

# Magazine moment

taloustutkimus

2021

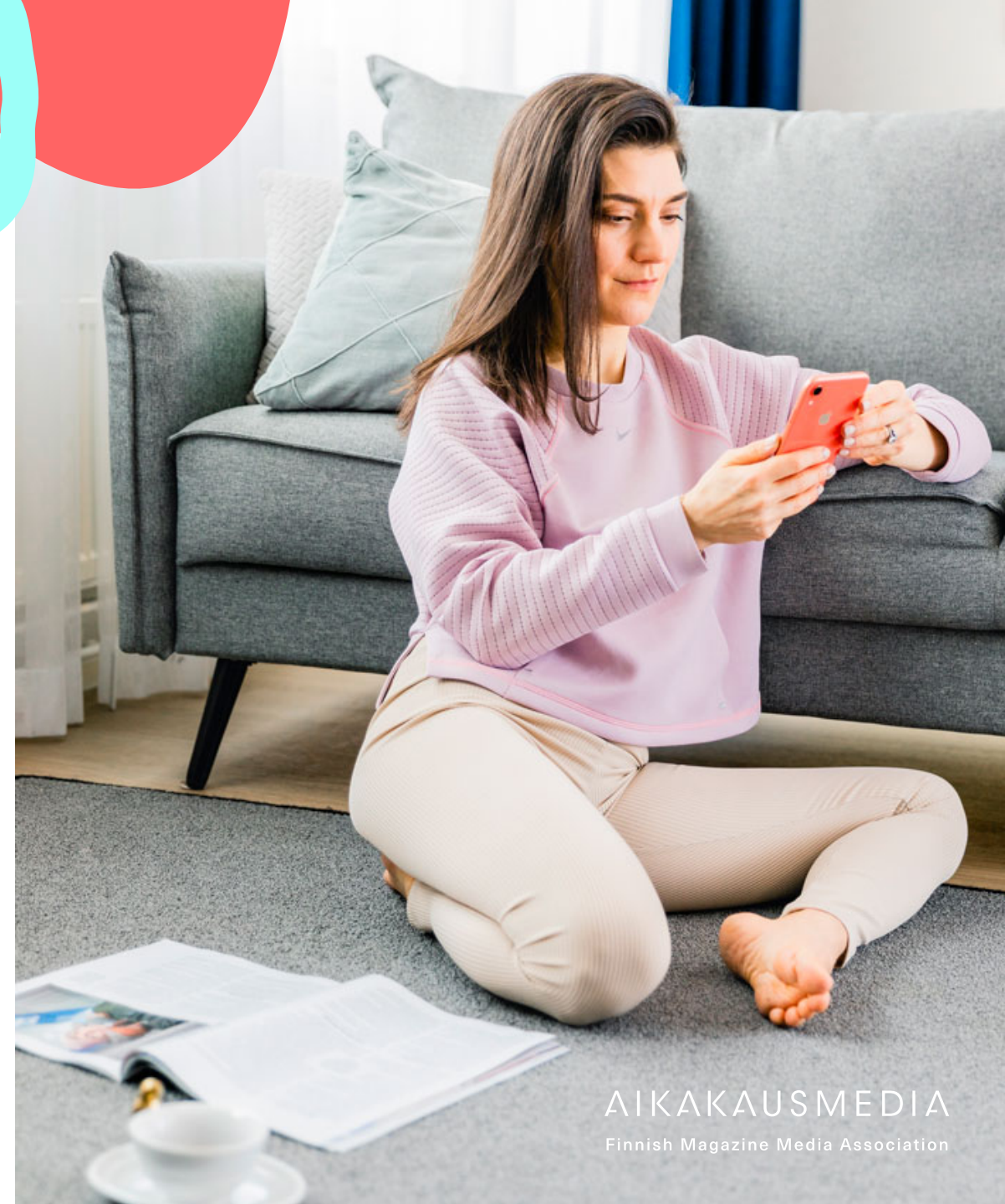
AIKAKAUSMEDIA  
Finnish Magazine Media Association

# The implementation of the survey and the respondents

The data for this study was collected by means of an online panel conducted by Taloustutkimus during the period 17–25 May 2021.

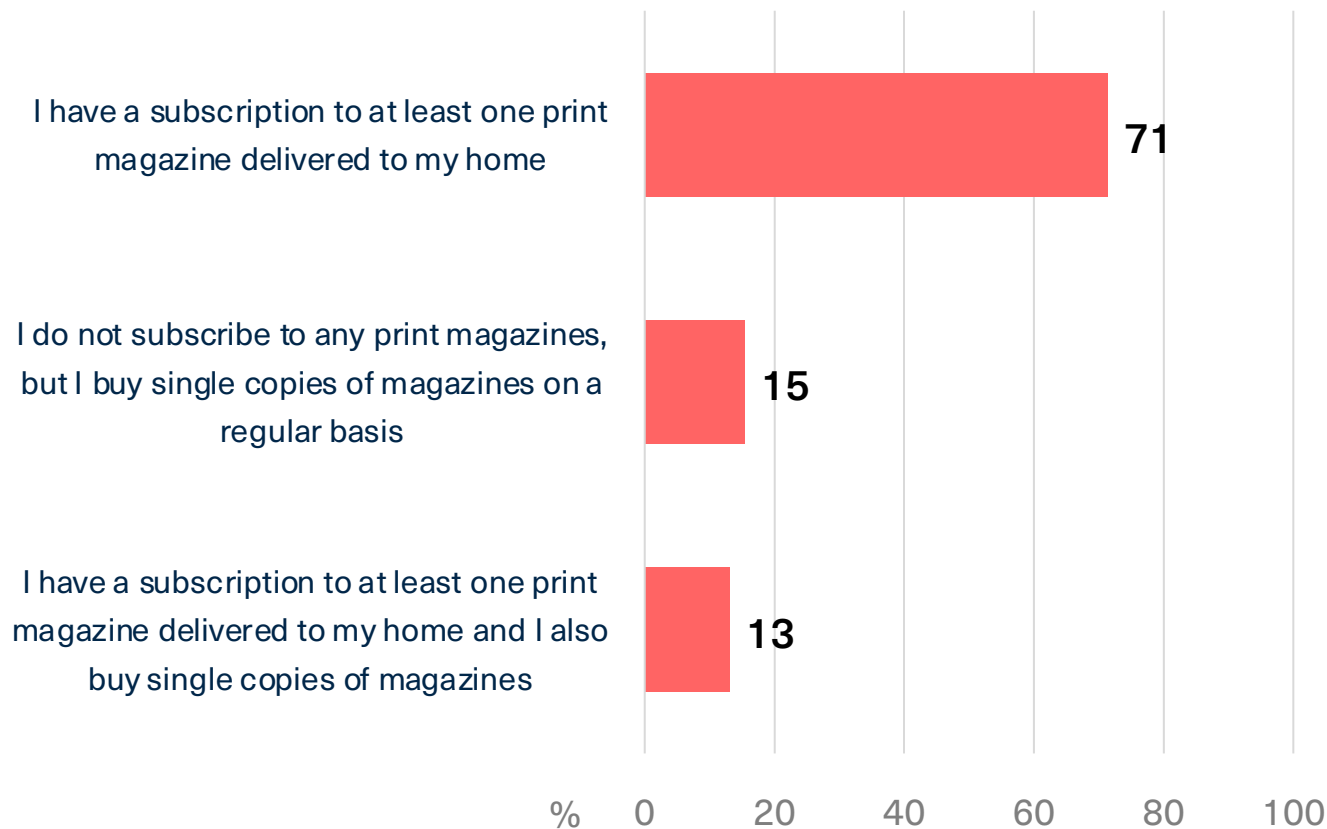
A total of 1,166 people responded to the survey.

Women	n = 590
Men	n = 575
Other	n = 0
15–24 years	n = 160
25–34 years	n = 157
35–44 years	n = 170
45–54 years	n = 175
55–64 years	n = 167
65–69 years	n = 167
70+ years	n = 170



# The survey respondents included both subscribers and single-copy buyers

What kind of a reader are you? | n = 1,166



84% of the respondents were subscribers, i.e. they have a subscription to at least one magazine.

29% of the respondents buy single copies of magazines.

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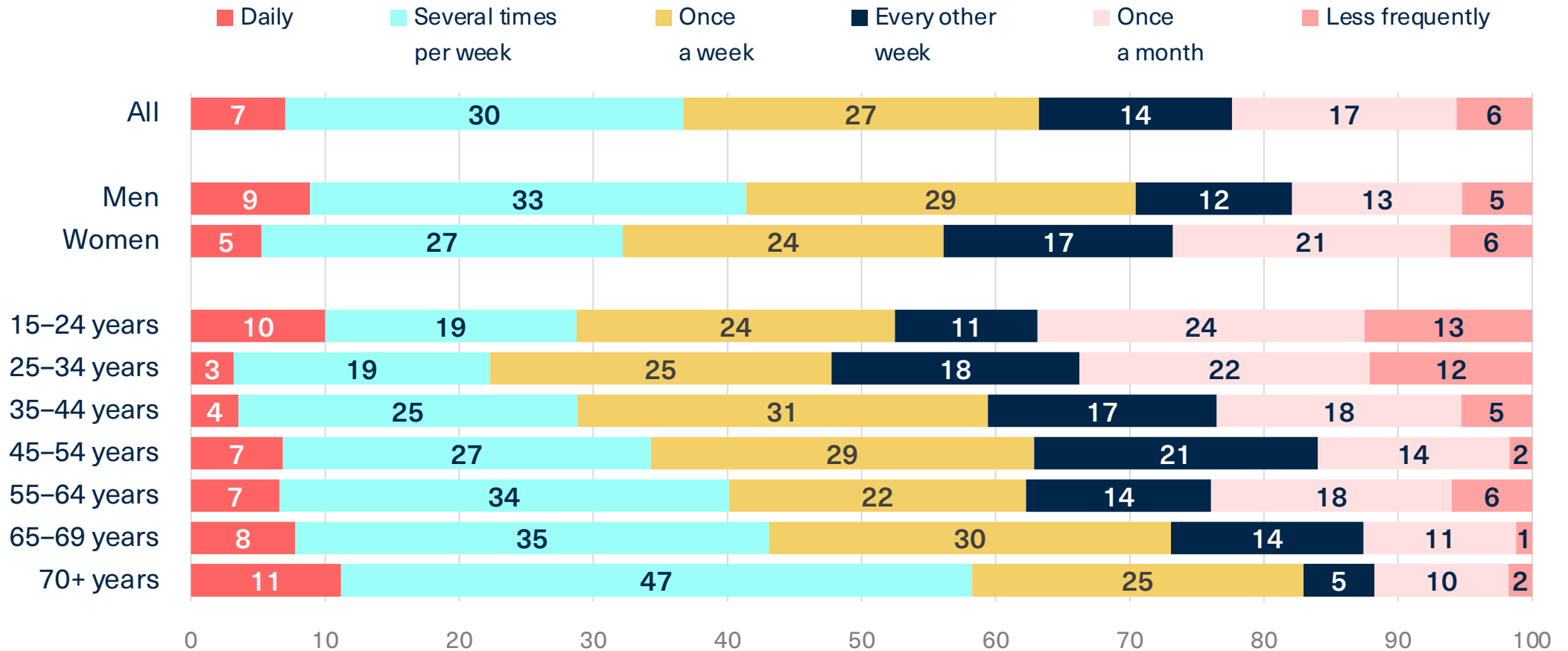
Summary

# Reading habits



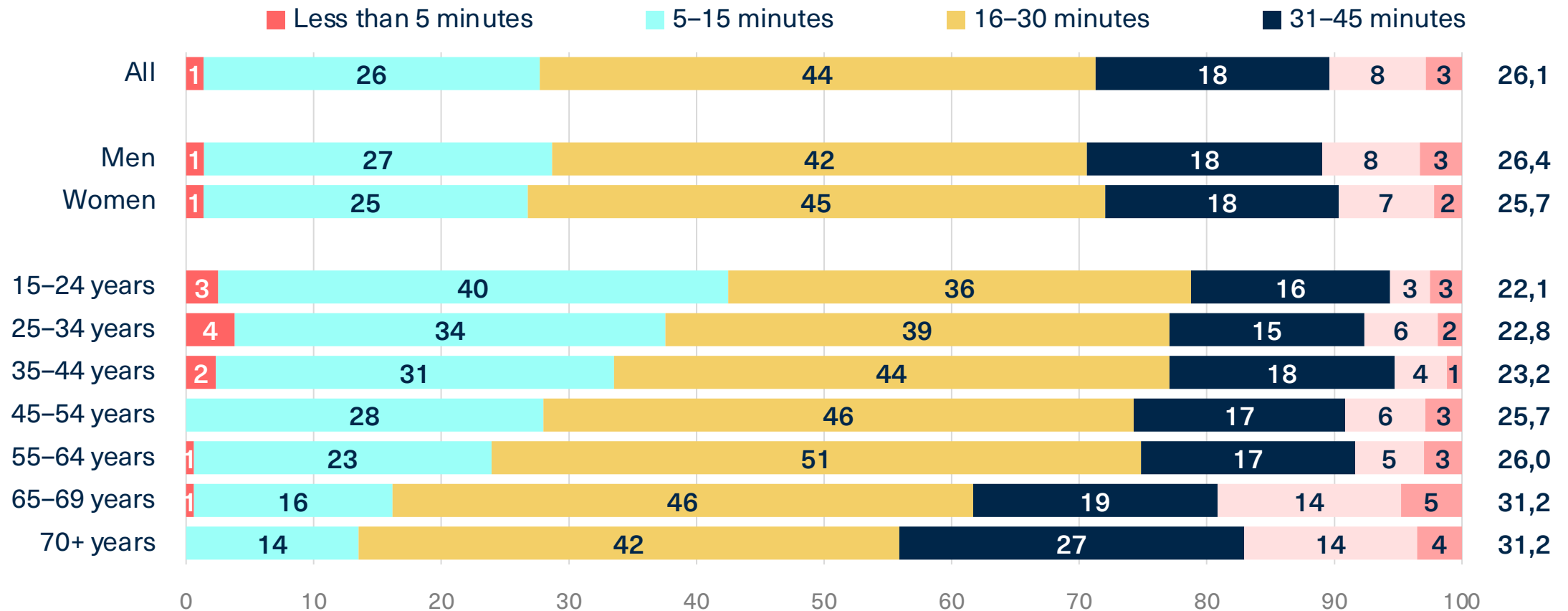
# 63% read magazines at least on a weekly basis, 94% at least on a monthly basis

How often do you read magazines? | n = 1,166



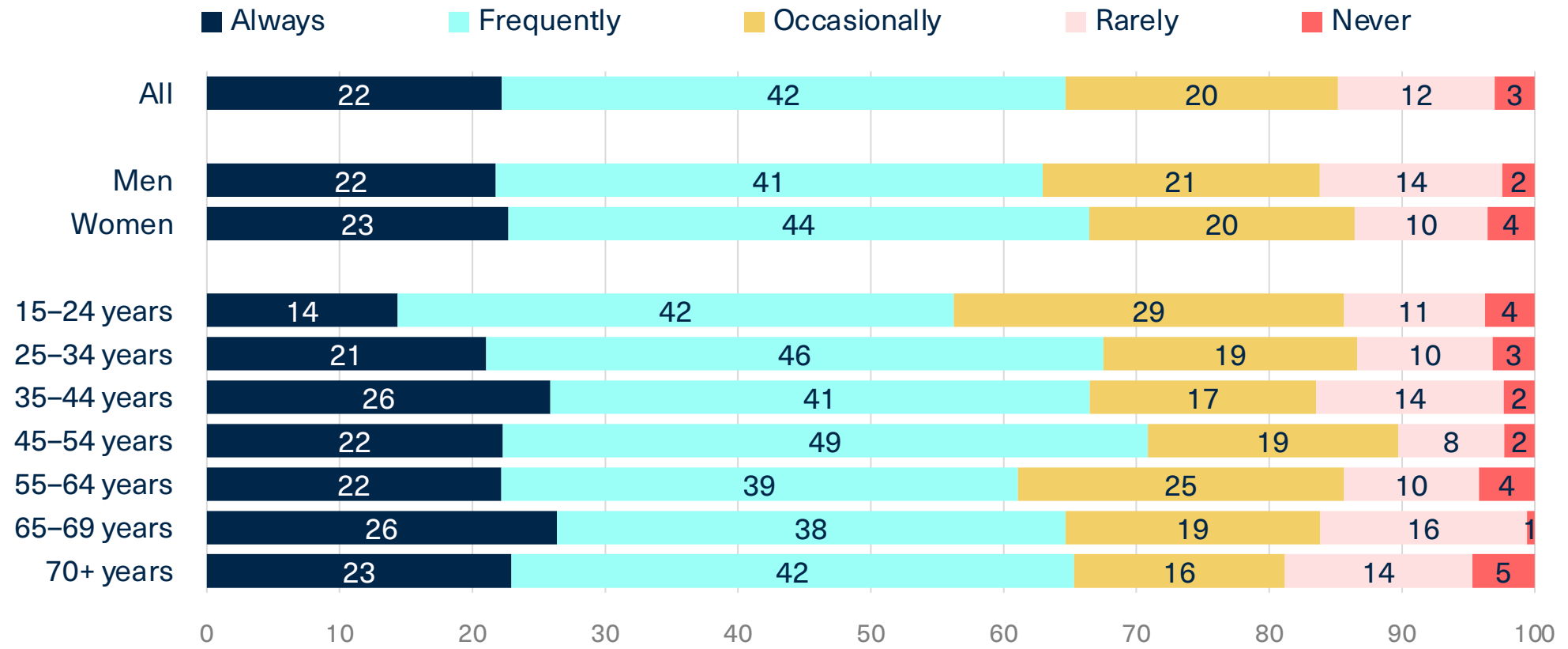
# The average duration of a reading session is 26 minutes

How long do you typically spend on reading magazines in a single session? | n = 1,166



# 65% read their magazines in their entirety always or often

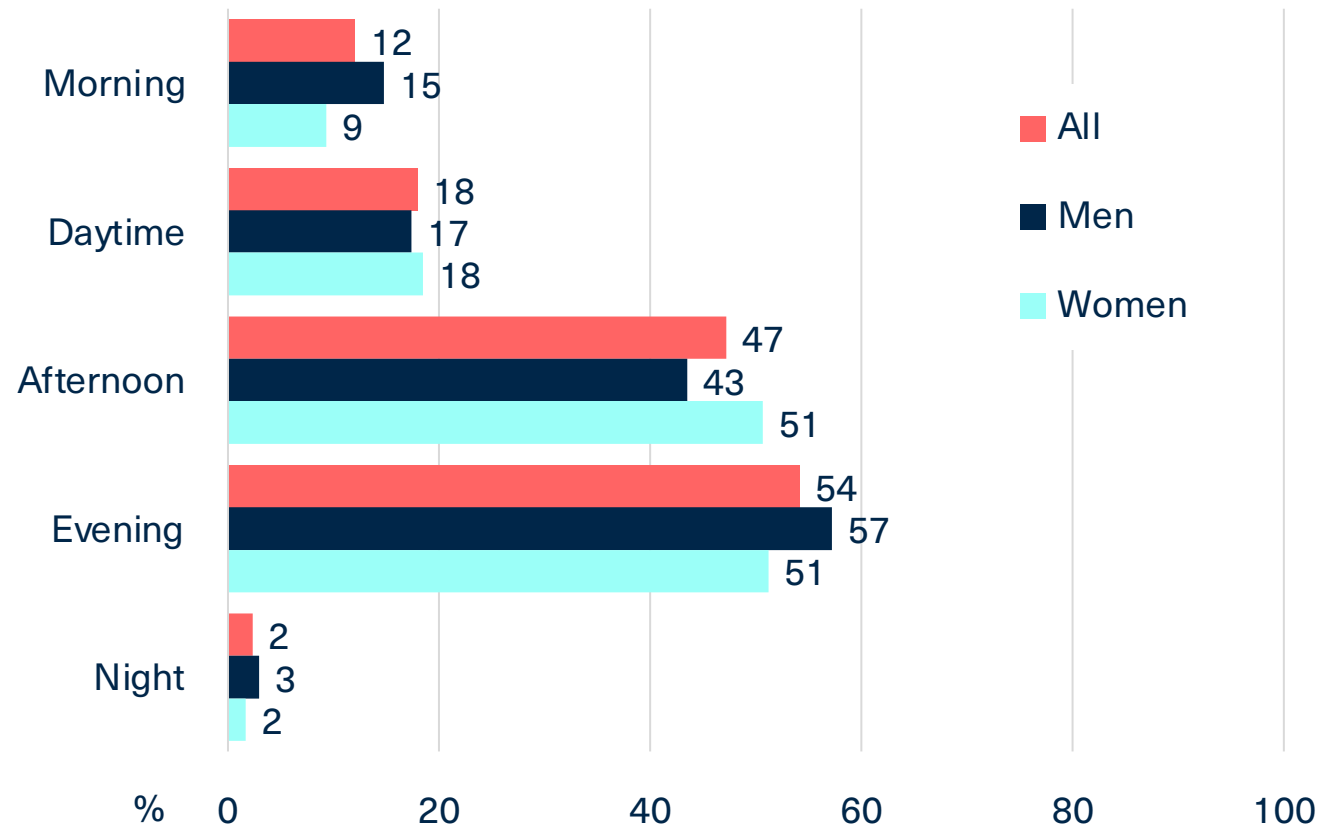
I read the magazines I subscribe to, or buy single copies of, in their entirety | n = 1,166





# People read magazines in the evening when they can set aside time for it

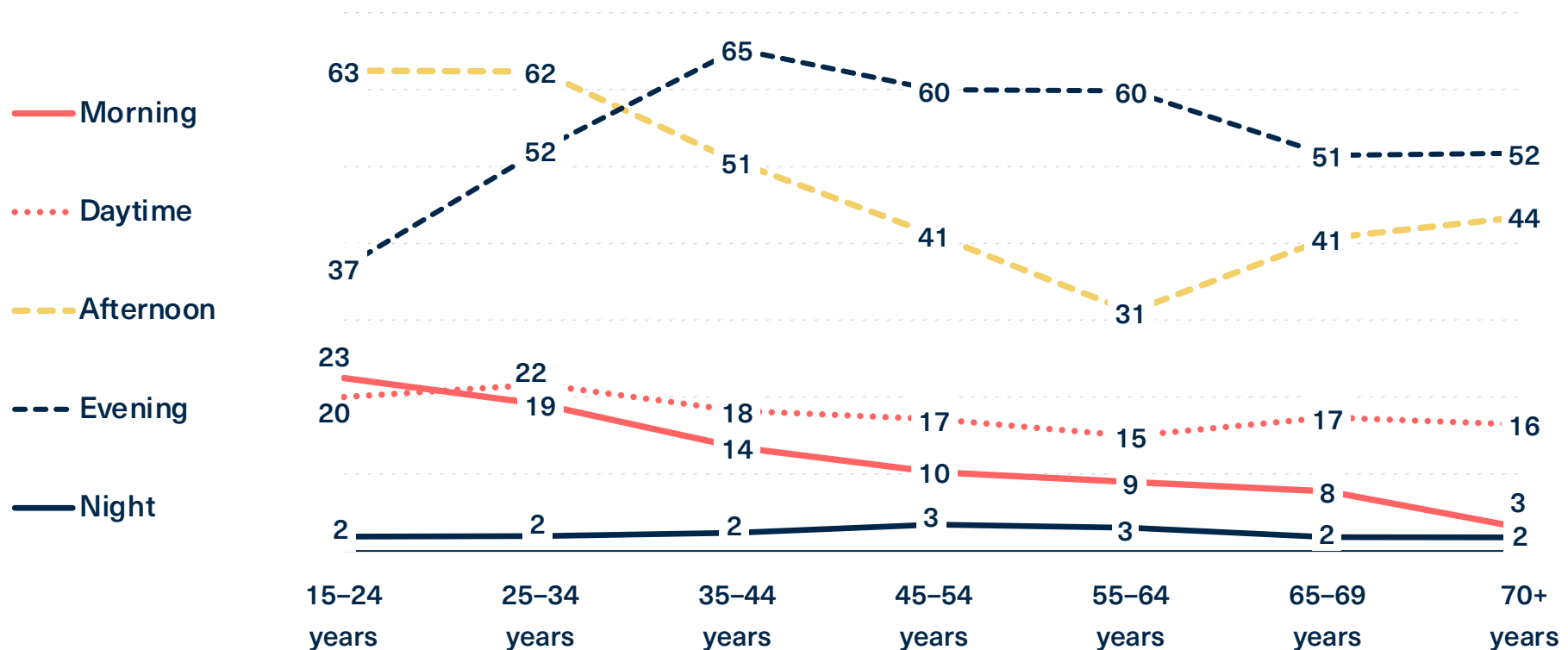
When do you typically read the magazine of your choice? | n = 1,166



People mostly read print magazines in the afternoon or evening.

# Magazine reading in the morning is the most common among young people, while people who are in the busy years of family life mostly read in the evening

When do you typically read the magazine of your choice? | n = 1,166



# Reasons for why evenings are the preferred time to read: **people read magazines to recover from the day's work and household chores**

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“Helps me relax at the end of the day”  
– woman, 19

“I like to rest after work by reading a magazine.”  
–woman, 22

“I like to relax in the evening when the day's work is done. It also gives me the chance to plan what to cook in the following days”  
– woman, 35

“It's a good time to relax at the end of the workday.”  
– man, 50

“In the evening when the day's work and chores are done, you can relax with a magazine with a clear conscience.”  
– man, 65

# Reasons for why evenings are the preferred time to read: **in the evening, people have the opportunity to focus on reading**

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“I don’t have the time to focus properly at other times of the day and I like to really get engrossed in a magazine”  
– man, 39

“That’s when I have time to relax and focus on the things I enjoy”  
– woman, 54

“If I buy a magazine at the supermarket, I read it when I get home in the afternoon or save it for the evening when I have time to spare.”  
– woman, 64

“There are no distractions”  
– man, 72

“That’s when I usually have time to read and focus on what I read”  
– woman, 24

“When the kids have gone to bed, I have quiet time to spend on reading.”  
– man, 45

# Reasons for why evenings are the preferred time to read: **reading a magazine is a way to calm down before going to bed**

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“I read in bed when I’m getting ready to sleep. It’s a quiet time when I can focus on reading and there are no other stimuli to distract me.”

– woman, 33

“I have quiet time before going to sleep. This is when my partner is already asleep or also reading.”

– man, 65

“Relaxing after the day’s chores, before sleeping.”

– man, 42

“The best time to read is just before sleeping, in bed. That’s when I can relax for a while with a magazine.”

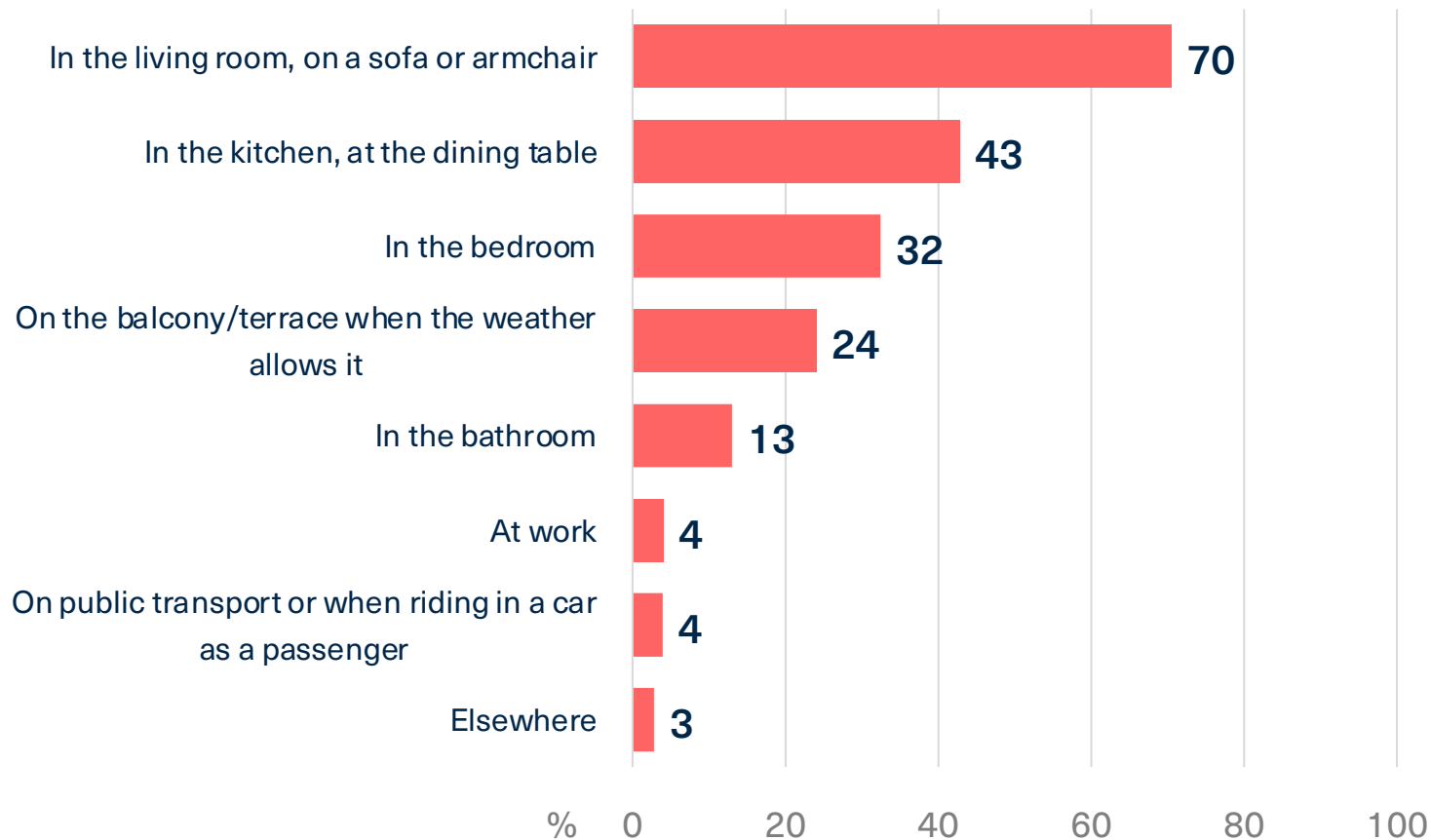
– woman, 42

“Reading in the evening before sleeping is a nice relaxing activity.”

