



ASSI

Research summary on customer magazine reading and advertising in Finland



Customer media reach two thirds of the population

Customer media are the largest form of magazine media – mass media in the fractured media consumption landscape. The average Finnish person reads 1.2 customer magazines in print.

The 5 customer media included in the National Readership Survey (NRS 2022) reach **2,858,000** Finns over the age of 15. This is 67% of the entire population.

The largest customer media, Yhteishyvä, reaches 2.2 million Finns.

Source: NRS 2022

AIKAKAUSMEDIA

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1. Information about the study

7 studied customer media
5,117 respondents

The study was carried out between June and December 2022.

The method used was an online survey for each company's customers.

Study conducted by: **JHelske Research** | client: **Finnish Magazine Media Association**

The customer media included in the study



Avainapteekit

- Publisher: Avainapteekit Oy (a pharmacy store chain)
- Published six times a year
- The magazine covers topics related to health and well-being and presents monthly offers.
- The printed magazine is available in Avainapteekit pharmacies and delivered to people living near business premises. The electronic magazine is available online.

The customer media included in the study



Etiketti/Etiketten

- Publisher: Alko Oy (Alko is the Finnish monopoly for distribution of wine, beer and spirits)
- Published four times a year.
- Published in Finnish and Swedish (this study included both language versions).
- Etiketti serves those with a taste for good food and drink. The magazine includes topical recipes, articles and wine information. Etiketti helps readers choose food and drink pairings and gives advice on responsible drinking.
- The print magazine is available in Alko stores, and the electronic magazine is available online.

The customer media included in the study



Helen

- Publisher: Helen Oy (one of the largest energy companies in Finland).
- Published twice a year.
- Published in Finnish, Swedish and English (this study included the Finnish language version).
- The magazine covers topics related to energy.
- The print magazine is delivered to customers' homes, the electronic magazine is available online as a downloadable PDF.

The customer media included in the study



Sisustamo

- Publisher: Vepsäläinen Oy (a furniture store)
- Published twice a year.
- Sisustamo is a customer magazine for furniture store Vepsäläinen. The magazine offers ideas and inspiration for homes, presents modern designers and tells the interesting stories behind products.
- The print magazine is available in stores and can be pre-ordered for home delivery by issue, free of charge.

The customer media included in the study



Terve Metsä

- Publisher: Stora Enso (a manufacturer of pulp, paper and other forest products)
- Published four times a year, can be ordered free of charge.
- The magazine is targeted at forest owners and includes both light articles and information about forest ownership.
- The print magazine is delivered to people's homes, and the electronic magazine is available online.

The customer media included in the study



Uniikki

- Publisher: Yliopiston Apteekki (a pharmacy store chain)
- Published three times a year.
- Uniikki offers information on health, well-being and beauty. The magazine includes tips from professionals on topics like good nutrition and skin care.
- The print magazine is available in stores and mailed to customers who have purchased products from Yliopiston Apteekki in the last six months. The electronic magazine is available online.

The customer media included in the study



Vinkkari

- Publisher: Braleva Kiinteistöpalvelut Oy (Braleva offers real estate management, property maintenance and other services for housing associations).
- Published four times a year.
- Vinkkari is designed for housing company residents and shareholders. The magazine includes useful information on living.
- The magazine is distributed to all apartments of Braleva's customer companies and to property shareholders who live elsewhere. The magazine can be ordered free of charge, even if you are not a customer.

The studied customer media...

...were free publications targeted at consumer customers.

...were published 2–6 times a year. Two magazines were published in several languages.

...were either magazines you could take with you from the store (1), magazines that were mailed to your home (3) or available both ways (3). With one exception, all magazines were available as digital magazines.

...focused on health, well-being, food and drink, energy, furnishing, forests and living.

The industries of the companies publishing the magazines: pharmacies, alcohol and other drinks, the energy industry, furniture industry, forest industry and property and property management industry.

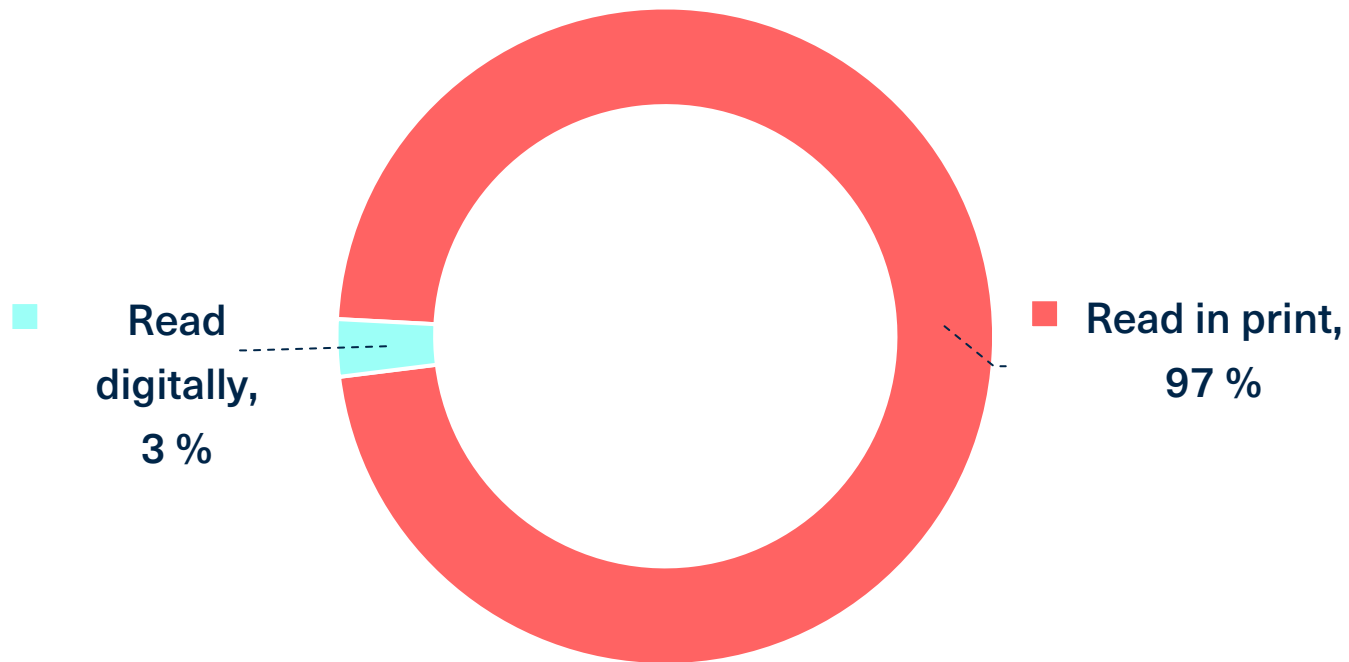
2.

How customer media are read

Customer magazines are mainly read in print

% of respondents who read the studied issue, N = 3,872

(Readers of 6 magazines were surveyed.)



For the magazine issues studied,

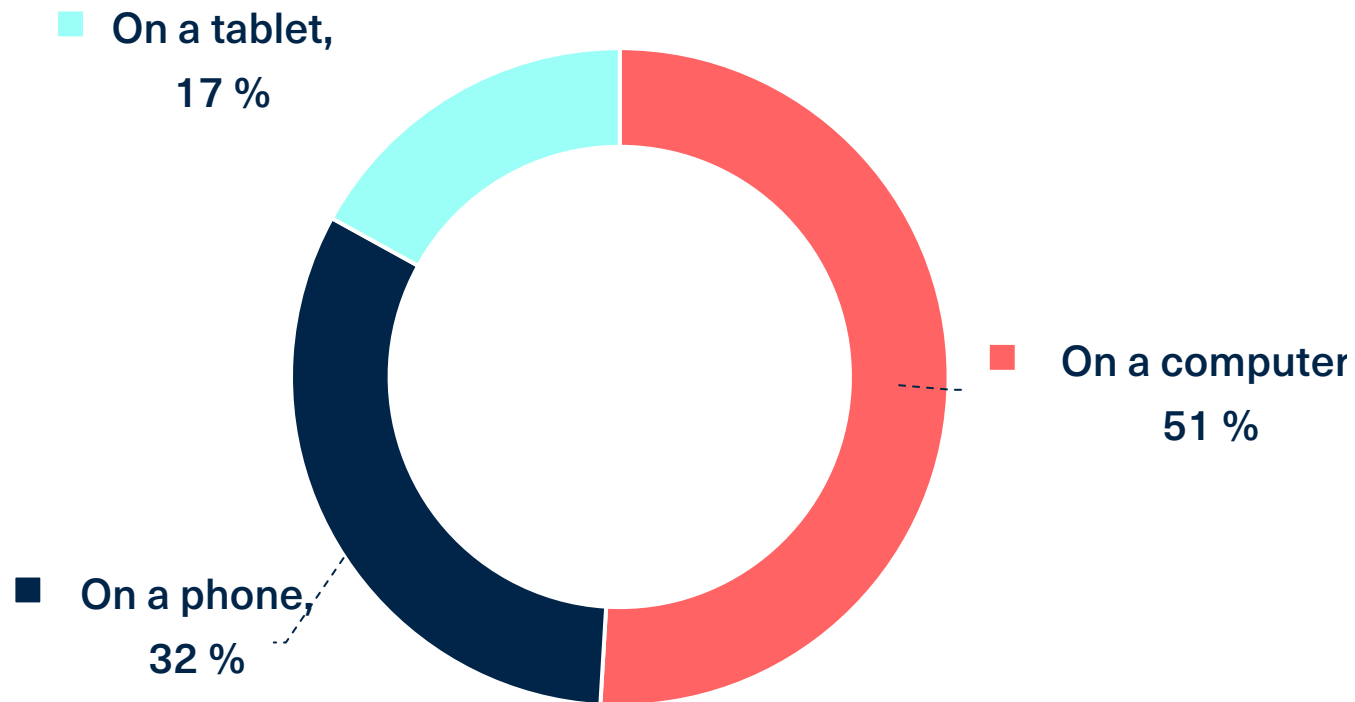
97%

read the magazine in print.

The proportion of print readers varied from 95% to 99% between magazines.

The people who read digital read most on the computer

What device did you use to read the magazine?
% of people who read the studied magazine issue digitally N = 105
(Readers of 6 magazines were surveyed.)



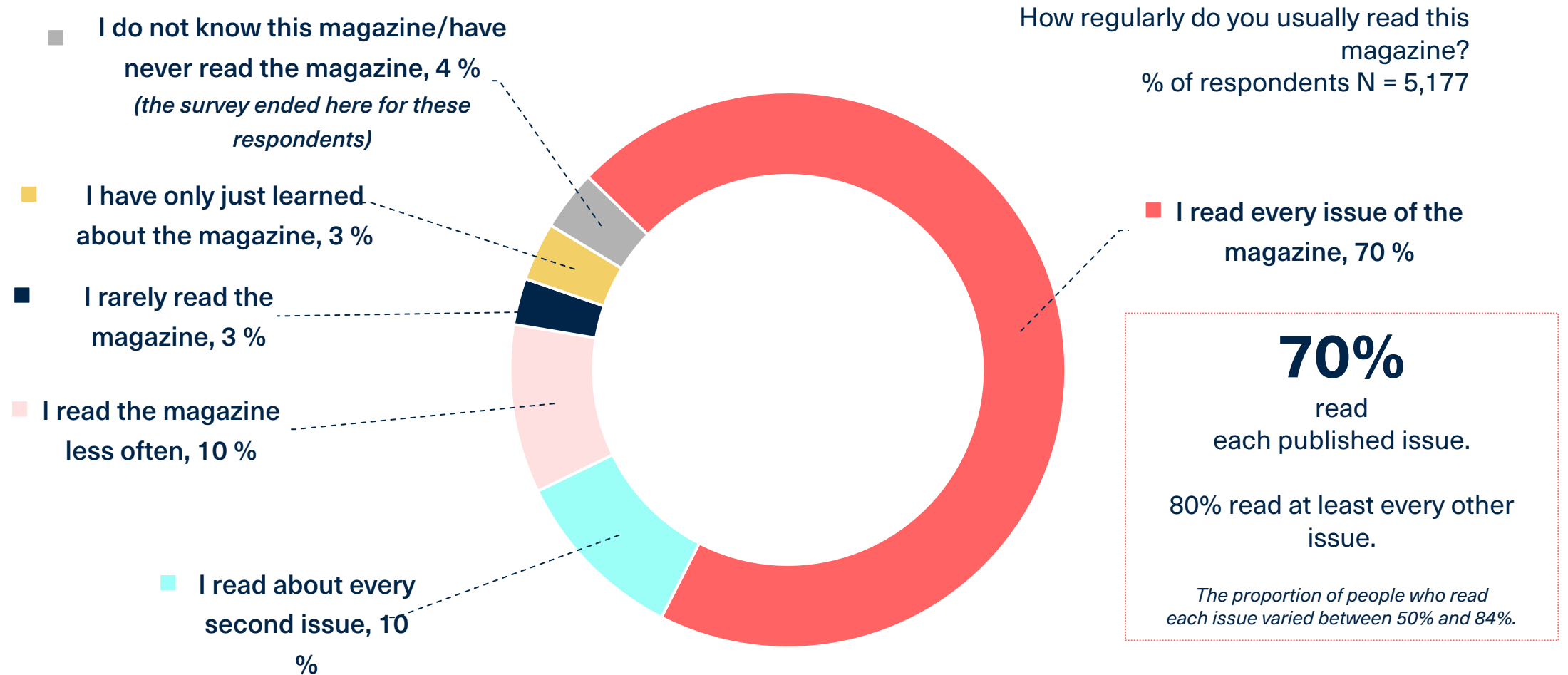
For people who read the studied magazine issue digitally,

51%

read the magazine on a desktop or laptop computer.

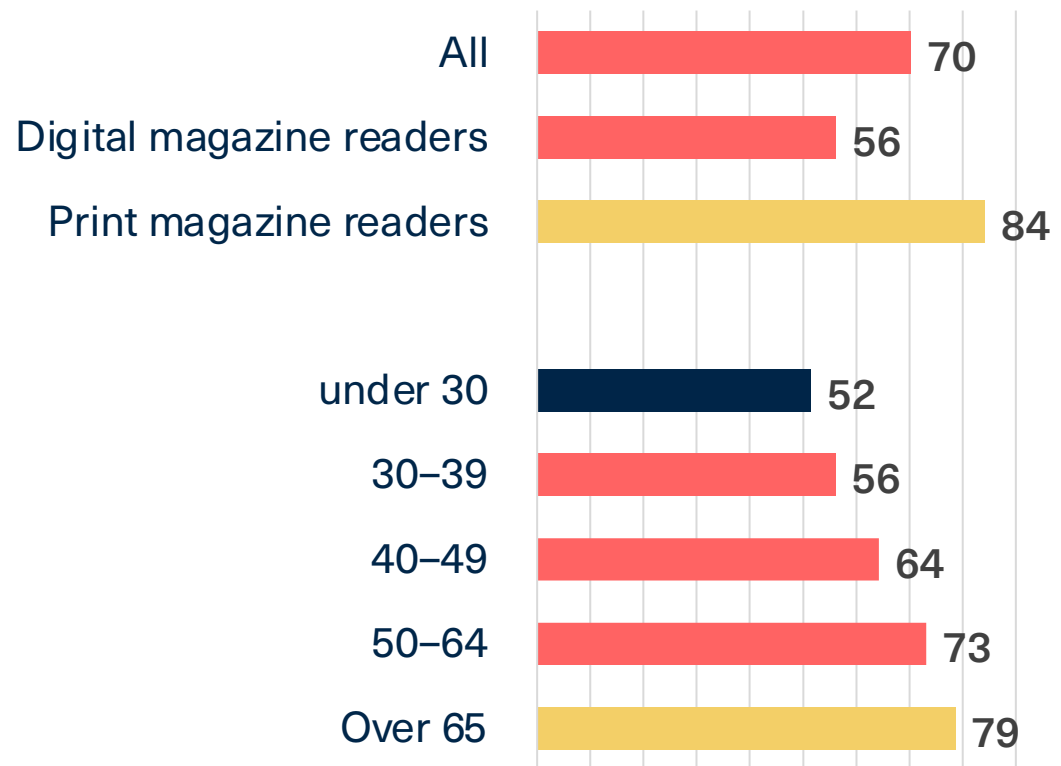
One factor that affects the device ratios is that the study asked respondents about reading a single issue, meaning a *digital edition*.

Regularity: The majority of readers read each published issue



A total of 84% of print magazine readers read every issue – over half of all digital readers also do the same

% of respondents who read every issue | N = 4,992

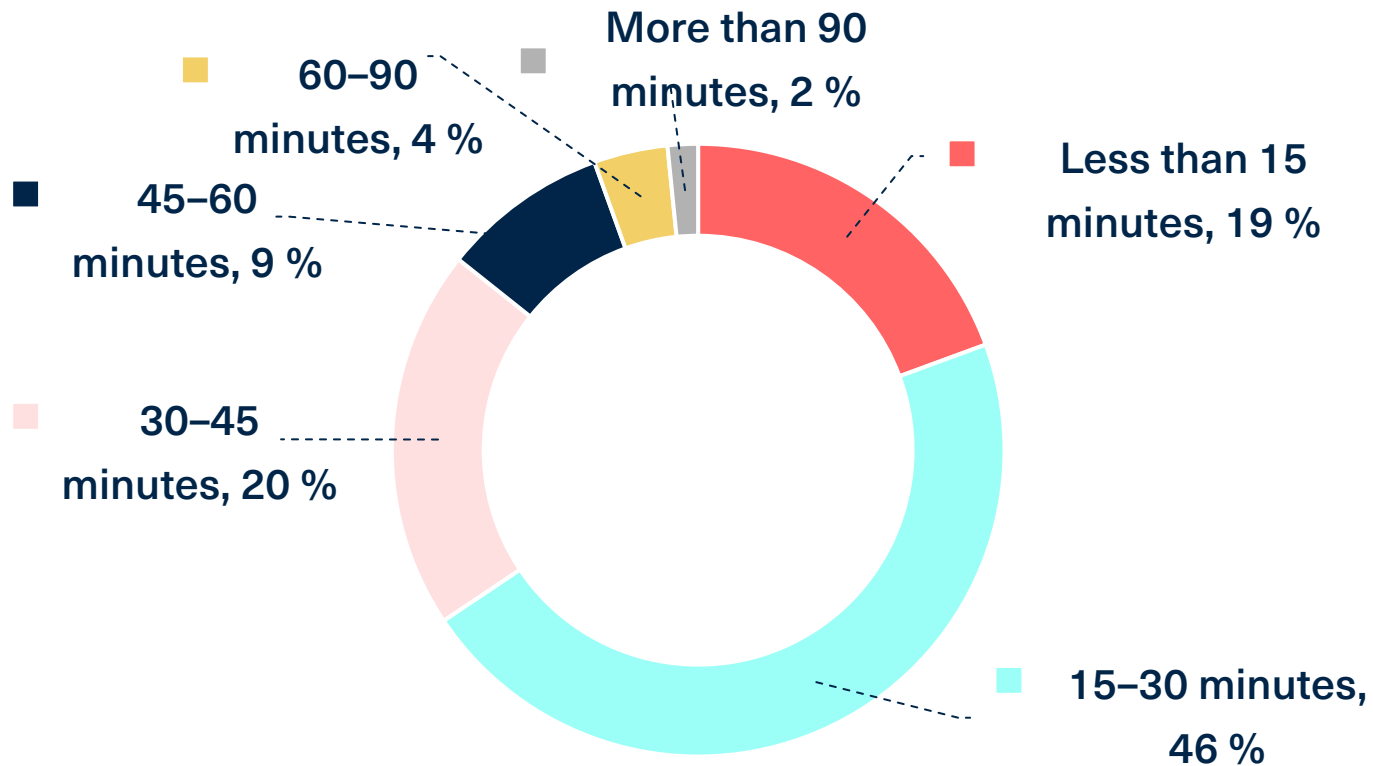


The proportion of regular readers was the largest among the oldest age category.

The distribution method matters – readership is the most regular for home-delivered print magazines.

People spend half an hour reading a single customer magazine issue.

How long do you usually read or browse one issue of this magazine?
Include the total number of times you read a single issue. | % of respondents, N = 4,992



The average reading time for a single issue is

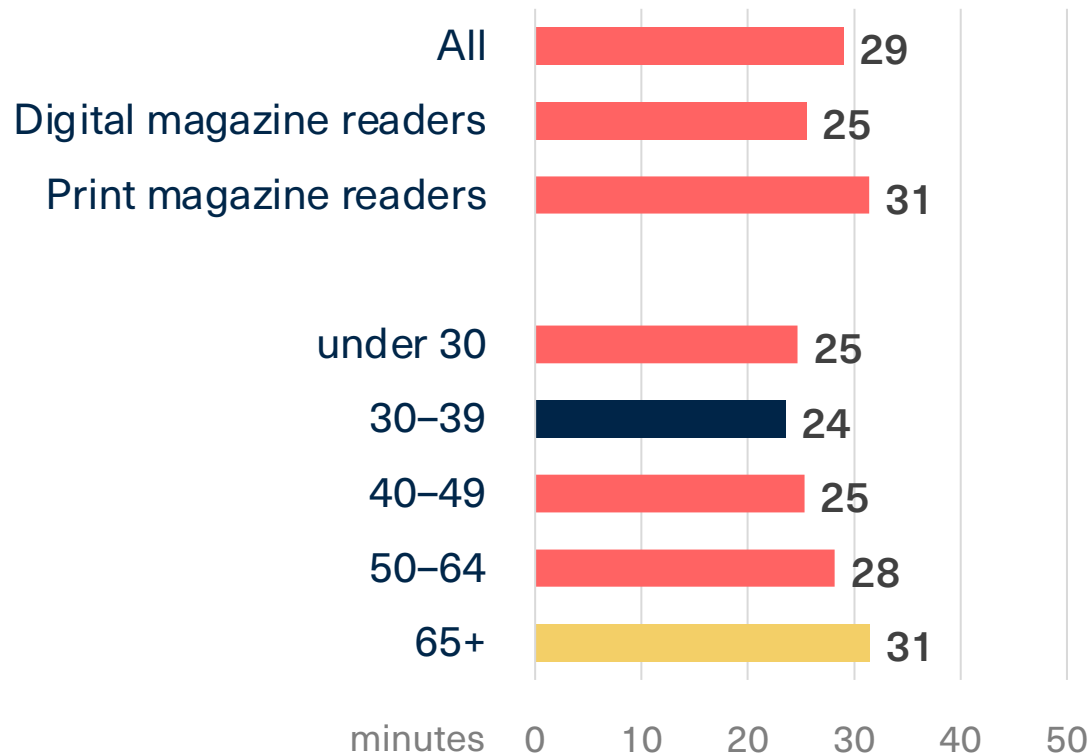
29 minutes.

Actual reading times vary from 20 to 35 minutes. The number of pages is strongly correlated with reading time.

