

ADAM

Research compilation on the reading of and advertising in
professional and organization magazines



Background

In April 2021, there were 107,430 registered associations in Finland.

In proportion to the population, this means that there are two associations for one hundred Finns.

Source: Finnish Patent and Registration Office, 30 April 2021 &
Population Statistics, Statistics Finland, 25 May 2021

AIKAKAUSMEDIA
Finnish Magazine Media Association

54% of Finns over the age of 10 participate in the activities of an association.

The participation rate has remained roughly unchanged at the level of the general population since the early 1980s, but the participation rate of 10–14-year-olds and 65-year-olds has increased.

Men and women are equally active members of associations, but women are involved in more diverse activities.

Men are more involved in sports clubs and national defence organizations.

Women participate more than men in social and health care organizations, religious associations, cultural and art associations, agricultural and household advisory organizations, and school and kindergarten parents' associations.

Participation in sports organizations or sports clubs is the most common form of association involvement (24 %).

The next most popular is participation in the activities of a professional association (6%), a religious association (6%), a cultural or art association (3%) and a political party's or adult organization's activities (2%).

A person's socioeconomic status affects their participation in association activities. Senior employees and entrepreneurs are most involved, while those who are unemployed are least involved.

Source: Leisure participation, Statistics Finland, 2017

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1.
About the study

20 professional and organization
magazines were examined

12,152 respondents

The surveys were conducted between December 2020 and April 2021.

The research method was an online survey for readers of each magazine.

Implemented by **JHelske Research**
for **Finnish Magazine Media Association (Aikakausmedia)**

Magazines examined

- Advokaatti (Finnish Bar Association's magazine)
- Aivoitus (Brain Injury Association magazine)
- Apteekkari (Finnish Association of Pharmacists magazine)
- Betoni (construction industry trade magazine)
- Caravan (caravan magazine)
- Ekonomi (The Finnish Business School Graduates magazine)
- Ihon aika (Psoriasis Union magazine)
- Ilmailu (Finnish Aeronautical Association magazine)
- Kemia (Finnish Chemical Magazine)
- Koneviesti (professional magazine on agriculture, forestry and construction)
- Lapsen Maailma (Children's World, Journal of the Finnish Federation for Child Welfare)
- Metsälehti (Most popular magazine for forest owners)
- Opettaja (Most popular magazine for education professionals)
- Pieni on Suurin (early childhood education magazine)
- Pinni (professional magazine on hairstyling)
- Hammaslääkäri (Finnish Dental Journal)
- Taloustaito (The Taxpayers Association of Finland magazine, Finland's most popular financial magazine)
- Tehy-lehti (Union of Health and Social Care and Early Childhood Education and Care Professionals in Finland journal)
- Uusiouutiset (Finnish Circular Economy News)
- YTY (Union for private sector managers, professionals and senior salaried employees magazine)





Readers of the examined professional and organization magazines are...

Professionals

such as lawyers, economists, dentists, circular economy professionals, forestry professionals, hairdressers, teachers, construction professionals, nurses and early childhood educators