– woman, 22

# People prefer to read magazines at home

Where do you usually read the magazine of your choice? | n = 1,166

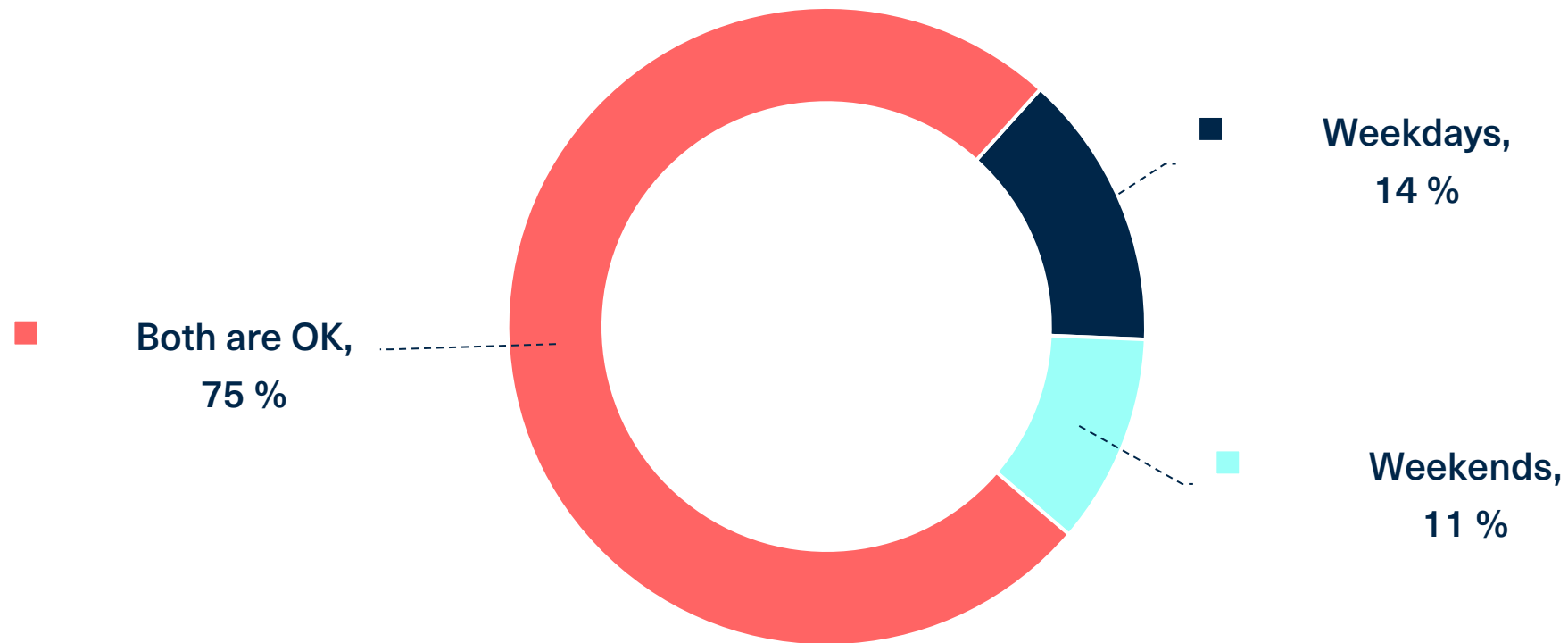


People read magazines at home: in the living room, kitchen and bedroom.

Women are more likely than men to read on their terrace, while men are more likely to read in the bathroom.

# Weekdays and weekends are not defining factors for reading a magazine – people like to have magazine moments at both times

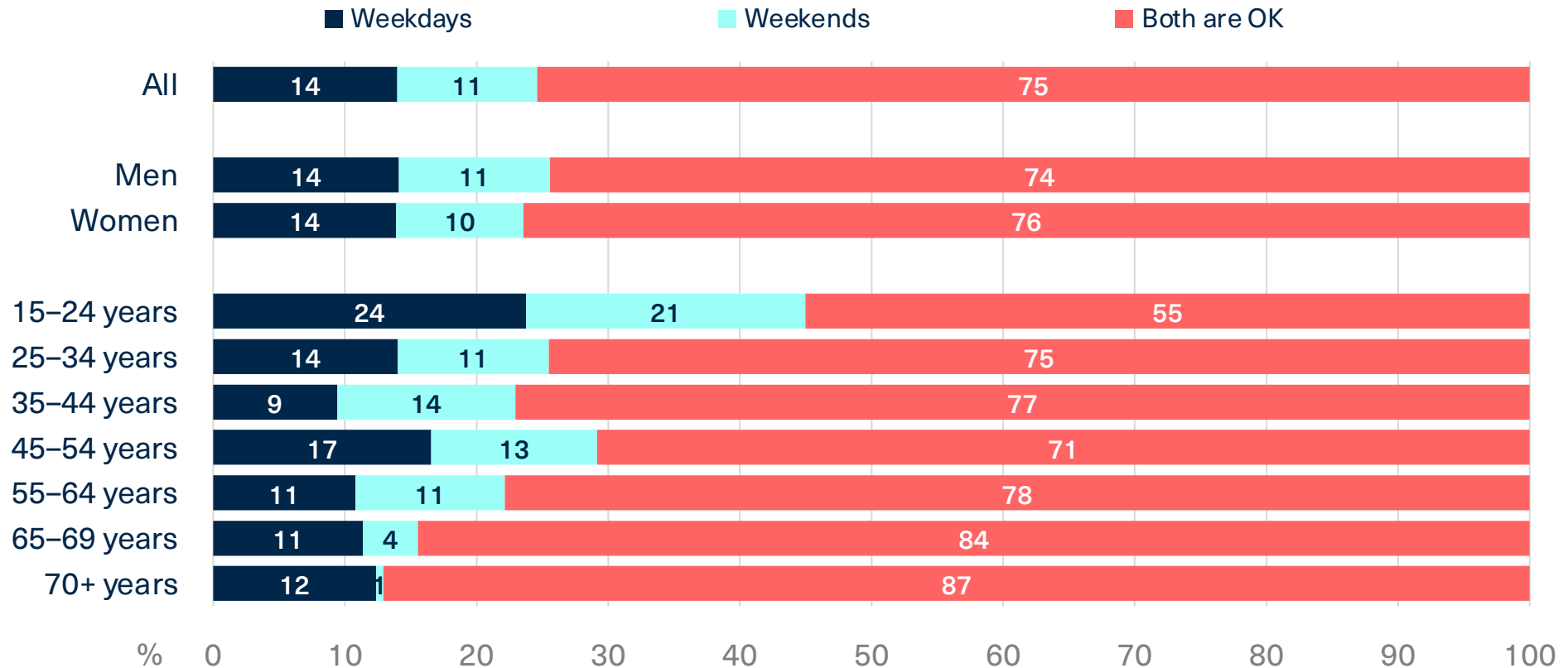
Do you read on weekdays or weekends? | n = 1,166



# In the choice of when to read, what's more important than the day of the week is being able to allocate time to reading

– nevertheless, among young age groups, slightly less than half of the respondents prefer reading either on weekdays or weekends

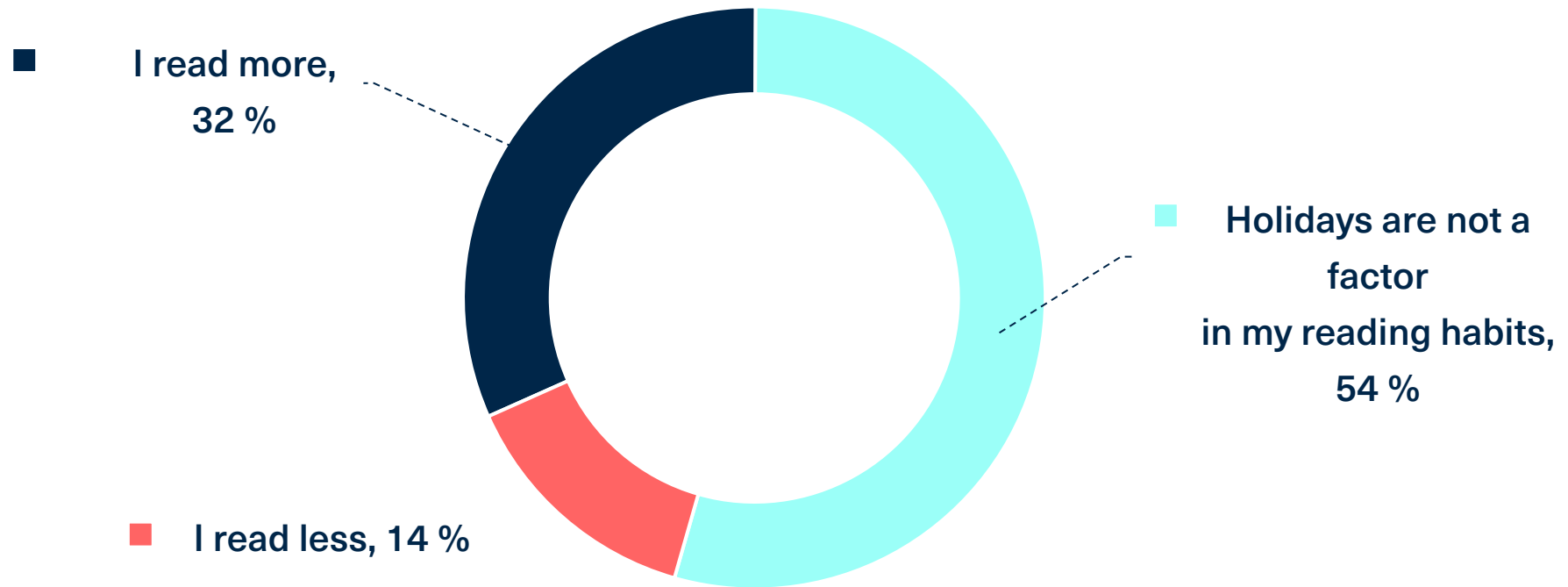
Do you read on weekdays or weekends? | n = 1,166





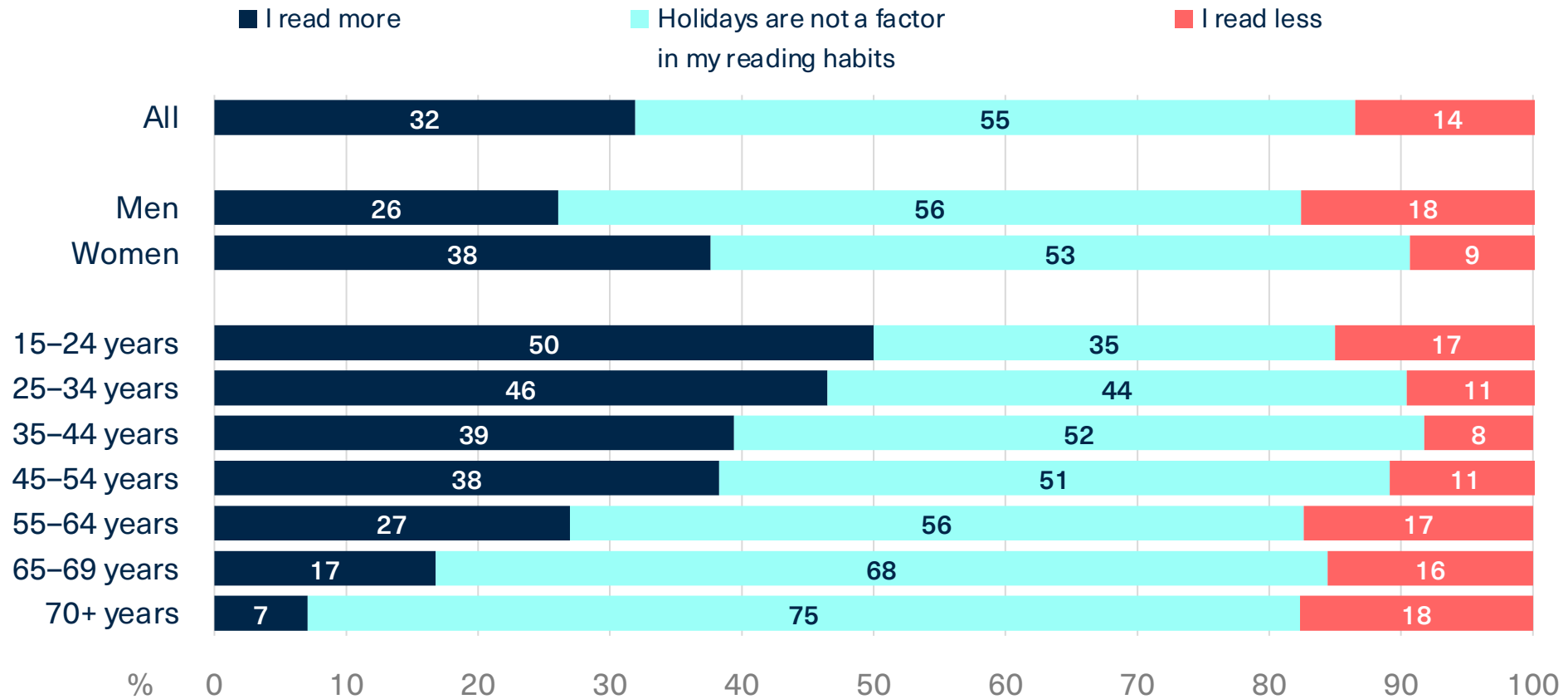
# Nearly 1/3 of the respondents read more when they are on holiday

How do holiday periods affect reading? | n = 1,166



# Women and young people, in particular, read more when they are on holiday

How do holiday periods affect reading? | n = 1,166



# Which statement better describes the way you read the magazine of your choice?

Magazine moment 2021

n = 1,166

■ When I read, I also do other things at the same time

■ When I read a magazine, I focus only on reading



■ I read magazines as soon as they come out

■ I don't read magazines right after they come out. I wait until I have enough time to read them.



■ I prefer to read my magazines in a single session

■ I read my magazines in small sessions and go back to them when the right time comes

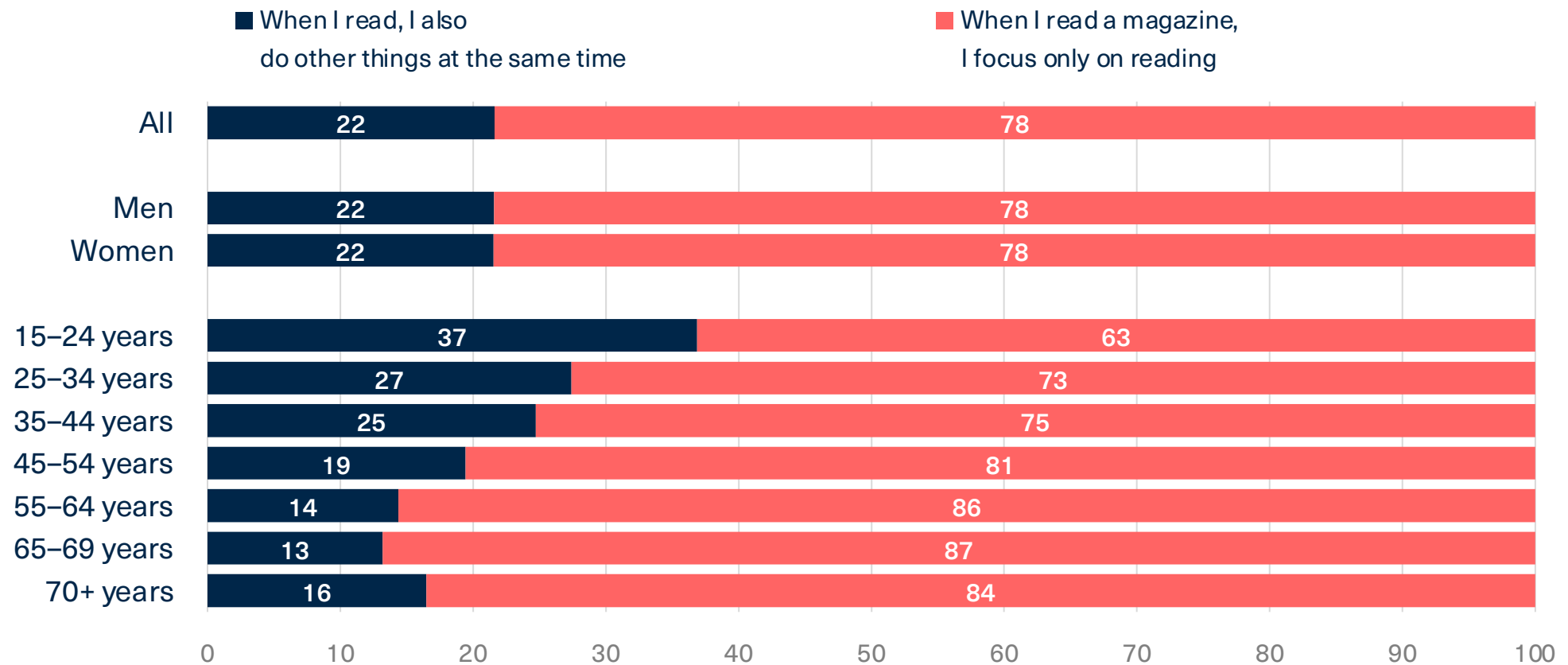


“I usually pick up a magazine when I’m not in a hurry to go anywhere. When you’re busy, you can’t focus on a magazine.”

– woman, 45

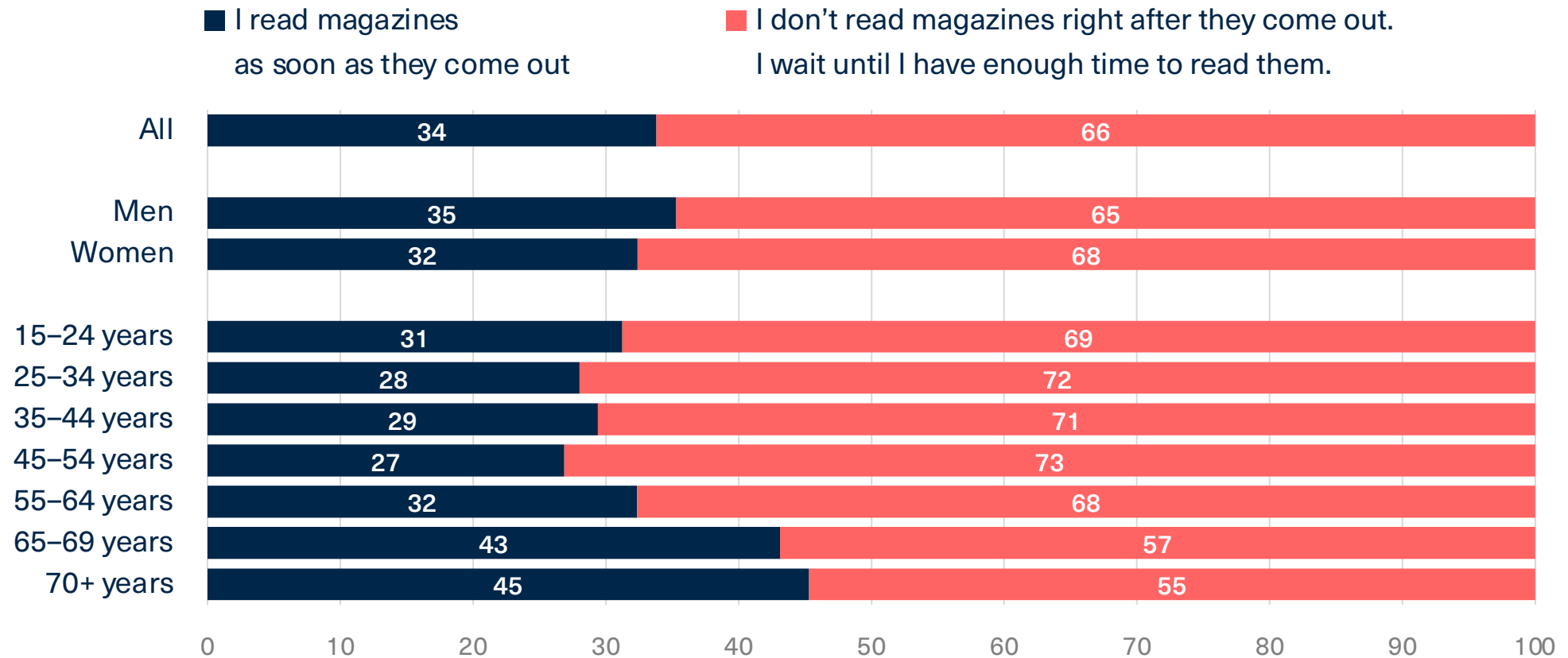
# Focusing on a magazine is high in all age groups – young people are more likely to multitask while reading

Which statement better describes the way you read the magazine of your choice? | n = 1,166



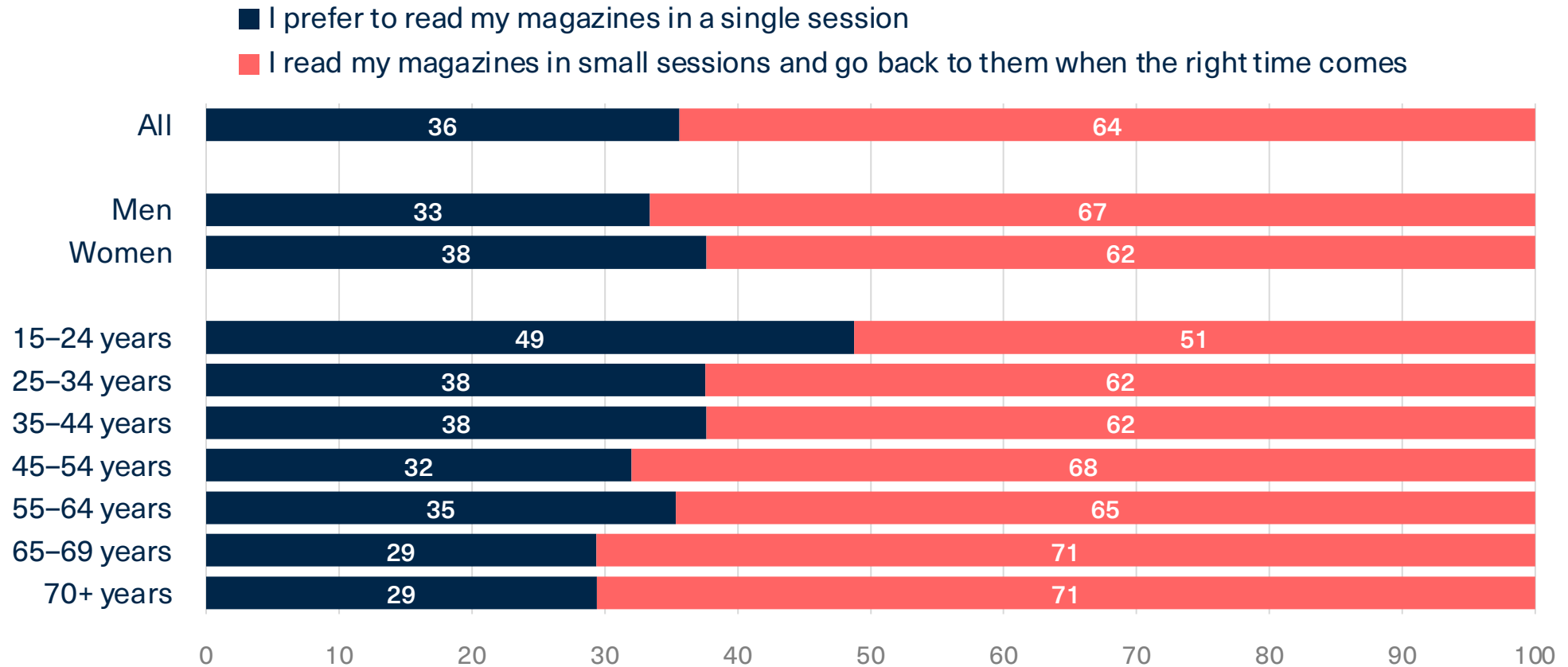
# Pensioners are more likely to read a magazine as soon as it comes out – people in other age groups wait for the right moment

Which statement better describes the way you read the magazine of your choice? | n = 1,166



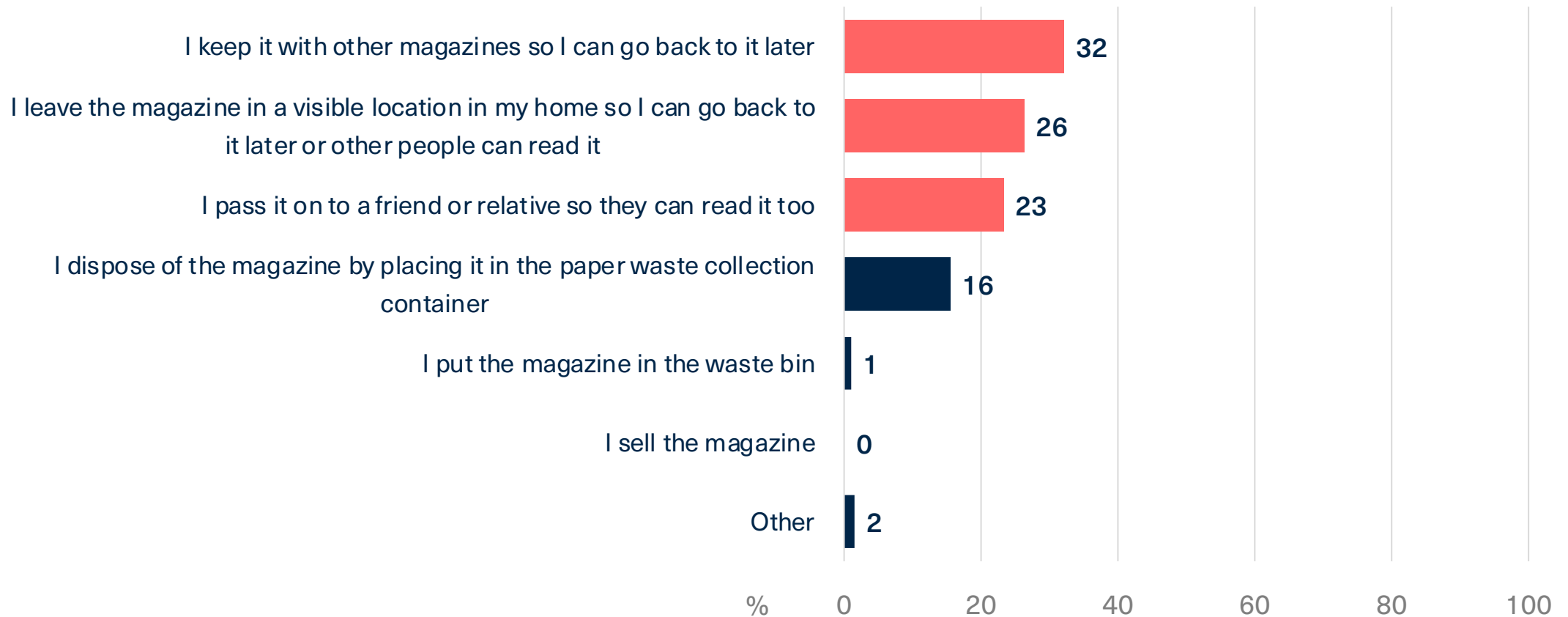
# Magazines are typically read more than once

Which statement better describes the way you read the magazine of your choice? | n = 1,166

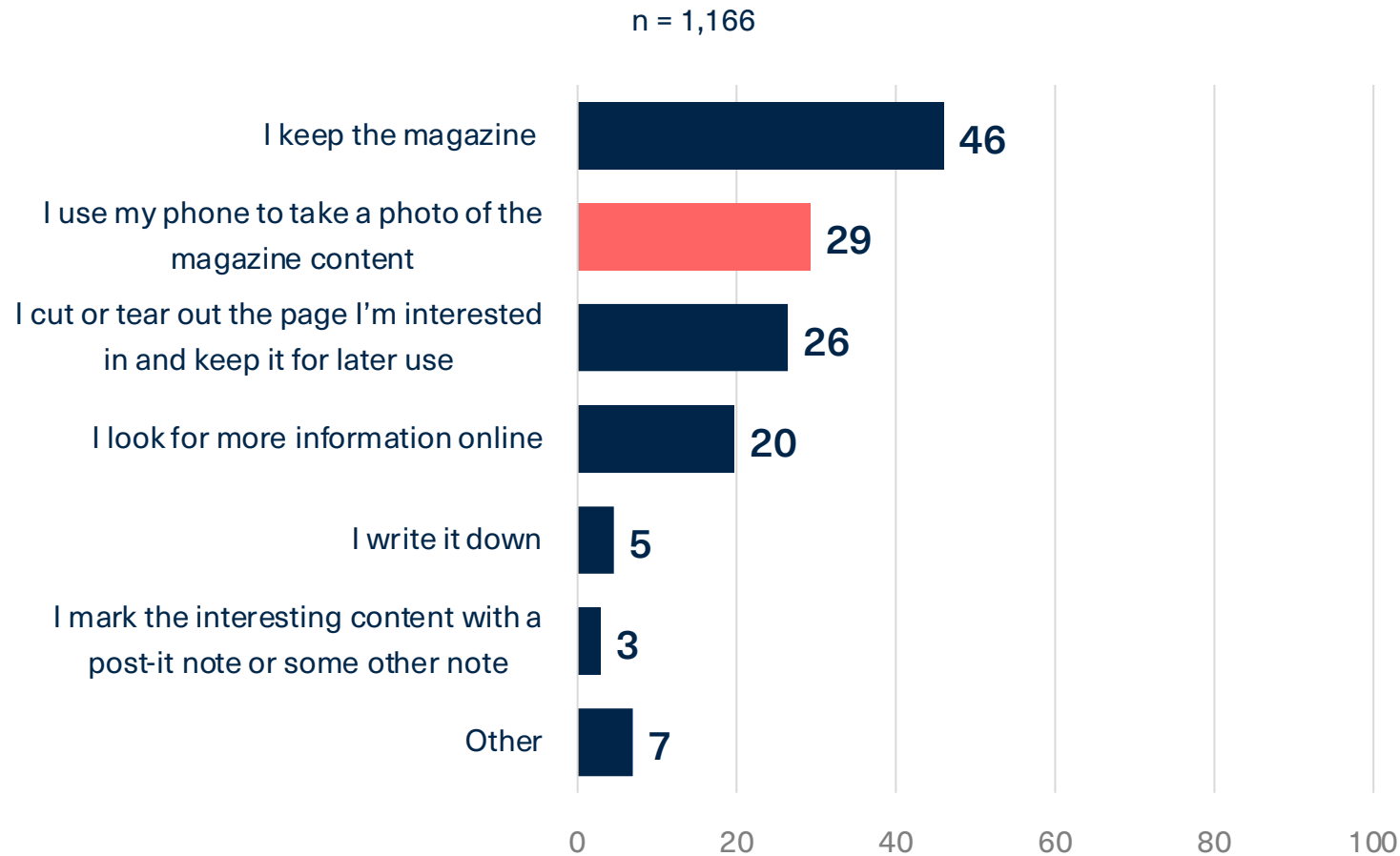


# The life of a magazine continues after it has been read – 82% of the respondents keep their magazines or pass them on to others

After I have finished reading my favourite magazine... | n = 1,166



# How do you keep interesting content from your favourite magazine? (e.g. a full article, a picture or product information in an advertisement)



In the 24–35 age group, one in two respondents use their phone to take photos of interesting content in a magazine.