Reading times by method and age

(average reading time for a single issue in minutes)

How long do you usually read or browse one issue of this magazine?
Include the total number of times you read a single issue | % of respondents, N = 4,992

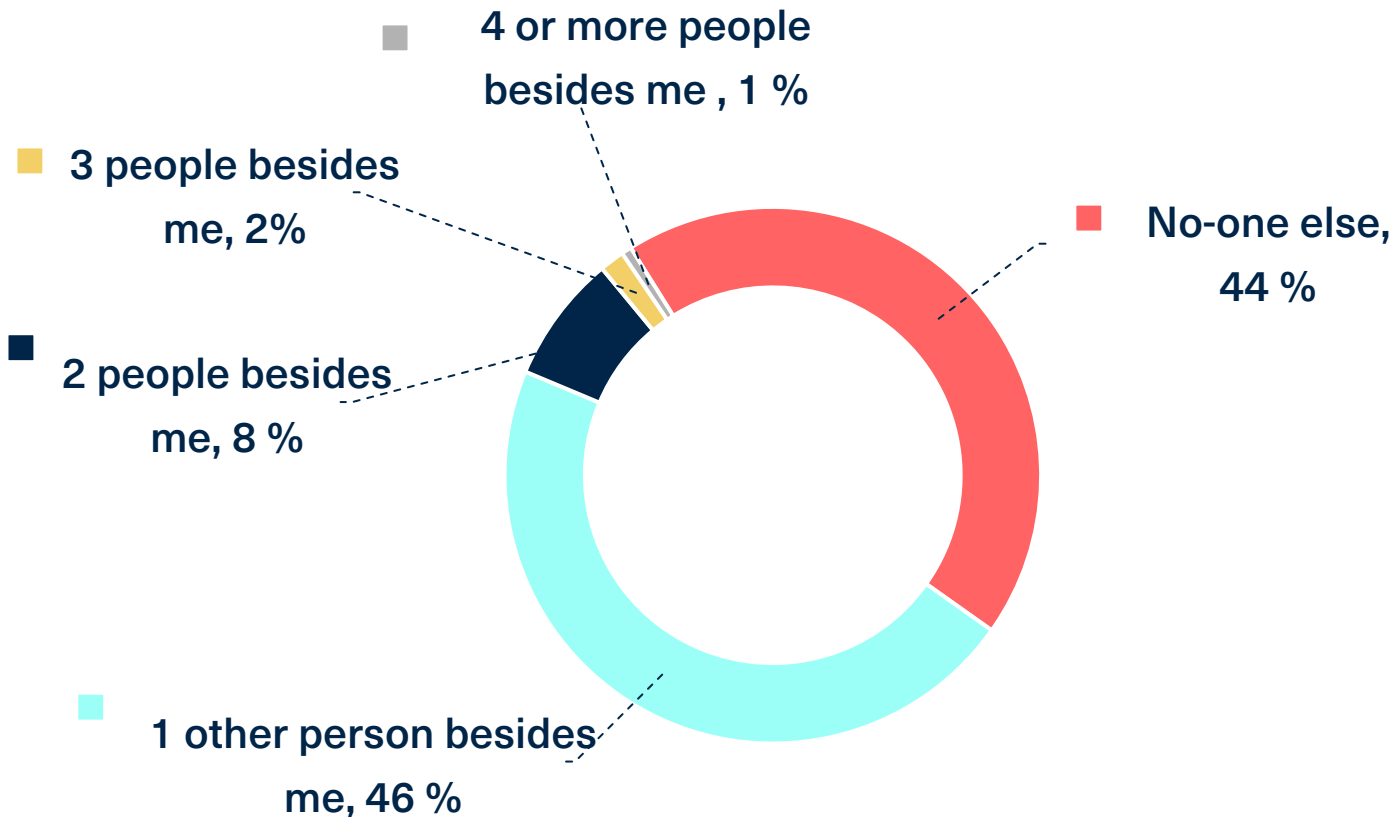


Reading time is at its highest among the oldest age groups.

Print magazine readers spend more time on customer magazines than those who read digitally.

Customer magazines are typically read by two people – 56% share the magazine with someone else

How many others besides you read each issue of the magazine?
% of respondents N = 4,992



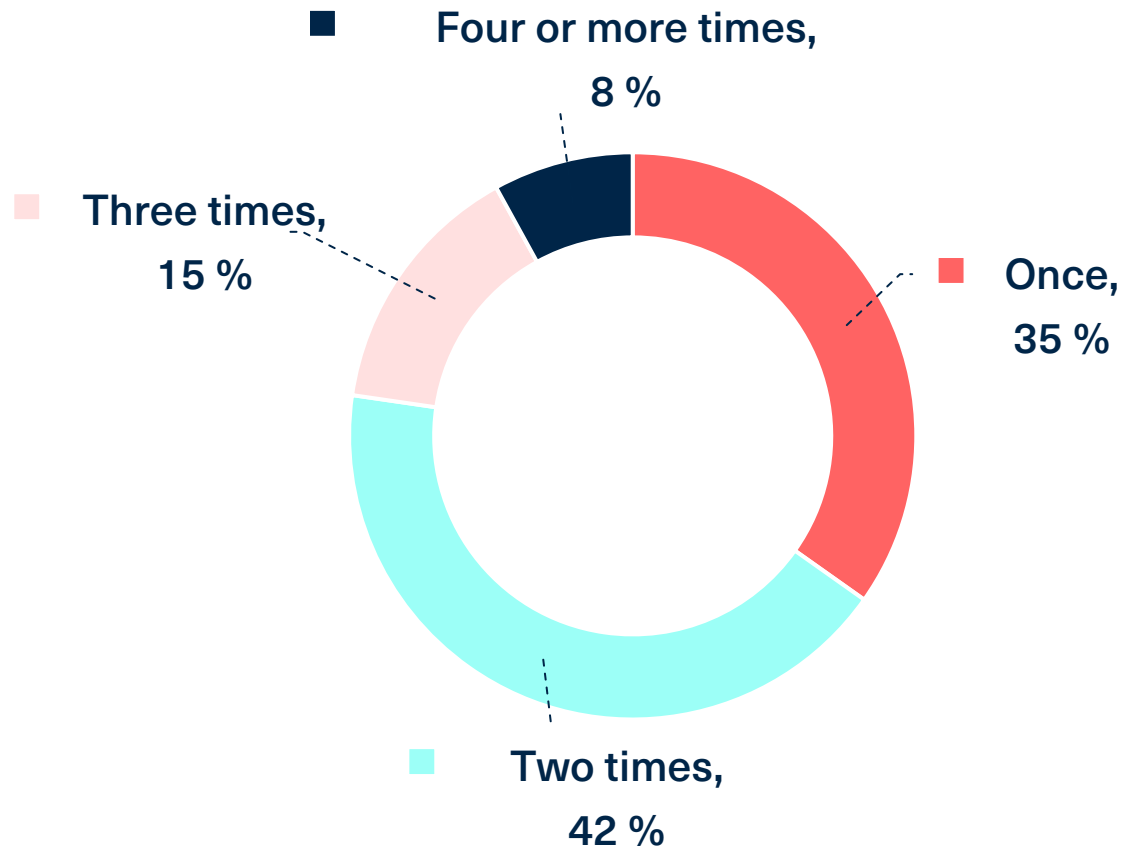
The average number of people reading each issue of the studied magazines is

1.7
people.

Print and digital readers do not differ from each other in this regard.

One issue of a customer magazine is typically read or browsed twice

How many times do you read or browse the same issue of a magazine?
% of respondents N = 4,992



On average, one issue of each studied magazine is read

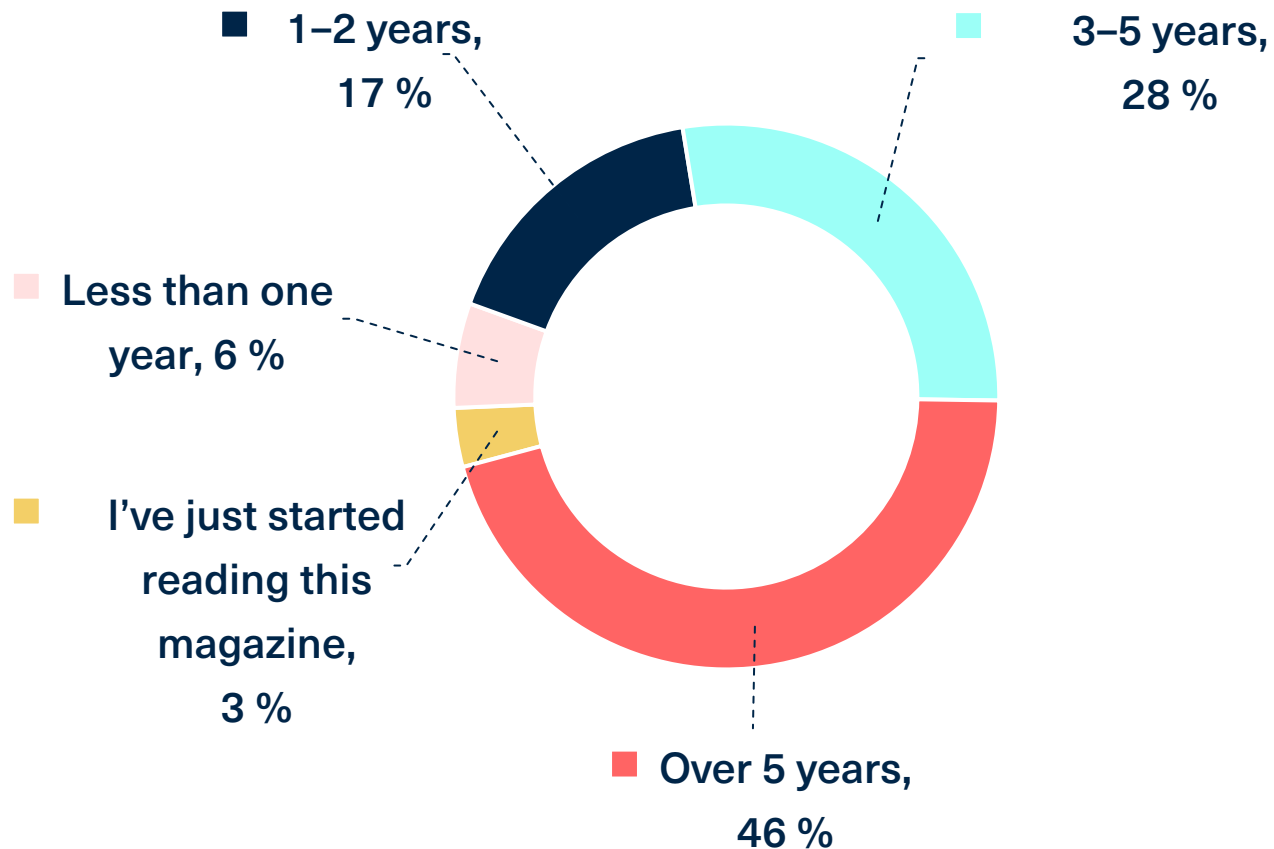
2.0 times.

Print magazine readers read or browse the magazine 2.2 times.

Digital readers read or browse the magazine 1.8 times.

Customer magazines typically have long-term readerships

How long have you been reading this magazine? | % of respondents N = 4,992



73%

have read a magazine for over 3 years.

Nearly half have read the magazine for over 5 years.

There are slightly more new readers among digital readers.

Key figures about reading

97% read customer magazines in print. The most popular digital reading device is the computer.

Reading is regular – **70% read each issue.** A home-delivered print magazine reaches readers more regularly than a magazine that is available at business premises or digitally.

The average reading time for a single issue is **29 minutes.** Reading time increases with age. Print magazines are read for longer than digital magazines.

Half of the respondents said that someone else also reads the magazine – one issue has an average of **1.7 readers.**

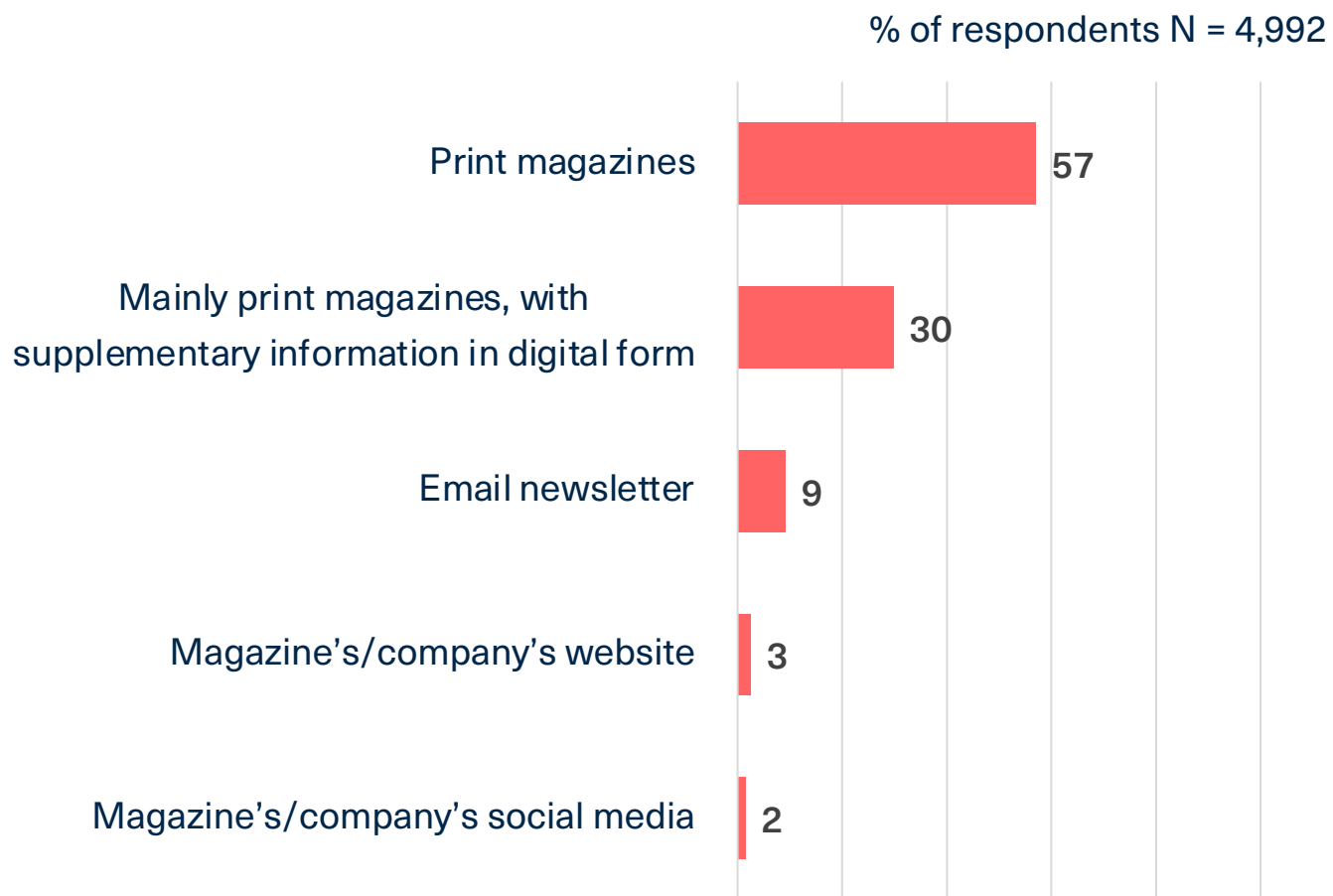
On average, one issue of each magazine is read **2.0 times.**

Readership is long-term – **73% have read a magazine for over 3 years.**



3. *Readership*

Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)?



57%

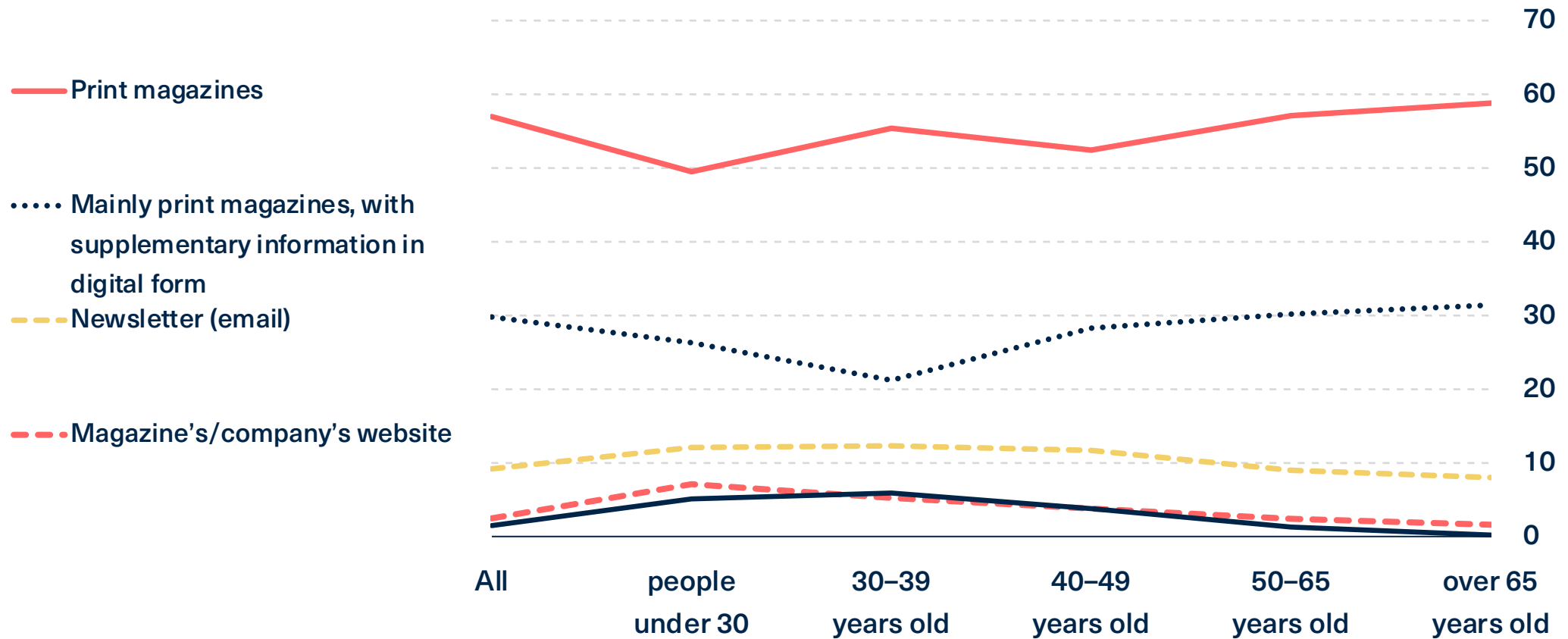
preferred to follow a magazine's or its publishing company's topics in a print magazine.

Customer media readers have a strong preference for print magazines when compared to readers of professional and organization media. (57% vs. 47%).

When it comes to digital channels, customer media readers prefer newsletters more than professional and organization media readers (9% vs. 2%).

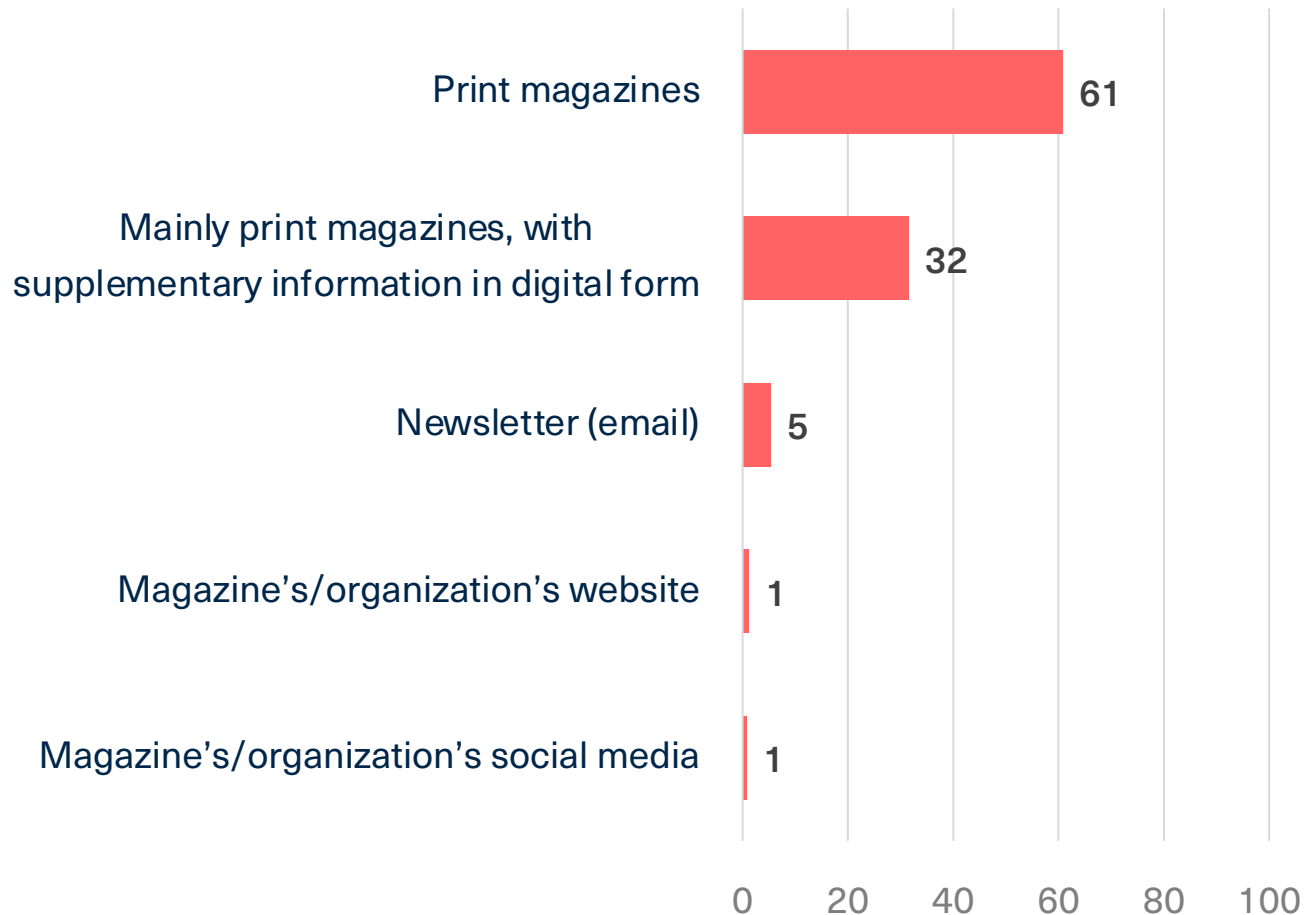
Print magazines are the most preferred way of receiving information in all age groups. The most preferred digital form of communication is a newsletter.

Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)? % of respondents N = 4,992



Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)? **Print magazine readers**

% of respondents N = 3,638



61%
of print magazine readers preferred to follow a magazine's or its publishing company's topics in a print magazine.

Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)? **Digital magazine readers**

% of respondents N = 105



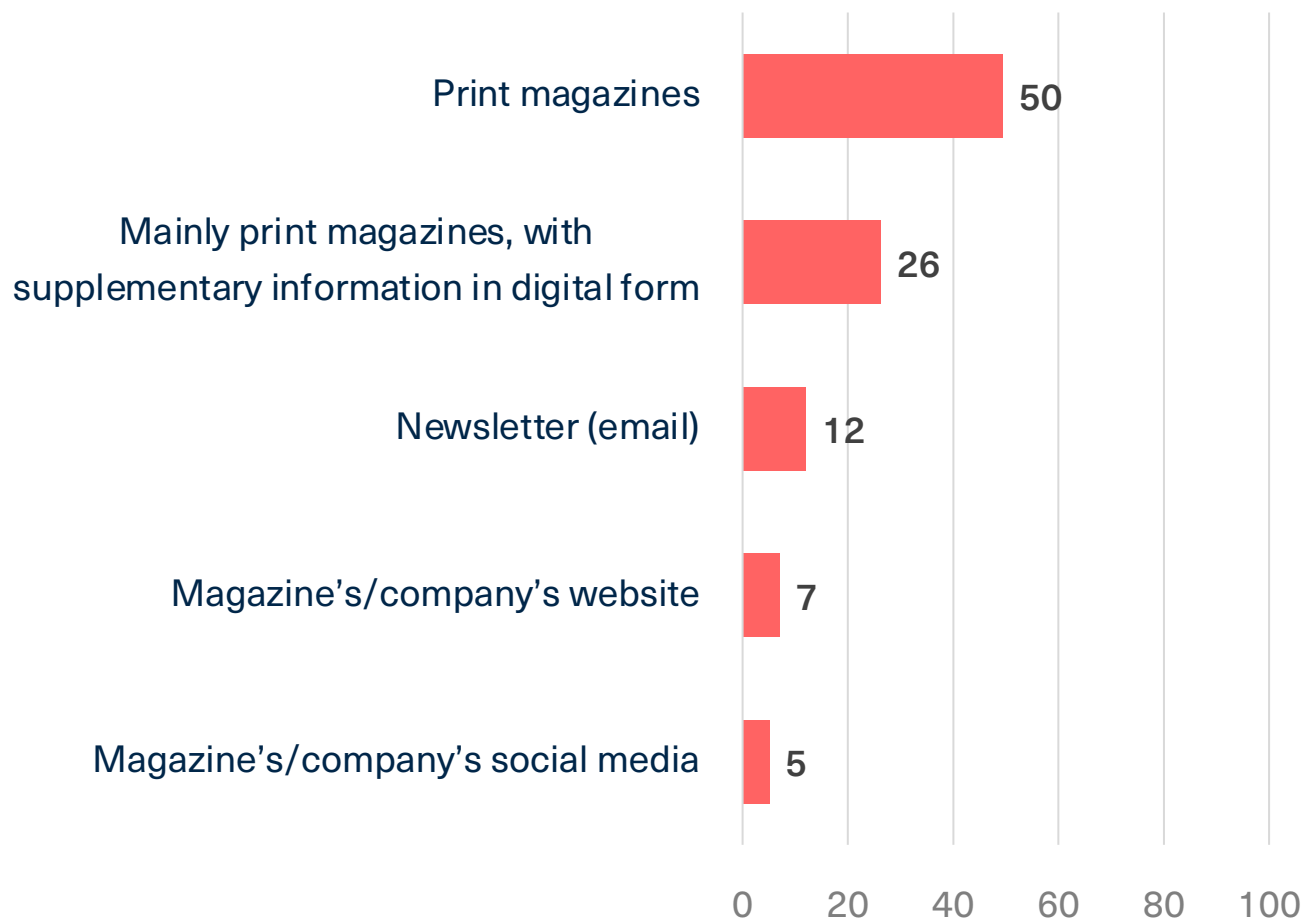
31%

of digital magazine readers preferred to follow a magazine's or its publishing company's topics in a print magazine.

Note! For digital readers, a newsletter is an equally preferable way to find news and articles.

Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)? People under 30

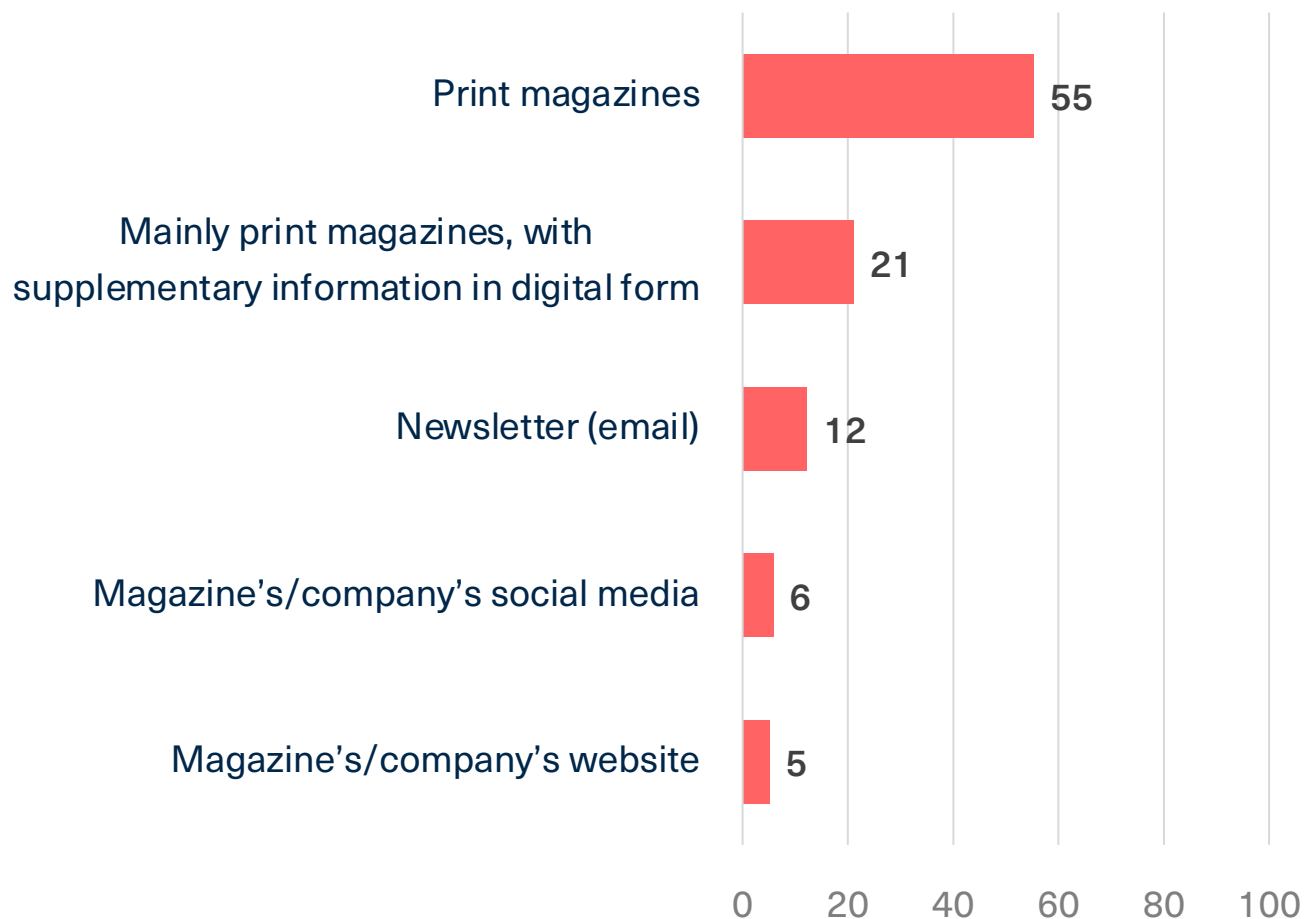
% of respondents N = 99



50%
of people under 30 preferred to follow a magazine's or its publishing company's topics in a print magazine.

Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)? People aged 30–39

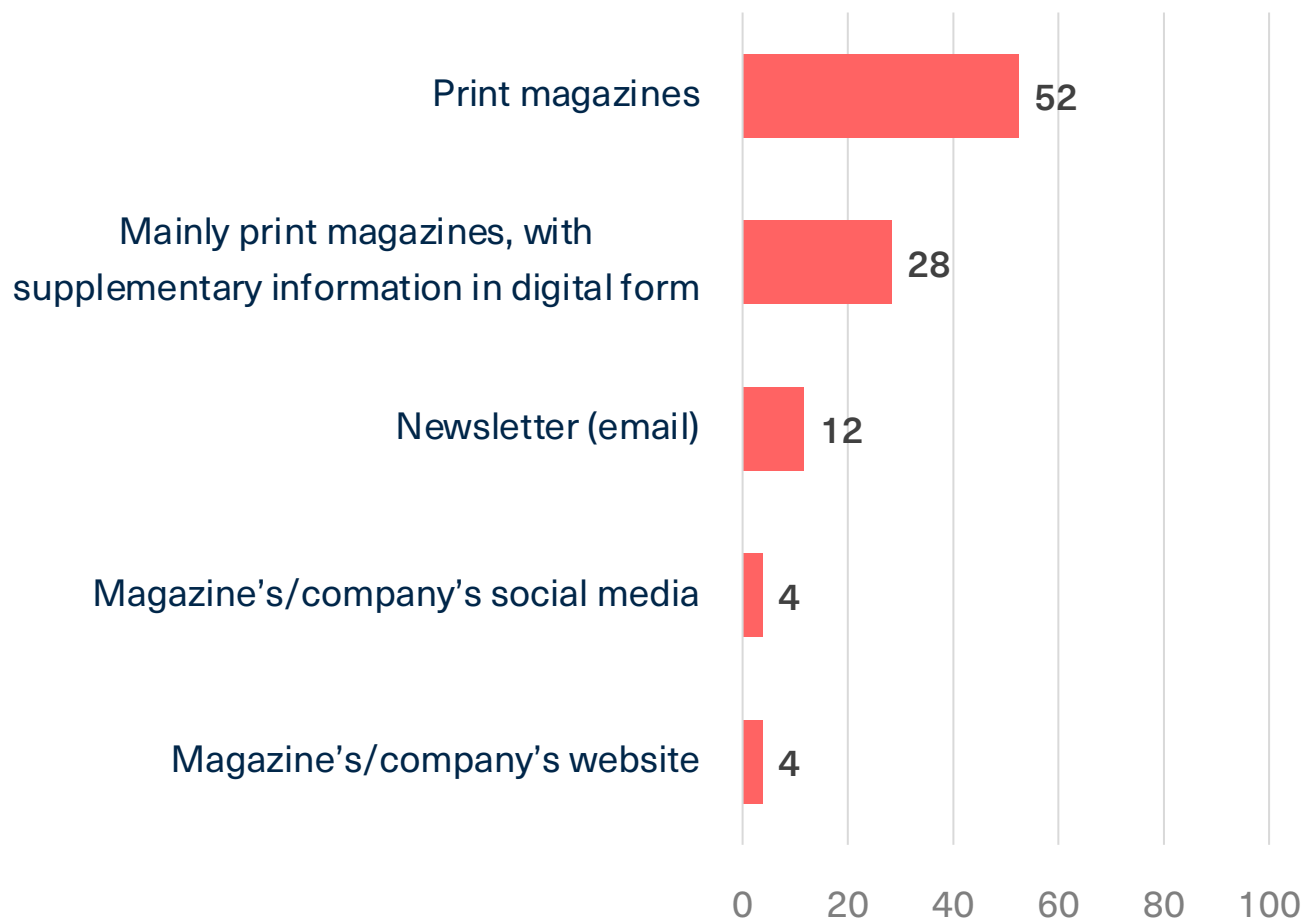
% of respondents N = 269



55%
of 30–39-year-olds
preferred to follow a
magazine's or its
publishing company's
topics in a print
magazine.

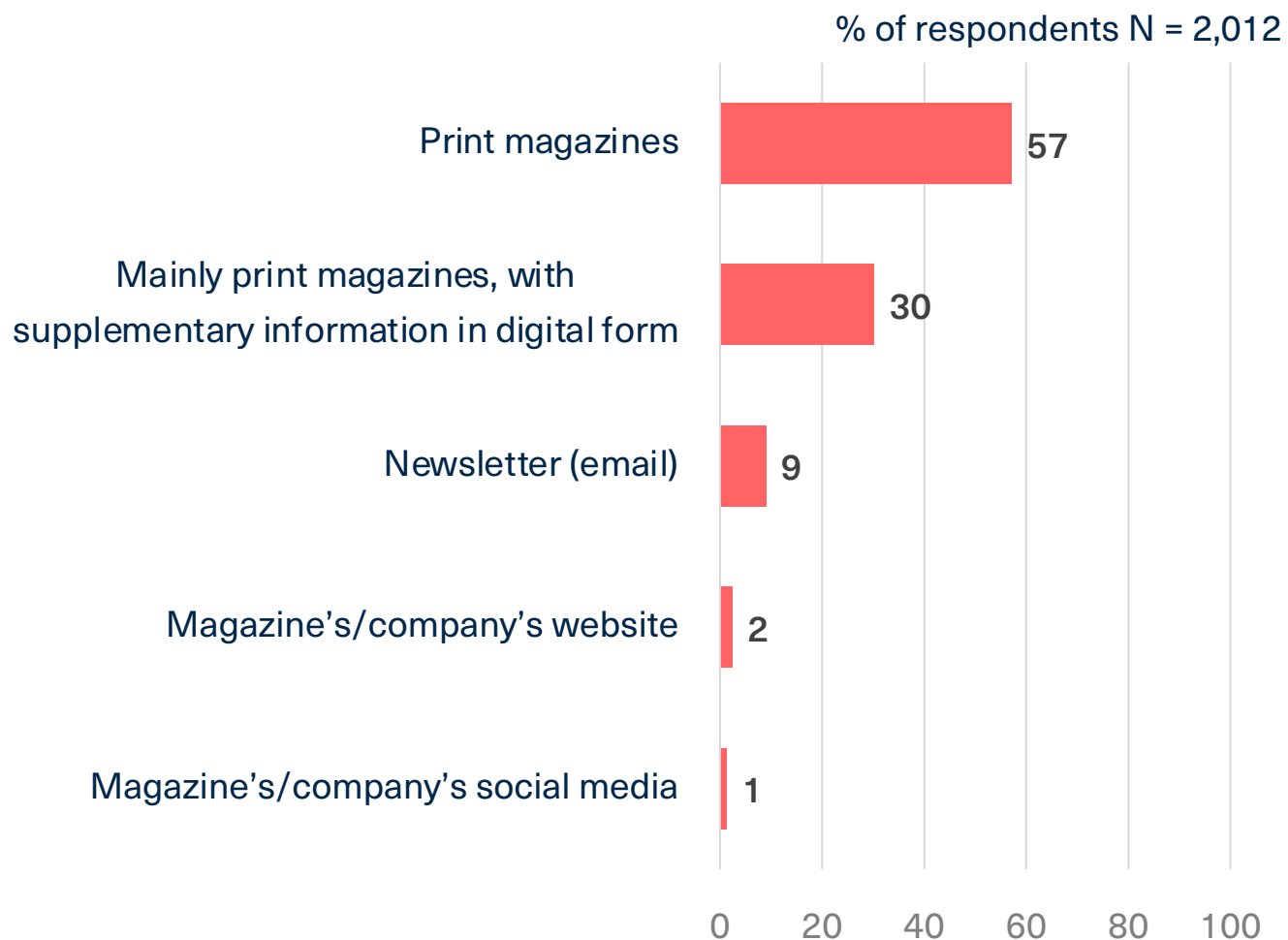
Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)? People aged 40–49

% of respondents N = 605



52%
of 40–49-year-olds preferred to follow a magazine's or its publishing company's topics in a print magazine.

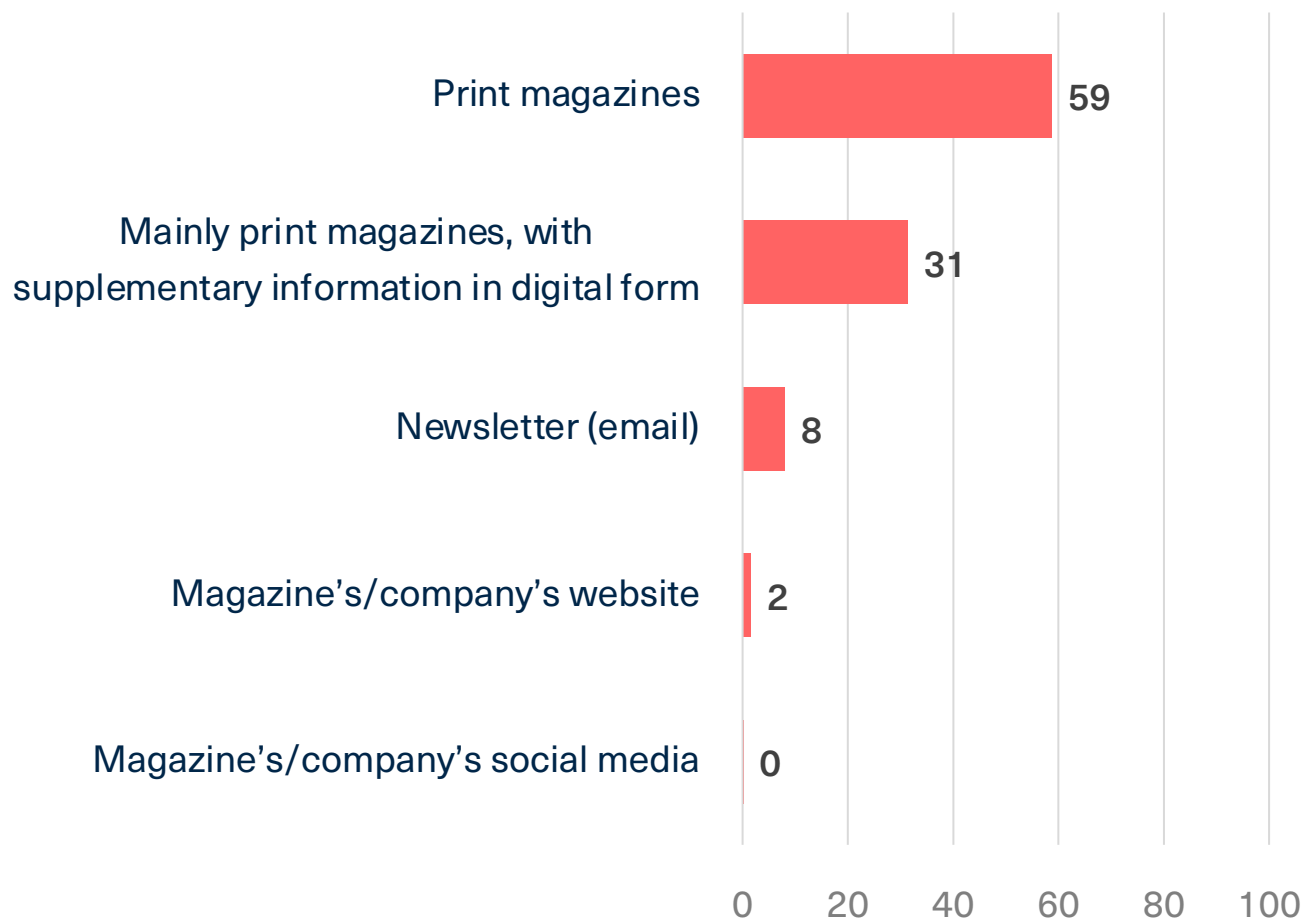
Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)? People aged 50–64



57%
of 50–64-year-olds preferred to follow a magazine's or its publishing company's topics in a print magazine.

Where would you prefer to read news and articles about the industry or organization represented by this magazine (choose the most important)? People over 65

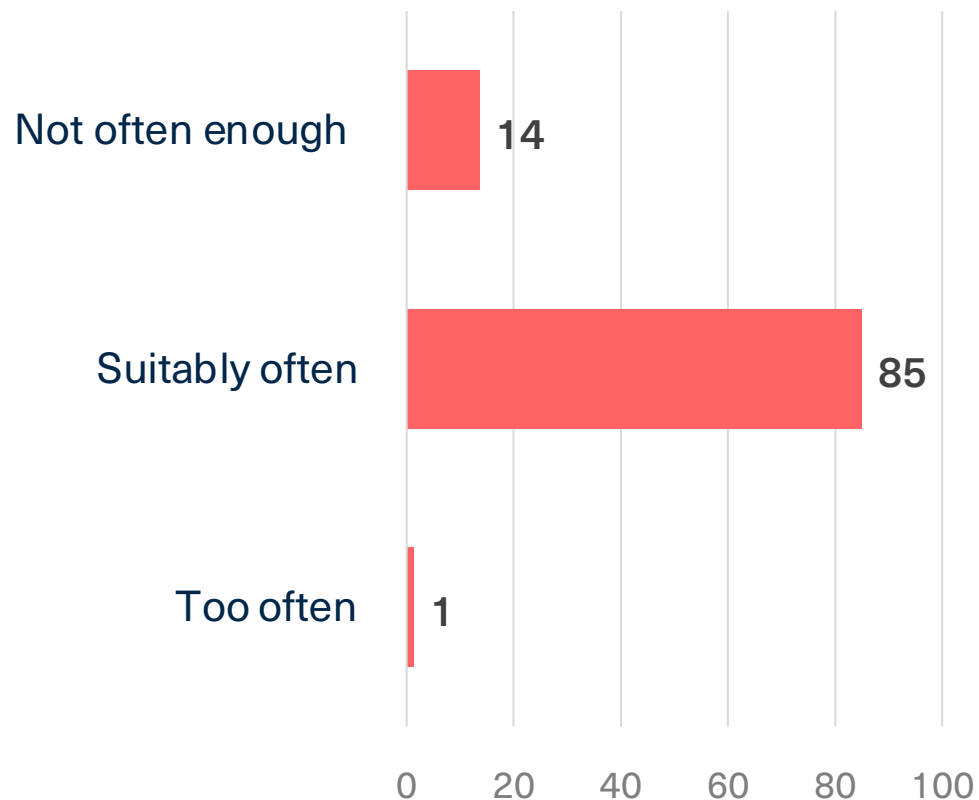
% of respondents N = 2,006



59%
of people over 65 preferred to follow a magazine's or its publishing company's topics in a print magazine.

Most say that the magazine they read is published frequently enough – 14% wish for more issues

Do you think the magazine is published... | % of respondents, N = 4,992



85%

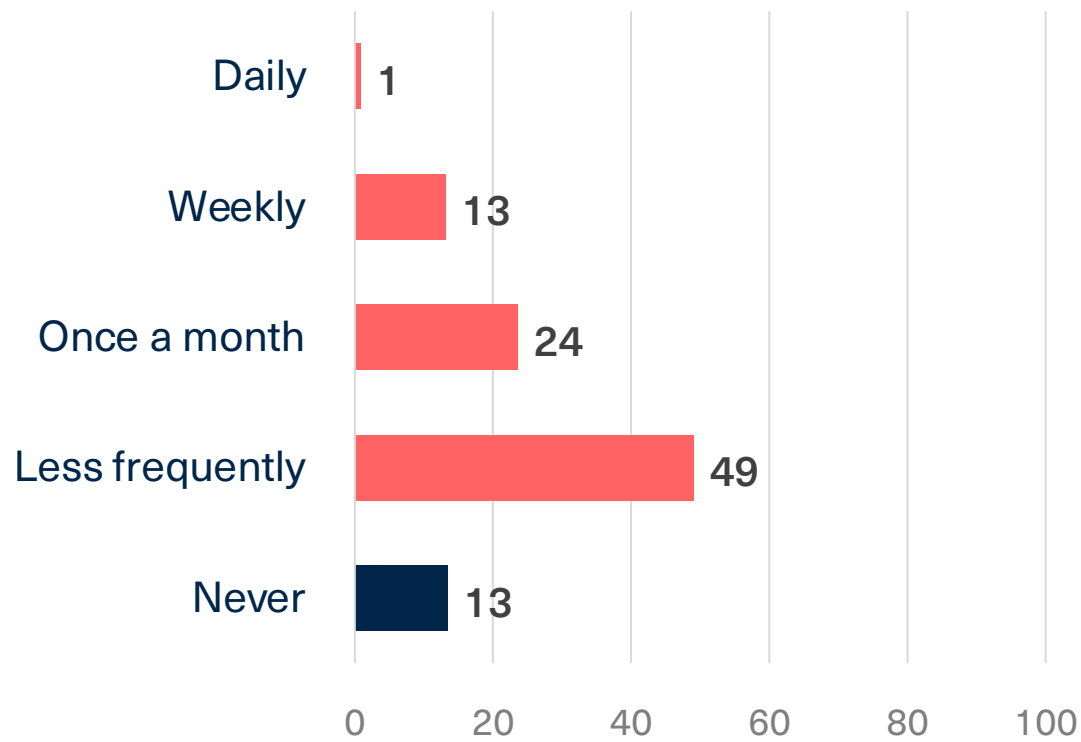
say that the publishing frequency is appropriate. Almost nobody wishes for fewer issues.