Members of organizations and their stakeholders

Enthusiasts such as caravaners and aviation enthusiasts

People living with a disease (e.g. brain injury, psoriasis) and their loved ones

Those with a special interest in a particular industry or topic

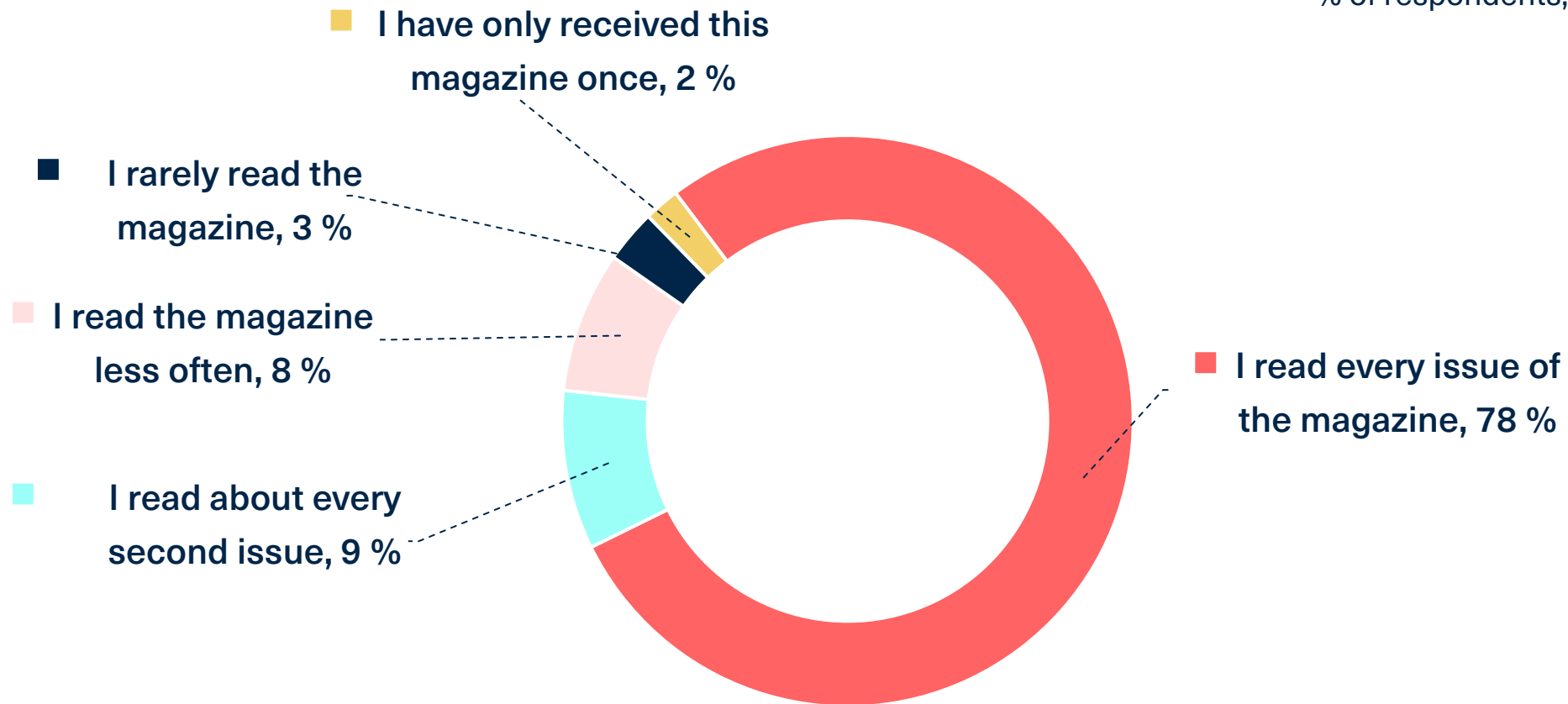
such as forest ownership, education of children and young people, taxation



2. Reading

The majority of readers read each published issue

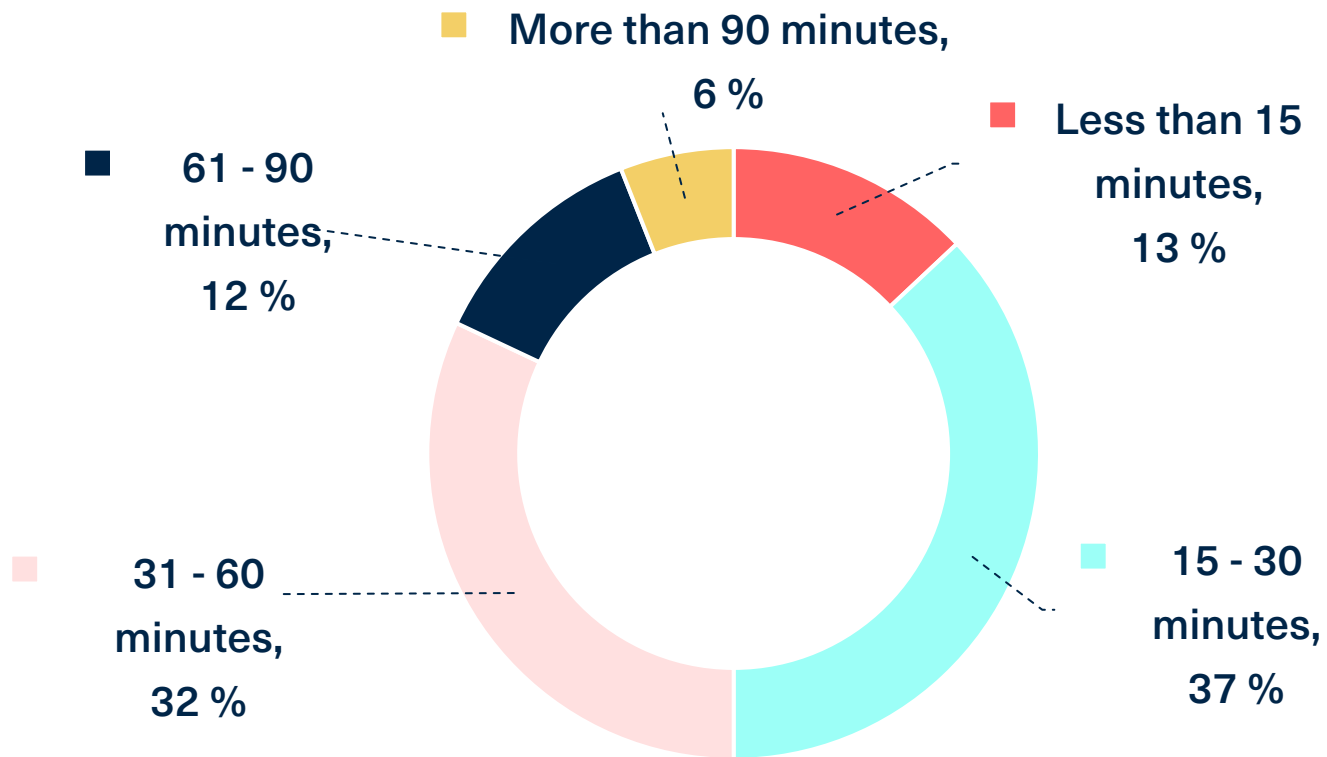
How regularly do you usually read this magazine?
% of respondents, N = 12,152