Women are more likely to take photos of magazine content than men.





# Reading habits

- 94% of the respondents read magazines at least on a monthly basis.
- Reading magazines on a daily basis is particularly common among men, young people (15–24 age group) and people over 70 years of age.
- People spend an average of 26 minutes on reading a magazine in one reading session.
- Approximately 2/3 of the respondents read magazines they subscribe to or buy single copies of always or frequently.
- People mostly read print magazines in the afternoon or evening.



# Reading habits

- People read magazines at home.
- Most of the respondents have time for magazine moments on both weekdays and weekends.
- They focus on reading their magazine and read when they have enough time for it.
- 82% of the respondents either keep their magazines after reading them or pass them on to others.
- Young adults, in particular, take photos of interesting content they find in magazines.

# Readership of different types of magazines

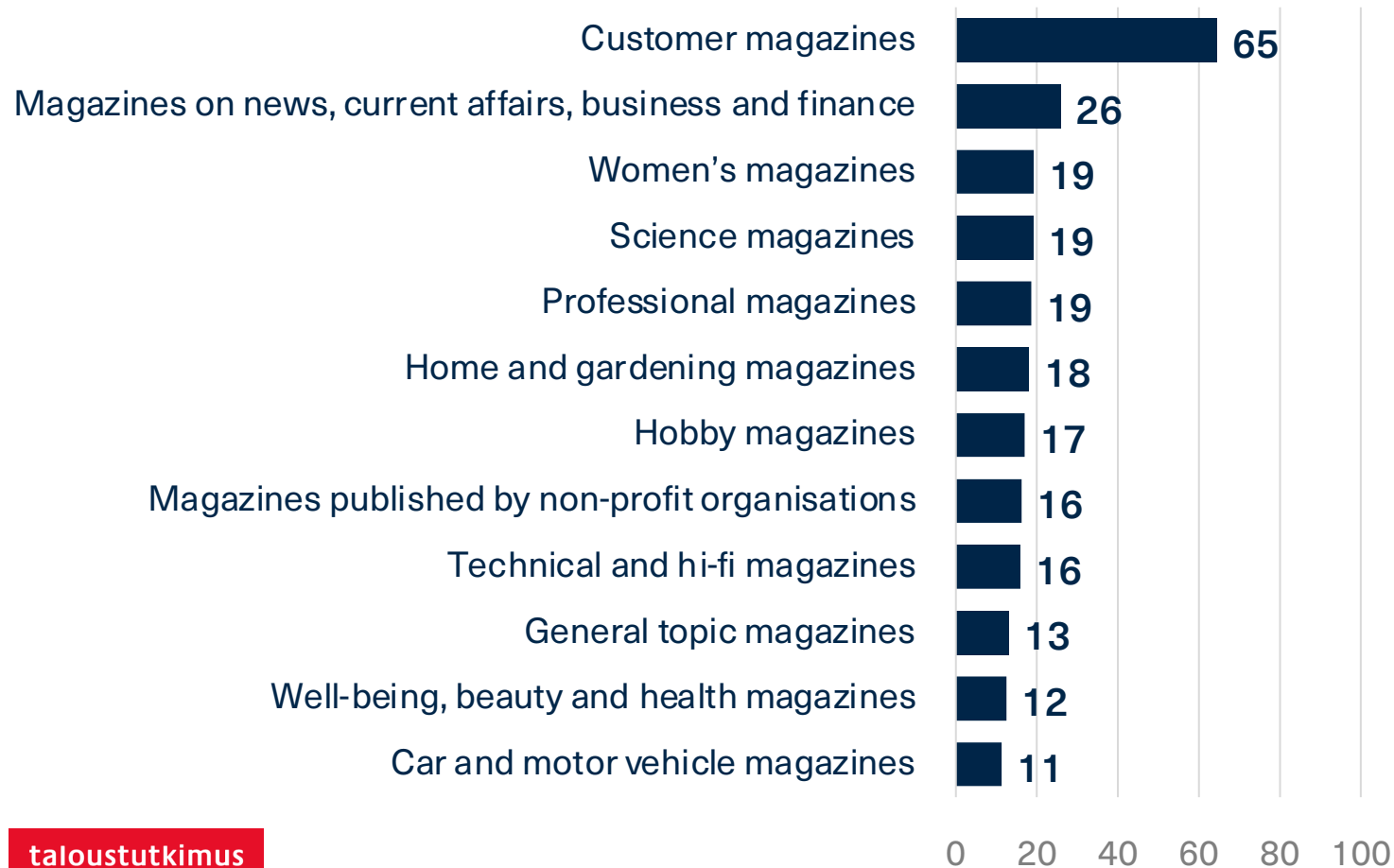


# Regular readership of different types of magazines

## 1/2

Magazine moment 2021

Which of the following types of magazines do you read regularly? | n = 1,166



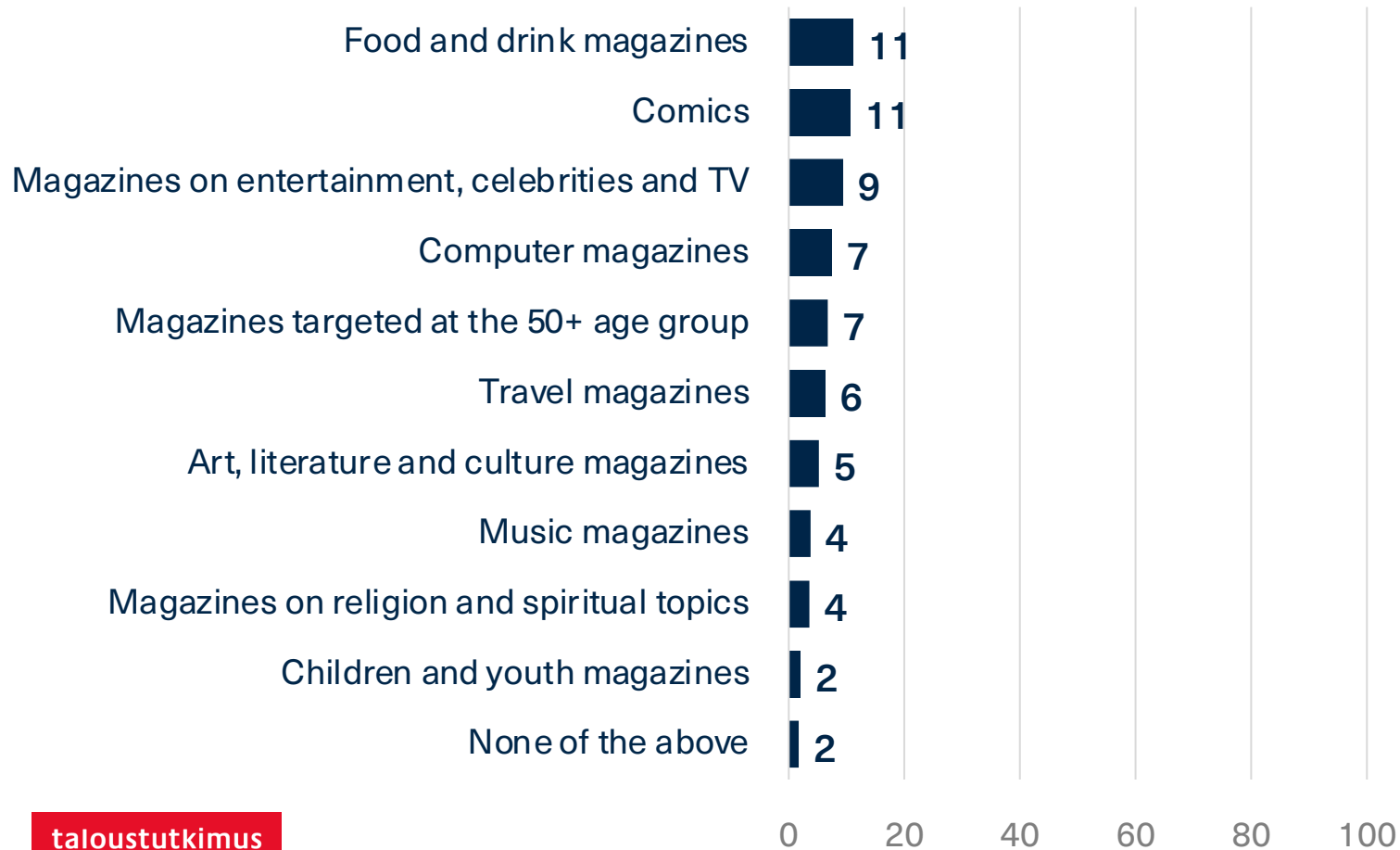
**Customer magazines have the highest readership among different magazine types.**

**They are read regularly by people in all age groups.**

# Regular readership of different types of magazines

## 2/2

Which of the following types of magazines do you read regularly? | n = 1,166



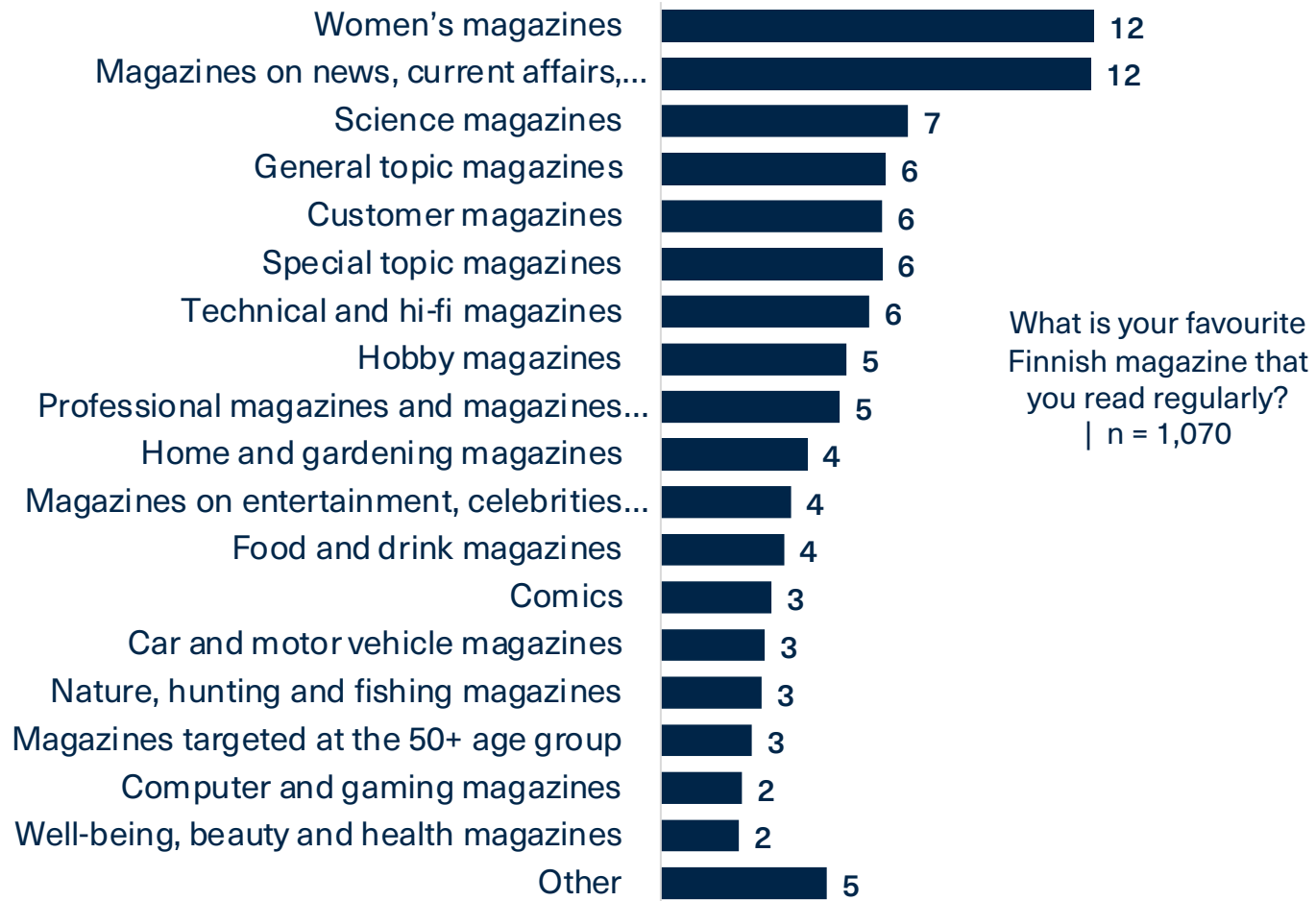
### Top 5 magazine types read regularly by women

1. Customer magazines
2. Women's magazines
3. Home and gardening magazines
4. Magazines on well-being, beauty and health
5. Magazines published by non-profit organisations

### Top 5 magazine types read regularly by men

1. Customer magazines
2. Magazines on news, current affairs, business and finance
3. Technical and hi-fi magazines
4. Science magazines
5. Car and motor vehicle magazines

# The respondents' favourites among magazines that they read regularly are women's magazines and magazines on news, current affairs, business and finance

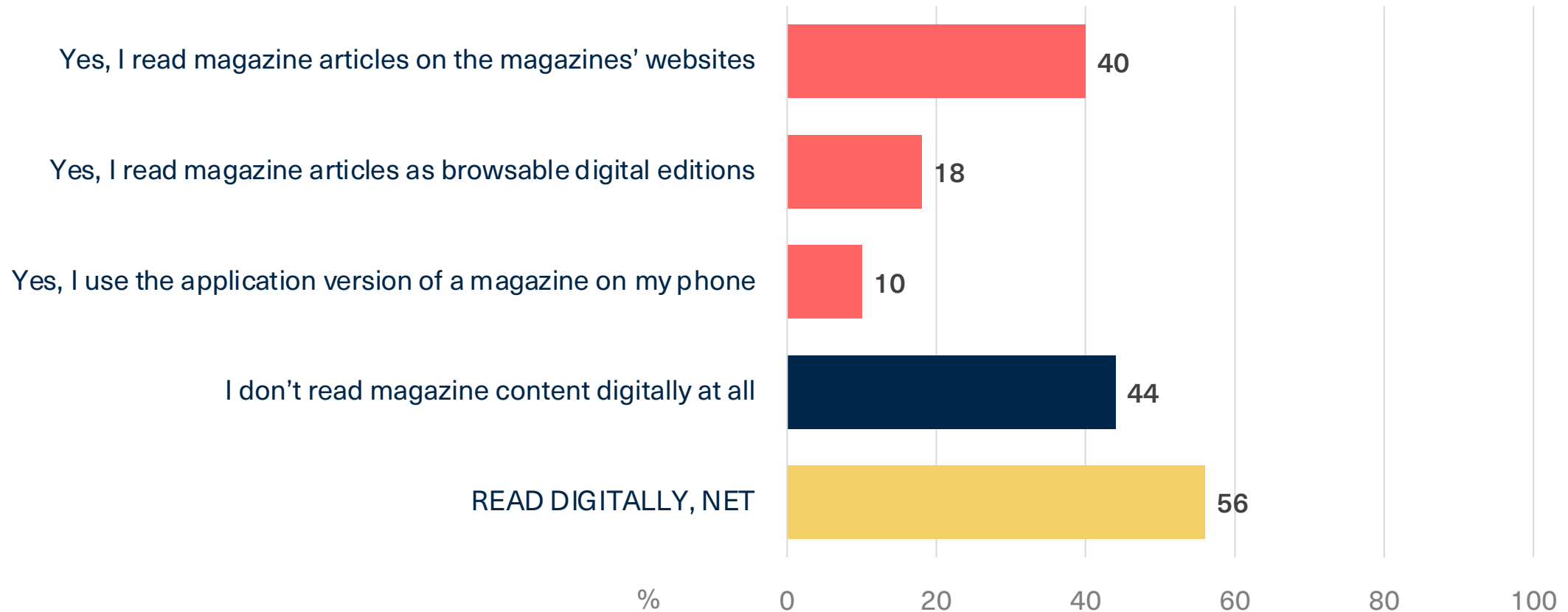


23% of the female respondents said their favourite magazine is a women's magazine.

18% of the male respondents specified a magazine on news, current affairs, business and finance as their favourite magazine.

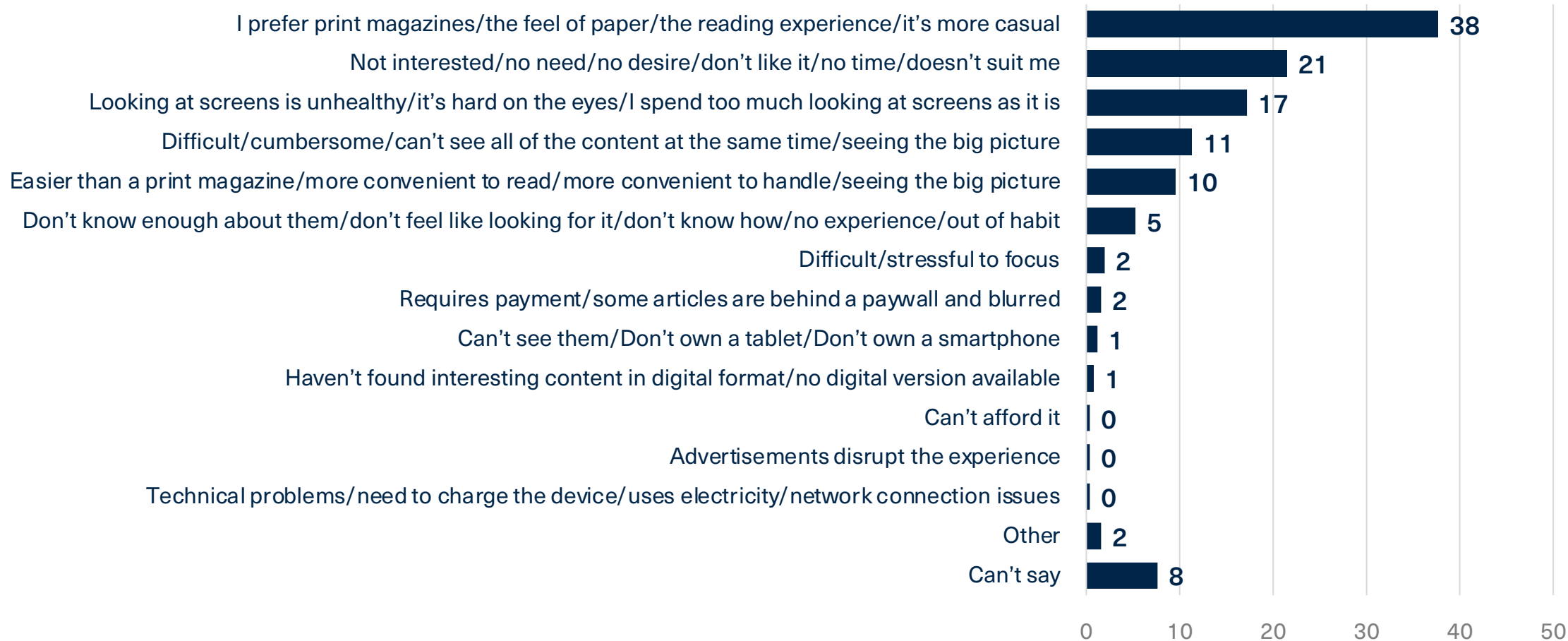
# 56% of magazine readers also read magazine content in digital format

Do you read magazine content in digital format? | n=1,166



# Reasons for not reading magazine content in digital format: prefer to read print magazines, not interested in digital content, want to avoid looking at screens

Among the respondents who do not read magazine content in digital format, n = 512





# Reasons for not reading magazine content in digital format: **the reading experience is compared to reading print magazines – compared to digital formats, the concrete magazine feels nice and manageable**

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Among the respondents who do not read magazine content in digital format, n = 512

“I can browse the magazine, leave it open and pick it up later. When you have a stack of magazines on a table, you can choose which one you want to read at any given time. A physical magazine allows you to focus on reading without having to fiddle with a digital device.”

– man, 72

“I like browsing a magazine. You tend to notice sections that you might miss if you read the digital version.”

– woman, 63

“I enjoy reading a physical magazine. I like having something concrete in my hand, and looking at the pictures is also nicer when you read the print version.”

– woman, 15

“I want to read and hold a physical magazine, to browse it and go back to the beginning when I want to. It’s easier to handle than a digital device, especially if you’re lying down on your sofa.”

– woman, 67

“The mobile views of an article are often small and I prefer traditional print magazines.”

– woman, 25

“It’s impractical. I want to read and scan the entire article, not just the small part that fits the screen of a smart device. Sometimes I’ll look for an old article in the digital version if I unexpectedly want to show it to a friend.”

– woman, 29

# Reasons for not reading magazines in digital format: **consumption of digital media is high anyway, print media provides variation and the ability to limit the reading session**

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Among the respondents who do not read magazine content in digital format, n = 512

“Life is already full of digital content. I don’t want any more of it if I have other options”

– man, 37

“I spend enough time looking at screens as it is, with the world today being so digital (work, banking, etc.). I enjoy the feel of a print magazine and the variation it offers to looking at screens.”

– man, 42

“I read newspapers in digital format and that’s enough for me. A magazine is a thing in itself, like a book. You don’t just browse it or scan it, like you might when it comes to the day’s news headlines. When you read a magazine, you take your time and solve a crossword puzzle, for example.”

– woman, 68

“At work I spend eight hours a day sitting in front of a screen. I want to rest my eyes at lunch and in the evening. The concrete print edition is kinder on your eyes (the adverse impact of blue light) and when you read content printed on paper, the muscles of the eye get to move more than when you read content on a narrow digital device.”

– woman, 32

# Reasons for not reading magazines in digital format: the print magazine is easier to focus on

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Among the respondents who do not read magazine content in digital format, n = 512

“When you use a phone, you spent time reading various discussion forums and such instead of magazines”  
– woman, 31

“Digital media increases your stress levels, paper magazines reduce them.”  
– woman, 63

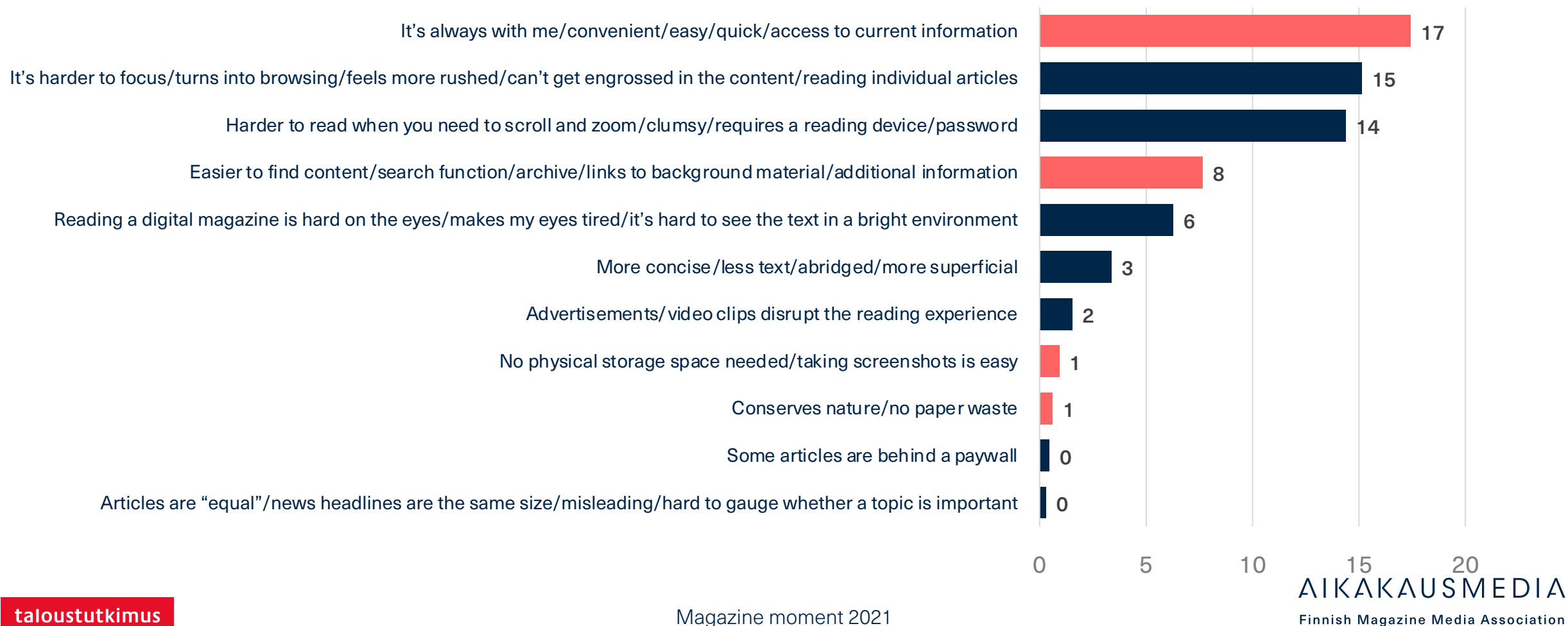
“Reading a digital magazine doesn’t feel natural. It’s difficult to focus on digital content.”  
– man, 31

“I find it easier to focus on reading a magazine in paper format. If I read a magazine in digital format, I tend to do something else online instead of reading the magazine.”  
– woman, 38

“When you read, you focus (you need to focus and you can focus) much more than when you watch TV, listen to the radio or use a mobile phone.”  
– woman, 45

# Reading digital magazine content differs from the reading experience of a print magazine particularly in terms of being current and easily accessible

In your opinion, how is reading digital magazine content different from reading a print magazine? | Among those who also read magazine content in digital format, n = 654



# How is reading digital content different from reading a print magazine: **digital is easily accessible**

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Among those who also read magazine content in digital format, n = 654

“In the digital edition you can find just about anything depending on what you feel like reading about”  
– woman, 44

“Digital content is always with you and it doesn’t take up extra space.”  
– woman, 26

“The digital content is always with you, even when you’re not at home. The paper version is more pleasant to read and it’s faster to find the sections you’re looking for.”  
– man, 49

“The digital magazine is always with you in your mobile device, as are the magazine’s archives, which makes it easy to go back to an interesting story. I have the full annual volumes of certain magazines on my shelf. Nevertheless, if I need to read something in a previous edition, I tend to use the digital archive because it’s easy to use and finding the story you’re looking for is faster as long as the digital archive extends back to the period in question.”  
– man, 59

“Digital versions are nice to read on the screen of my mobile phone; for example, at night when I’m tucked under the blanket.”  
– woman, 32

“It’s easier to carry your phone with you and read when you’re out in public”  
– woman, 18

# How is reading digital content different from reading a print magazine: **digital content is read one article at a time, whereas print readers read the entire magazine**

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Among those who also read magazine content in digital format, n = 654

“Reading articles in digital format is OK, but I don’t want to read an entire magazine on my phone, for example. I value the print version more highly (and the same goes for books).”

– woman, 42

“When you read a print magazine, you get a curated whole. When you read a digital magazine, you read individual articles.”

– man, 38

“When you read the digital version, you browse the headlines rather than read the articles themselves. When you read the print version, you read it in order, one article at a time”

– woman, 54

“When you read a digital magazine, you tend to just browse the headlines. When you read the print version, you are more likely to read the full article”

– woman, 20

“I’m more picky about choosing which articles to read in a digital magazine. When I read a print magazine, I almost always read most of the articles.”

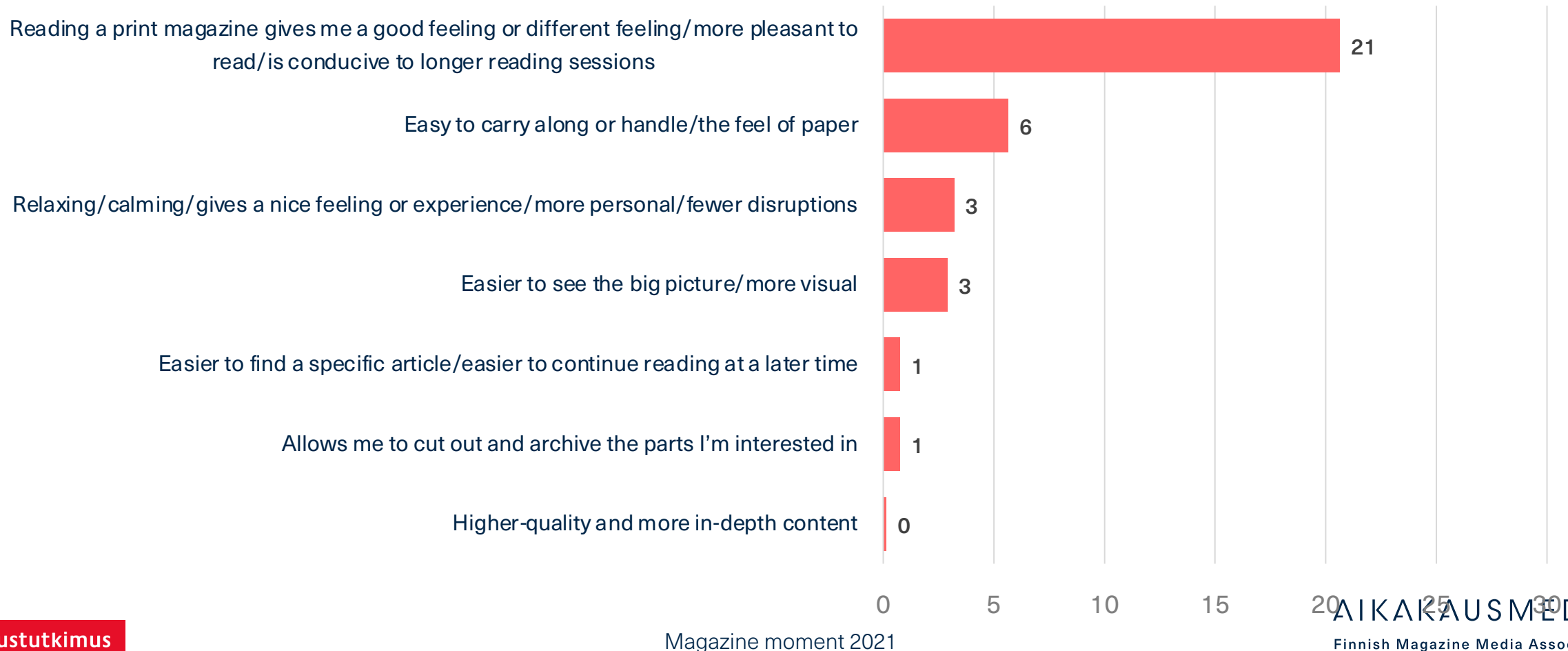
– man, 27

“I only read a few articles. I’m more picky. I might not finish an article I start reading. Reading digital content feels more rushed and superficial”

– woman, 38

# Print magazines compare favourably to the digital reading experience especially when it comes to the richness of the experience and the feel

In your opinion, how is reading digital magazine content different from reading a print magazine?  
Among those who read magazine content in digital format, n = 654



# How is reading digital content different from reading a print magazine: **richness of the experience, the feel**

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Among those who also read magazine content in digital format, n = 654

“I enjoy the feel of a magazine and even the way it smells. Browsing a physical magazine is nicer than browsing a digital edition.”  
– woman, 65

“When I read a print magazine, I like scanning the entire page and read all the little captions. I like the feel of a physical magazine. You just don’t get that same feeling when you read the digital version. I often stop reading in the middle of an article when some notification or other stimulus pops up.”  
– woman, 23

“The print magazine has a better feel. I appreciate the visual layout and the way it feels in your hand.”  
– woman, 27

“Reading a digital version feels more distant. Reading a paper version feels more personal and the magazine is easier to handle.”  
– man, 55

“Bringing it out and browsing it is not as appealing because you don’t see it lying around and the reading never happens half accidentally, as is the case with a print magazine. Then again, the digital version is convenient to access when you’re not at home and you need to wait for something.”  
– man, 65

“When you stare at your phone and read something online, it lacks the richness of experience. You can genuinely relax when you read a paper magazine on your sofa or out on your lawn and you’re not always holding your phone.”  
– woman, 24



# Readership of different types of magazines

- Customer magazines have the highest readership among different magazine types.
- The respondents' favourite Finnish magazines are women's magazines and magazines on news, current affairs, business and finance.
- 56% of magazine readers also read magazine content in digital format.
- Print magazines are considered to be more rich in experience, whereas digital magazines are considered to be more current and always accessible. Digital archives and search functions are also appreciated.