People who read magazines that were published less frequently more often wished for more issues.

The response "The magazine is not published often enough" was chosen 3%–25% of the time depending on the magazine.

How often do you visit the website of this magazine?

Note! The question was formatted differently depending on a company's/magazine's online presence. | % of respondents, N = 4,992



38%

use the websites or online stores of the studied magazines at least once a month,

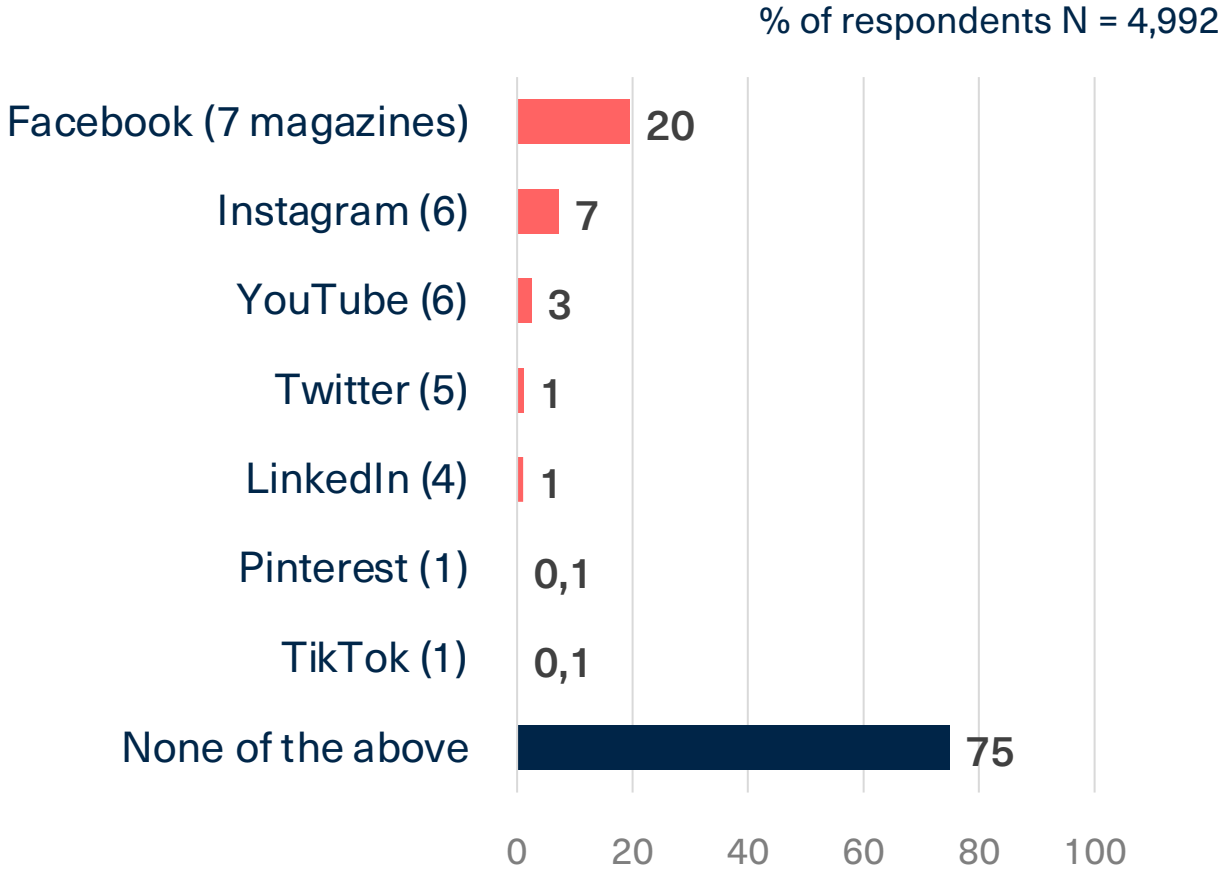
87%

at least sometimes.

The rates varied between 17% and 58%

(once a month)

Facebook is both the most commonly used channel by magazines and the most followed channel



25%

follow the social media channel of at least one customer medium that they read.

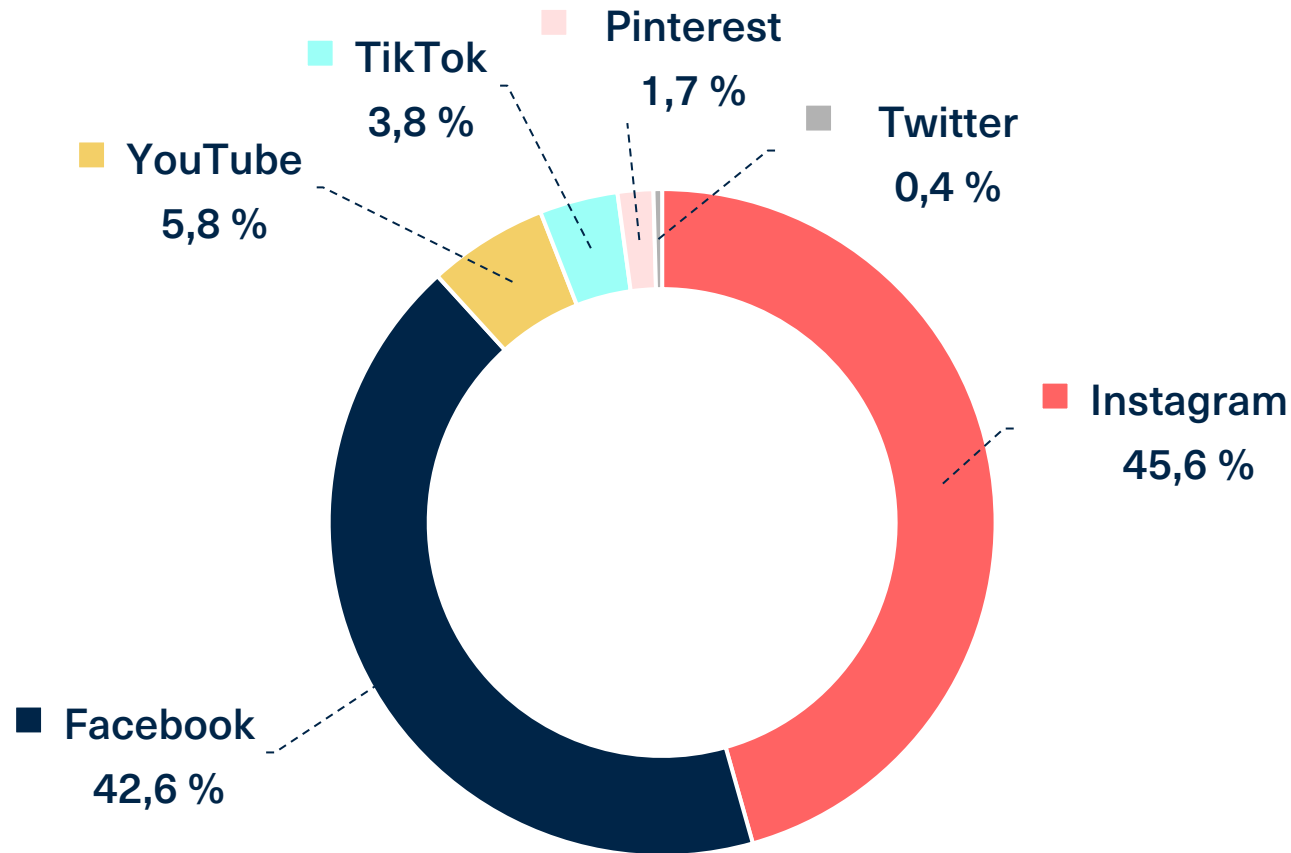


Customer media on social media

The Finnish Magazine Media Association's social media survey, December 2022

Customer media had a total of 307,884 followers on social media

The survey included 6 customer media.



Source: Finnish Magazine Media Association, social media survey 12/2022

By the end of 2022, customer media had nearly

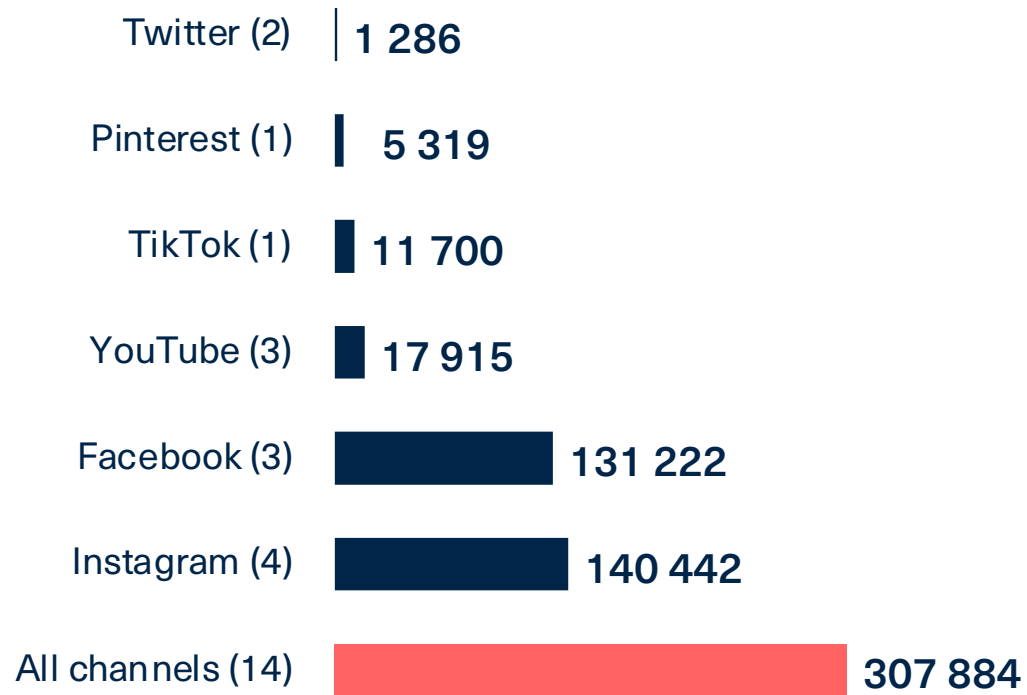
308,000

followers.

Customer media are followed most on Instagram and Facebook.

Customer media follower numbers / December 2022

All followers, users who gave likes and subscribers for all surveyed media on Facebook, Instagram, Twitter, YouTube, Pinterest and TikTok. Overlap has not been taken into account.



The survey included 6 customer media that used a total of 14 social media channels.

One customer medium used an average of

2.3

social media channels.

The largest customer media on social media / December 2022

All followers, users who gave likes and subscribers for all surveyed media on Facebook, Instagram, Twitter, YouTube, Pinterest and TikTok. Overlap has not been taken into account.

	Total followers on all channels
1. Yhteishyvä	227,061
2. K-Ruoka	51,359
3. X (Customer media of Veikkaus)	38,195
4. Pirkka	26,814
5. Polemiikki	25,480
6. Sosiaalivakuutus	24,273
<hr/>	
Total	307,884

Largest media

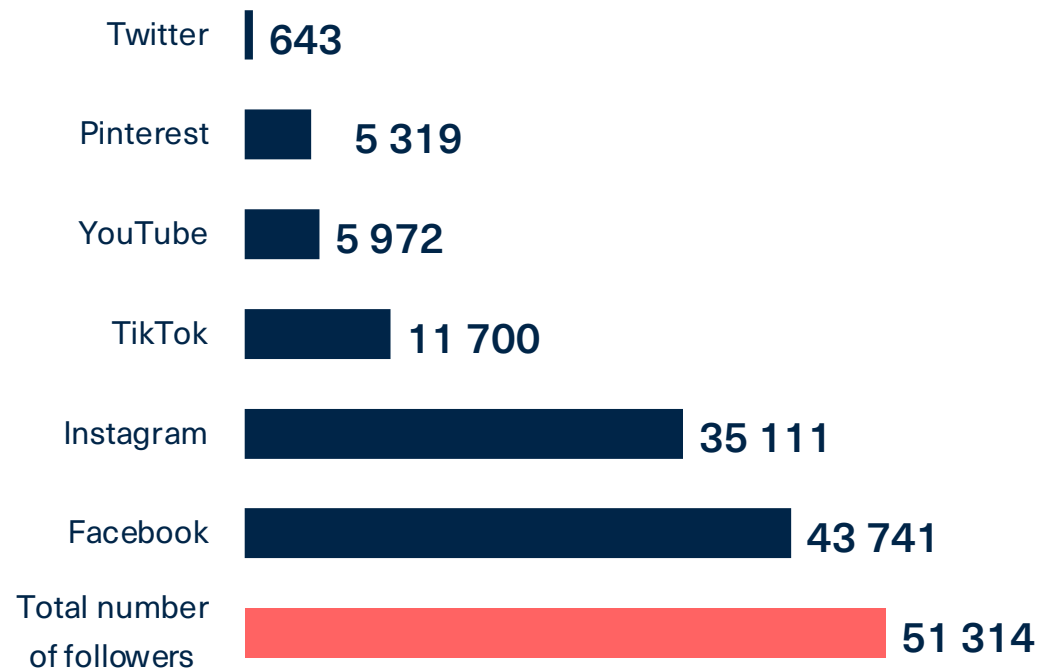
Instagram
Yhteishyvä
K-Ruoka
Pirkka

Facebook
Yhteishyvä
X
Polemiikki

YouTube
K-Ruoka
Yhteishyvä
Pirkka

TikTok
Pirkka

Average audience size / December 2022



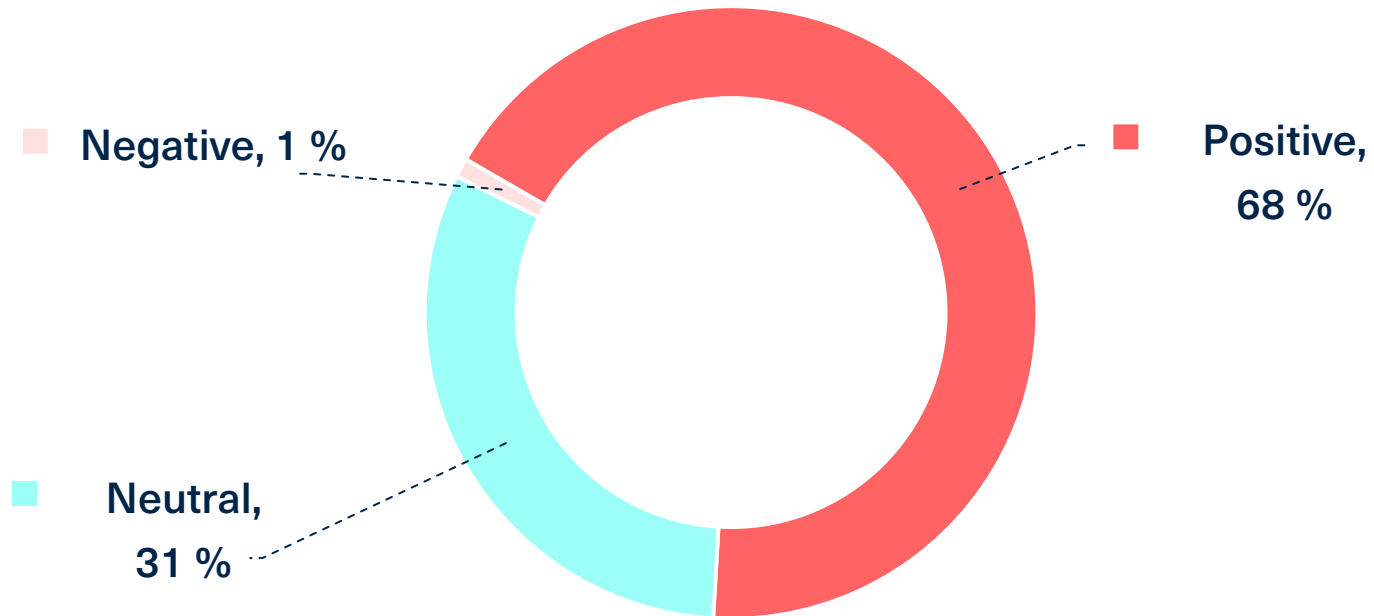
One customer medium has
an average of

51,314

followers on different
social media channels.

Customer media are viewed very positively

How would you describe your attitude towards customer magazines in general?
% of respondents N = 4,992

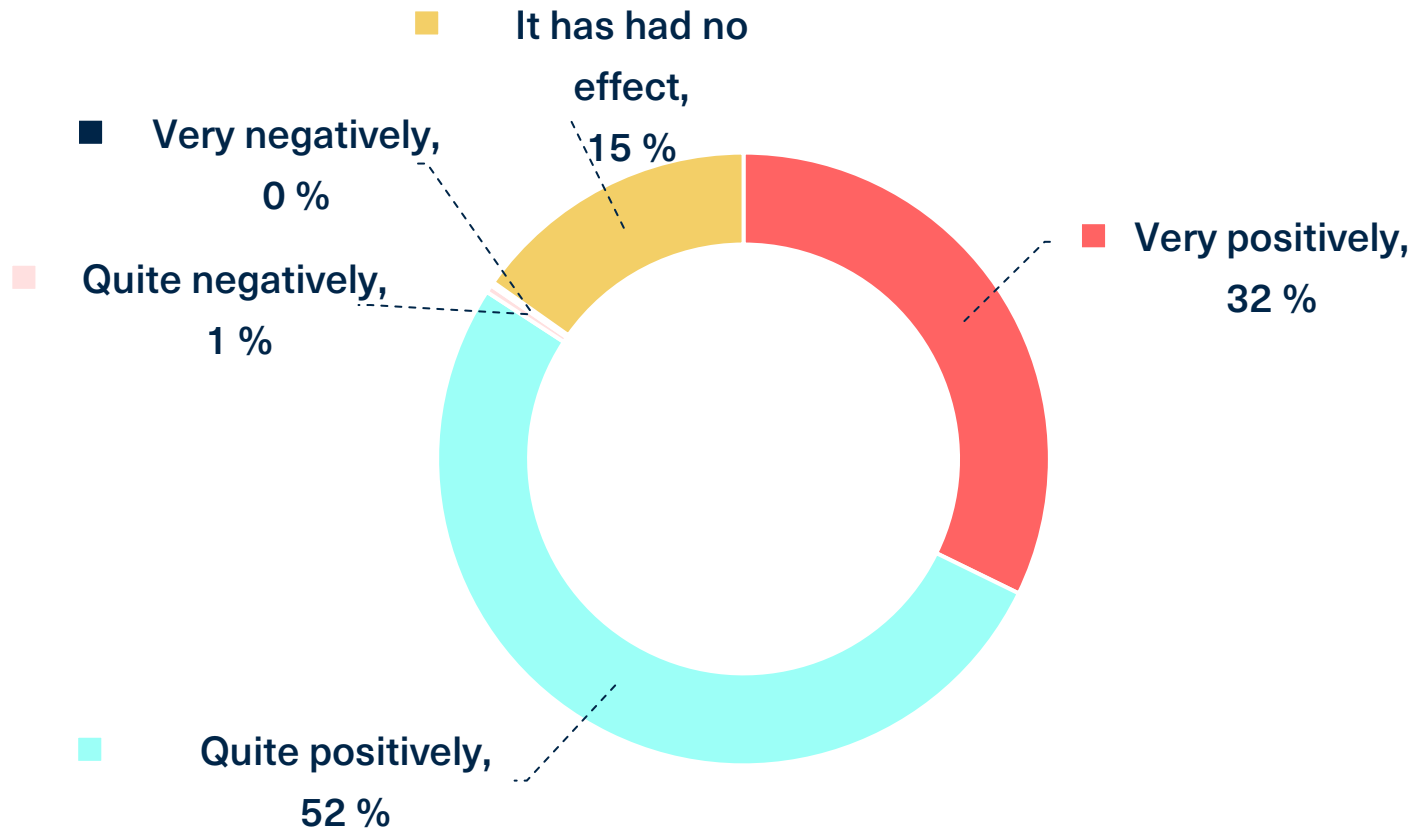


68%
view customer
magazines positively.

1%
have a
negative view.

Customer magazines have a very positive impact on company image

How has this magazine affected your perception of the company that publishes it? | % of respondents N = 4,992



Customer media builds the publisher's image.

84%

say customer media has a positive or quite positive impact on them.

Customer media affects a company's image

A more diverse look into the publisher's world – the magazine provides information and perspectives that readers would have not have otherwise considered

“I used to think that Vepsäläinen was completely out of my price range. Now, I've noticed that they also have more affordable products. Not everything is “super expensive”.

“I didn't have almost any information on Braleva before. Diverse operations.”

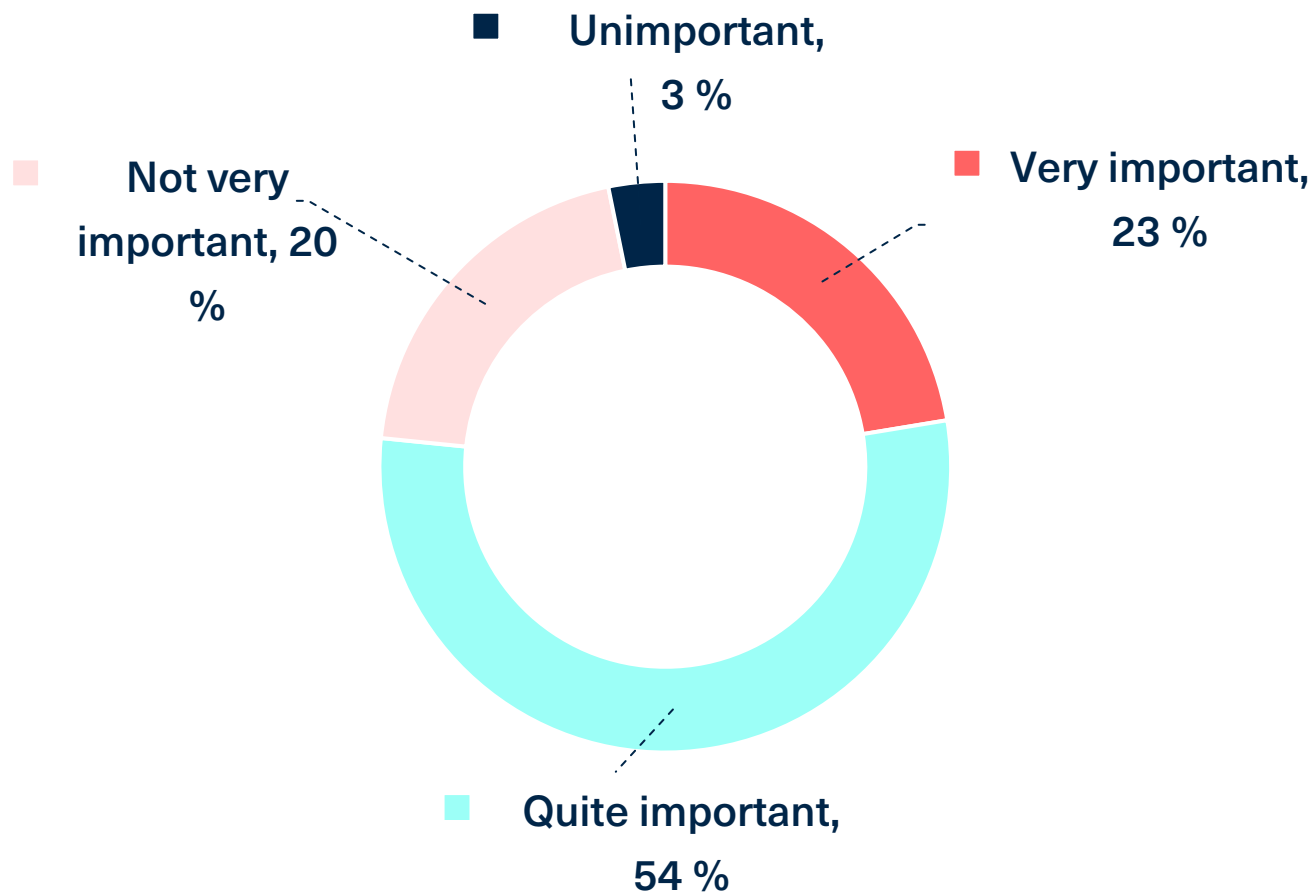
“I knew basically nothing about the company beforehand, except for things about wood sales. In the magazine, I've read about their history, product development, concern for environmental matters etc. In other words, I've gotten a broader perspective about the field.”

