14	20
Päättäjapaketti	Cover (000's)	847	496	351	142	278	428	93	160	244	49	118	184
	Cover %	100	59	41	17	33	50	11	19	29	6	14	22
Viikkoiskupaketti	Cover (000's)	2257	1290	967	504	645	1109	286	357	648	218	288	461
	Cover %	100	57	43	22	29	49	13	16	29	10	13	20

A-Asumisen paketti: Avotakka, Meidän Talo, Meidän Mökki, ViherPiha

Tähtipaketti: 7 päivää, Katso

Massapaketti (15 magazines): 7 päivää, Anna, Apu, Eeva, ET-lehti, Hymy, Hyvä Terveys, Me Naiset, Kauneus&Terveys, Kodin Kuvalehti, Kotiliesi, Seura, Suomen Kuvalehti, Tekniikan Maaailma, Tuulilasi

Päättäjapaketti (4 magazines): Gloria, Suomen Kuvalehti, Taloustaito, Viini

Viikkoiskupaketti (8 magazines): 7 päivää, Anna, Apu, Katso, Me Naiset, Seura, Suomen Kuvalehti, Urheilulehti