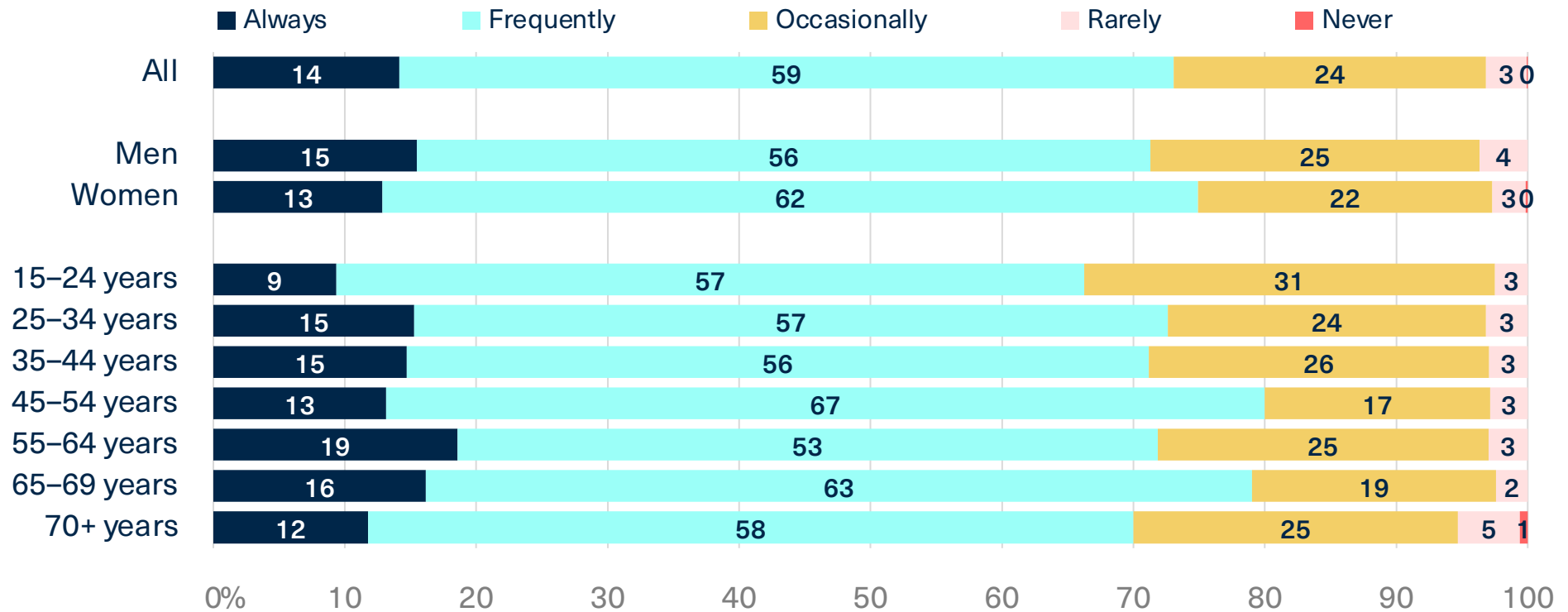
*Value received for  
the time spent on  
content*

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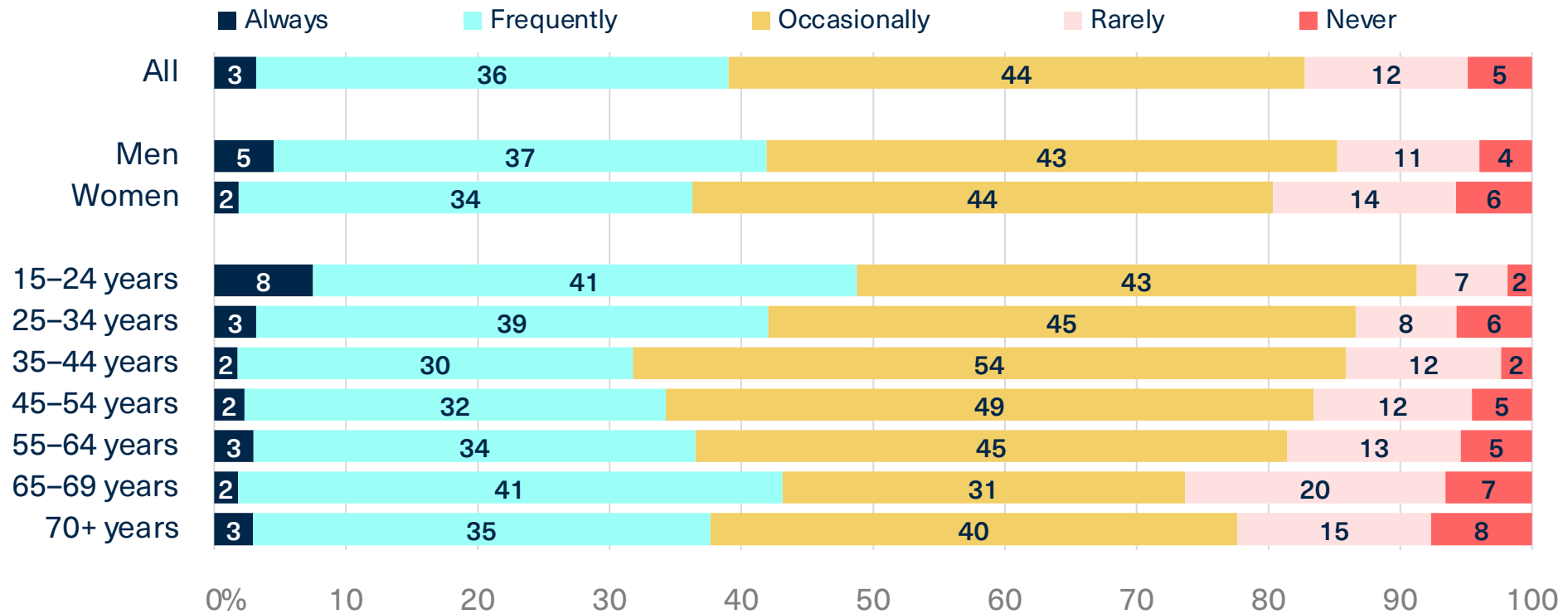
# 73% of the respondents feel that they get good value for their time always or often when they read print magazine content

I feel that I get good value for my time when I read print magazine content... | n = 1,166



# 39% of the respondents feel that they get good value for their time always or often when they read digital media content – satisfaction rates are the highest among young age groups and men

I feel that I get good value for my time when I read digital media content... | n = 1,166



# Value received for the time spent on content

- 73% of the respondents feel that they get good value for their time spent with a print magazine. Only 3% say they get good value for their time only rarely (0% never).
- 39% of the respondents feel that they get good value for their time spent with digital media. Satisfaction with digital content is higher among young people than in older age groups.





*Suitability of media  
for following different  
topics*

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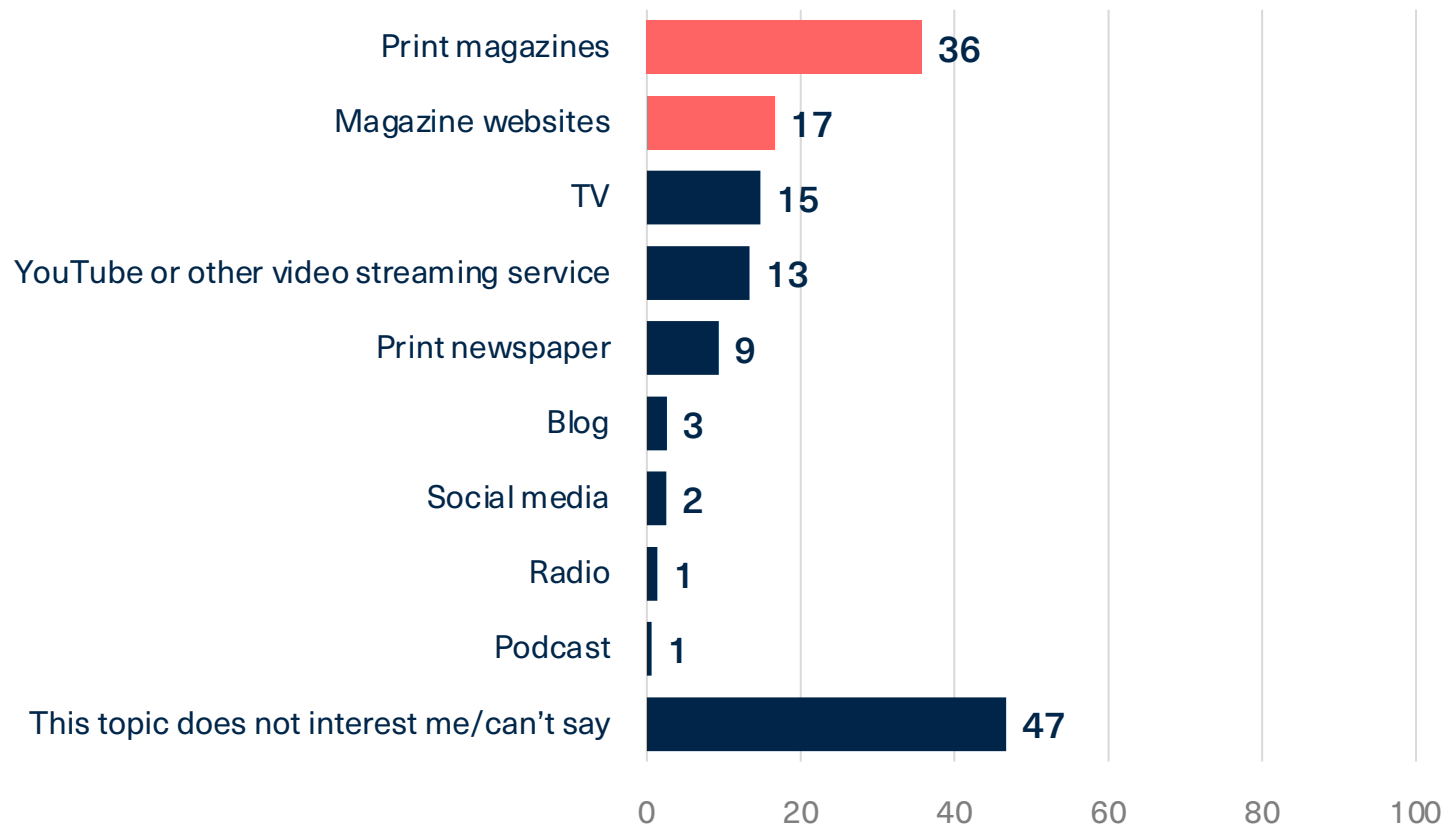
Finnish Magazine Media Association

# Suitability of media for following different topics

## Cars and motor vehicles

In your opinion, which media are especially well suited to following these topics?

| n=1,166



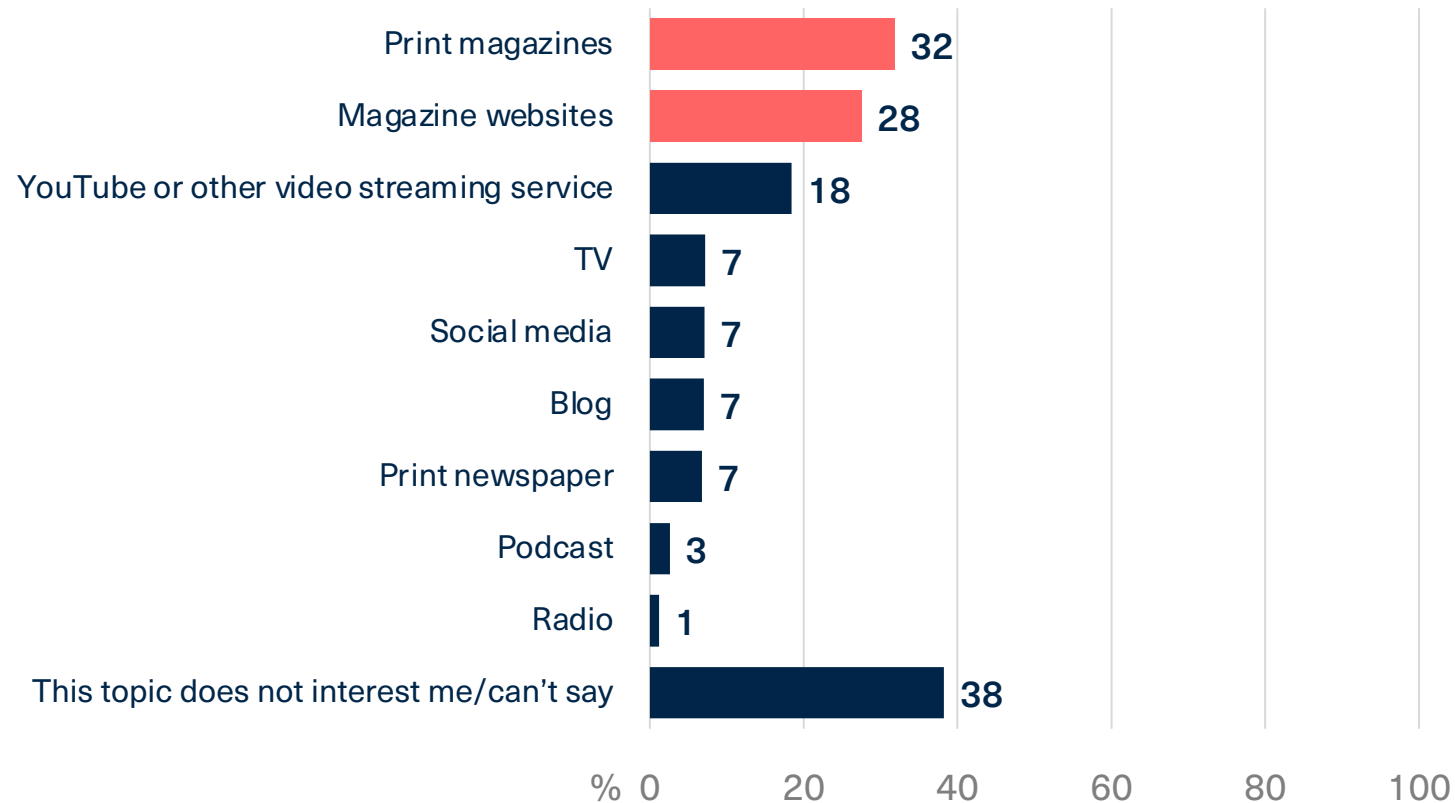
Respondents interested in this topic are more likely than average to read technical and hi-fi magazines as well as car and motor vehicle magazines.

# Suitability of media for following different topics

## Electronics and information technology

In your opinion, which media are especially well suited to following these topics?

| n=1,166



Respondents interested in this topic are more likely than average to read technical and hi-fi magazines, science magazines and computer and gaming magazines.



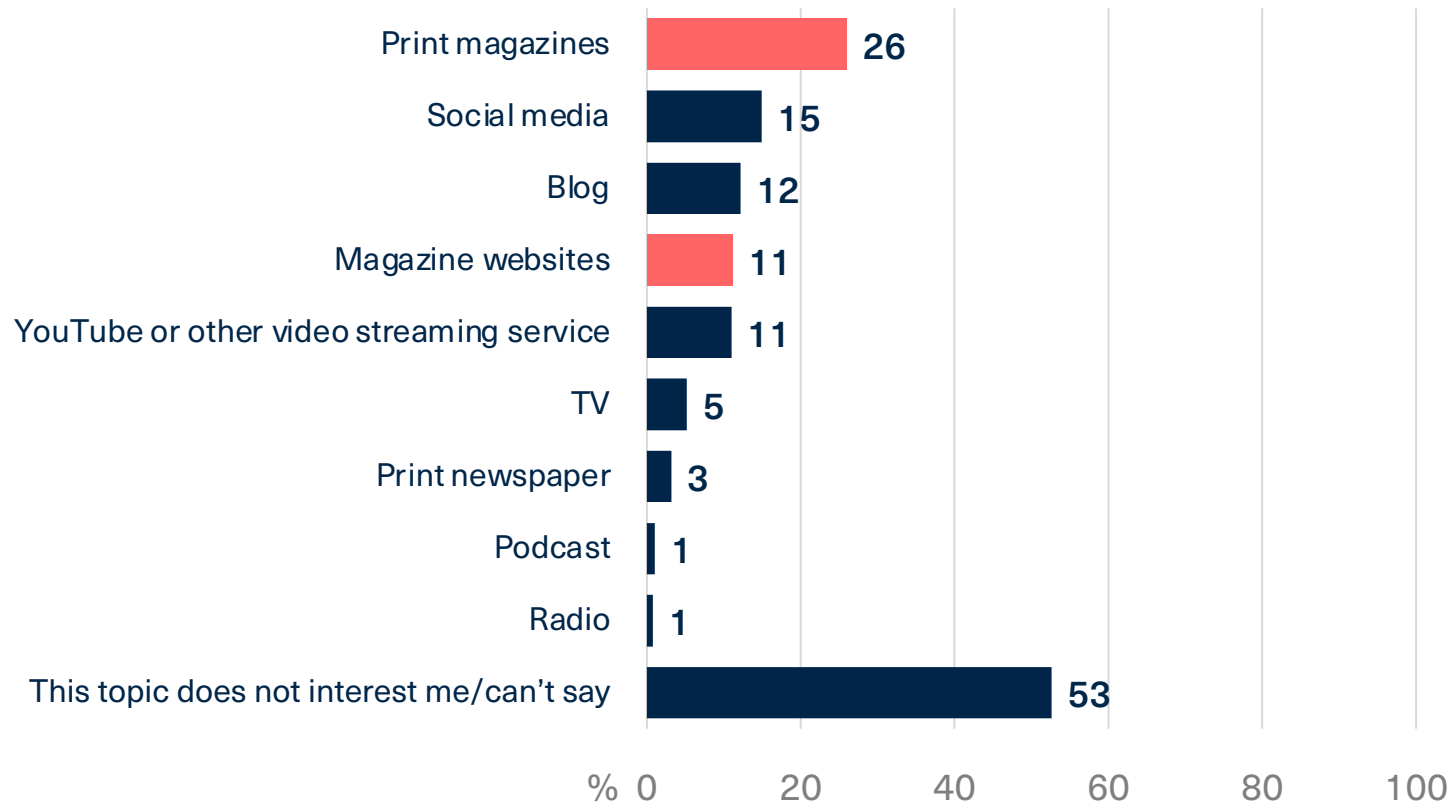
# Suitability of media for following different topics

## Cosmetics and beauty

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In your opinion, which media are especially well suited to following these topics?

| n=1,166



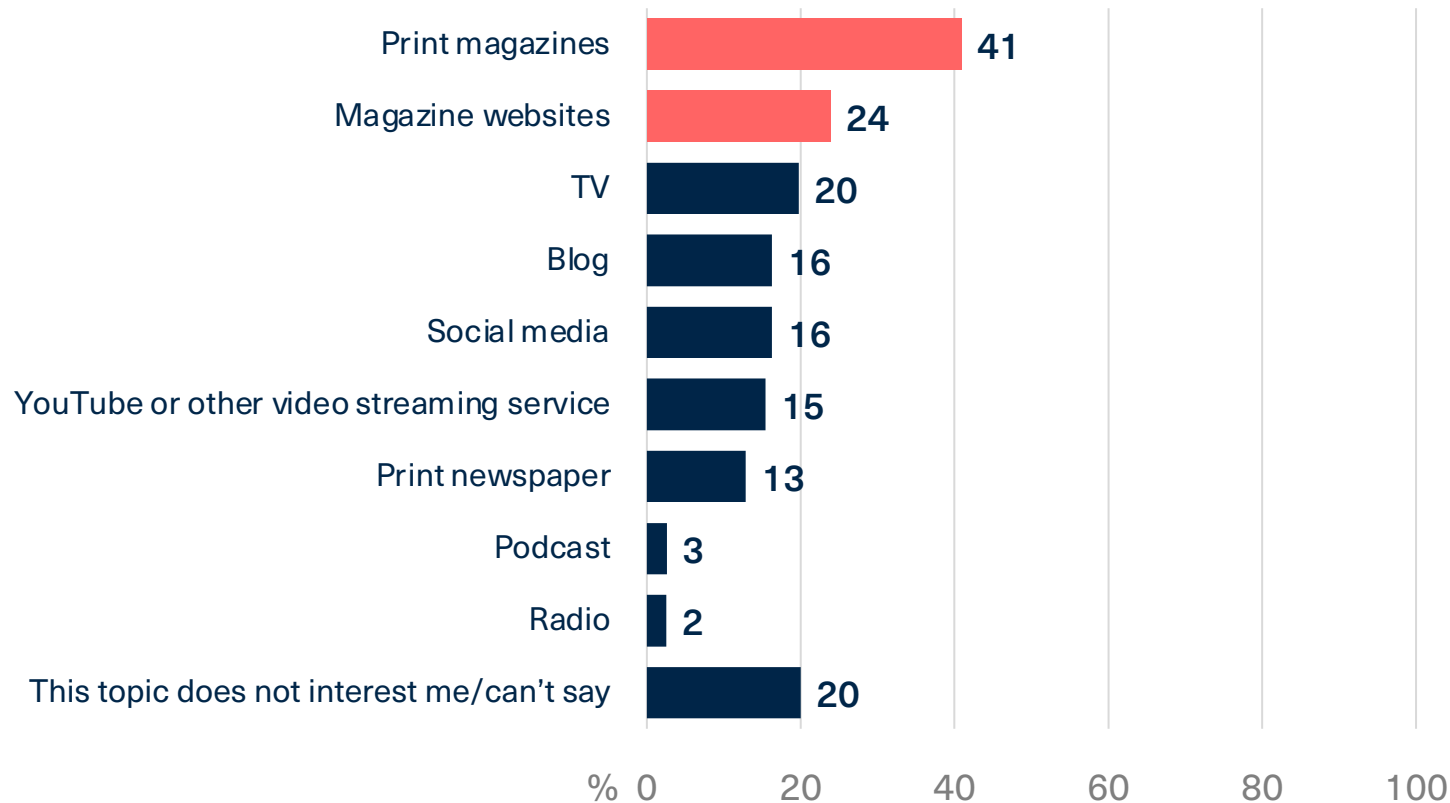
Respondents interested in this topic are more likely than average to read well-being, beauty and health magazines, women's magazines and food and drink magazines.

# Suitability of media for following different topics

## Travel

Magazine moment 2021

In your opinion, which media are especially well suited to following these topics?  
| n=1,166



The respondents interested in this topic read a rather broad range of various magazines.

The types of magazines that are read more frequently than average include customer magazines, women's magazines, travel magazines, home and gardening magazines, food and drink magazines and magazines on news, current affairs, business and finance.

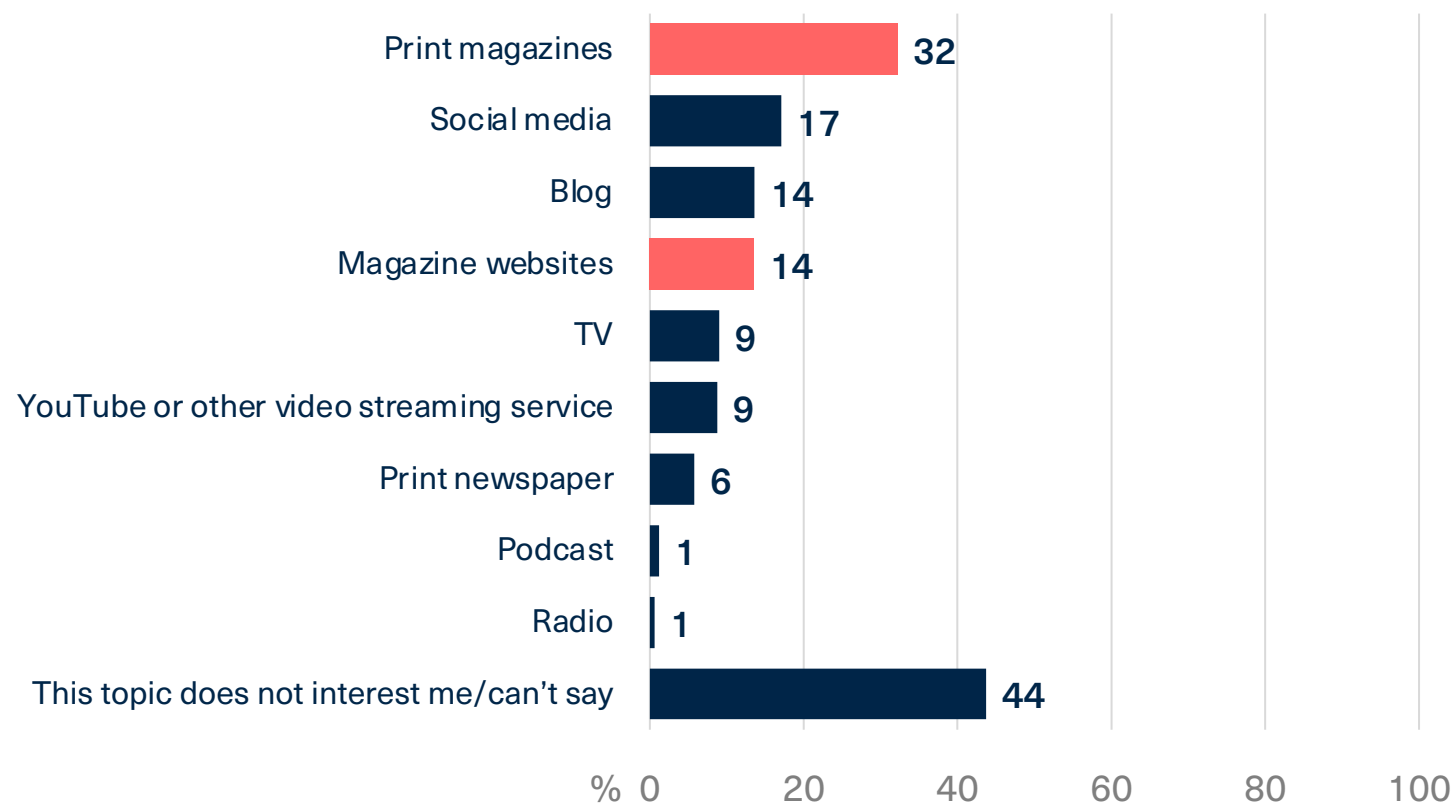
# Suitability of media for following different topics

## Fashion

Magazine moment 2021

In your opinion, which media are especially well suited to following these topics?

| n=1,166

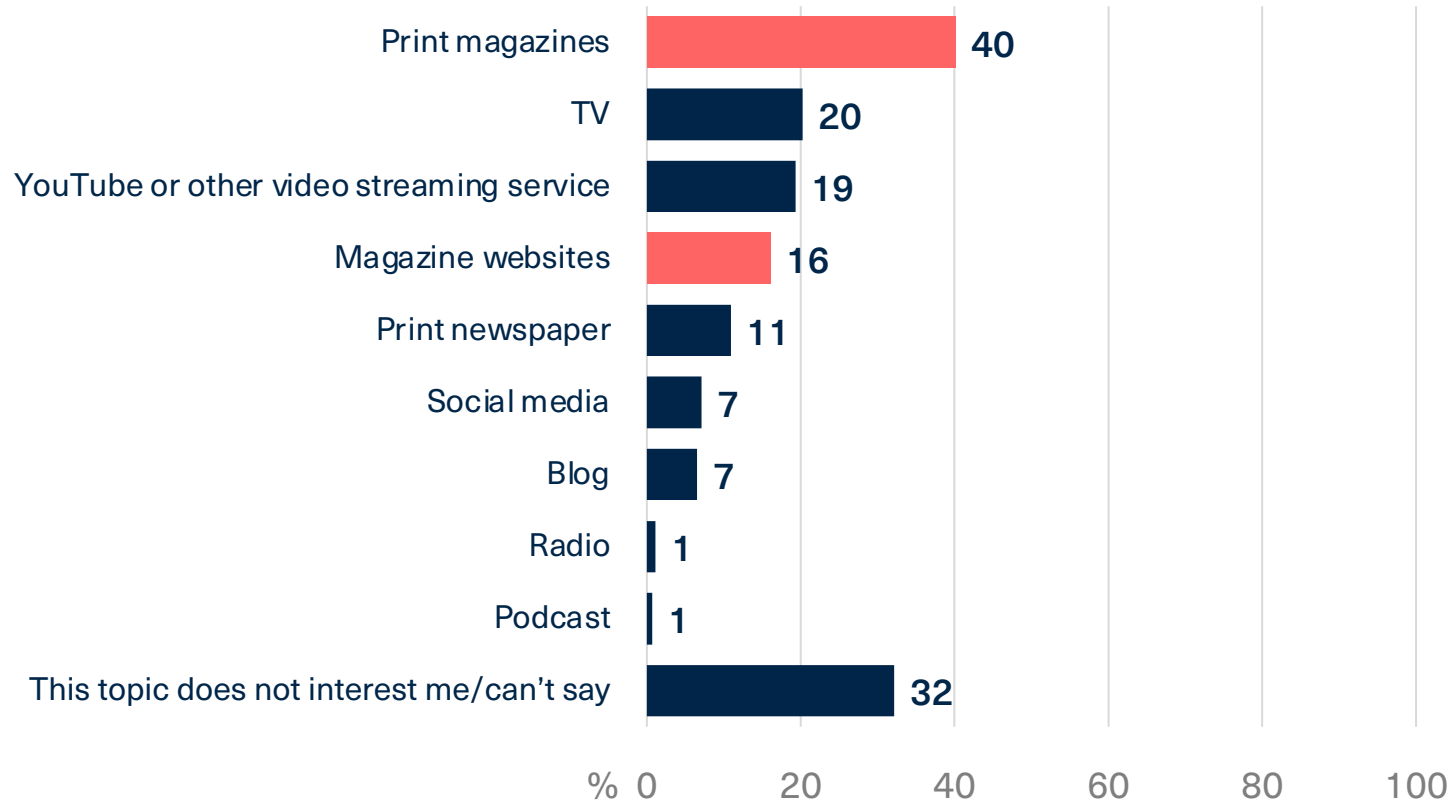


Respondents interested in this topic are more likely than average to read women's magazines and home and gardening magazines, for example.