“It's made my perception of the company more diverse.”

“The articles about Alko are written appropriately, and I think they've given good reasons for why Alko is necessary.”

How important is this magazine as a customer benefit?

% of respondents N = 4,992



77%

say that the studied magazines are a quite important or very important customer benefit.

Why the magazine is important

A reminder of the customer relationship

“I remember forest matters when Terve Metsä drops into my mail box.”

“It’s always good to be reminded about the customer relationship, you also get info about new products”

“Otherwise, I might forget my membership card in my wallet!”

“It’s a nicely made magazine. Useful info. I never remember/can’t be bothered to get it online.”

Why the magazine is important

Familiarizes readers with the company and brings it closer to them

“Otherwise the company would feel very distant, and I wouldn’t look for information.”

“It somehow feels nice to get a magazine from Vepsäläinen, it’s like a postcard from a friend who wants to remember you”

“The magazine brings the big company closer to ordinary citizens and softens the image of an otherwise distant corporation.”

“I know more about the company.”

“It somehow makes you feel like they care about the customer when they send you current information about the company, and you don’t feel like they only focus on taking your money “under the radar”

Why the magazine is important

The only print magazine many get in their mailbox – it stands out from others

“I’m not subscribed to any magazine at the moment, so it’s nice to read other things besides the Helsingin Sanomat newspaper.”

“Different social media channels are so full of messages that even interesting things get lost, because you don’t have the energy to follow dozens of channels. A print magazine is a refreshing exception, and I sometimes browse it very carefully.”

“These days, you barely get any mail, so when this magazine gets delivered, it feels more like “real mail” than an ad.”

“The magazine is the only health-related magazine I get, and the suitability tips in its product ads (e.g. for skin care products) give more information than the package labelling. I also rarely read ads sent to my email, so I mostly see ads for products through the magazine.”

Why the magazine is important

Inspires and familiarizes readers with new products – offers are also important for many readers

“I read the magazine to get inspiration and learn about new products.”

“The magazine articles, ads etc. are easy to read about at your own pace at home, and then it’s easier to make decisions about what to buy. The prices are also important, and so are product labels and the product’s effects.”

“The magazine gives good tips for many things and you also see the things like the monthly offers.”

“The magazine makes you want to buy things and gives you new ideas for interior design.”

“I make sure to remember things like the important monthly offers.”

Why the magazine is important

A high-quality, free magazine is a sign of respect towards customers

“It’s nice that it’s free and makes you want to read it. Good recipes !”

“Getting the magazine tells you that they appreciate the customer and want to support the customer’s health.”

“A free high-quality customer magazine is a good thing”

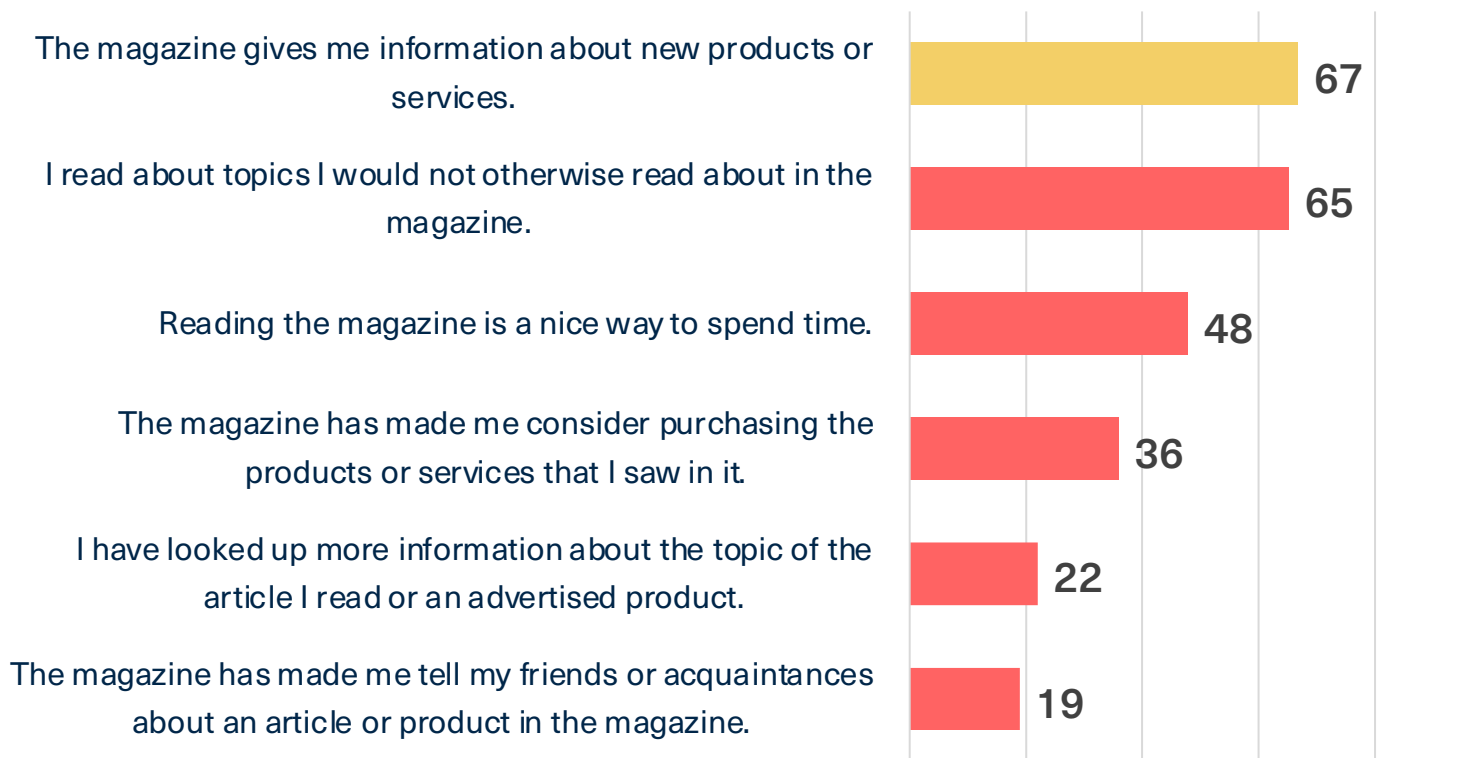
“I think the magazine is a sign of respect towards the customer during this time where energy prices are difficult.

Good information makes things less frustrating.”

“Other food and wine magazines are pretty expensive. It feels like by distributing the magazine, Alko shows that it appreciates the customer.”

The effects of the magazine

Which statements best describe the actions or attitudes that this magazine has led you to? | % of respondents N = 4,992



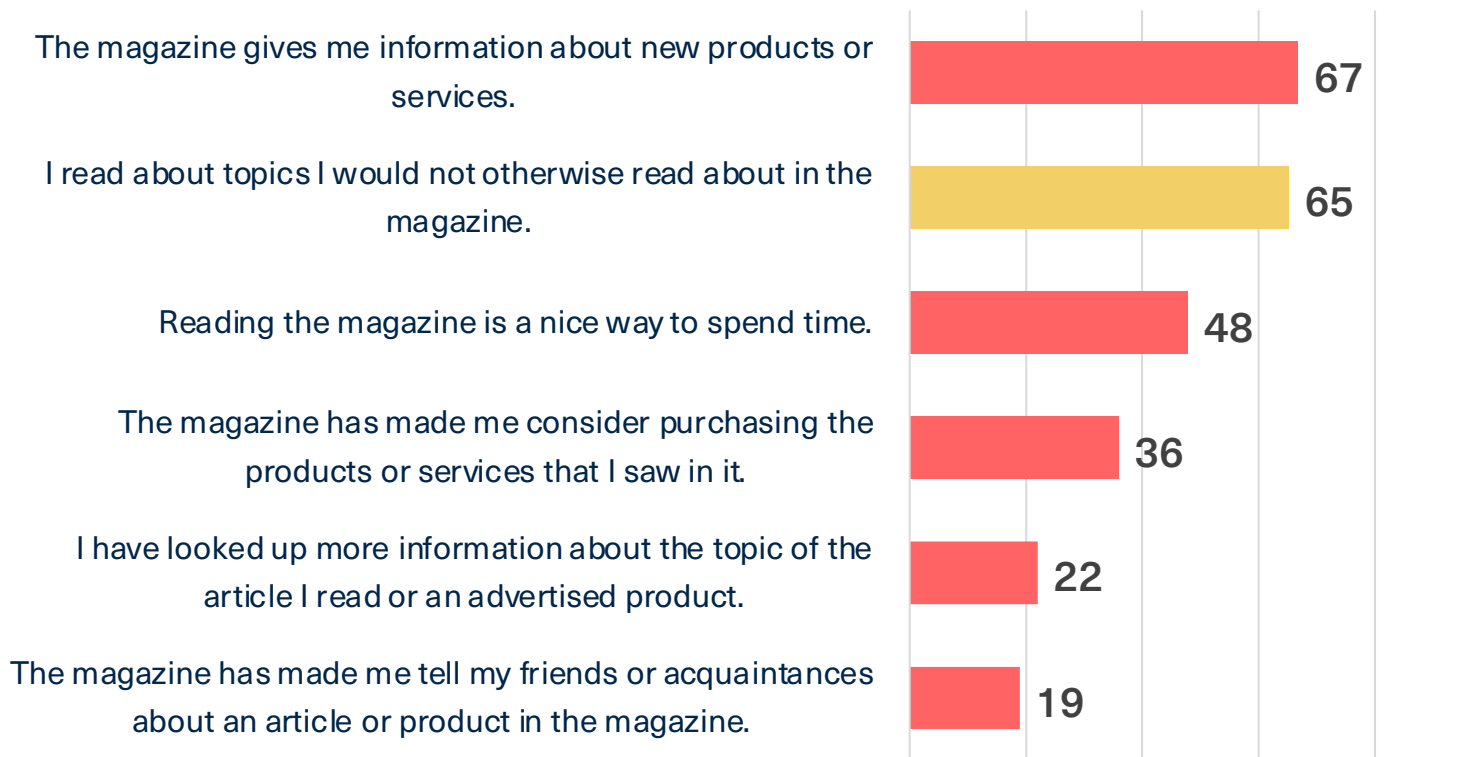
“I love following new furniture trends in your magazine and to be inspired by them.”

“The magazine has important information about new products. Unique offers etc...”

“There’s lots of new info about new wines, new wine countries as well as wine reviews, good recipes.”

The effects of the magazine

Which statements best describe the actions or attitudes that this magazine has led you to? | % of respondents N = 4,992



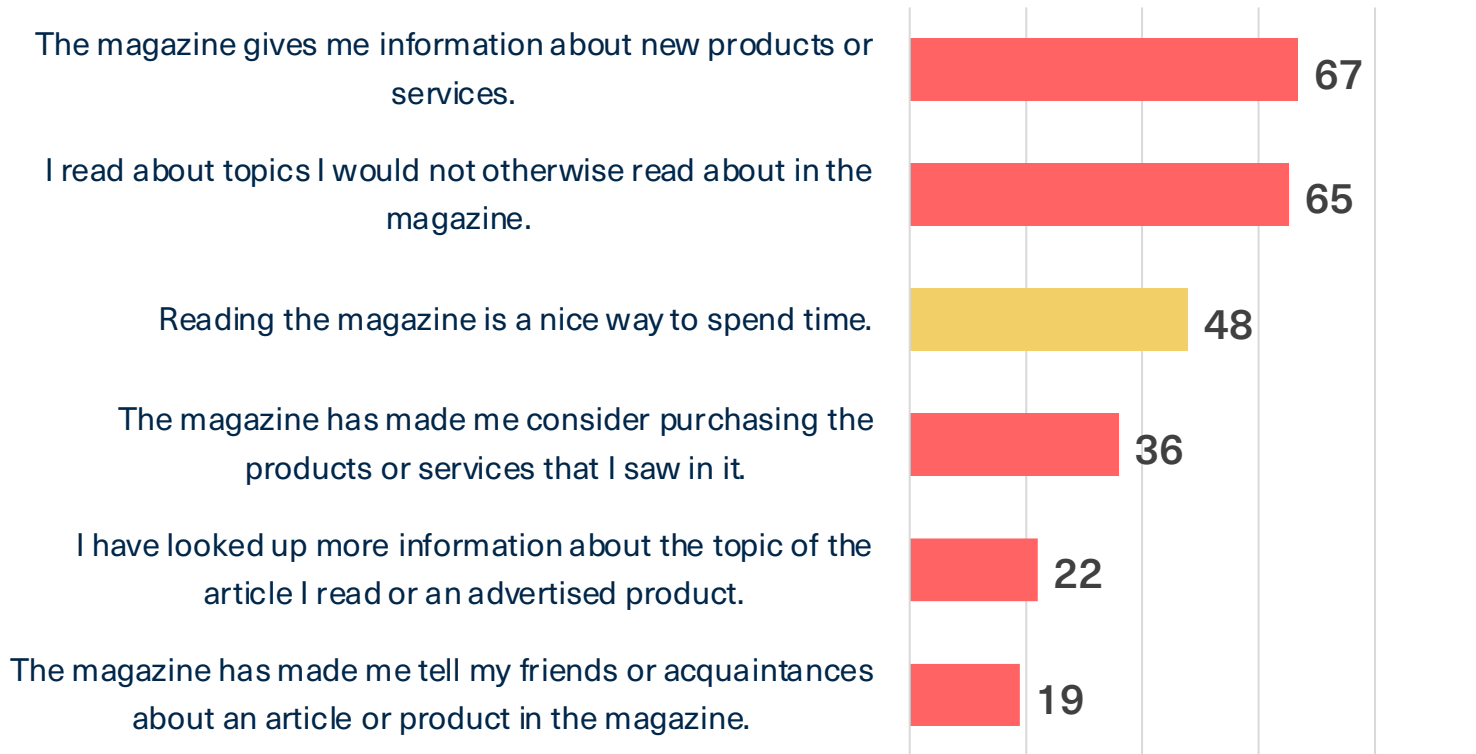
“The magazine has interesting things that you wouldn’t think about otherwise. Especially for people living in the city.”

“You get information that you wouldn’t get otherwise. You don’t always realize you should ask, or show your ignorance.”

“The magazine also has news and facts about the company, which would otherwise be left unknown.”

The effects of the magazine

Which statements best describe the actions or attitudes that this magazine has led you to? | % of respondents N = 4,992



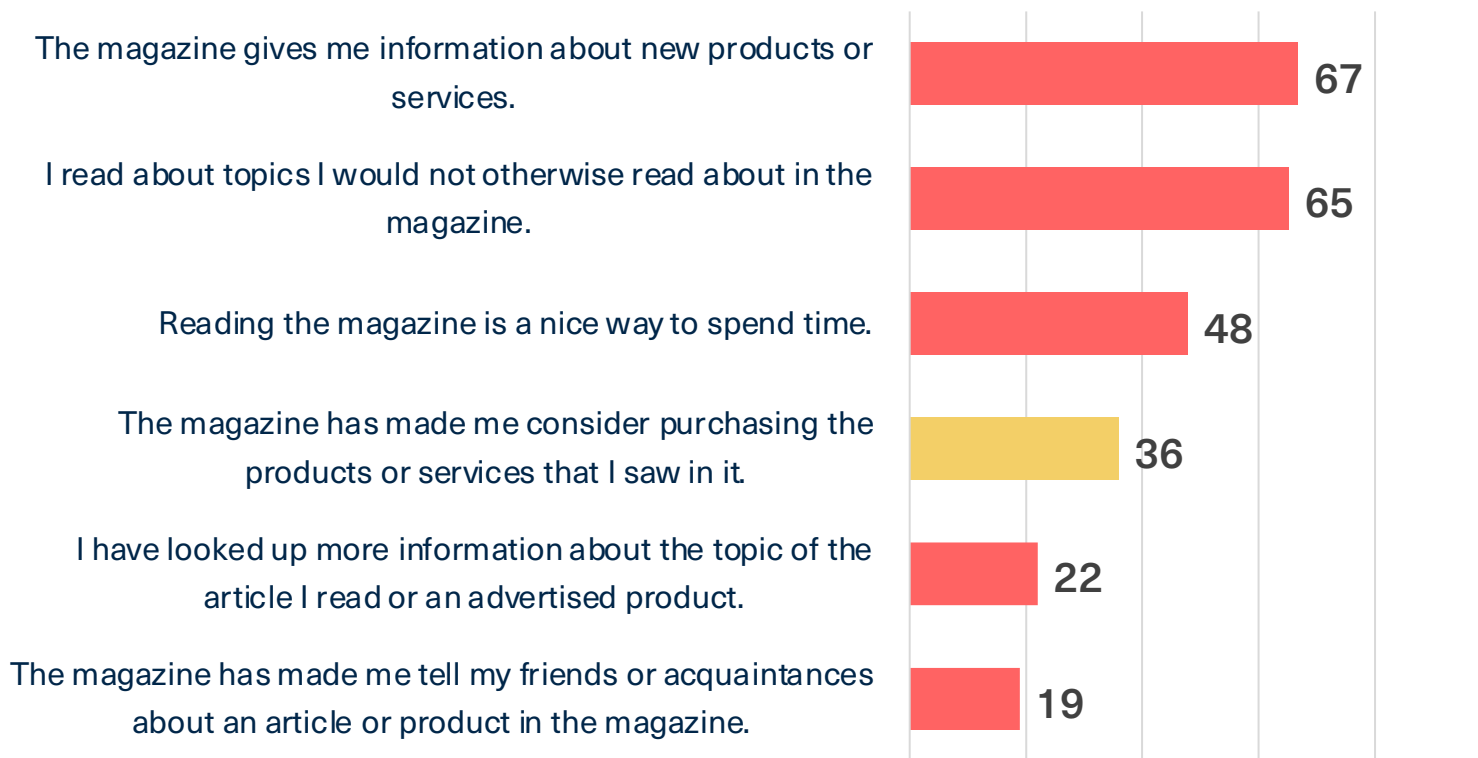
“It’s nice to curl up on the couch and read your magazine while relaxing.”

“The magazine has interesting and varied articles that I’m happy to read when I have the time.”

“The Magazine has nice articles that are actually interesting. The crossword at the end is also a great idea!”

The effects of the magazine

Which statements best describe the actions or attitudes that this magazine has led you to? | % of respondents N = 4,992



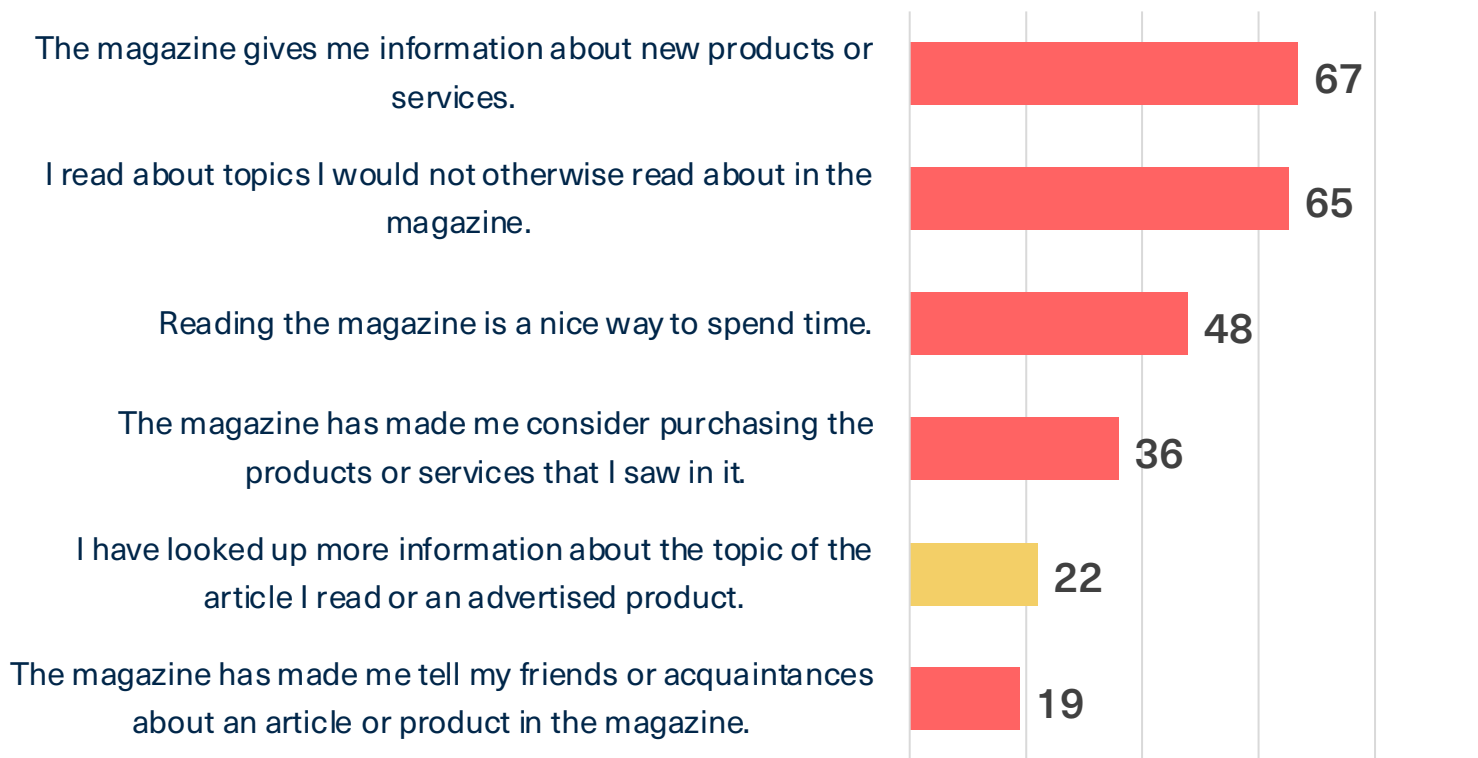
“The Sisustamo magazine gives a varied look into design. The magazine is good for evaluating important decisions or for finding new dreams.”

“It [the article] made me get the magazine, and I’ve liked it so far.”

“I get ideas from the magazine, and after reading, I often go to Alko to get pairings for food.”

The effects of the magazine

Which statements best describe the actions or attitudes that this magazine has led you to? | % of respondents N = 4,992



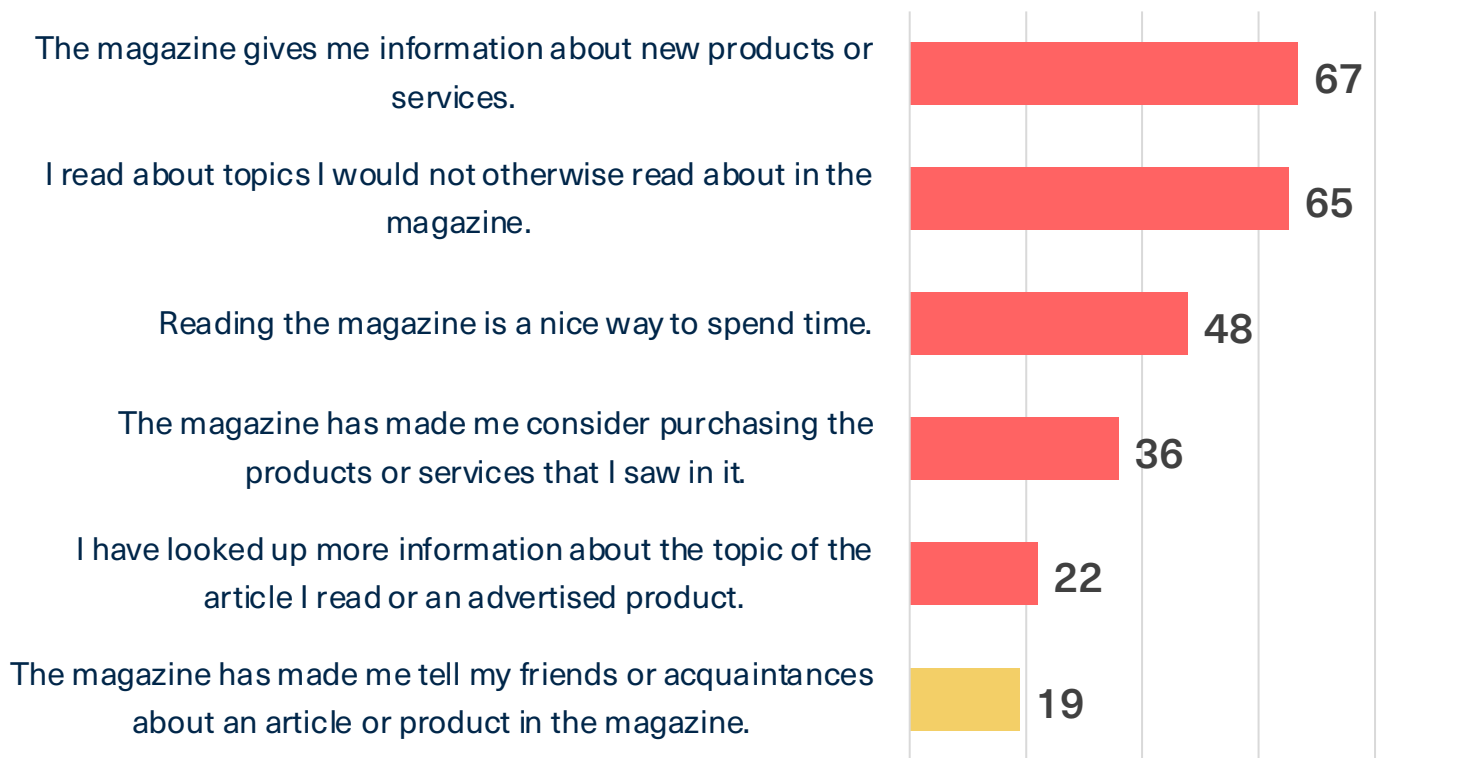
“The food is interesting. I also found Ima and Leena [the people interviewed in the article] on Instagram and YouTube.”

“Without the magazine, I wouldn’t always look up info online.”

“The magazine already has information about what you can buy, the closest is 26 km away, so you don’t have to go in blind and you can ask for more info at the store”

The effects of the magazine

Which statements best describe the actions or attitudes that this magazine has led you to? | % of respondents N = 4,992



“I’m a vegetarian and there’s anemia in my family and I also shared the article with my friends who are suffering from an iron deficiency.”

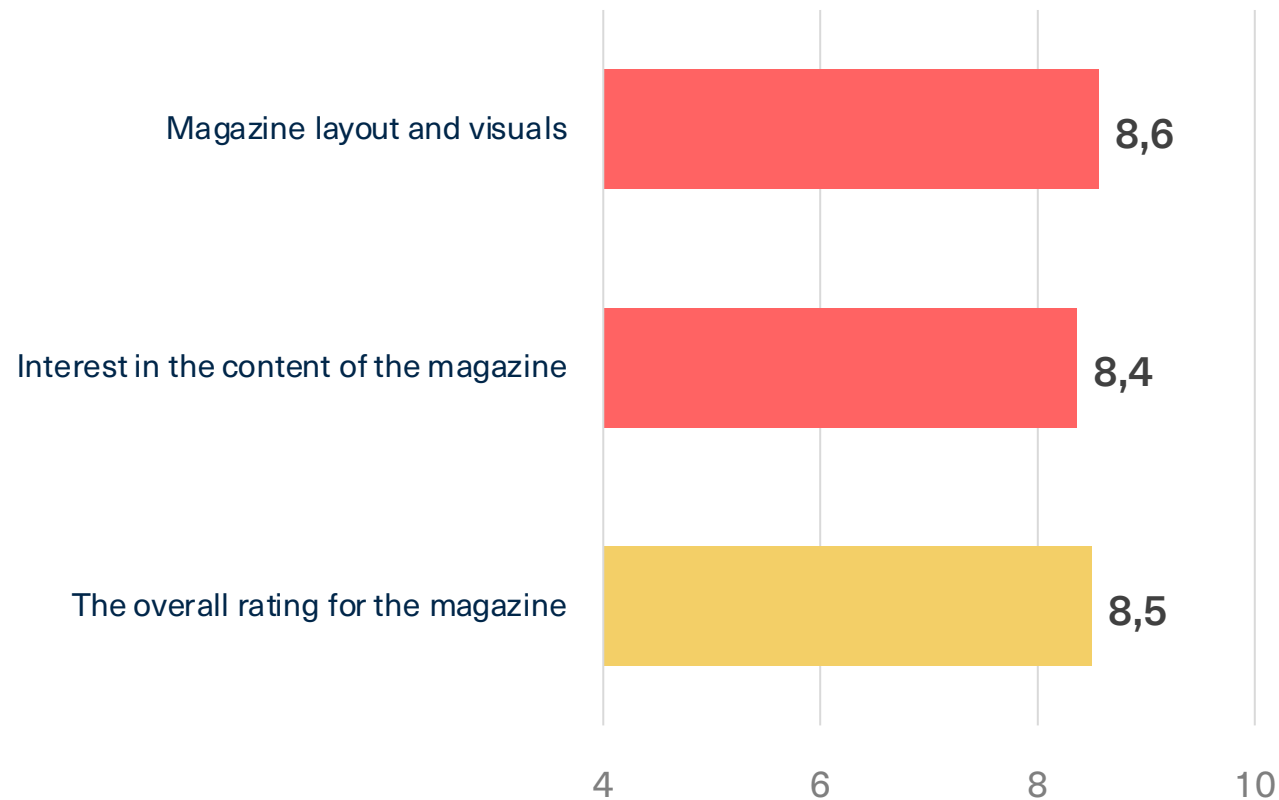
“[The article interested me because the topic is] timely for me and beneficial to my friend as well”

“This drops right into my mailbox.. because I always find something interesting ..and give it to my neighbour after I feel like I’ve read everything multiple times”

The readers of customer media are quite happy with their magazine

(rating on a scale of 4–10)

% of respondents N = 4,992

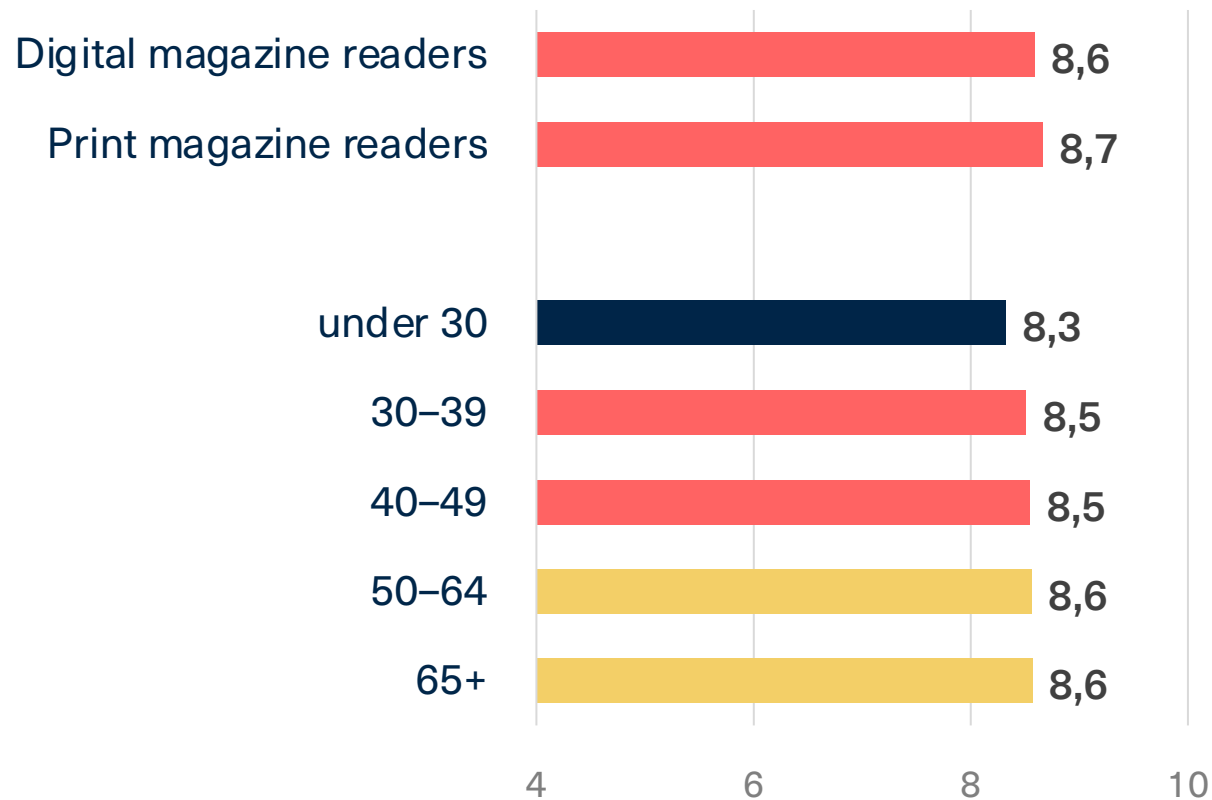


8.5

The school
grade (4–10) readers
gave to magazines.

Design and visuals by reading habits and reader age

(rated on a scale of 4–10)

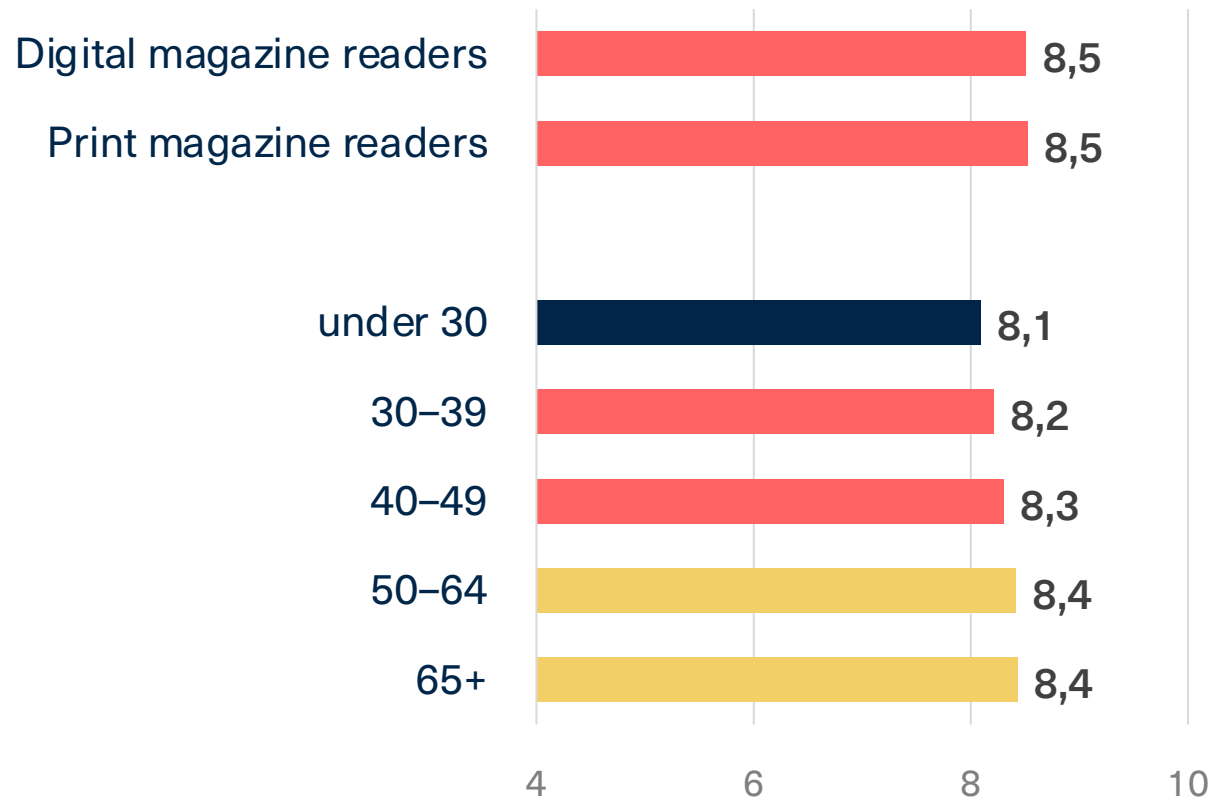


Readers of all ages are happy with their magazine's design.

The youngest readers are more critical about the visuals.

Interest in content by reading habits and reader age

(rated on a scale of 4–10)

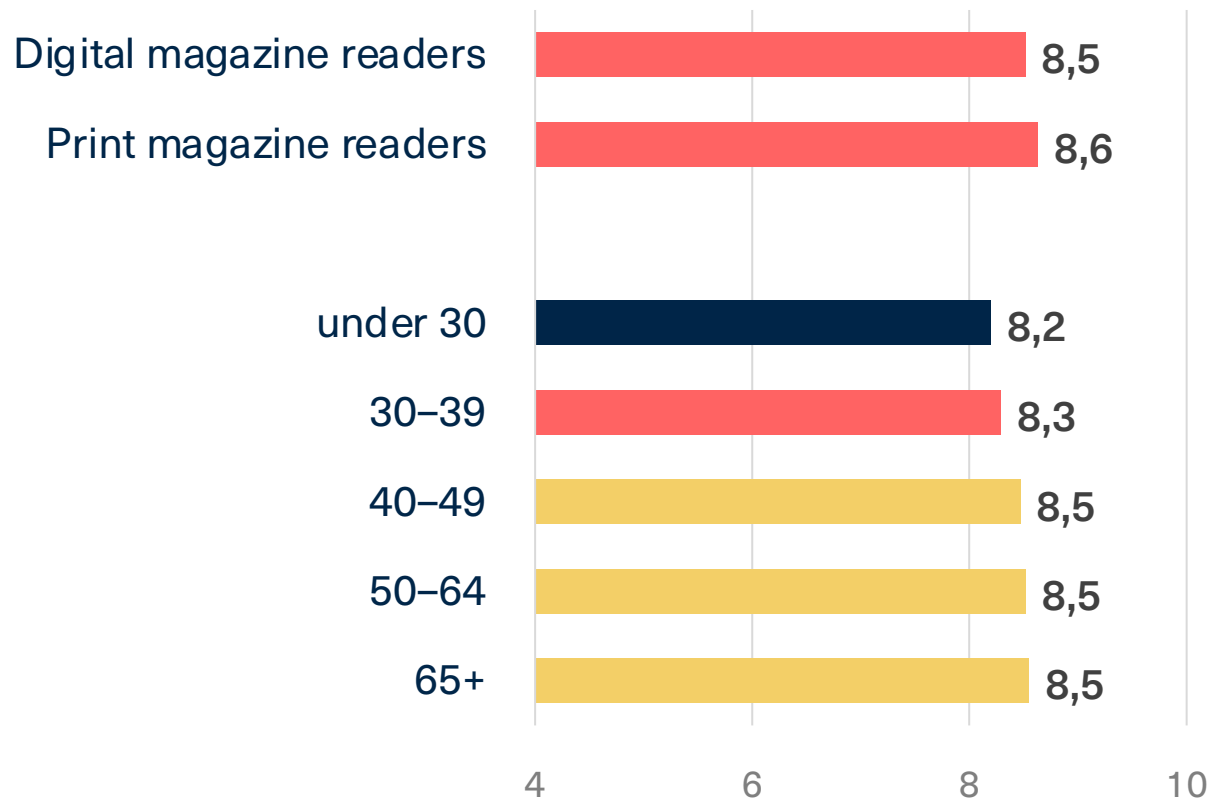


The youngest readers are also more critical about how interesting the content is.

There is no difference between print and digital magazine readers.

Overall rating for the magazine by reading habits and reader age

(rated on a scale of 4–10)



People's satisfaction with customer magazines increases with age, which is also seen in the overall rating.

Readership Essentials

A print magazine is the most preferred way to receive information about a company in all age groups. For digital channels, the newsletter is the most popular, and even equally preferable to a print magazine for digital magazine readers.

The magazine has a positive impact on company perception according to **84% of respondents**. It diversifies people's perception of the company and strengthens the customer relationship.

67% get information about new products and services in the magazine – a fifth have told their friends about articles or products in the magazine.

People are very satisfied with their magazine – the rating on a school grading scale of 4–10 was **8.5**, which is very good, close to excellent.



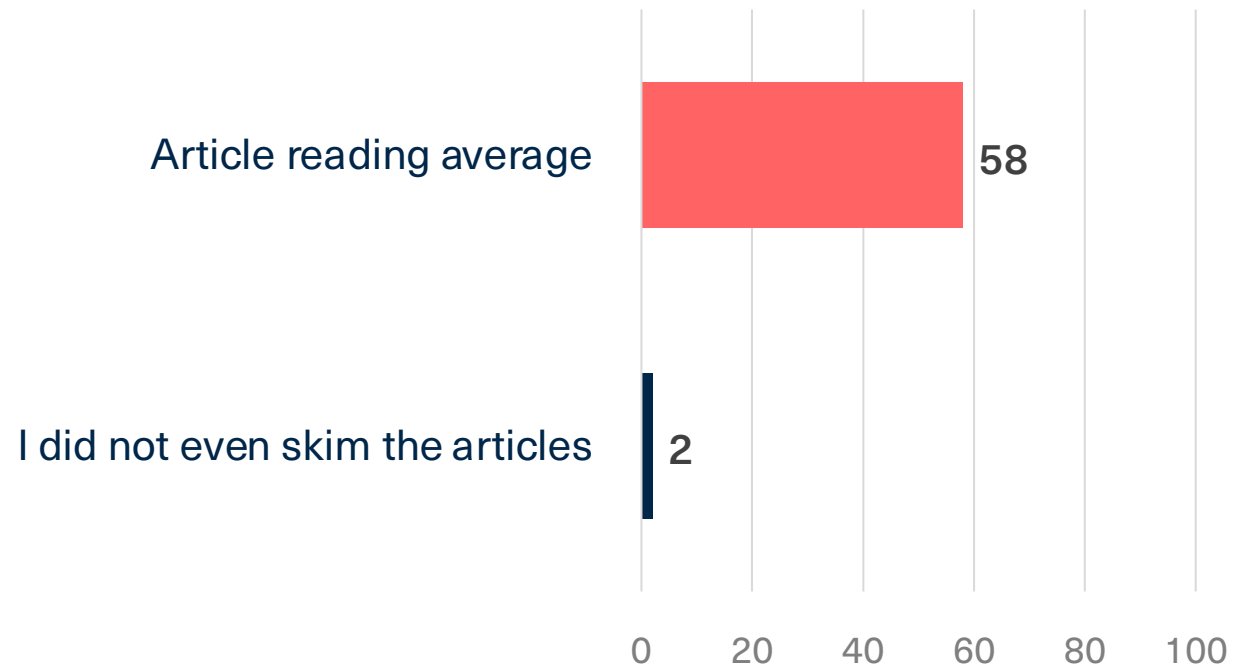
4. Studied articles

The study asked readers to evaluate the articles in the studied issue of each magazine. Article-specific ratings have only been requested from those who said they read the article in question.

97% read articles in print, 3% digitally.

In total, 98% of respondents read at least one of the studied articles

“Which of the following articles did you read?”
% of respondents N = 3,743 (only those who read the magazine)



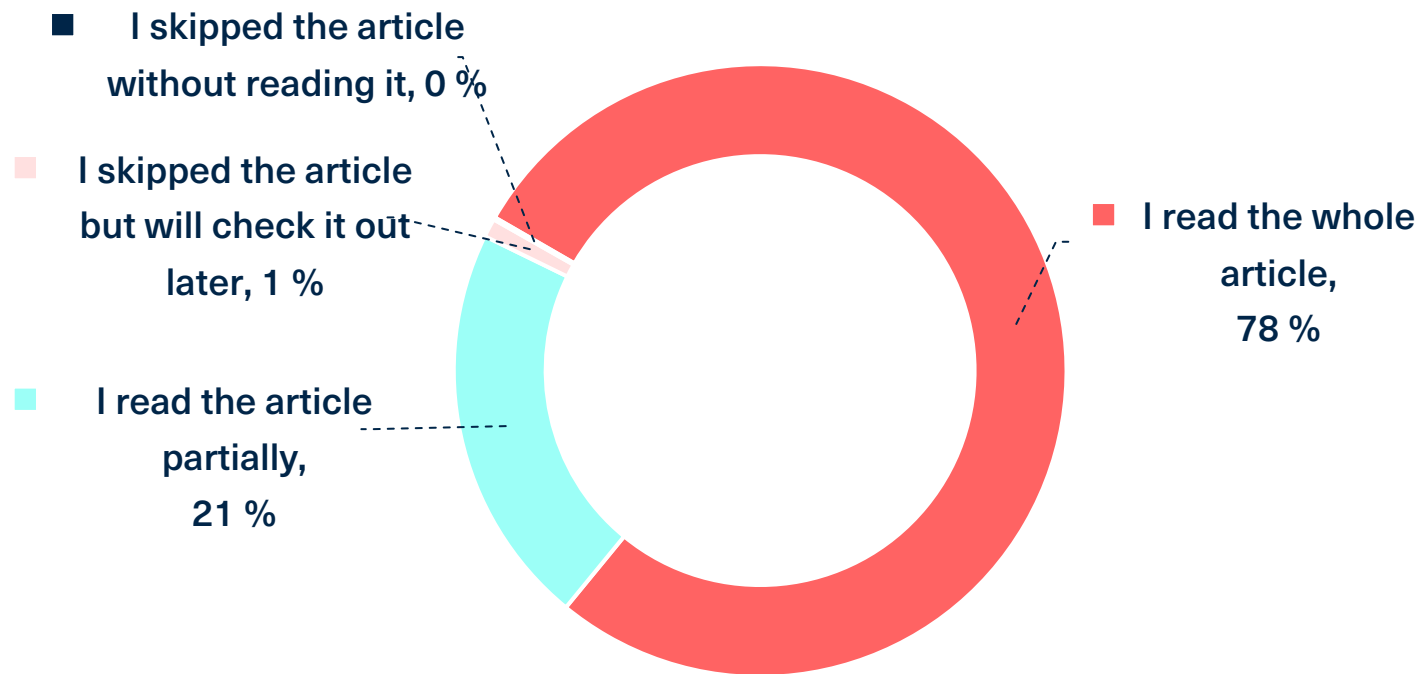
58%

= the average reading percentage of the studied articles.