# Suitability of media for following different topics

## Renovation and construction

In your opinion, which media are especially well suited to following these topics?  
| n=1,166



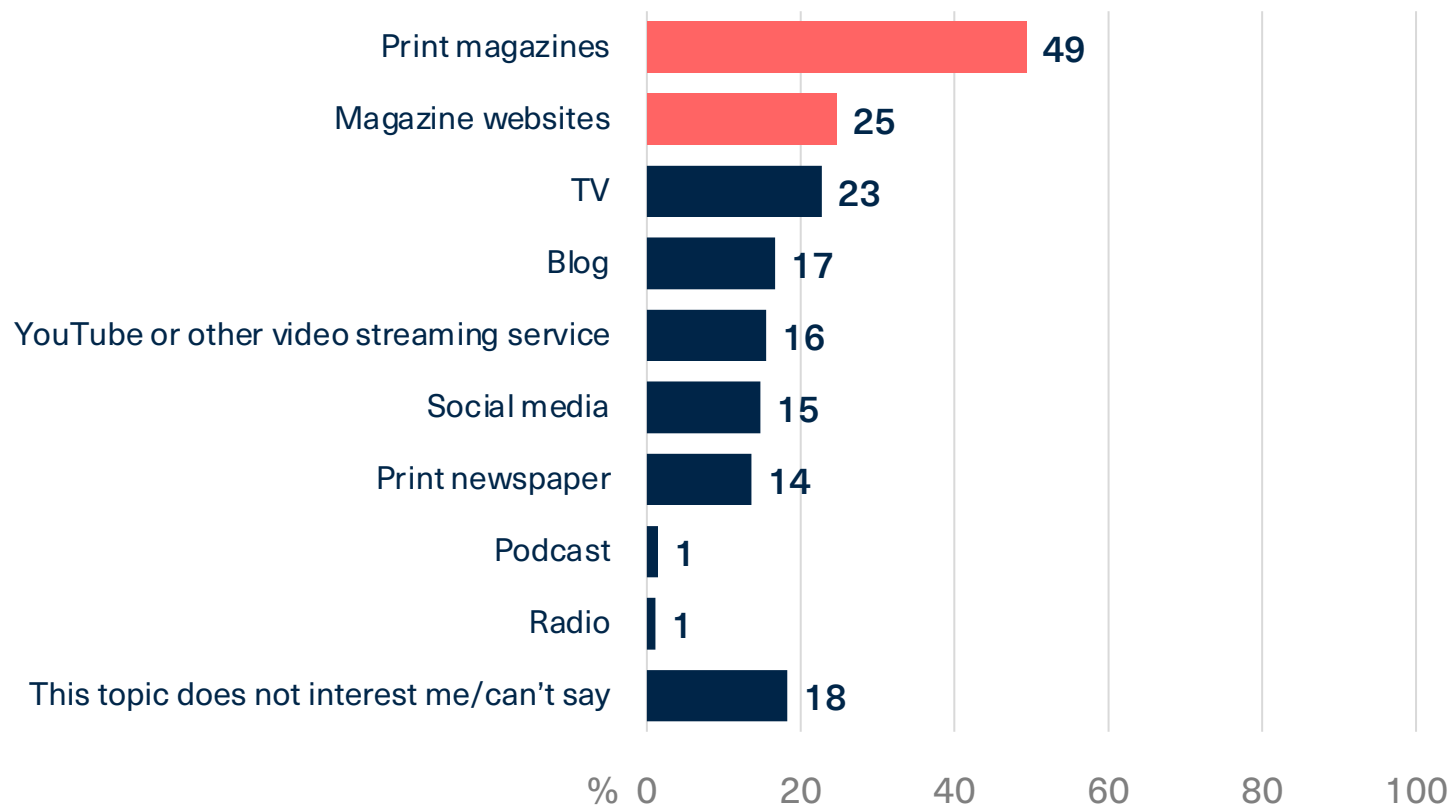
Respondents interested in this topic are more likely than average to read magazines published by non-profit organisations as well as home and gardening magazines.

# Suitability of media for following different topics

## Food and cooking

Magazine moment 2021

In your opinion, which media are especially well suited to following these topics?  
| n=1,166



Respondents interested in this topic are more likely than average to read customer magazines, women's magazines, home and gardening magazines, food and drink magazines as well as well-being, beauty and health magazines.

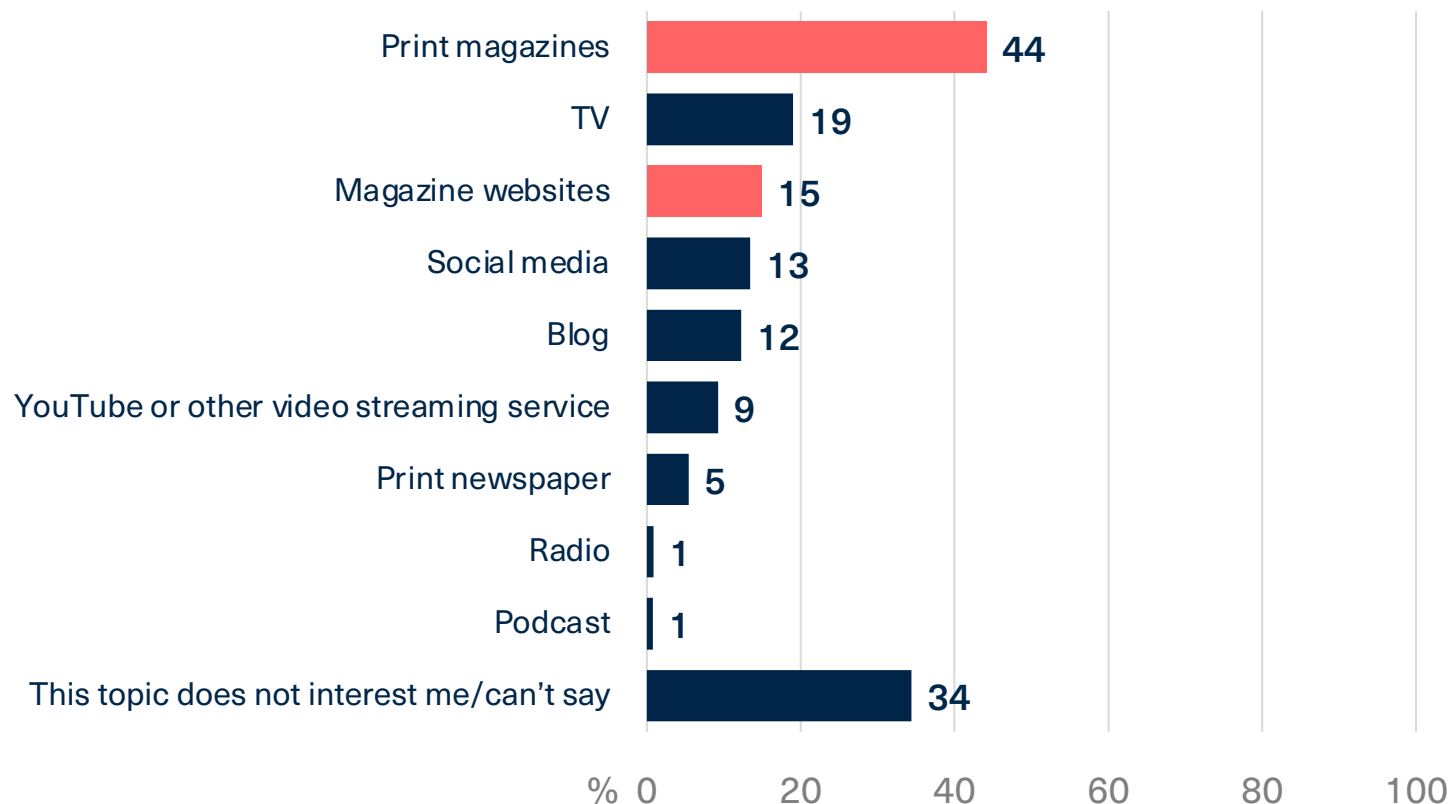
# Suitability of media for following different topics

## Interior design

Magazine moment 2021

In your opinion, which media are especially well suited to following these topics?

| n=1,166



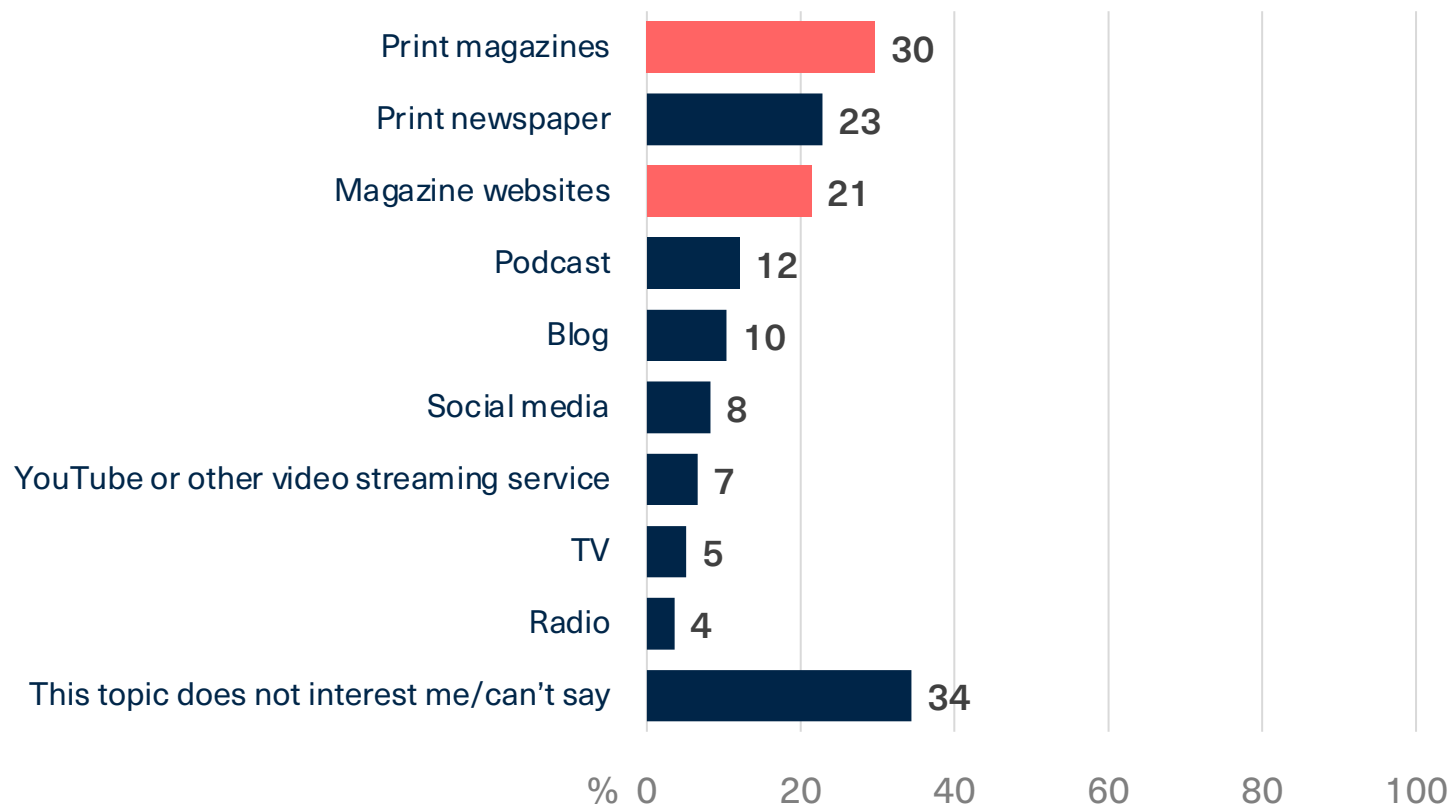
Respondents interested in this topic are more likely than average to read customer magazines, women's magazines as well as home and gardening magazines.

# Suitability of media for following different topics

## Saving and investing

In your opinion, which media are especially well suited to following these topics?

| n=1,166



Respondents interested in this topic are more likely than average to read customer magazines, magazines on news, current affairs, business and finance as well as technical and hi-fi magazines.

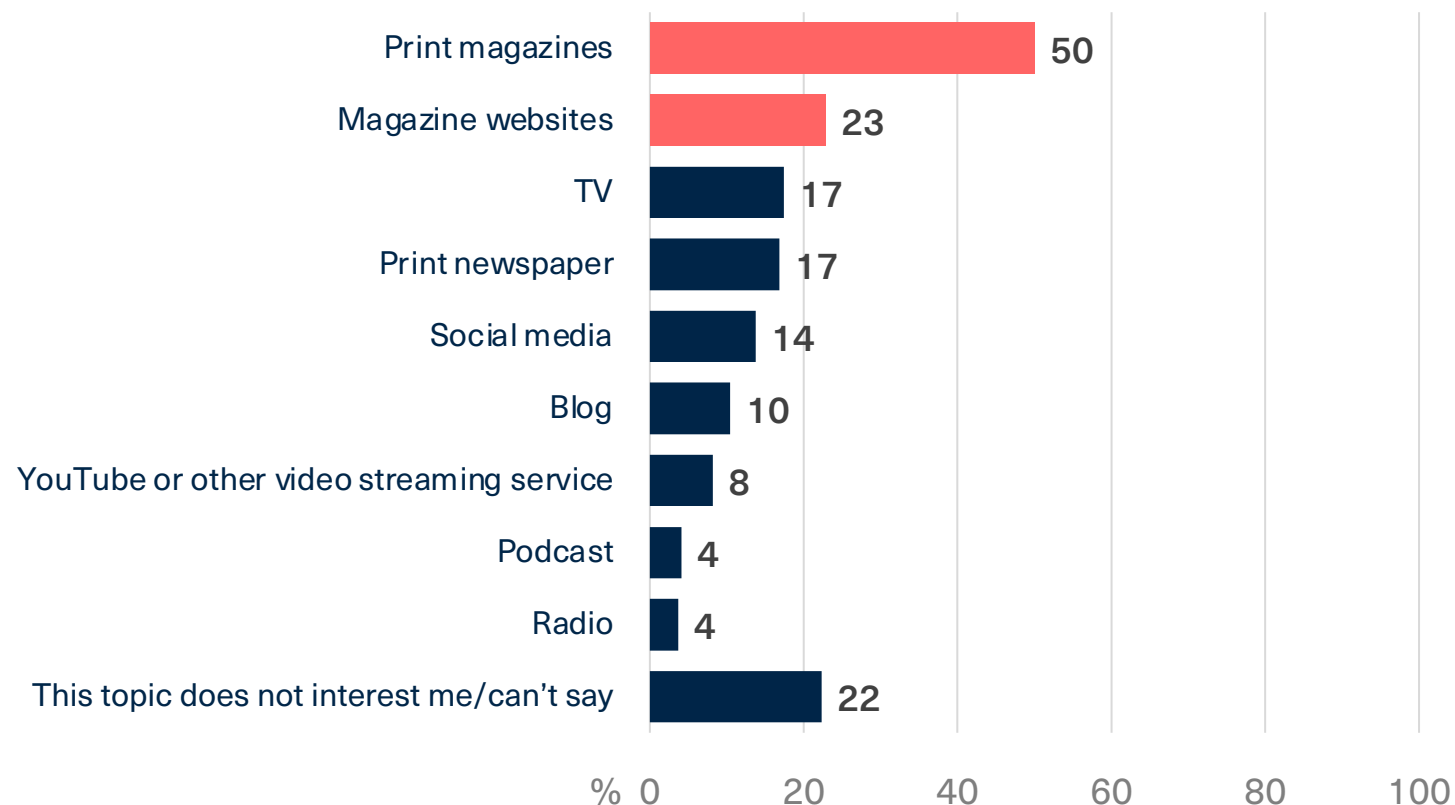
# Suitability of media for following different topics

## Health and well-being

Magazine moment 2021

In your opinion, which media are especially well suited to following these topics?

| n=1,166



Respondents interested in this topic are more likely than average to read customer magazines, women's magazines, home and gardening magazines as well as well-being, beauty and health magazines.

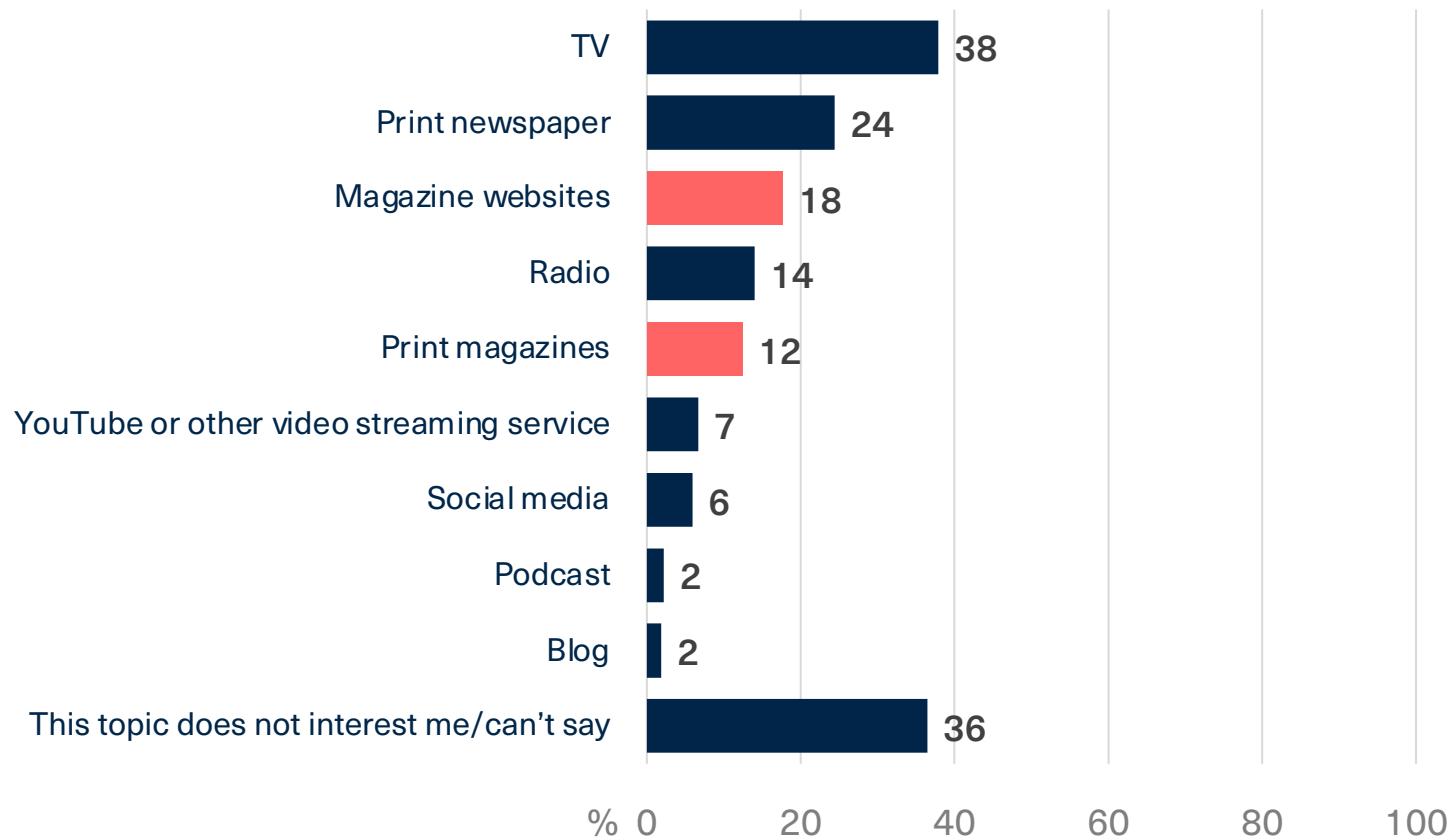


# Suitability of media for following different topics

## Sports

In your opinion, which media are especially well suited to following these topics?

| n=1,166



Respondents interested in this topic are more likely than average to read magazines on news, current affairs, business and finance as well as well-being, beauty and health magazines and technical and hi-fi magazines.

# Suitability of media for following different topics

- Print magazines are very well suited for following most topics.
- Media that are suitable for young people include digital media and social media in all topic categories.
- The combination of print magazine + online edition increases magazines' suitability to following various topics.

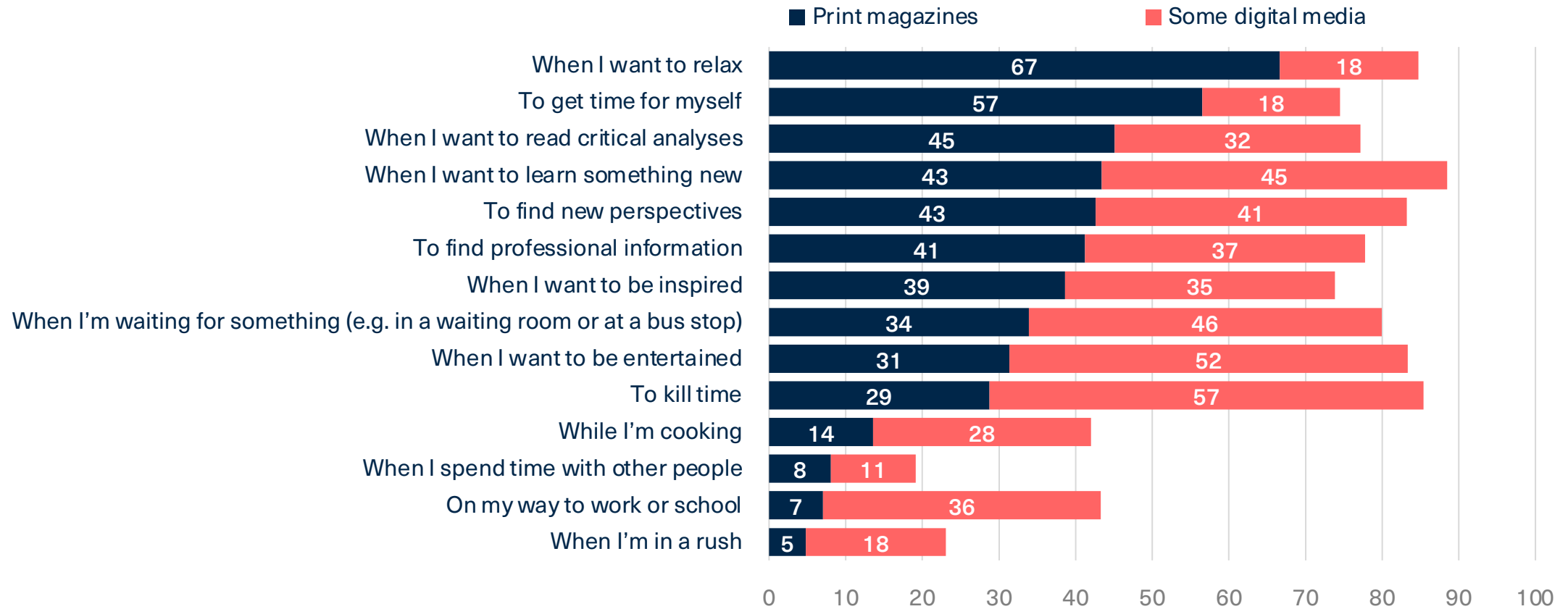


# Media consumption in different situations



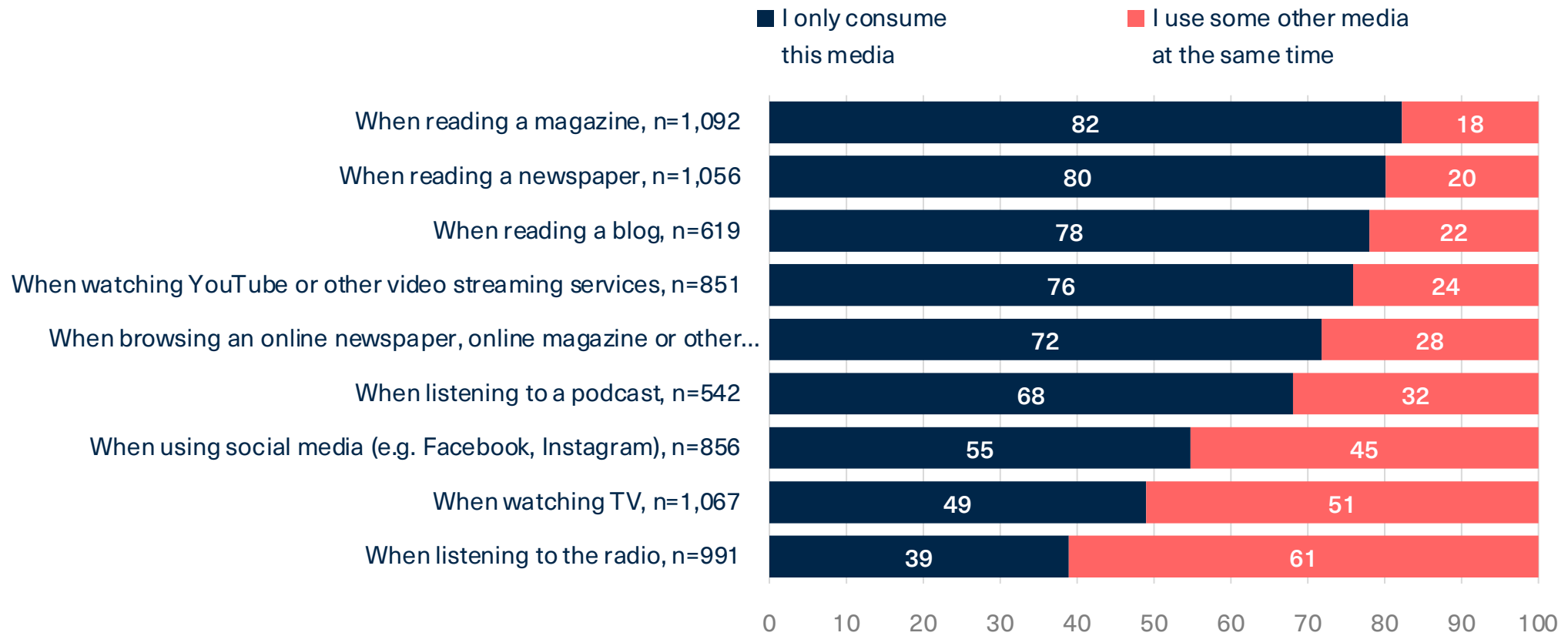
# People choose print magazines when they want to relax and take their time with a topic – they choose digital media when they want to pass the time and be entertained

Which type of media do you choose in the following situations? | n = 1,166



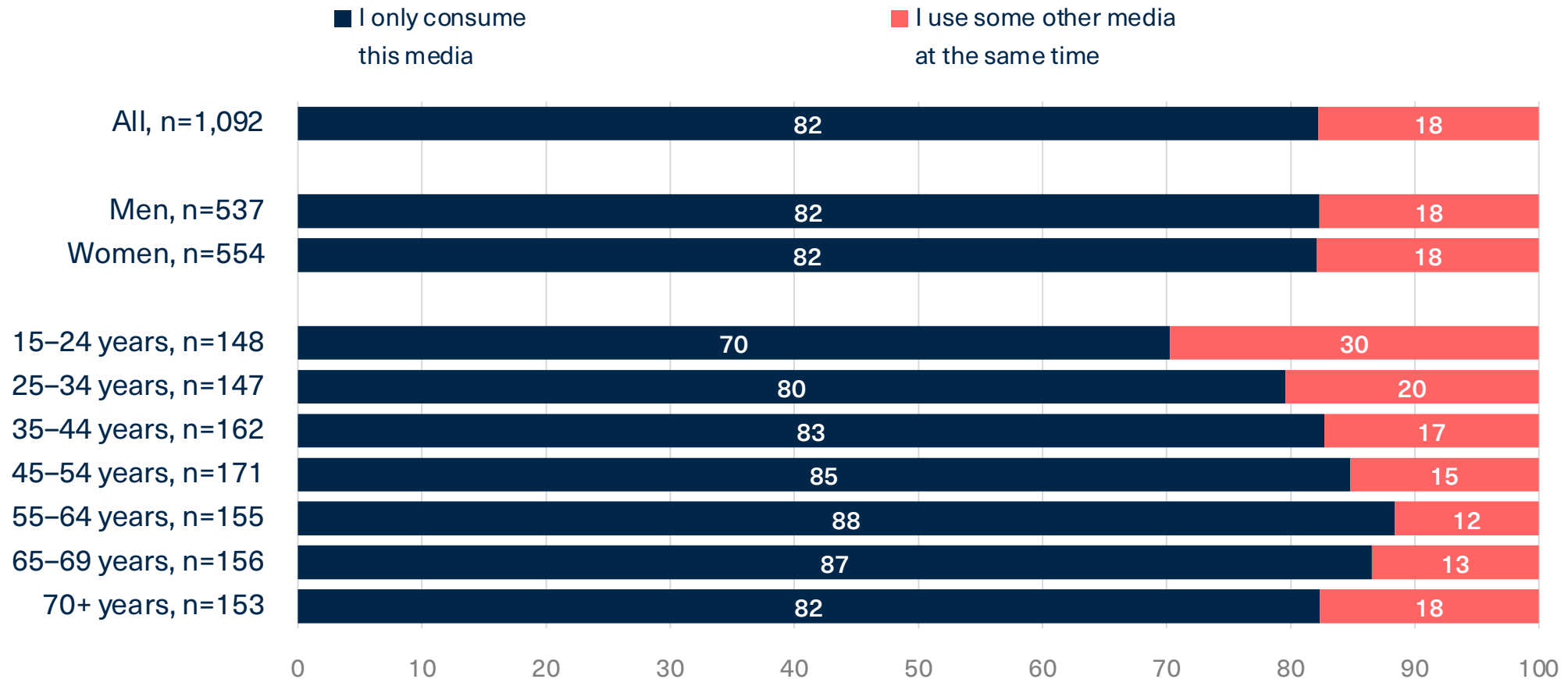
# The concurrent consumption of different types of media is not common in the context of print media