Note! Not all articles in the magazines were studied.

How carefully did you read your best-voted article?

% of respondents N = 3,663 (only those who read articles)



The best-voted article was read very carefully.

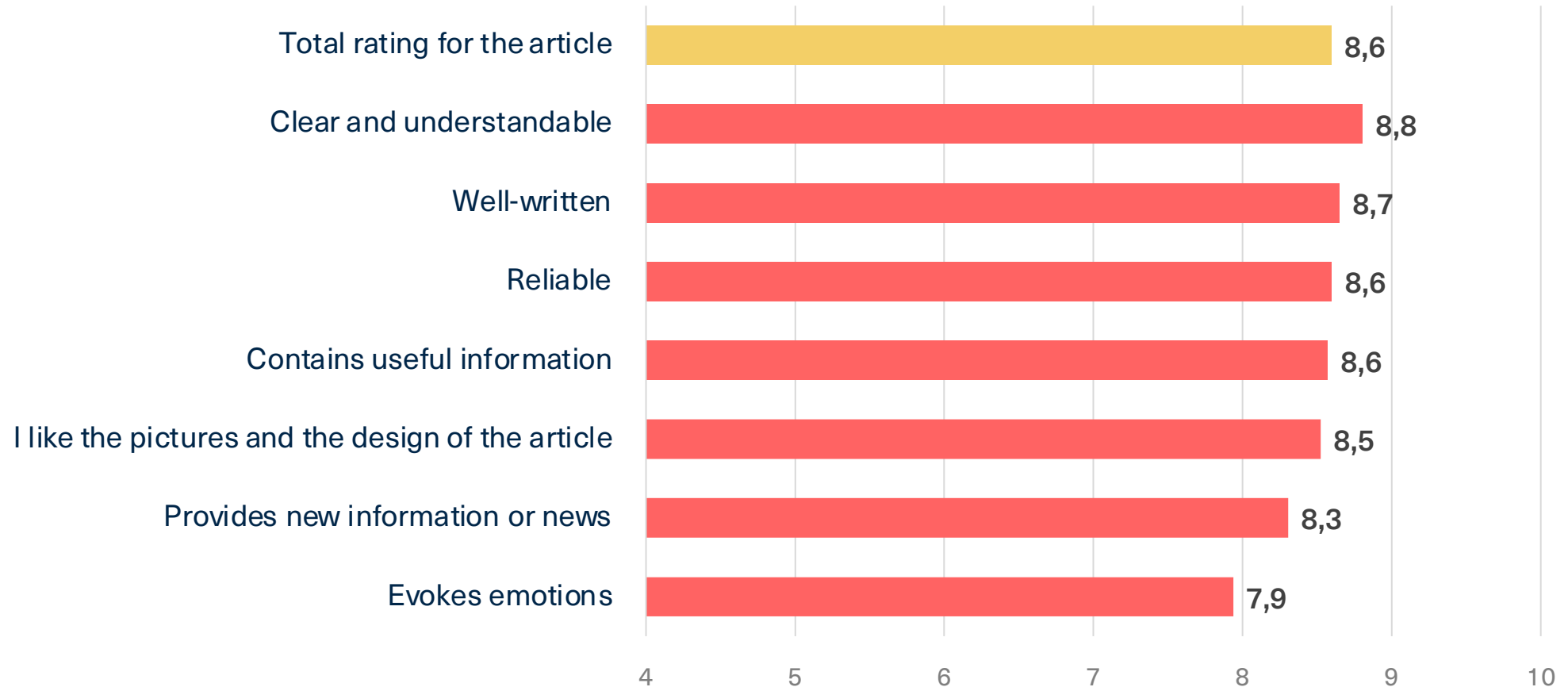
78%

read the whole article,
99% read the article at
least partially.

Article ratings

(rated on a scale of 4–10)

Rating for different features of the selected article N = 3,663 (only those who read articles)



Reasons to read articles

- 1. Something important for the reader or their loved ones.** “I’m interested in history”, “A person I’m close to suffers from depression and anxiety”
- 2. Timeliness.** “Because I burn my skin every summer”, “Well-timed articles about housing company matters. Housing company meetings – spring - autumn and winter with their own activities.”
- 3. New information.** “There were products that I didn’t know were domestic.”, “New and important information, I hadn’t realized how important *Heterobasidion* prevention was.”
- 4. Something special or rare.** “I’m interested in different dishes, even if I don’t try them myself.”, “there’s rarely stories about old ships”
- 5. A famous or interesting person.** “A unique couple”, “A person I know from the media.”
- 6. An appealing image or attractive visuals.** “I’m not really a fan of beer, but the images and leads were interesting.”

Studied articles as numbers

In total, 58% of the studied articles were read. Of the people who read a magazine, 99% read at least one of the studied articles (5 articles studied per magazine).

The best-voted article was read carefully – **78% read the whole article**, 99% read the article at least partially.

The **overall rating for articles was 8.6.** The articles received a very good rating for clarity and readability (8.8). The weakest feature was evoking emotions (7.9).

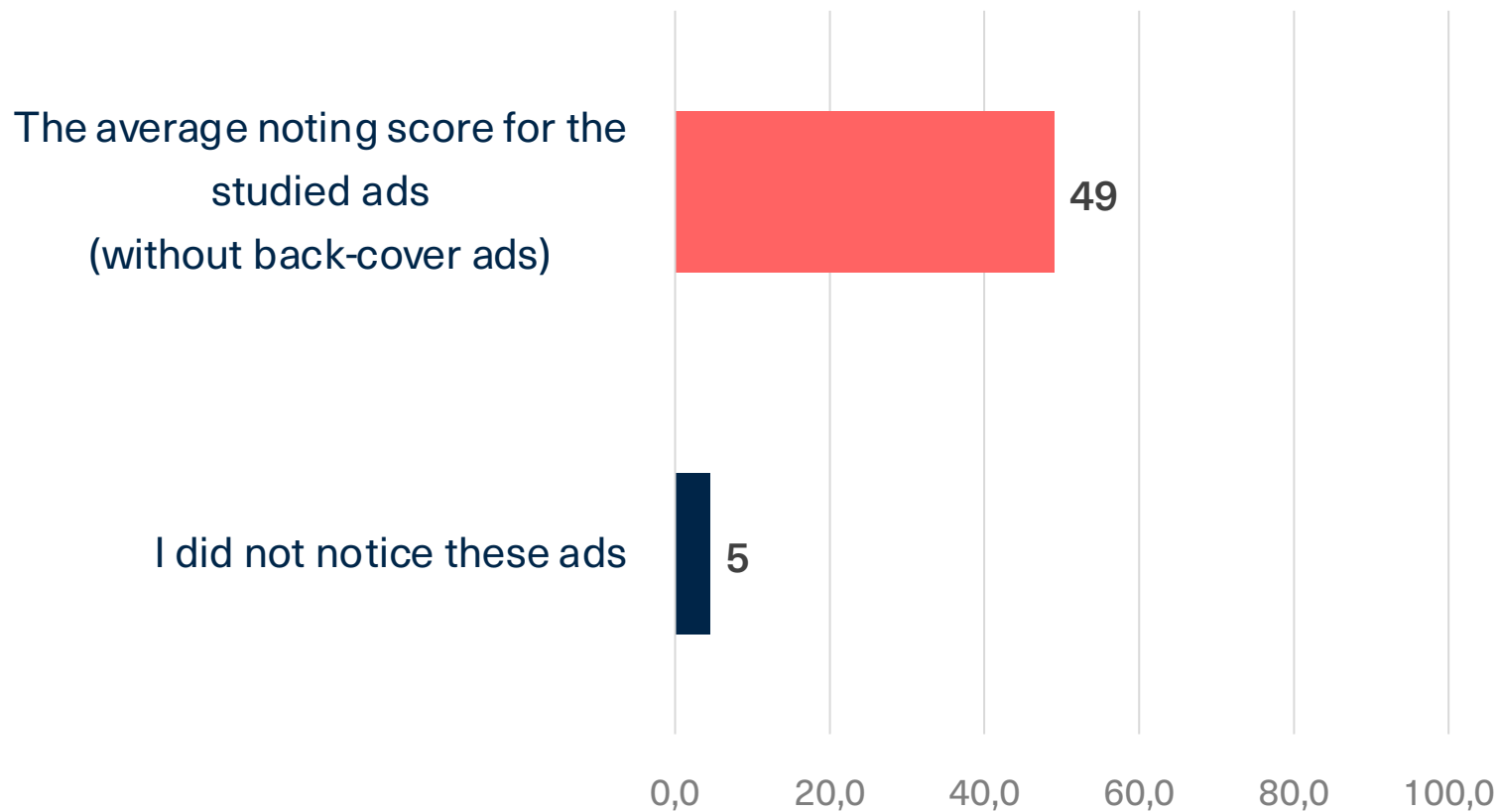
The reasons for reading articles varied by magazine, but the following themes came up repeatedly: topics important to the reader or their loved ones, timeliness, new information, a rarely covered or special topic, a person who is famous or interesting (normal people were also considered interesting) and an appealing image or attractive visuals.



5.
Advertising

95% noticed at least one ad in the magazine

% of people who read a magazine N = 3,210

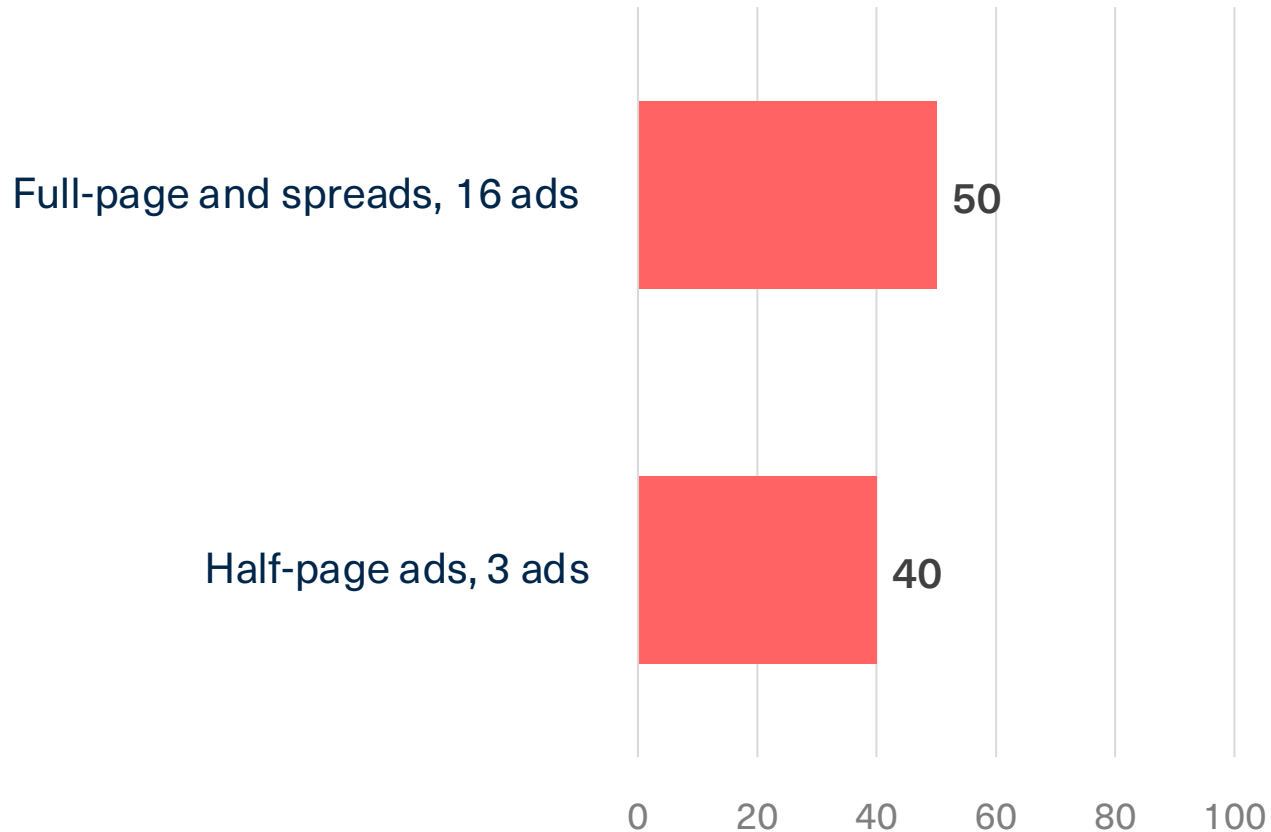


The average value for noticing ads includes 19 studied ads.

The ads on the back cover (2) are not included in the average value.

The noting score for ads* was 49%

*) 19 ads, does not include ads on the back cover
% of respondents, those who read the most recent magazine | N = 3,210

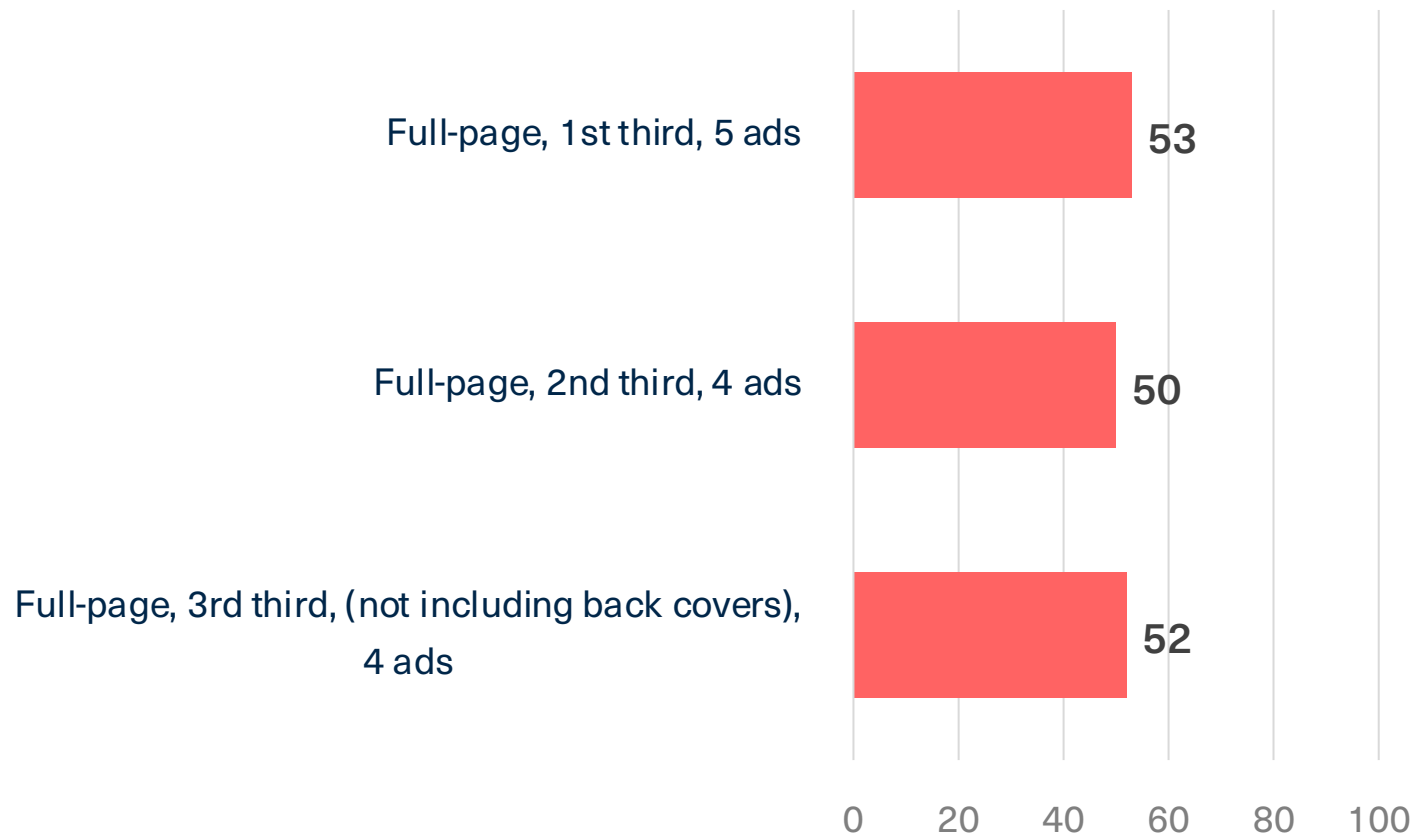


Size matters in advertising – bigger ads were noticed most.

The ads on the back cover were noticed by 60% of readers.

The ad's placement in the magazine is not the deciding factor for noticeability

% of respondents, those who read the most recent magazine | N = 3,210

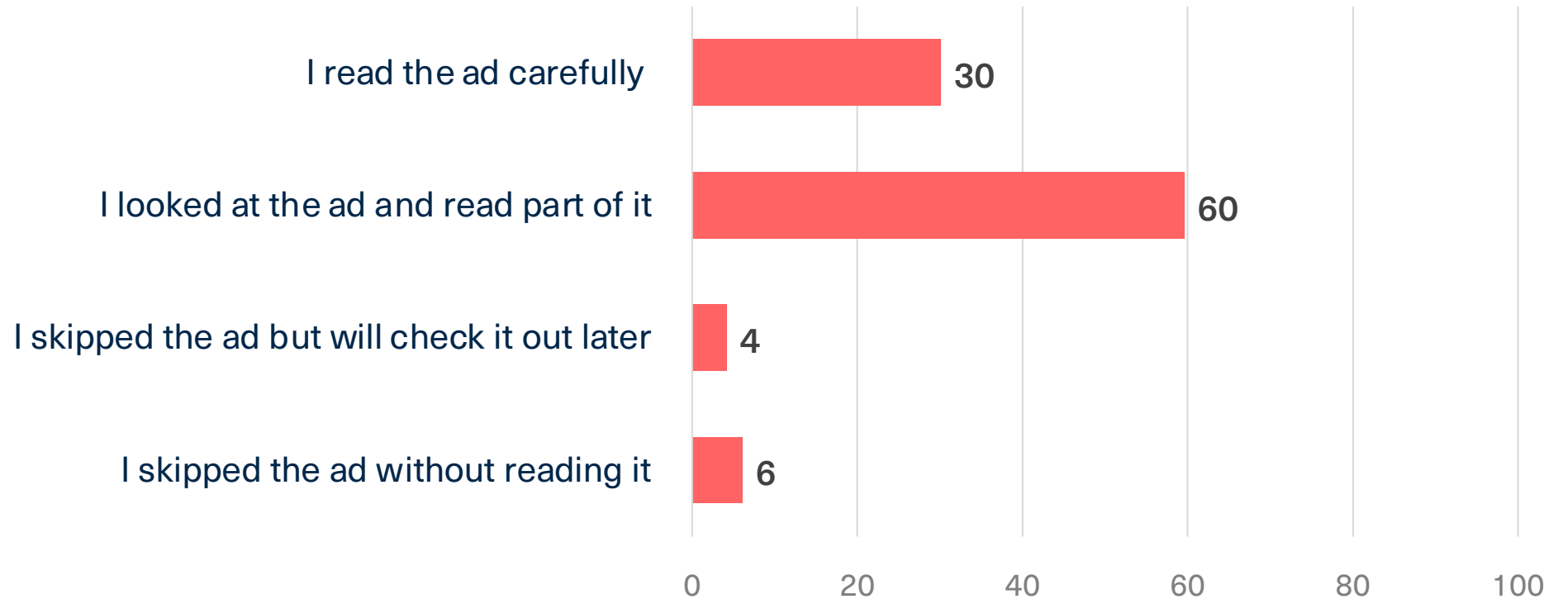


The ads are noticed just as well at the beginning, middle and end of the magazine.

(Ads on the back cover were noticed by 60% of readers.)

How accurately did you read/consider the ad of your choice?

% of respondents N = 2,878



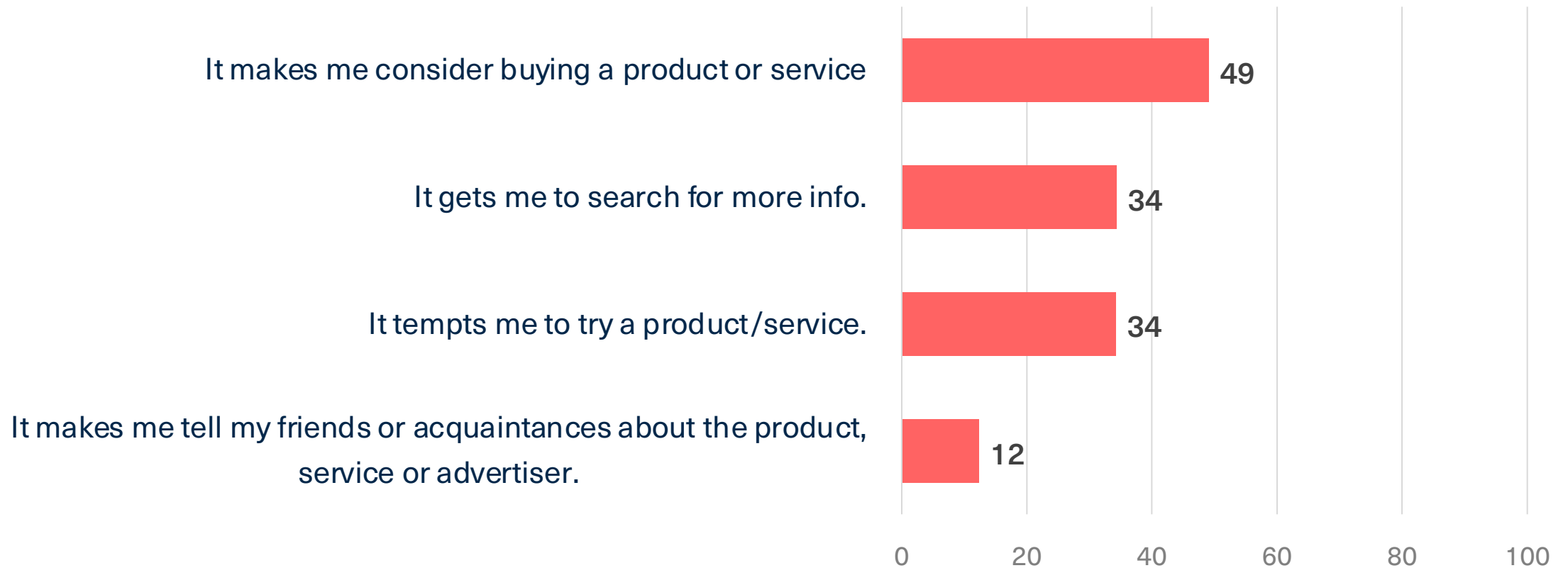
Which of the following statements apply to this ad?