In what types of media consumption moments do you typically use some other type of media at the same time? n = uses the media in question



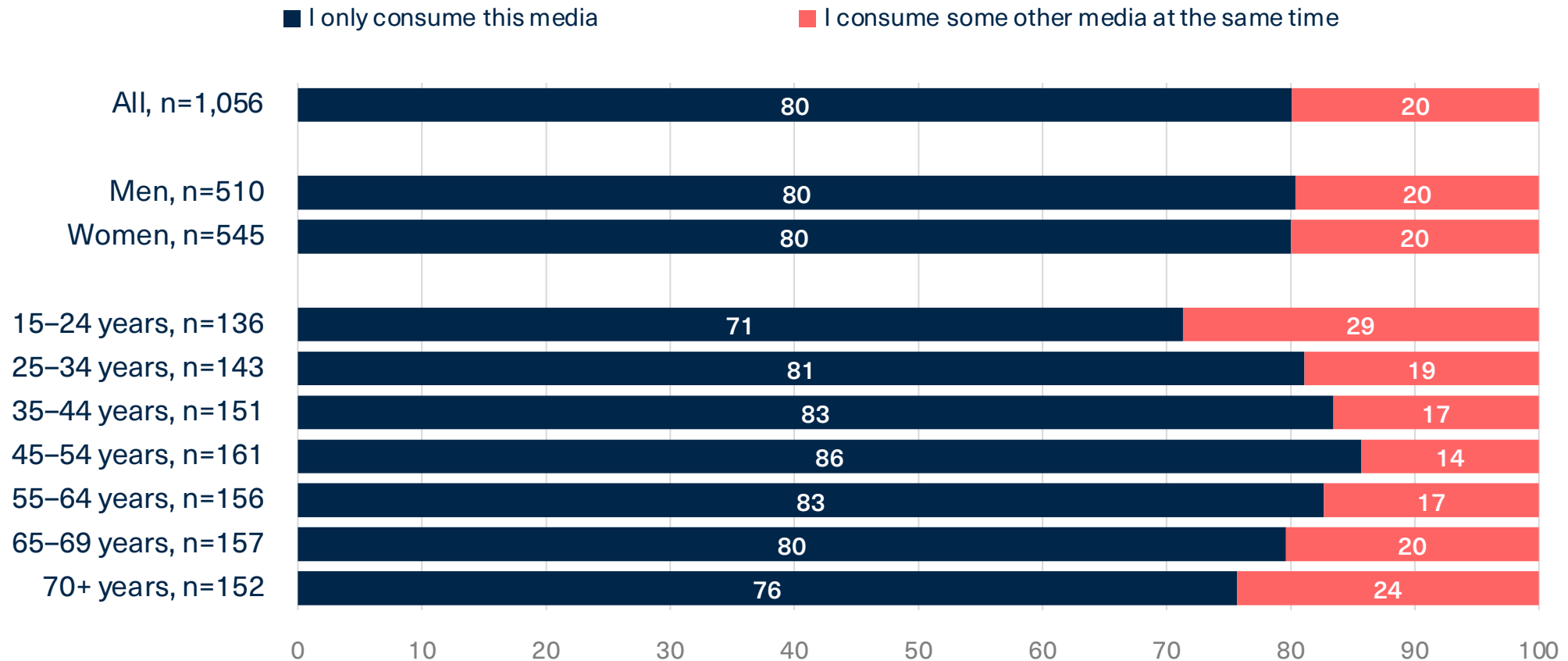
# In what types of media consumption moments do you typically use some other type of media at the same time? **When reading a magazine**

This question was only asked of those who consume this type of media



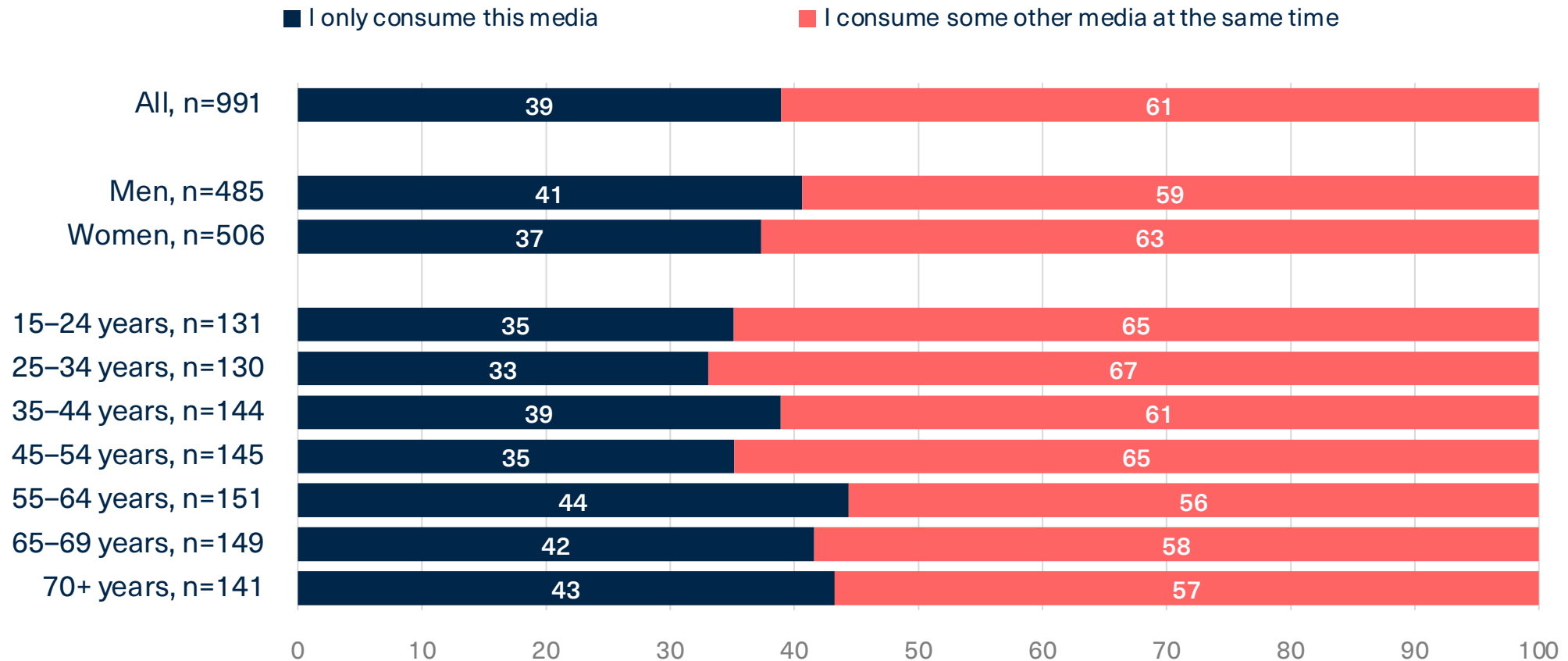
# In what types of media consumption moments do you typically use some other type of media at the same time? **When reading a newspaper**

This question was only asked of those who consume this type of media



# In what types of media consumption moments do you typically use some other type of media at the same time? **When listening to the radio**

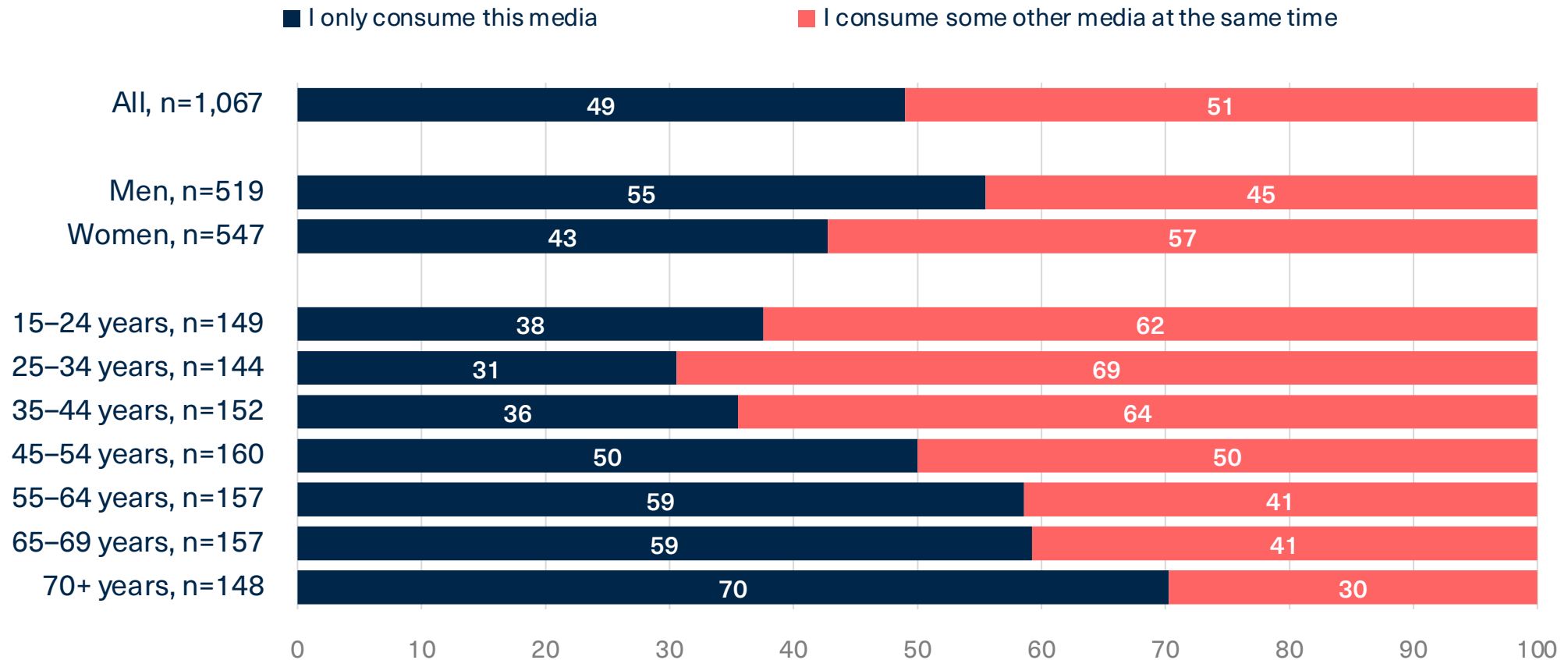
This question was only asked of those who consume this type of media





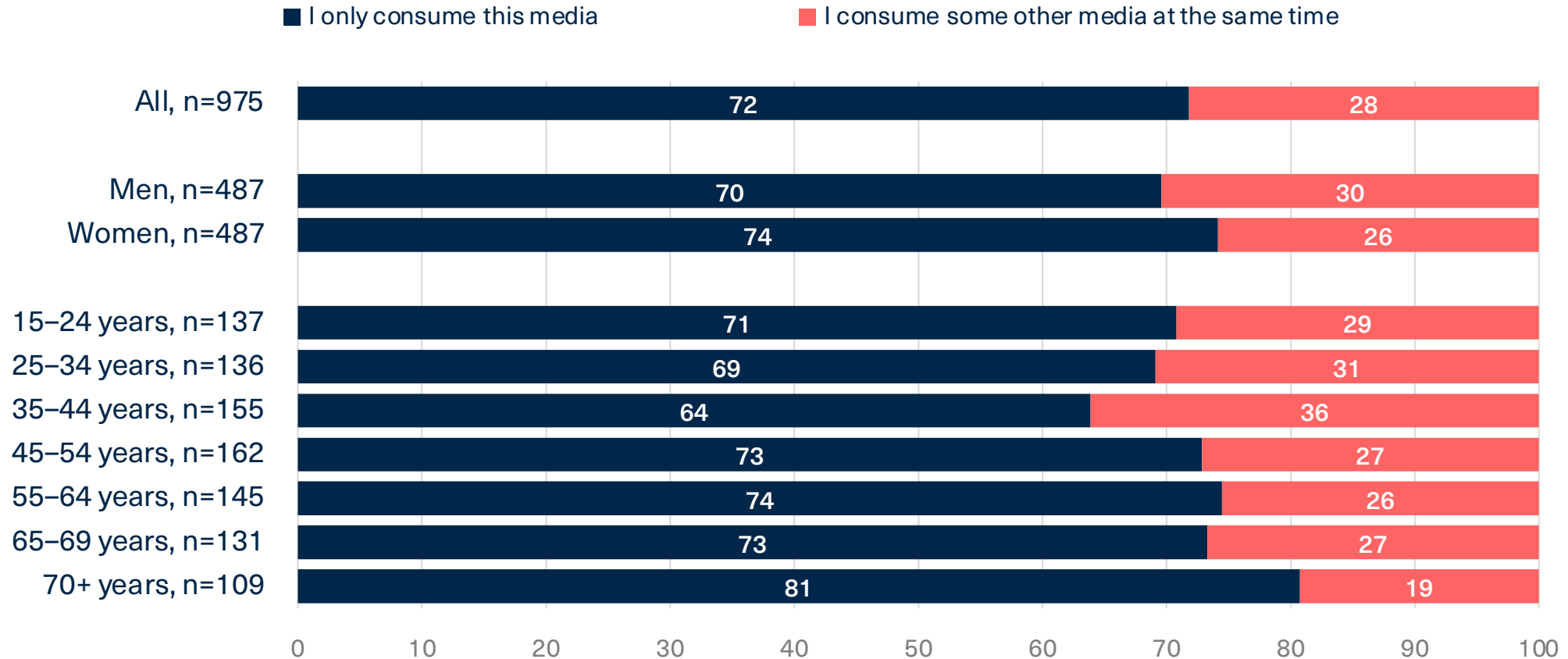
# In what types of media consumption moments do you typically use some other type of media at the same time? **When watching TV**

This question was only asked of those who consume this type of media



# In what types of media consumption moments do you typically use some other type of media at the same time? **When browsing an online newspaper, online magazine or other online media**

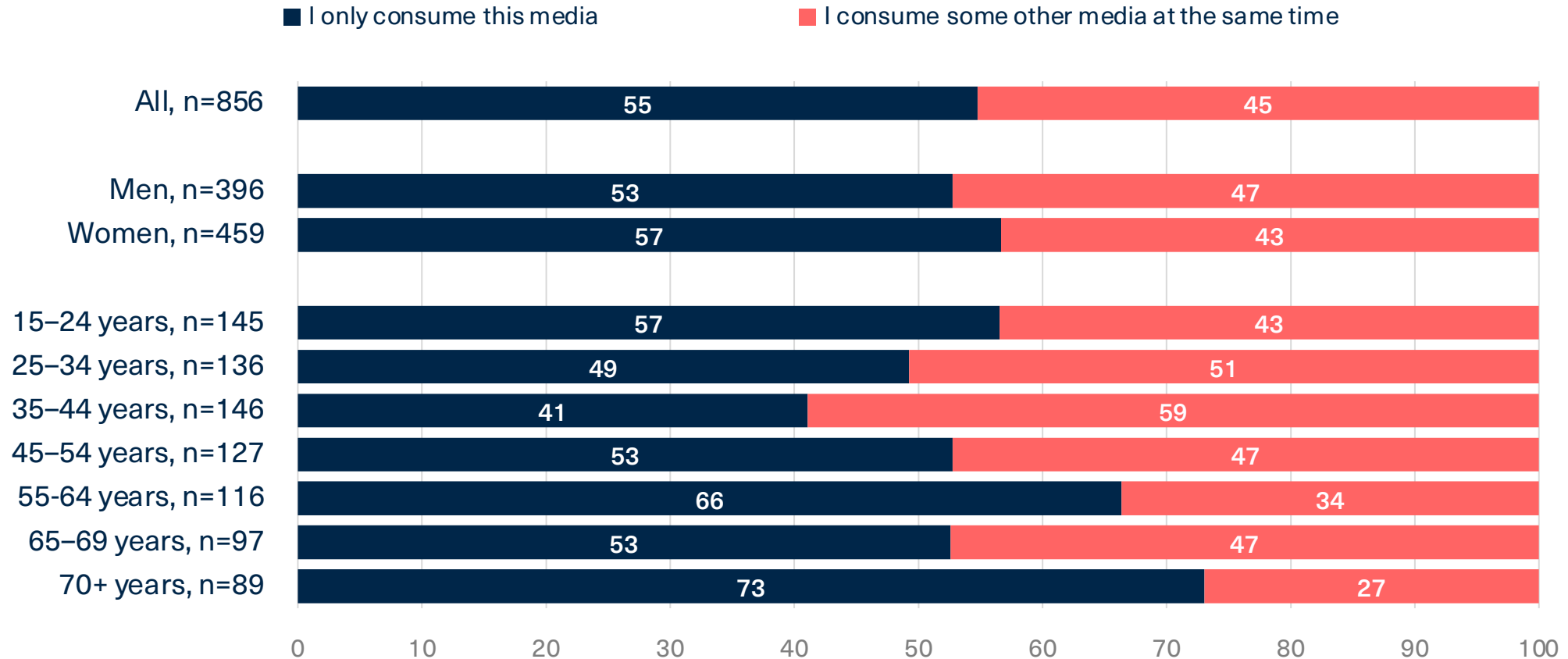
This question was only asked of those who consume this type of media



# In what types of media consumption moments do you typically use some other type of media at the same time?

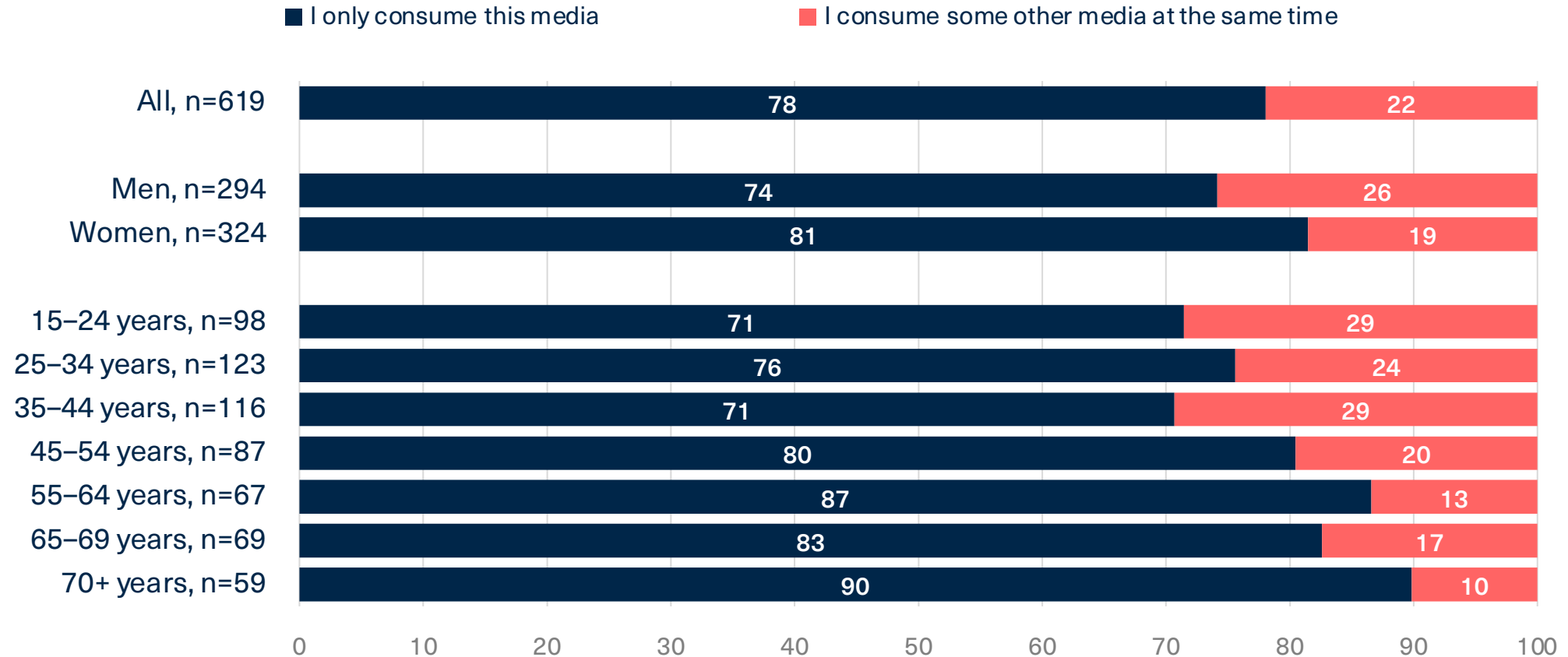
## When using social media (e.g. Facebook, Instagram)

This question was only asked of those who consume this type of media



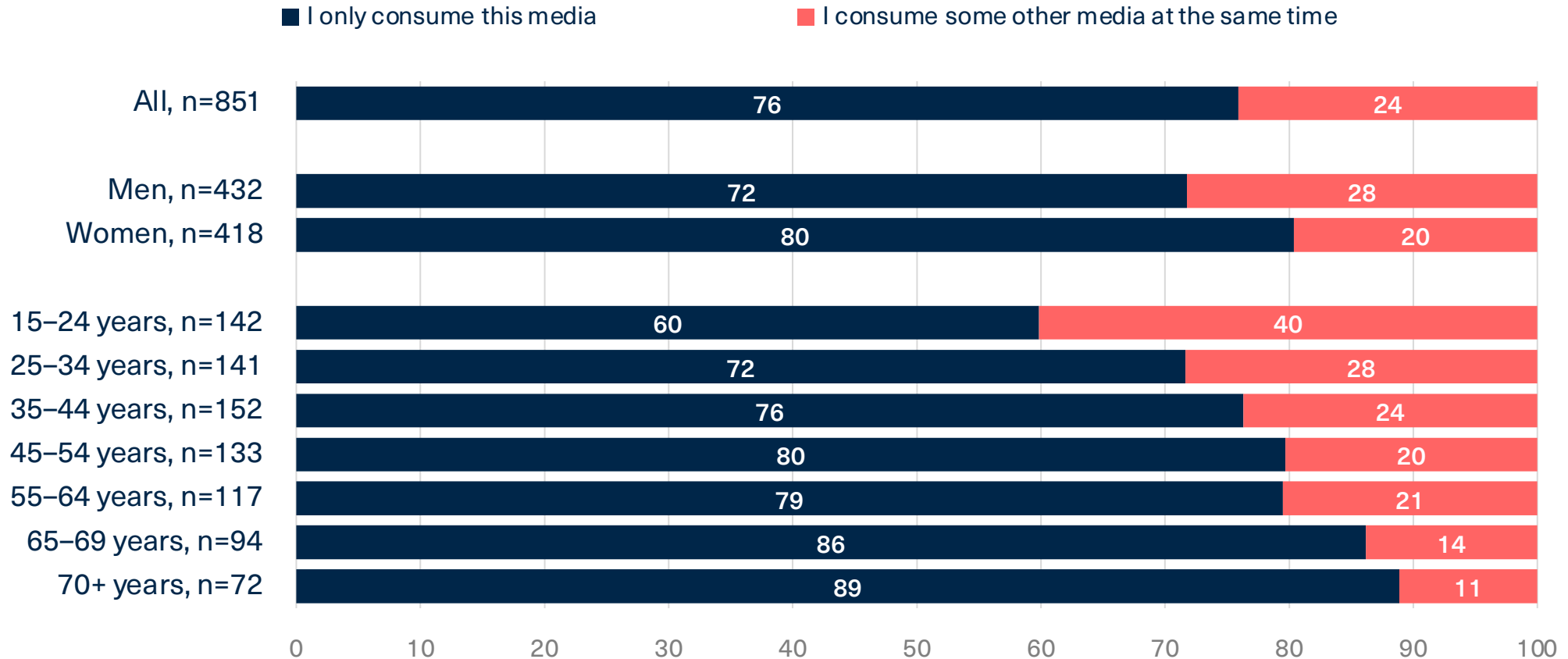
# In what types of media consumption moments do you typically use some other type of media at the same time? **When reading a blog**

This question was only asked of those who consume this type of media



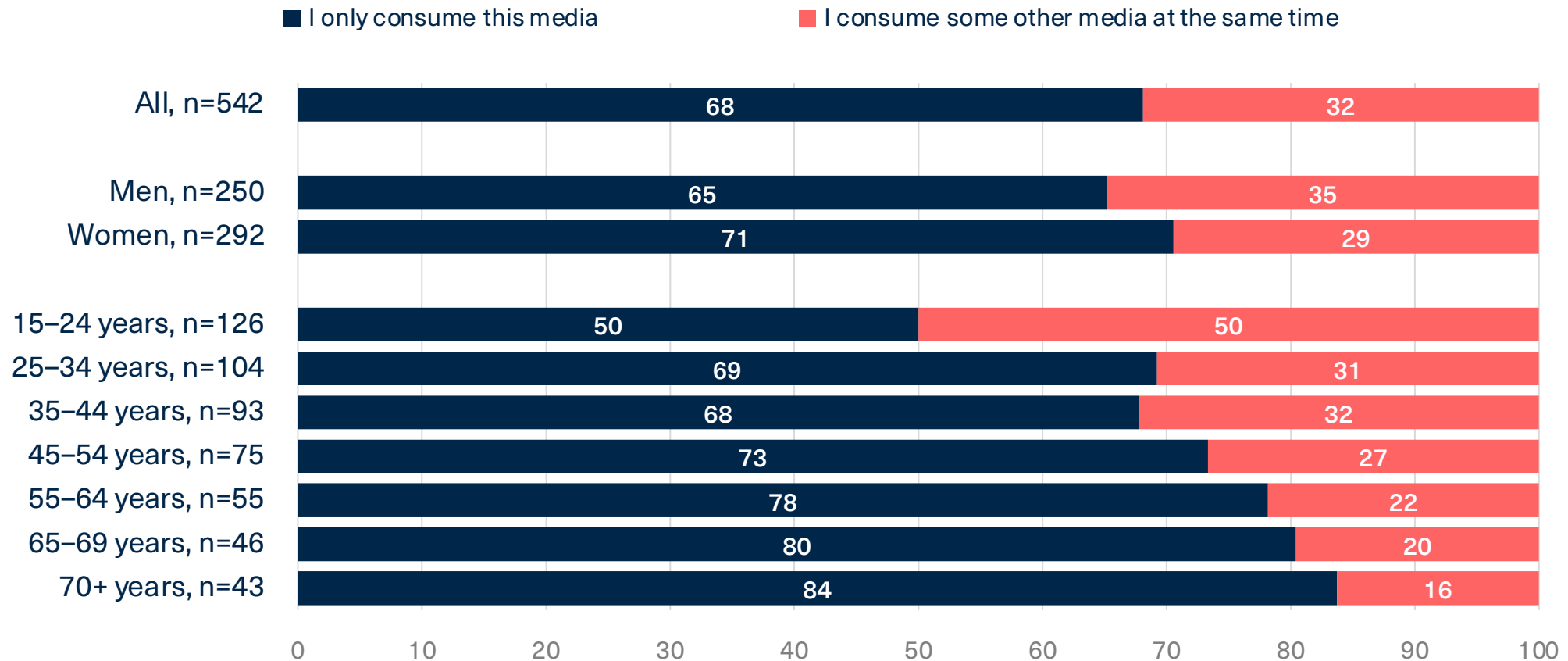
# In what types of media consumption moments do you typically use some other type of media at the same time? **When watching YouTube or other video streaming services**

This question was only asked of those who consume this type of media



# In what types of media consumption moments do you typically use some other type of media at the same time? **When listening to a podcast**

This question was only asked of those who consume this type of media



# Media consumption in different situations

- People read magazines when they want to relax, have some “me time” or get engrossed in particularly important and interesting content.
- Digital media is consumed particularly in situations where people are passing time, want to learn something new or are travelling from Point A to Point B.
- The concurrent use of other media is the most common in the context of listening to the radio or watching TV.