% of respondents N = 2,878



What the best ad makes you do

% of respondents N = 2,878



*The most noticed and
effective ads*

Avainapteekit

37%
rated the ad as the
best

Average
64%

ACO
SIMPLY EFFECTIVE

SYYSKUUSSA
KAHDEN ACO-TUOTTEEN
OSTAJALLE

**KAUPAN
PÄÄLLE**
KASVOVOIDE

ACO ORIGINAL
ACO GLOW BOOSTER
ACO GLOW BOOSTER
ACO DRY SCALP
ACO DRY AND SENSITIVE SCALP

Apotehons Composita
SINCE 1939

Lahjaksi kahden ACO-tuotteen ostajalle: ACO Caring Face Cream 50 ml. Tarjous voimassa syyskuussa 2022 kampanjan osallistuvissa apteekeissa. Tarjous ei koske ACO-huulivoitetta. Kaupankäynnissä rajoitettu erä.

70%
said that the ad was
clear and
understandable.

Avainapteekit

63%
of readers who
noticed the ad
looked at it more
carefully.

*"I looked at the ad more carefully",
average of studied ads 30%.*

Noting score
36%

06/2022 MAINOS

LÄÄKÄRIN NEUVO:
**Käytä kylmä-
lämpögeeliä
lihaskipuun**

Ortopedian ja liikuntalääketieteen erikoislääkäri Tapio Kallio kannustaa käyttämään kylmä-lämpögeeliä ensisijaisena itsehoitona lihaskipuihin.

”Suositelen lihaskivun ensisijaiseksi hoidoksi ennen lääkärille hakeutumista 2-4 päivän ajan käytettävää lääkineetonta kylmä-lämpögeeliä. Olen hoitanut liikuntaa haittaavia vauvoja vuosia ja huomannut vastaantollani, että ihmiset haluavat tehokkaita lääkkeettömiä vaihtoehtoja kivun hoitoon.” Suomalaisen Lääkäriseura Duodecimin ”Käypä Hoito” -suositukseenkin mukaisesti kivun hoidon perustana tulee olla lääkkeettömät hoitomuodot.

Lääkärille kannattaa hakeutua, mikäli itsehoito ei tehoa.

JOKAISEEN KOTIIN JA TREENIKASSIIN
Lääkeaineettoman kylmä-lämpögeelin tulisi kuulua jokaisen kodin ja treenikassin perusvarustukseen.
Geeli sopii käytettäväksi useita kertoja päivässä, aina kun kipu vaatii. Se tuo helpotusta liikunnan tai arkiaskeiden aiheuttamiin lieviin traumoihin, venähdyksiin ja lihaskipuihin. Teho perustuu kaksisoisvaikutukseen: geeli vähentää lihaskipua välittömästi viilentämällä kipukohtaa. Vaikutusta seuraa lämmöntunne, joka rentouttaa lihasta ja tukee paranemista.

Käytä kylmä-lämpögeeliä silloin, kun kipeytymän haitat ovat siedettävät ja pystyt läikkumaan kutakuinkin normaalisti.

MAINOSTAJA: HARMONIA

The noting score is often
lower for half-page ads
compared to larger ads.

An advertorial with a good
headline might still interest
readers who feel that
the topic is important.

Noting score
61%

84%
said that the ad
was clear and
understandable.

Vitamiinit syksyyn
AVAINVIIKOLTA

Avainapteekit

19.-24.9.
Orionin suosikkivitamiinit

-25%

Multivita

DEVISOL®

Valikoima vaihtelee apteekittain.

Etiketti

Noting score
59% (back cover)

43%
of the people who
noticed the ad said
that the ad stands
out from the
magazine's other
content



An ad on the
back cover is
usually noticed
slightly better
than ads
elsewhere in the
magazine.

Sisustamo

31%
rated this ad as the
best

Noting score
54%

EXTRAORDINARY DESIGN SINCE 1872



Vuonna 1872 Tanskassa perustettu Fritz Hansen on maailman johtavia sisustusalan brändejä, jonka valikoimaan kuuluvat niin kalusteet, valaisimet kuin sisustusesineetkin. Modernia, skandinaavista muotoilua inspiroi intohimo kauneuteen, laatuun ja käsityöläisyyteen. Fritz Hansen tekee yhteistyötä alan huippumuotoilijoiden ja -arkkitehtien kanssa ympäri maailman. Muun muassa Arne Jacobsen, Cecilie Manz, Hans J. Wegner, Piero Lissoni ja Poul Kjaerholm ovat suunnitelleet brändille kalusteita ja valaisimia.

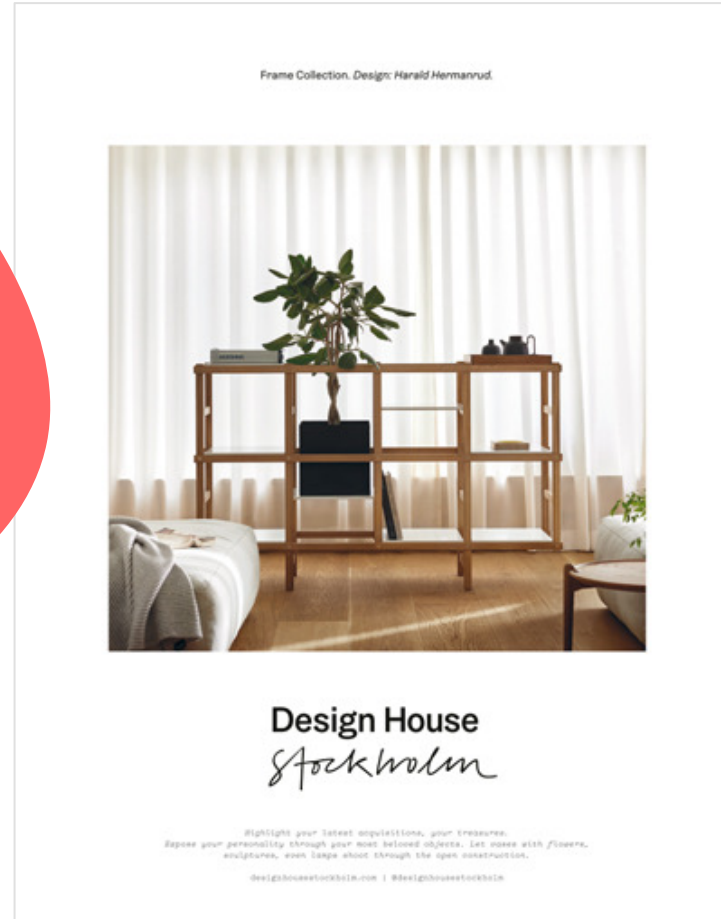
FRITZ HANSEN

Sisustamo

71%

said that the ad looked good. This was the best result for all studied ads.

Noting score
49%



*"The ad looks good",
average of studied ads 34%.*

Noting score
33%



*"The ad gives a positive image of the advertiser",
average of studied ads 43%.*

68%

said that the ad gave them a positive image of the advertiser.

Terve Metsä

50%
said that the ad
was clear and
understandable.

Noting score
62% (back cover)

GT 42

Suomalaista metsäosaamista 150 vuotta

"Ennen kuin sopimuksen päättäv, miltäkin osinääli vää uudeksi määrän katoja ja rungon paitsuuksia."

Alvan kuten vuonna 1866, puukaupasta ja metsäin- hokkosta sovitaan aina henkilökohtaisesti, luonnon eidoilla ja metsänomistajan kunnian. Ja työt hoidetaan jämästi kuten on sovittu.

Hyvät metsäinholdon ja Stora Enson ja metsäinholdon karensi puukauppa tehollisen jatkuvuudessa. Jokainen kauppa on erustartainen hetki.

Voit käänsä Riiipoven ja Monosen metsä- kauppa ayttyy -artikkelin vuodelta 1966 osoitteesta storaenso.com/150

Osailetut upoiden pienikokotettien arvotkaan (arvo 500 €/kuu) syysin puukaupalla tai vaikka nel eivestää käyttäjästä.

Hyvät huortien kaavissa puussa ja puutotteissa.

Stora Enso
Aikaaspaatu:
02046 1478 (ark. klo 8-18)
storaenso.com/150

THE RENEWABLE MATERIALS COMPANY



storaenso

The company's own ads are often just as effective or more effective than ads from outside advertisers.

Uniikki

Noting score
65% (inner front cover)

76%
said that the ad
was clear and
understandable.



This was also the
company's own ad.

Uniikki

Noting score
28%

51%

said that the ad gave them new information. Among the studied ads, L'Oréal's advertorial was the best by far in this regard.

MAINOS

L'OREAL
FOR THE FUTURE

Huolehdi ihosta ja huomioi ympäristö

Aurinko on valloittanut maailman ja nyt se on myös ihon vihollinen. L'Oréal on kehittänyt uusia tuotteita, jotka auttavat ihon suojaamisessa ja ympäristön suojelemissa. Näin se tapahtuu.

- 1** **Uusi aurinkosuojatuote**
L'Oréal on kehittänyt uuden aurinkosuojatuotteen, joka sisältää uusia ainesosia, jotka auttavat ihon suojaamisessa ja ympäristön suojelemissa. Näin se tapahtuu.
- 2** **Uusi aurinkosuojatuote**
L'Oréal on kehittänyt uuden aurinkosuojatuotteen, joka sisältää uusia ainesosia, jotka auttavat ihon suojaamisessa ja ympäristön suojelemissa. Näin se tapahtuu.
- 3** **Uusi aurinkosuojatuote**
L'Oréal on kehittänyt uuden aurinkosuojatuotteen, joka sisältää uusia ainesosia, jotka auttavat ihon suojaamisessa ja ympäristön suojelemissa. Näin se tapahtuu.
- 4** **Uusi aurinkosuojatuote**
L'Oréal on kehittänyt uuden aurinkosuojatuotteen, joka sisältää uusia ainesosia, jotka auttavat ihon suojaamisessa ja ympäristön suojelemissa. Näin se tapahtuu.

MAINOS

Vuonna 2025 kaikki L'Oréalin tuotteet tulevat sisältämään vähintään 25% kierrätettyä tai kompostoitavaa materiaalia.

L'OREAL

25%

said that the ad appealed to their emotions. This was also the best result among all ads.

"The ad provides new information",
average of studied ads 17%.

"The ad appeals to emotions",
average of studied ads 9%.

Vinkkari

Noting score
52% (back cover)

33%
rated the ad as the
best

Kun sinä tai läheisesi tarvitsee apua esimerkiksi siivouksessa, saat meiltä nyt palveluita edullisemmin ilman arvonlisäveroa!

Voimme tarjota^{*)} siivoukspalvelut, kauppa-asiointit ja pienremontit arvonlisäverottomasti, kun sinun tai läheisesi toimintakyky on alentunut pysyvästi tai väliaikaisesti.

Arvonlisäverottoman palvelun voi saada asiakas, jonka toimintakyky on laskenut pysyvästi tai väliaikaisesti ikääntymisen, sairauden tai vamman seurauksena. Myös kuormittava tilanne kotona on peruste ALV 0 %- palvelun saamiselle.

Kysy lisää!
Bralevassa arvonlisäverottomasta palvelusta vastaa kiikotointia-johtaja Hanna-Katja Kivikinnä p. 040 357 2866 tai hanna.katja.kivikinnä@braleva.fi

*) Braleva Käteispalvelut Oy on kotona-apuvierheen tuottaja ja välittäjä tällä alueella sekä Apuosaajat Käteispalvelut.

BRALEVA
Käsiin. kaikki palvelut.

braleva.fi

73%
said that
Braleva's own ad
was clear and
understandable.

Vinkkari

Noting score
41%

57%
of readers who
noticed the ad
looked at it more
carefully.



BRALEVA
Suomisen kaikki palvelut
braleva.fi

HELPOTA ARKEASI.
TILAA REMONTTI BRALEVASTA!

Pieni tai iso remontti, sen päätät Sinä.
Tilaa meiltä elämäsi helpoin remontti.
Kauttamme huoneistoihin mm. parketit,
terassit, saunat, maaleustyöt, keittiökaapit,
kuivaukset jne. Taloyhtiöille toteutamme
mm. erilaisia korjauksia ja saneerauksia.
Palvelemme taloyhtiöitä ja osakkeita.

Osakas, hyödynnä kotitalousvähennys
verotuksessasi!

PYYDÄ TARJOUS:
braleva.fi/tarjouspyynto tai
myynti@braleva.fi

BRALEVA
Suomisen kaikki palvelut
braleva.fi

TIP
ME ANNAMME AINA
KAHDEN VUODEN
KIRJALLISEN
TAKUUN
TYÖLLEMME.
BRALEVA

Respondents liked
the ad, because it
provided new
information.

*“Makes it clear
what you are
getting a quote on.”*

Advertising summary

The **average noting score for ads was 49%**. Attention increases with ad size.


Of the people who noticed an ad, **30% read it more carefully**, while 60% viewed and read it partially.

The ads received positive feedback on **clarity and understandability (62%)**. The weakest feature was **appeal to emotions (8%)**.

Ads increase the consideration of purchase (49%).

Several of the most notable ads were the publisher's own ads.

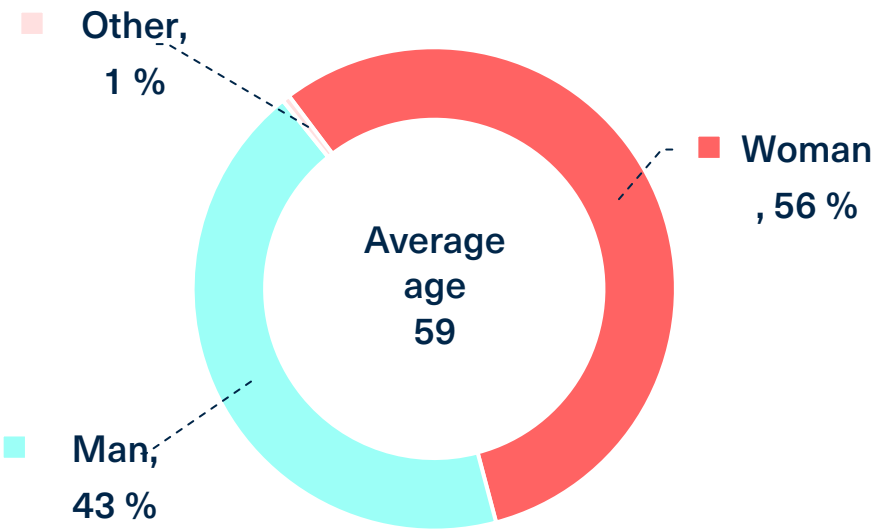
Advertorials are often not the most noticed ads, but they may evoke emotions or offer valuable new information to those who notice them.

A decorative red dashed line curves from the top left towards the center. A solid cyan circle is partially visible on the right edge of the slide.

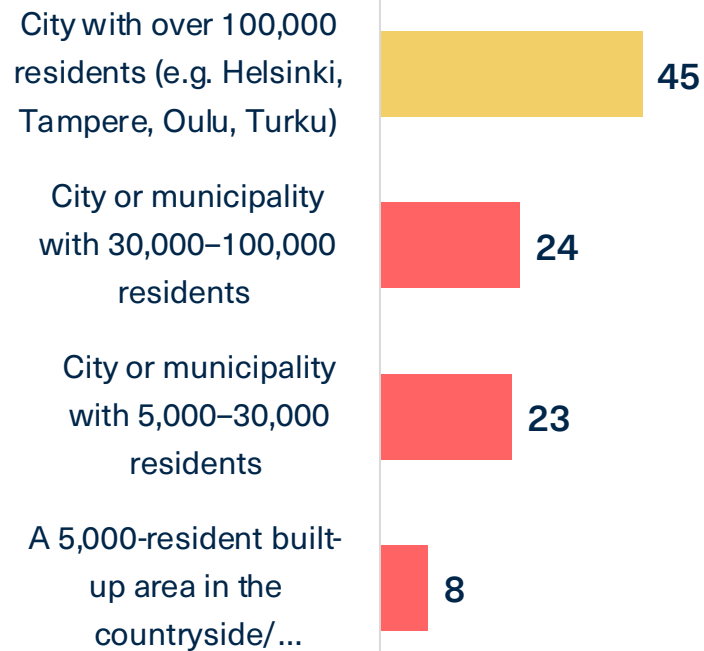
6. Respondents' background information

Respondents' background information

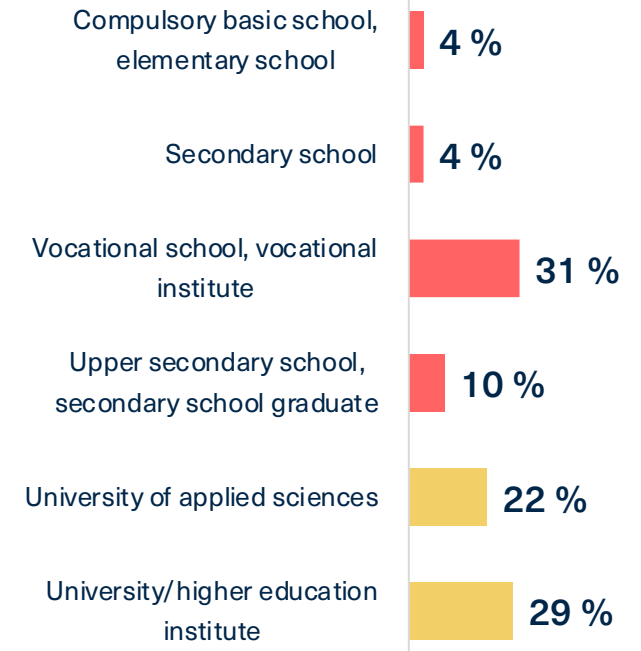
% of respondents N = 4,992



95% participate in daily purchasing decisions of their household economy



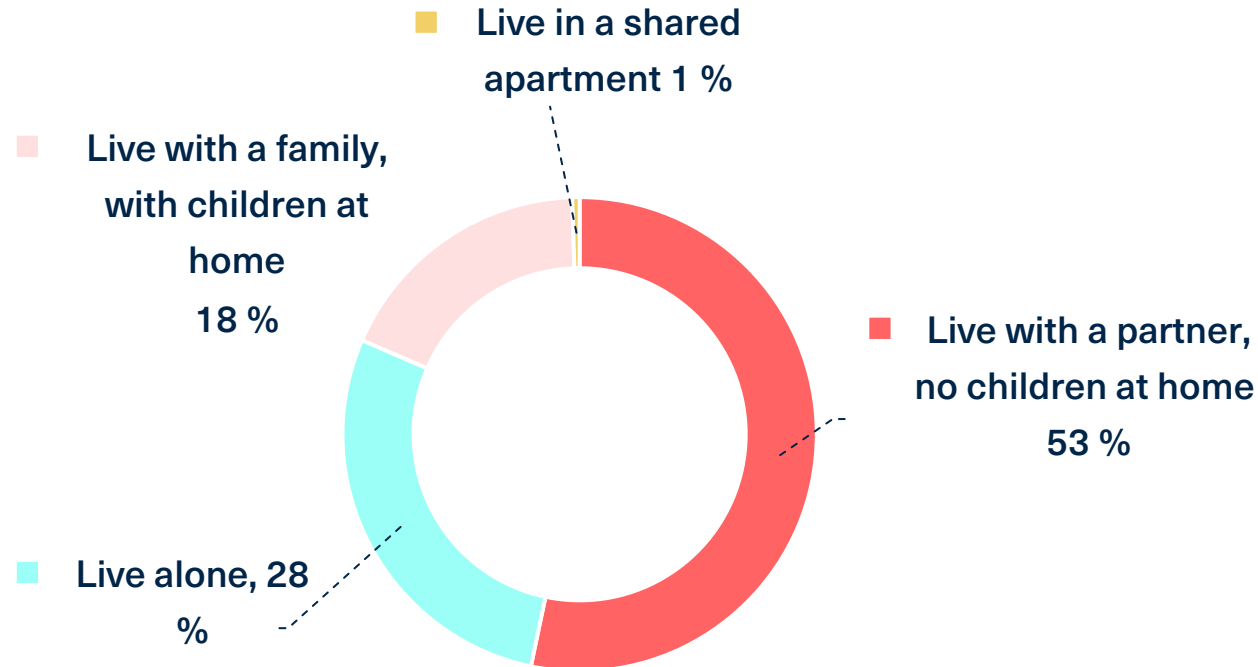
45% live in big cities



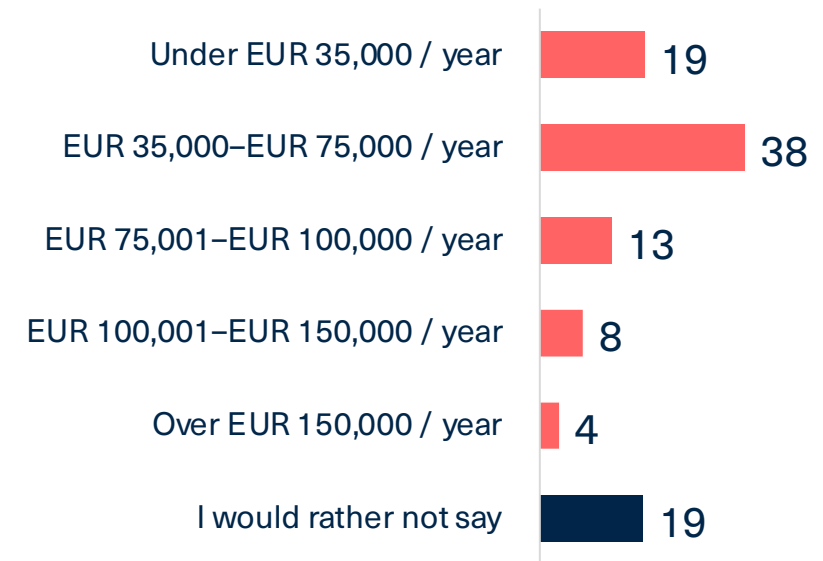
51% have a higher education

Respondents' background information

% of respondents N = 4,992



72% live with one or more people



25% of respondents had a gross income above EUR 75,000

(If those who chose not to answer are removed, the proportion is 30%.)



7.
Summary

Summary

1. Customer media reach two thirds of all Finns.
2. Most read customer media in print, which is also greatly appreciated.
3. A customer medium builds a company's image and strengthens the customer relationship.
77% of respondents consider the magazine an important customer benefit.
4. Customer magazines are the only print magazine many get in their mailbox. This makes the magazine stand out.
5. The magazine allows people to read about many topics that they would otherwise not read about. For this reason, the magazine is also a good channel for communicating the company's values and stances and talking about its operations.

Summary

6. People are interested in good journalism, but you should not be afraid of pure commercialism. Bringing up new products and offers is an important part of the reading experience for many readers.
7. People are quite happy with their customer magazine – on a school grading scale of 4–10, readers gave the magazines an average rating of 8.5.
8. 95% of readers notice at least one ad in the magazine. The average noting score for ads was 49%.
9. The strongest feature of articles and ads was clarity and understandability.
10. The feature that needs the most improvement is evoking emotions – advertisers should particularly pay attention to it.



Thank you!

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AIKAKAUSMEDIA

Finnish Magazine Media Association

Aikakausmedia.fi | ratecards.fi



@aikakausmedia

JHelske Research