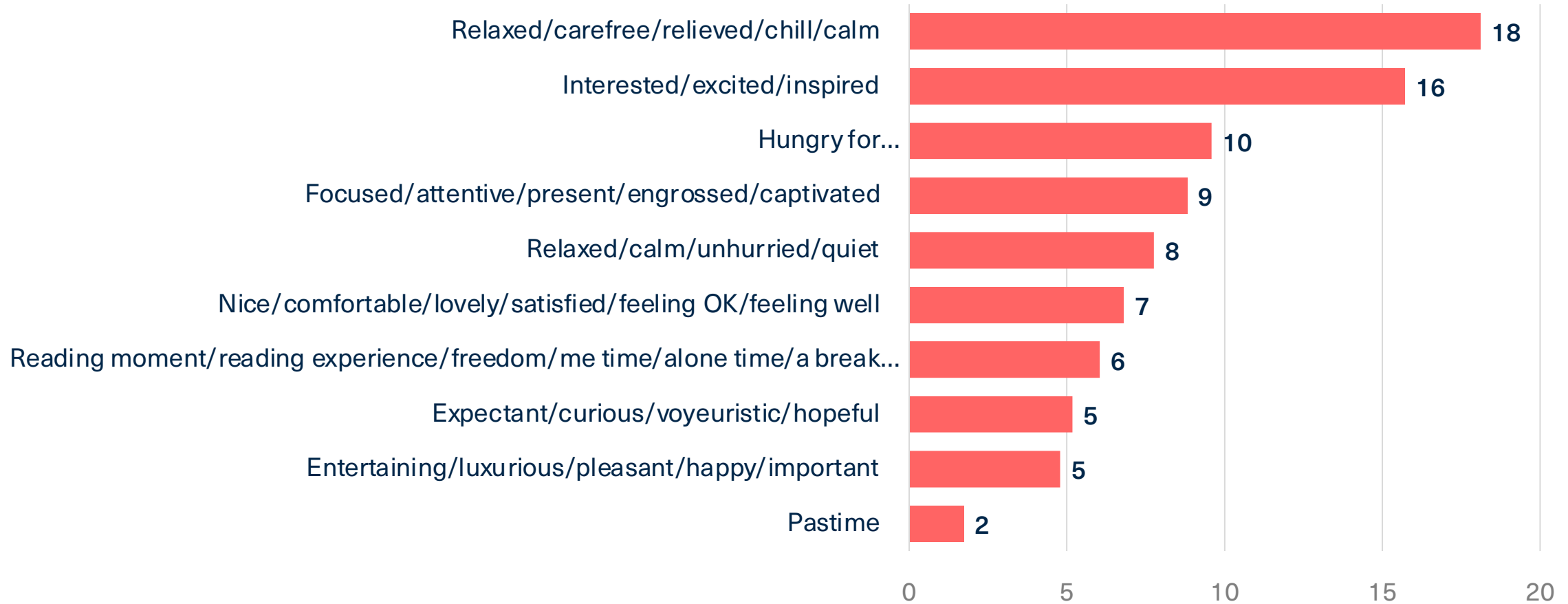
# Media & emotions





# Top 10 emotions – print magazines

Which emotion best describes the way you feel when you consume the following media? | n = 1,044



# Where do the emotions experienced when reading a magazine emerge from? Relaxation – your own magazine = “me time”

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“Taking a moment to yourself, a short break from the daily grind.”

– man, 43

“I only focus on the magazine and forget about everything else”

– woman, 37

“Reading magazines is a weekly ritual that I look forward to.”

– woman, 33

“I get to make my own choices about what articles interest me, what order I read the articles in and how much time I spend reading.”

– man, 63

“I can relax, lie in bed or sit out on the balcony, drink a cup of coffee or eat something delicious, enjoy looking at pretty pictures and read short articles on various topics”

– woman, 62

“There’s no media overload. You don’t get interrupted by phone notifications, for example”

– woman, 20

“Having a concrete magazine in your hand is a sign that you can relax and focus on reading.”

– man, 45

# Where do the emotions experienced when reading a magazine emerge from? **Inspiration – self-selected content is interesting**

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“I subscribe to this magazine because I’m interested in it”

– woman, 54

“Interesting articles and tips for my own life and coping with the demands of daily life.”

– woman, 42

“I learn something new, I want to invest in my personal development”

– man, 30

“The feeling that comes across from the magazine. The pictures, text and articles”

– woman, 30

“I get to take my time and read about topics that interest me.”

– man, 66

“I choose magazines that address topics that interest and inspire me (interior design, handicrafts, cooking), which means that I get inspired and relaxed when I read about them”

– woman, 23

# Where do the emotions experienced when reading a magazine emerge from? **Focus – the reading session does not begin when you're busy**

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“Magazines are full of interesting articles that get my full attention and get me to focus.”  
– woman, 22

“When I read a print magazine, I focus on it more and pay more attention to it. It makes it possible to have some time to yourself instead of always using your phone. It also makes it more acceptable in other people's eyes to spend time on reading.”  
– man, 42

“I'm prepared to focus on the topics featured in the magazine.”  
– woman, 44

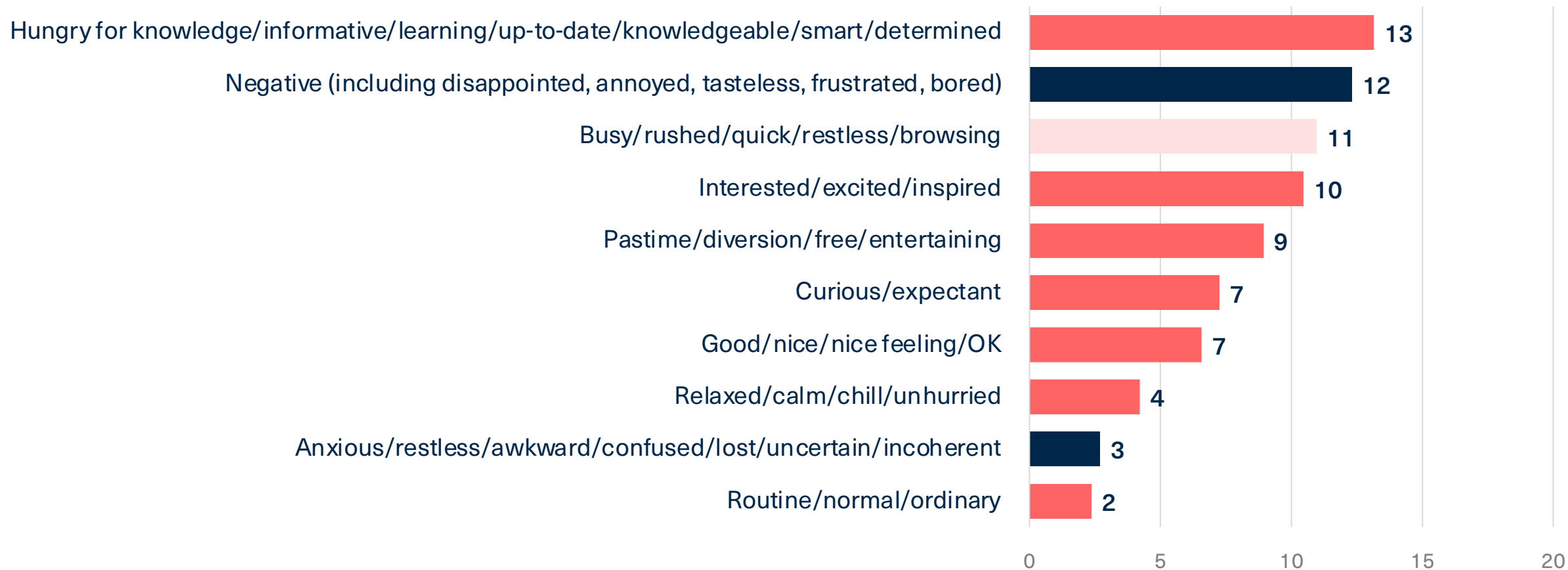
“Good and interesting articles get my full attention.”  
– woman, 49

“Longer reading sessions, longer stories.”  
– man, 27

“When I read, I focus on that activity. I can't do anything else at the same time. Nor do I want to.”  
– woman, 38

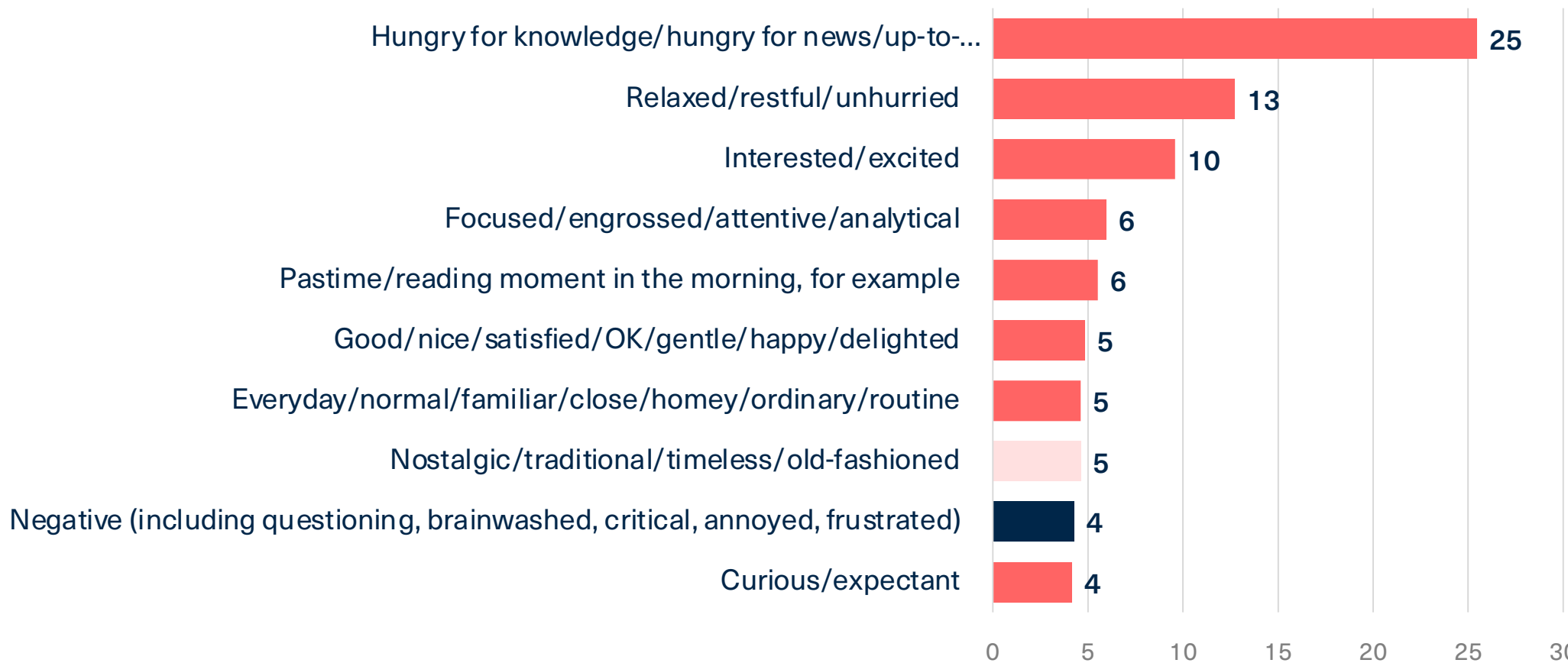
# Top 10 emotions – magazine websites

Which emotion best describes the way you feel when you consume the following media? | n = 593



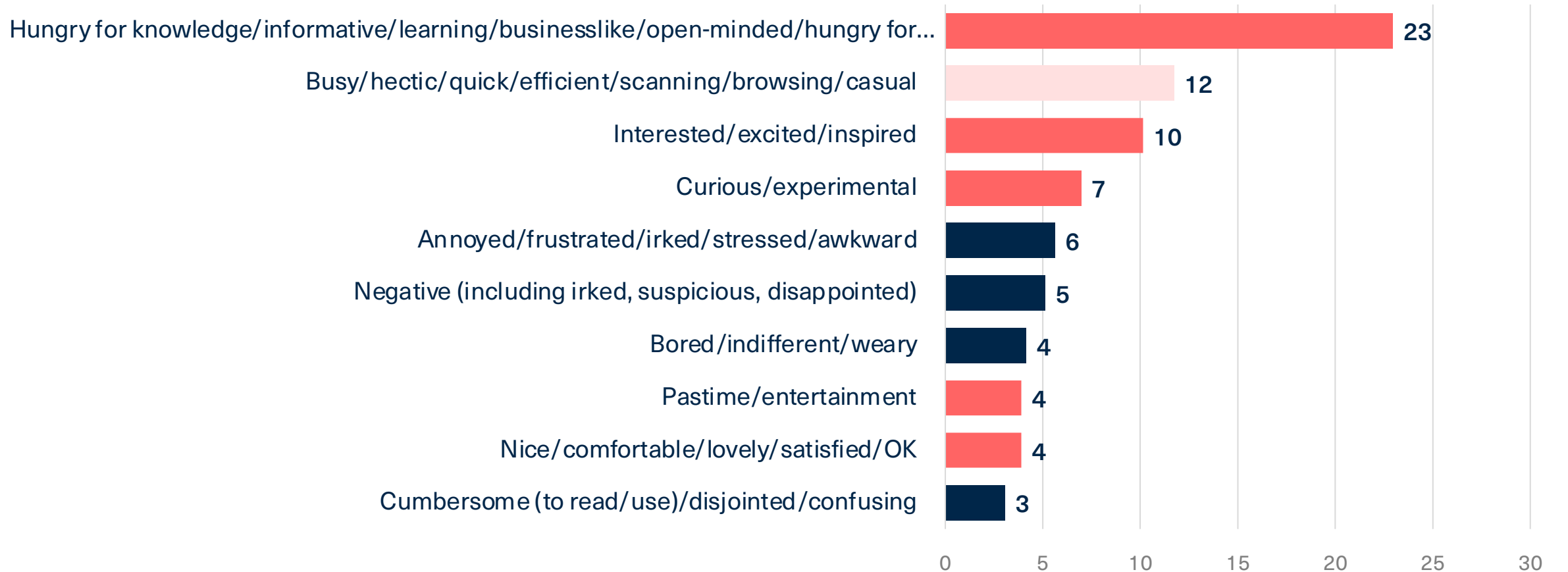
# Top 10 emotions – print newspapers

Which emotion best describes the way you feel when you consume the following media? | n = 887



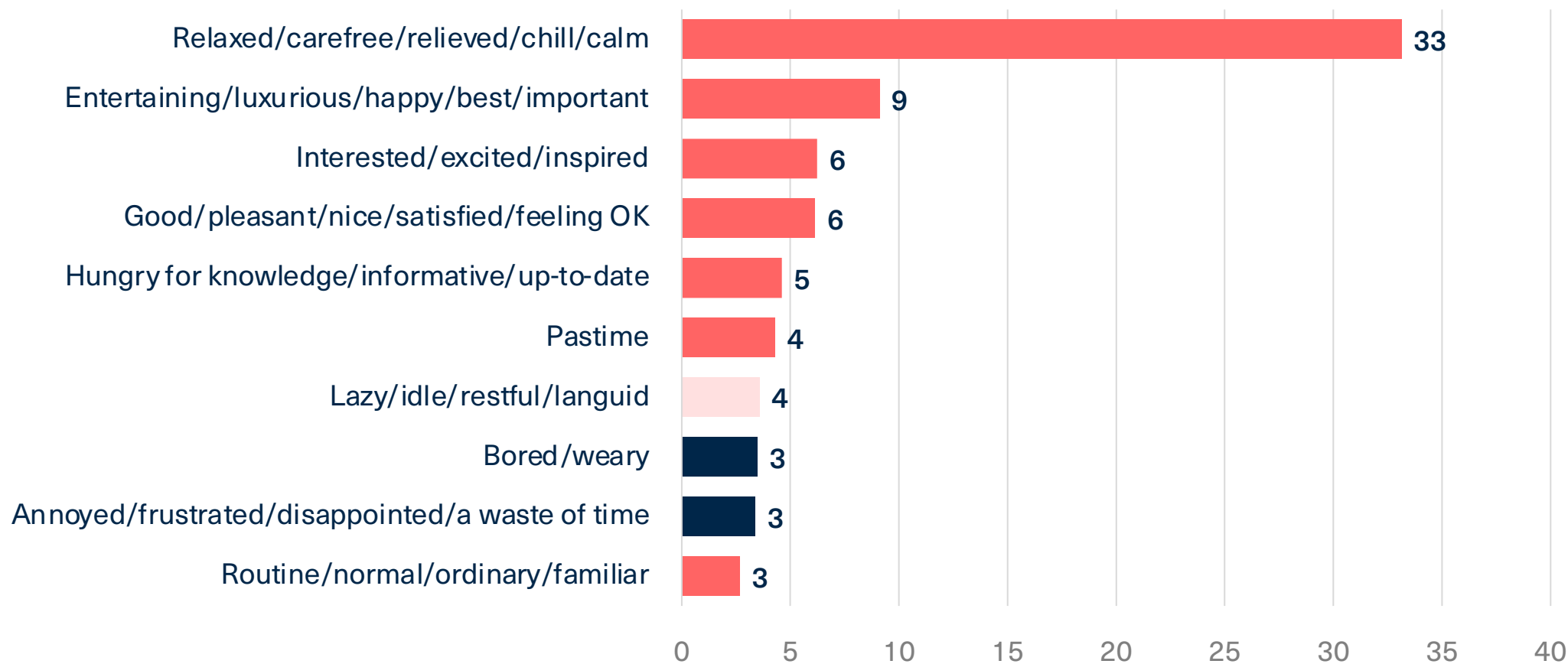
# Top 10 emotions – newspaper websites

Which emotion best describes the way you feel when you consume the following media? | n = 819



# Top 10 emotions – TV

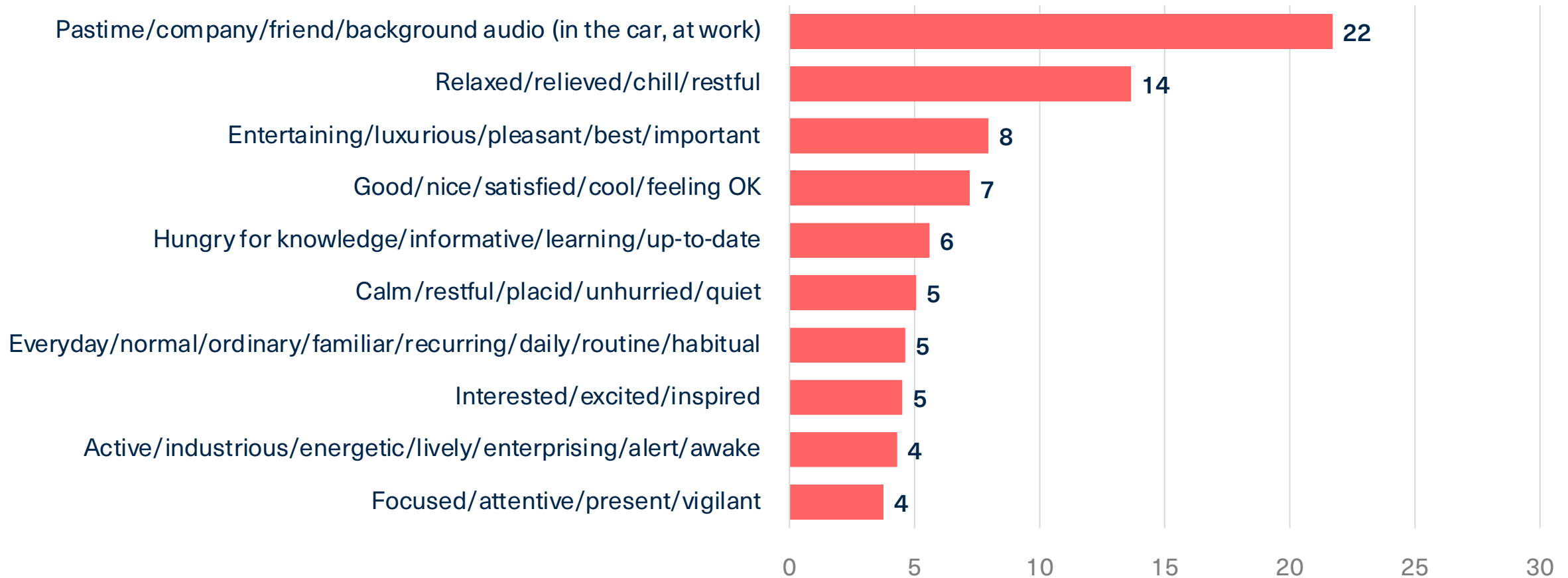
Which emotion best describes the way you feel when you consume the following media? | n = 819





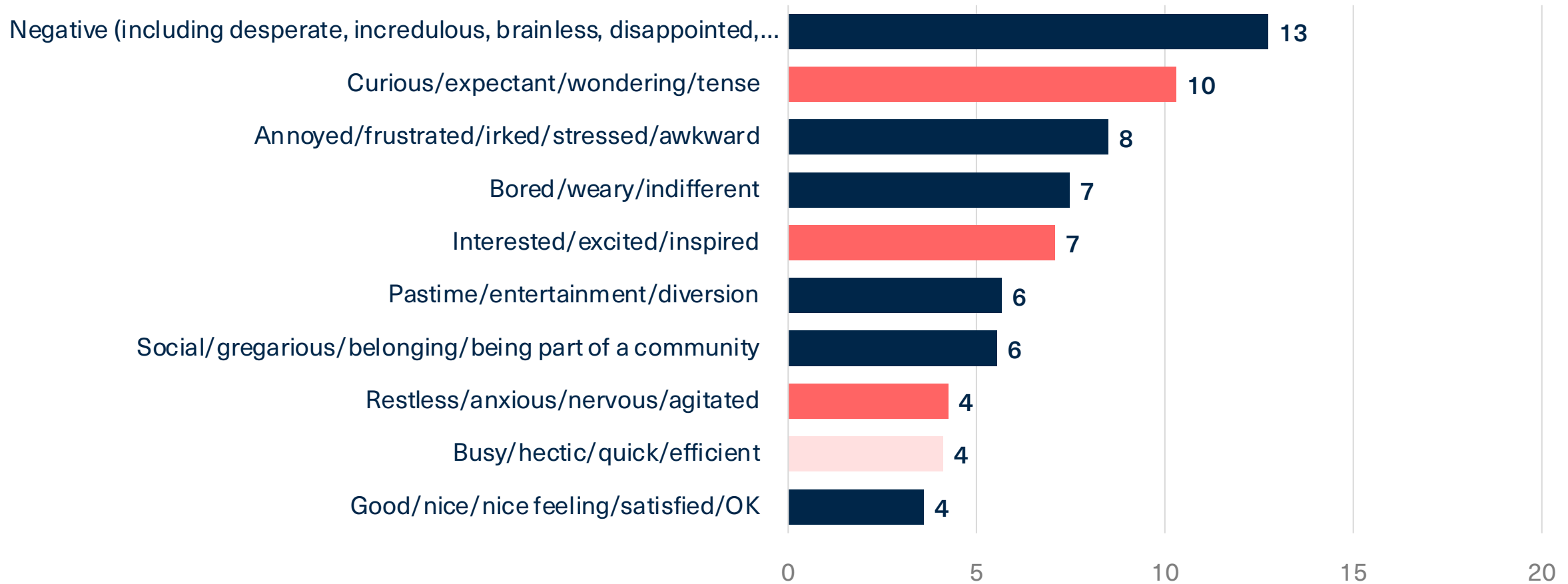
# Top 10 emotions – radio

Which emotion best describes the way you feel when you consume the following media? | n = 931



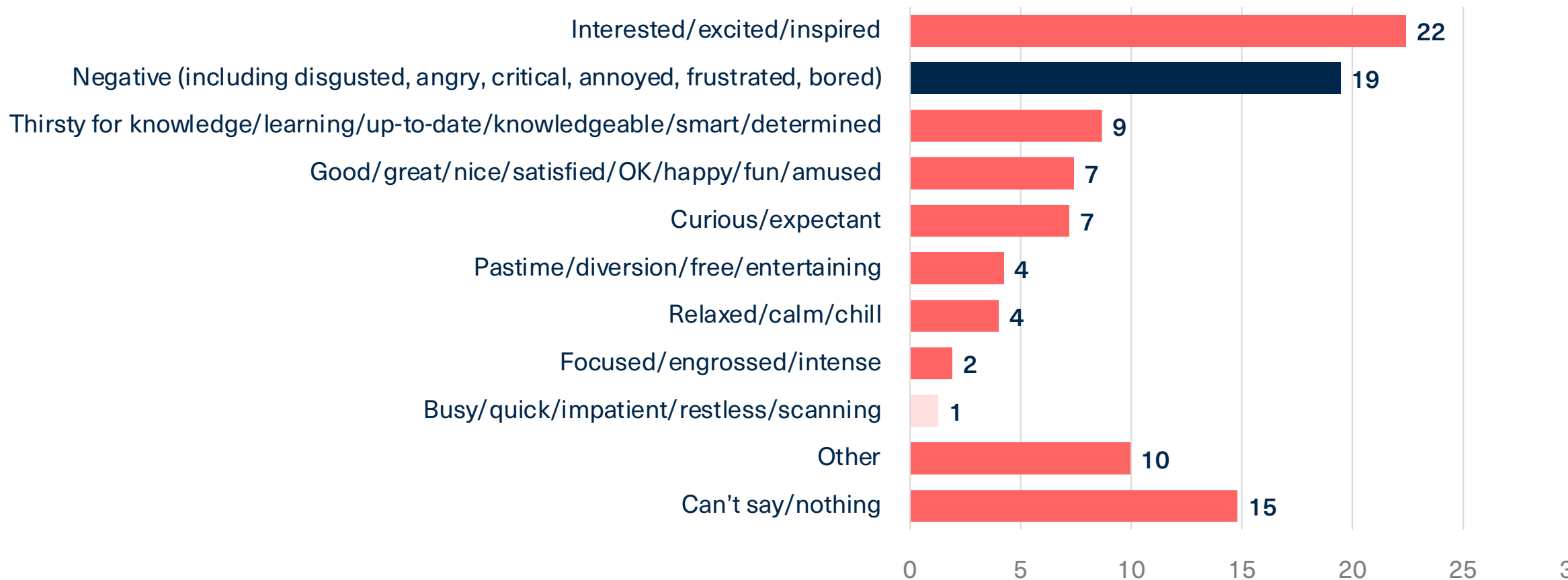
# Top 10 emotions – social media

Which emotion best describes the way you feel when you consume the following media? | n = 777



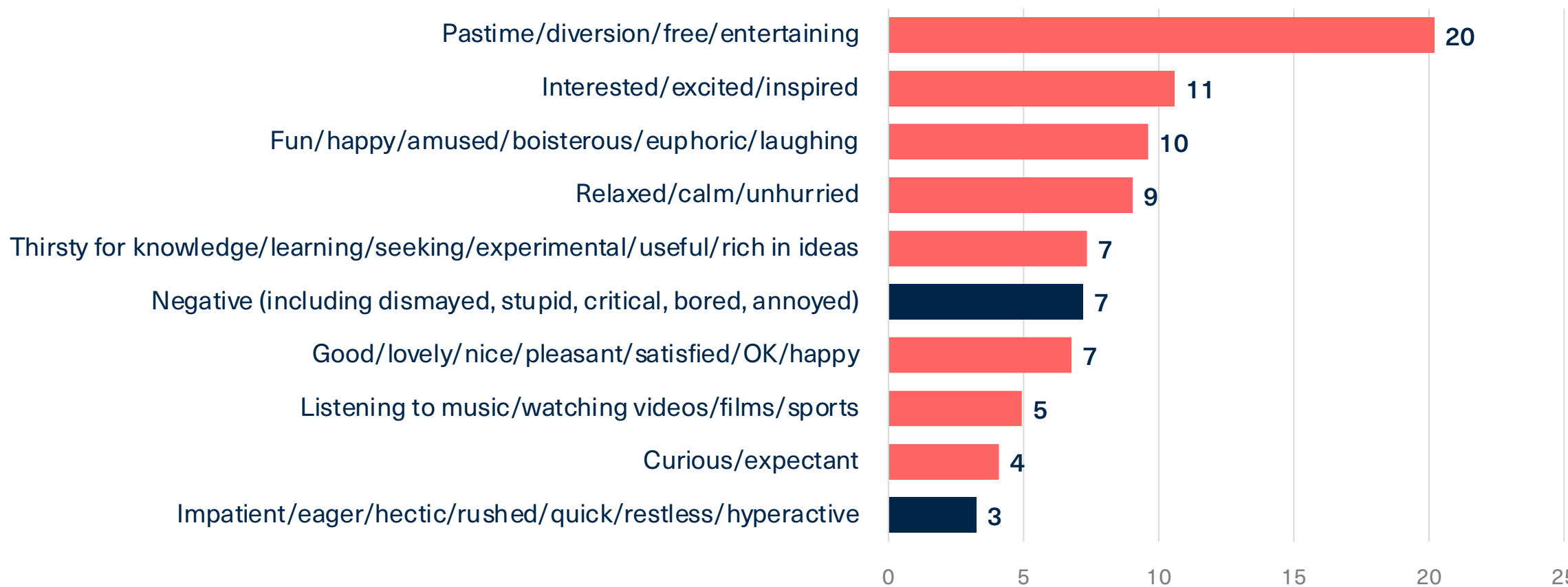
# Top 10 emotions – blogs

Which emotion best describes the way you feel when you consume the following media? | n = 473



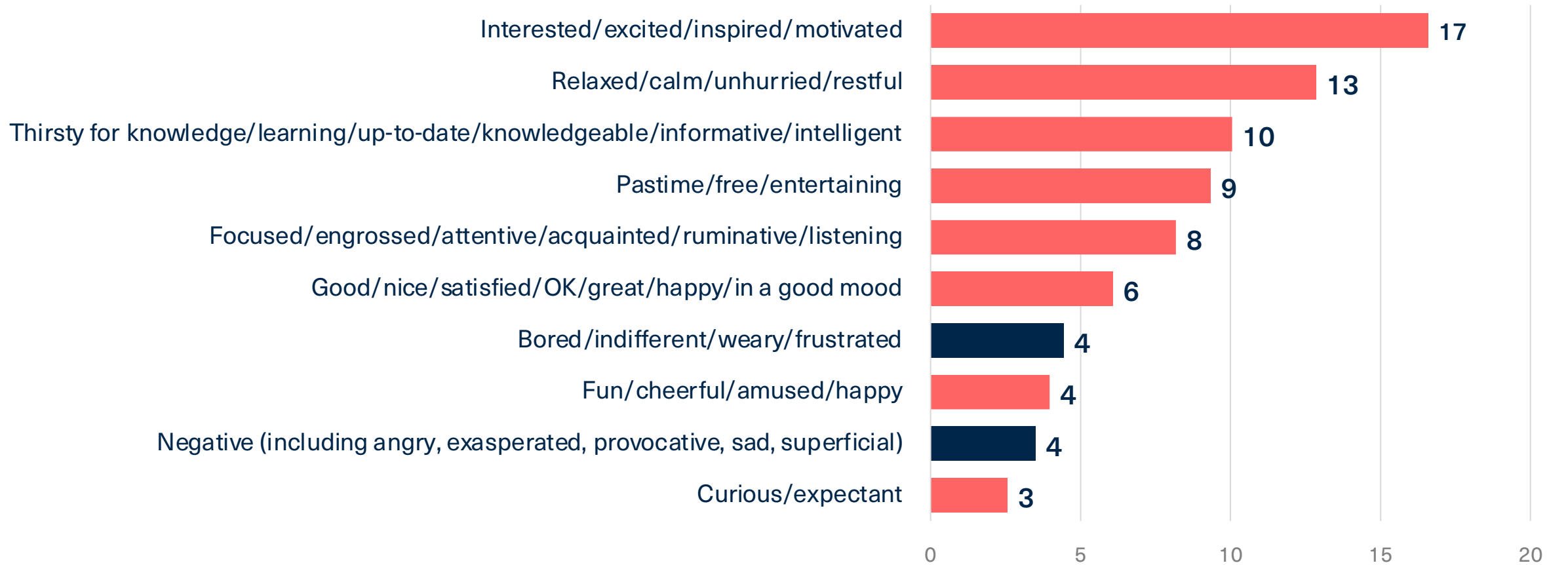
# Top 10 emotions – YouTube

Which emotion best describes the way you feel when you consume the following media? | n = 708



# Top 10 emotions – podcasts

Which emotion best describes the way you feel when you consume the following media? | n = 428



# Media & emotions

- There are a lot of positive emotions associated with media consumption. There are hardly any negative emotions associated with reading print magazines or listening to radio or podcasts.
- The consumption of digital media – and social media in particular – involve negative emotions, even strong ones, to a greater extent.

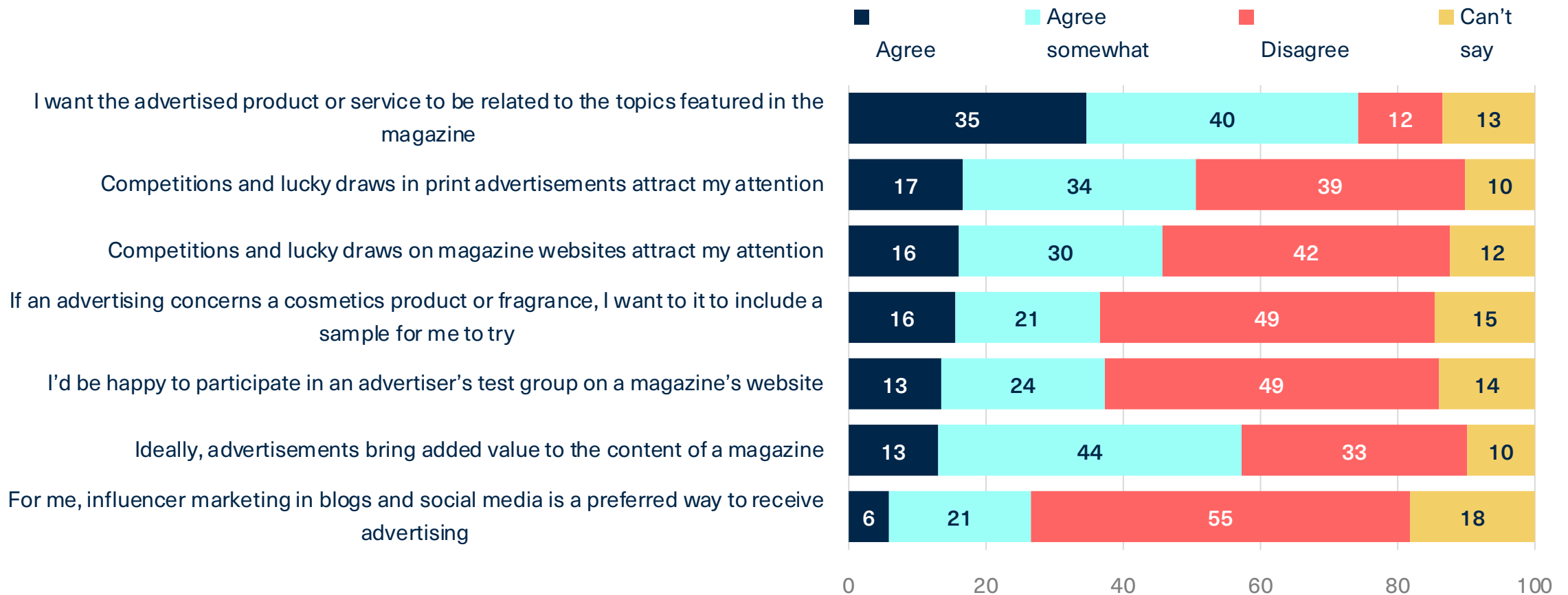


# Advertising



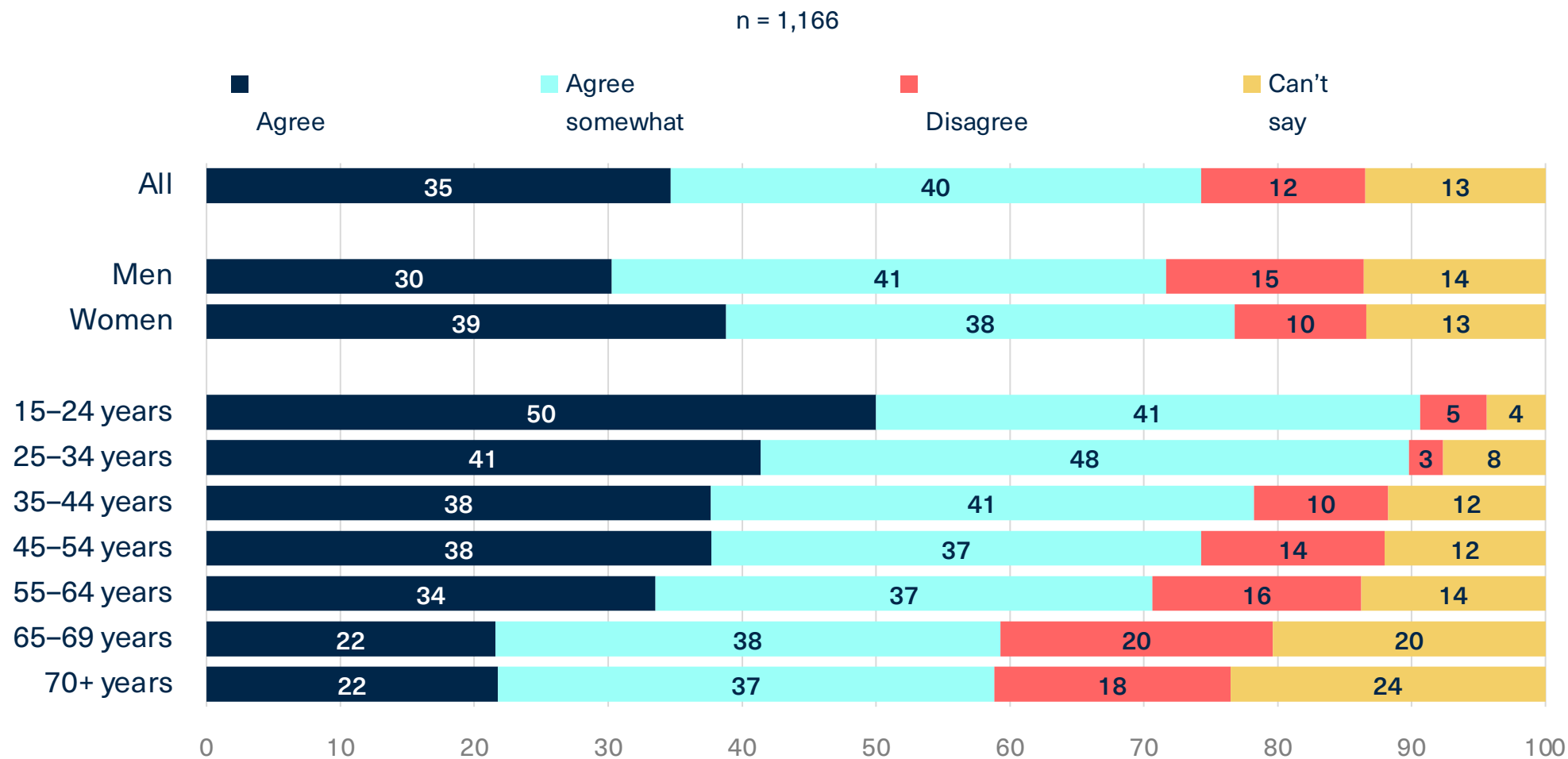
# Statements concerning advertising

How would you describe your attitude towards advertising in magazines? | n = 1,166



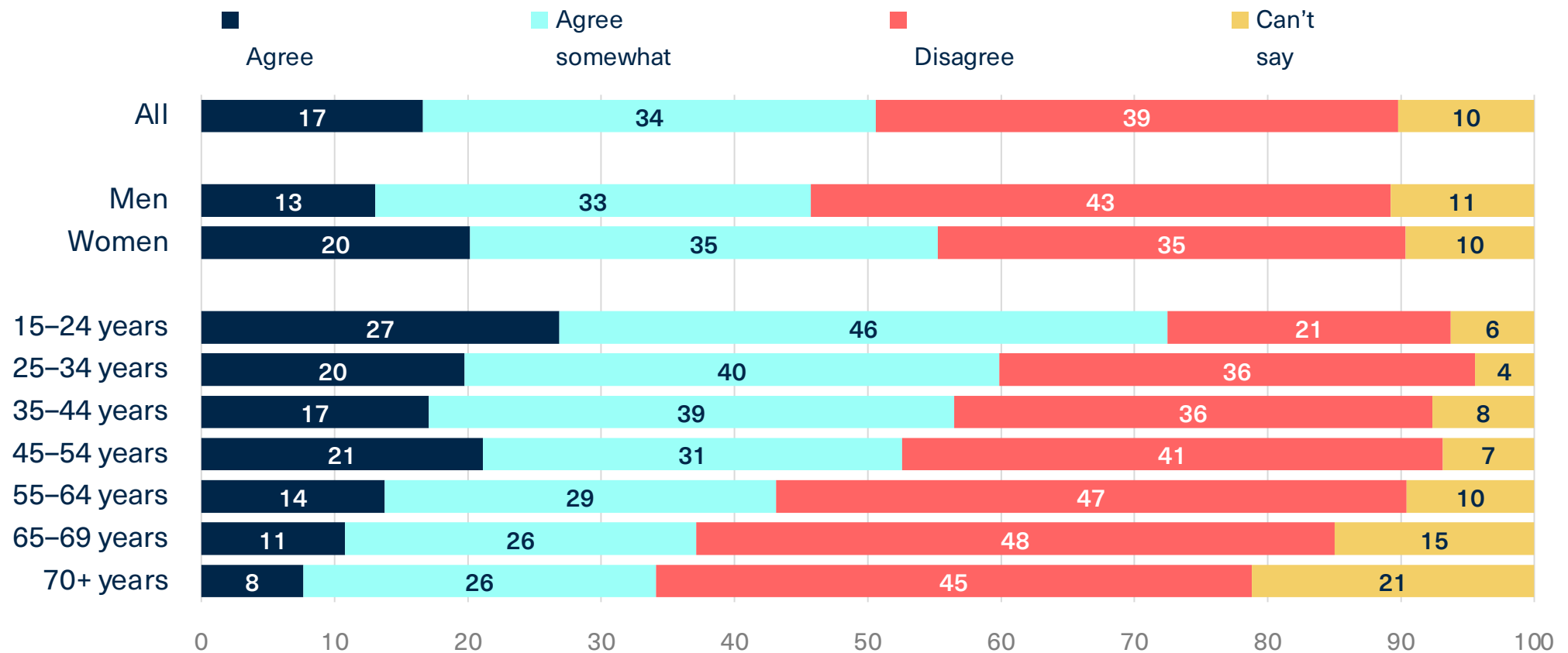


# I want the advertised product or service to be related to the topics featured in the magazine

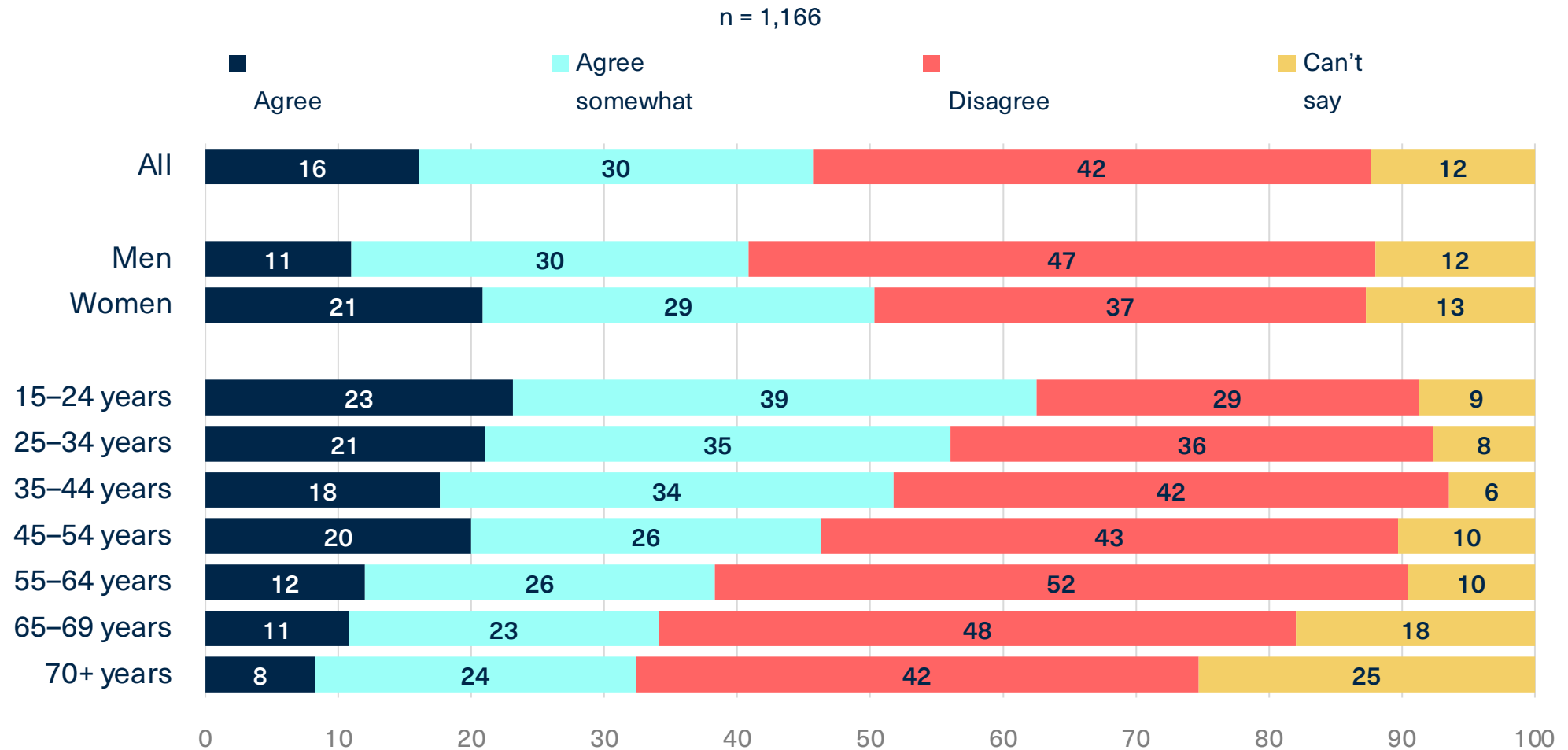


# Competitions and lucky draws in print advertisements attract my attention

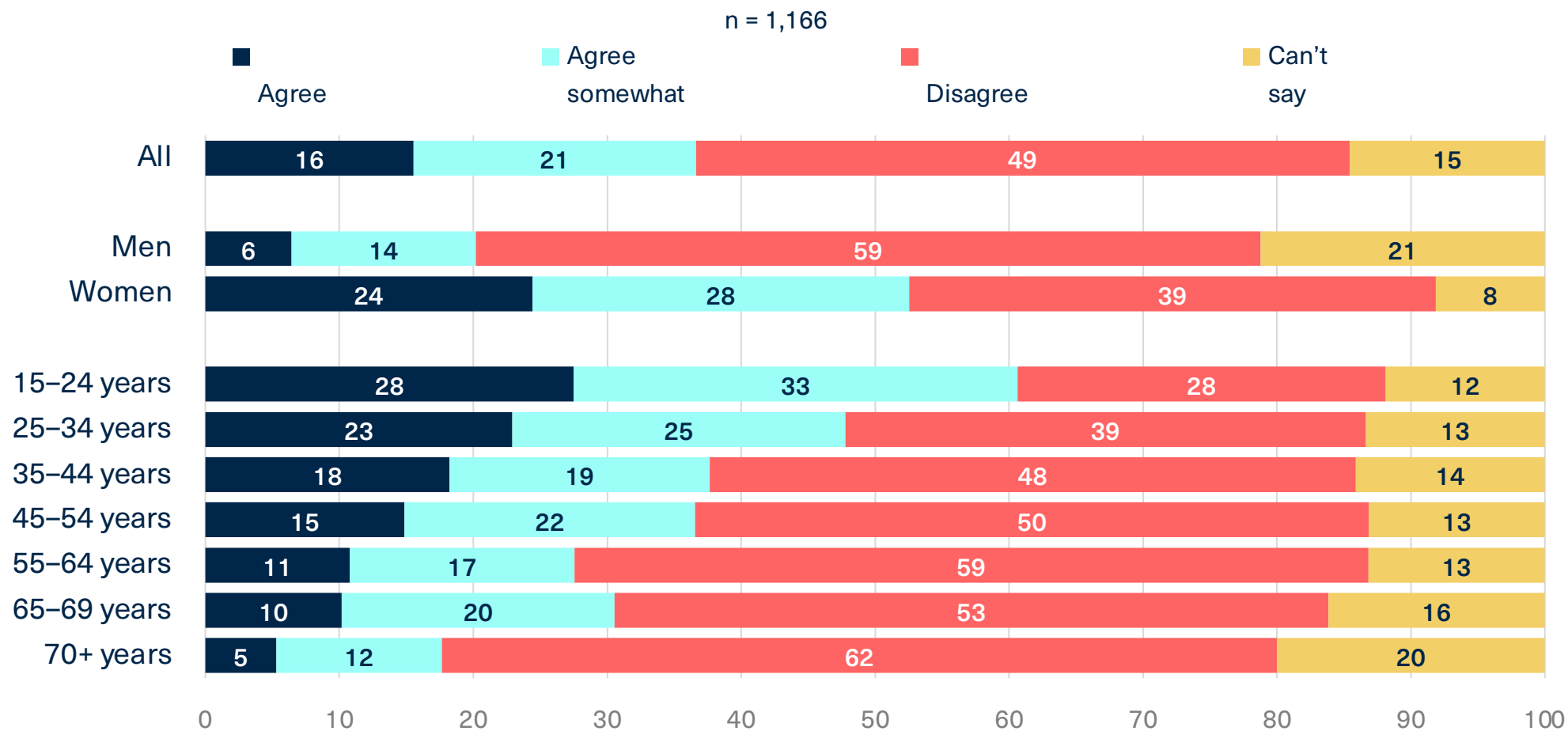
n = 1,166



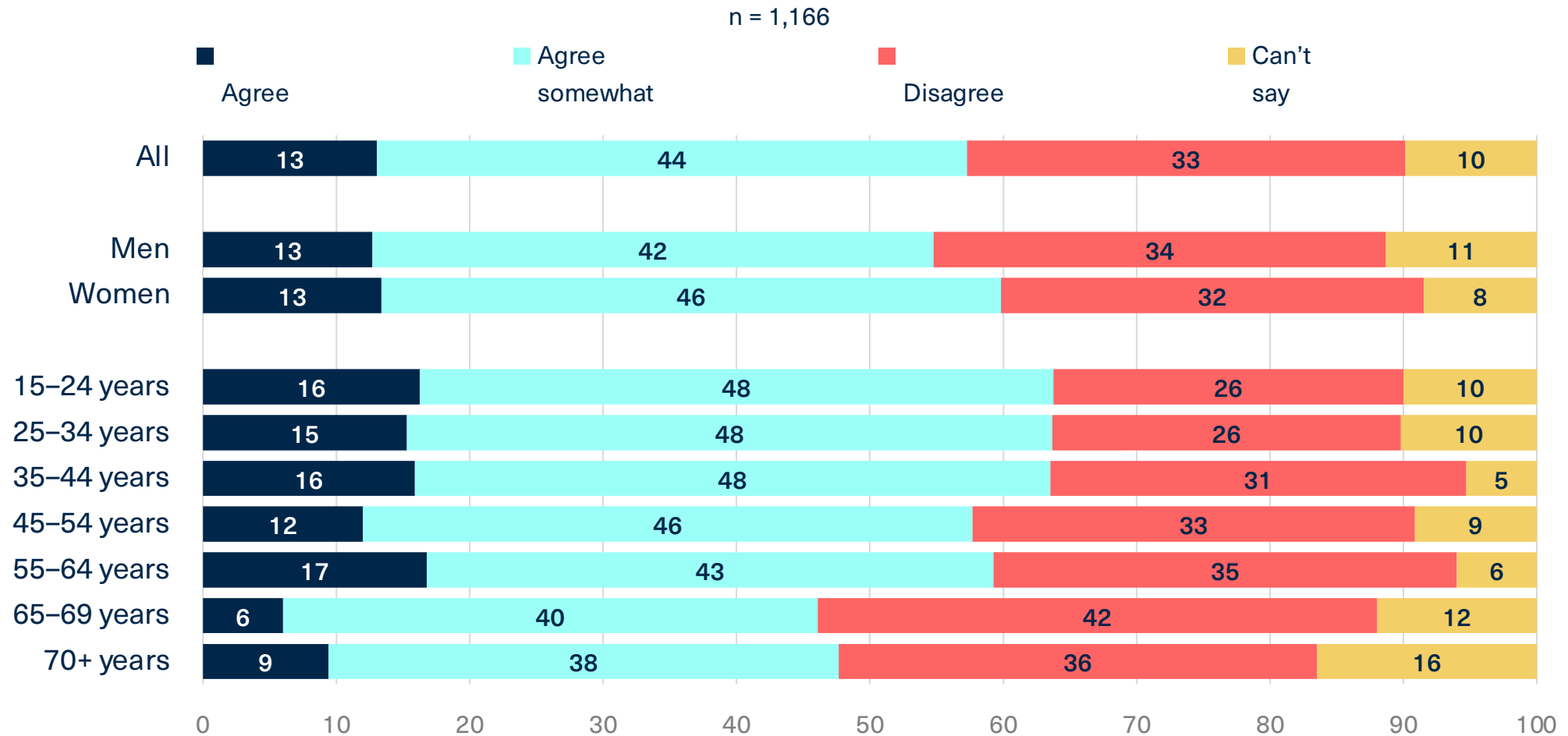
# Competitions and lucky draws on magazine websites attract my attention



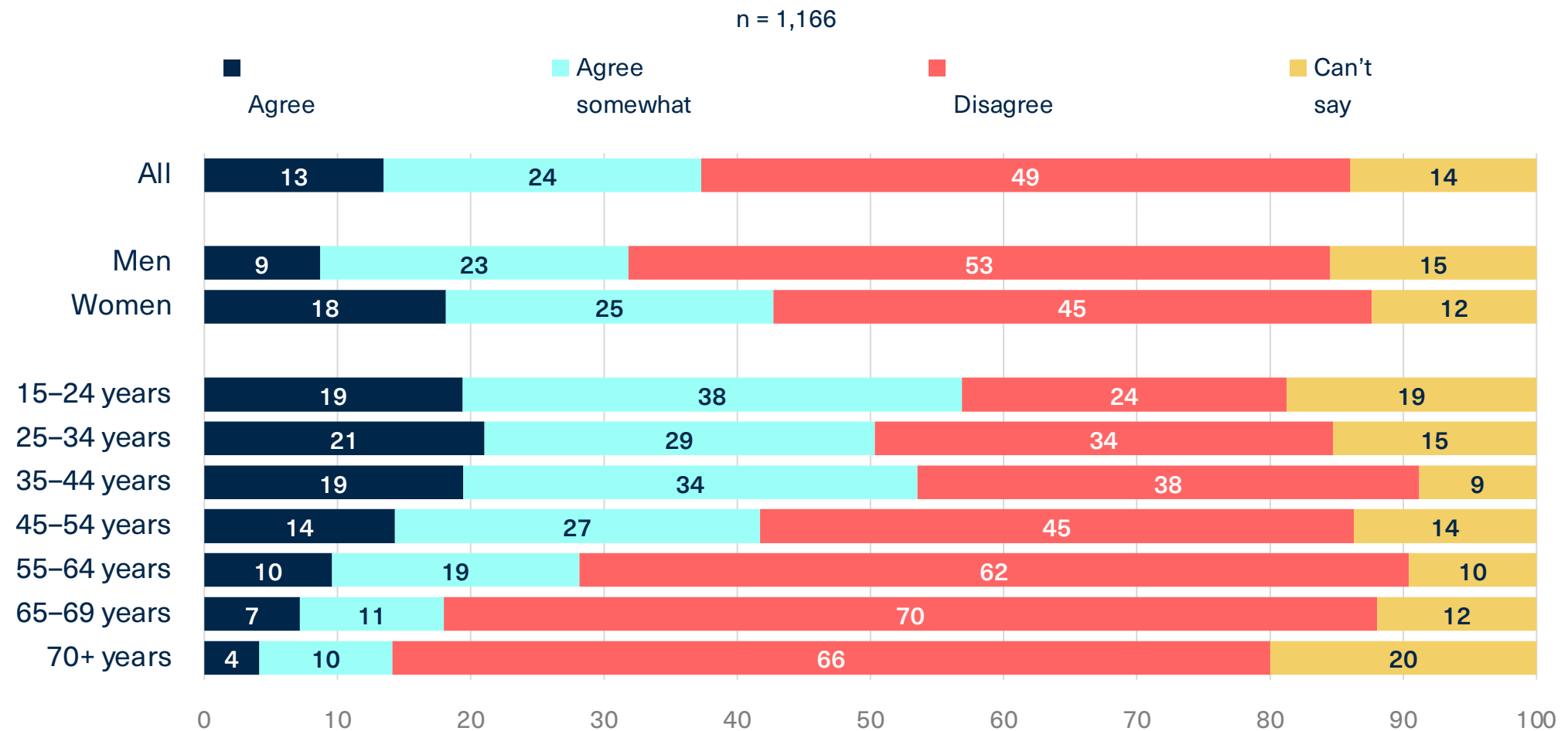
# If an advertising concerns a cosmetics product or fragrance, I want to it to include a sample for me to try



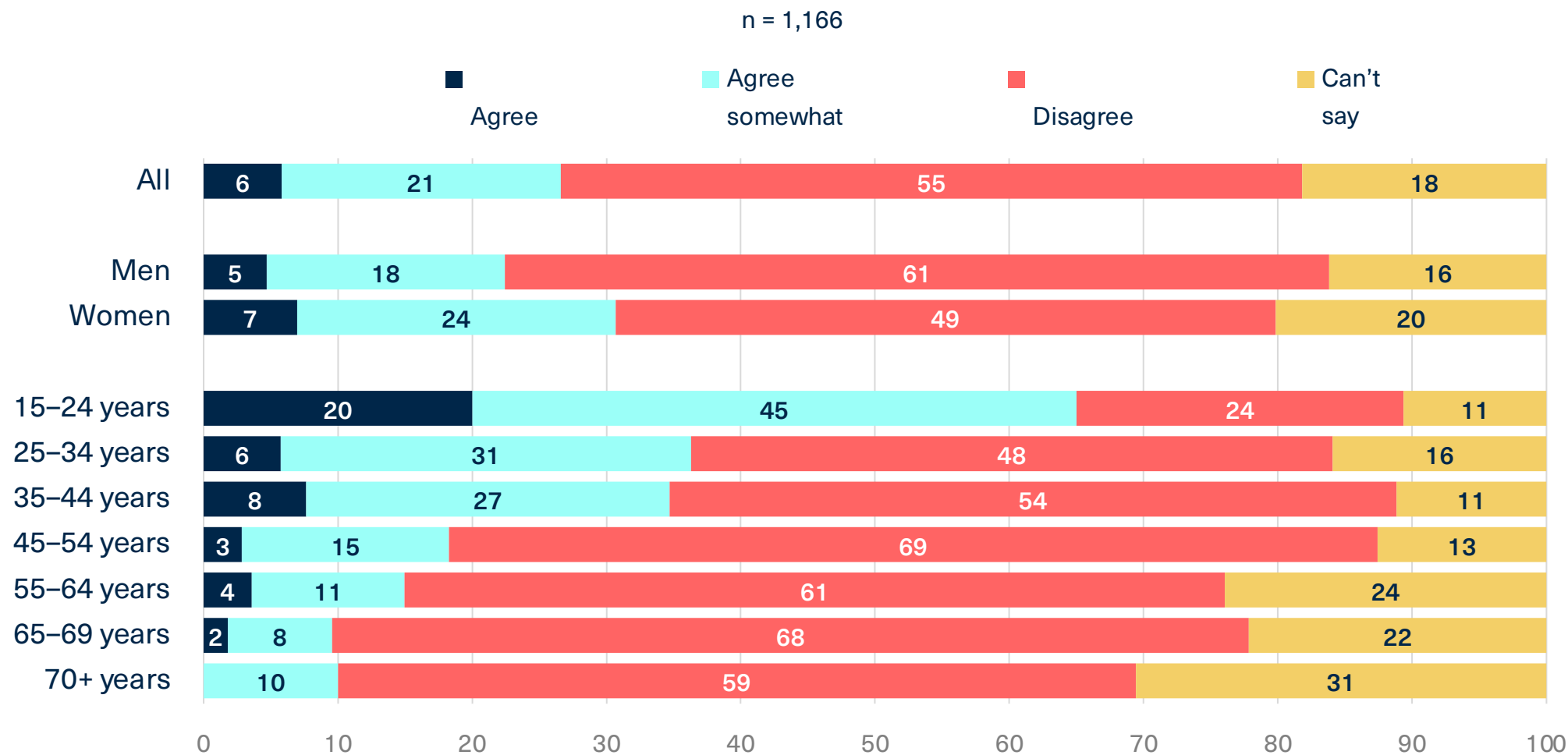
# Ideally, advertisements bring added value to the content of a magazine



# I'd be happy to participate in an advertiser's test group on a magazine's website



# For me, influencer marketing in blogs and social media is a preferred way to receive advertising



# Advertising

- 2/3 of the respondents want advertisements to be related to the topics featured in the magazine. Young readers are especially particular about this.
- More than half of the respondents agree or somewhat agree with the statement that, ideally, advertisements bring added value to the content of a magazine.





# Advertising

- More than half of the female respondents want to get a product sample with a cosmetics advertisement.
- 65% of the young respondents feel that influencer marketing in blogs and social media is a preferred way to receive advertising



# Summary

The emotions associated with magazine moments are positive, such as relaxation, inspiration and the thirst for knowledge.

People prefer to focus fully on their magazine moments and there is no room for the concurrent use of other media.

Magazine moments are typically spent on the sofa at home and people like to allocate sufficient time to them.

Magazines are well suited for following a wide range of topics.

More than half of the surveyed readers also consume digital magazine content.

73% of the respondents feel that they get good value for their time always or often when they read print magazine content.

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Finnish Magazine Media Association

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