The average time spent reading one magazine issue is 39 minutes

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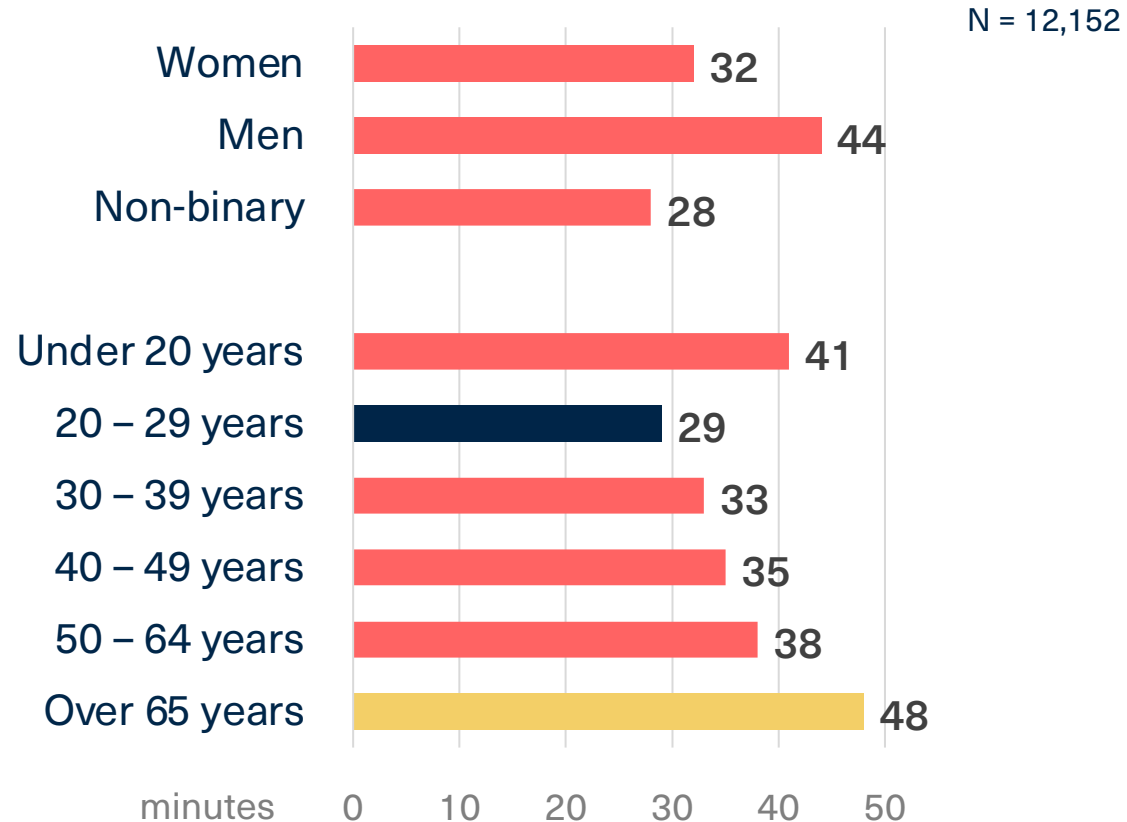
How long do you usually read or browse one issue of this magazine? Includes the total number of times you read a single issue | % of respondents, N = 12,152



Every second reader spends more than half an hour reading the magazine.

Reading time according to age and gender

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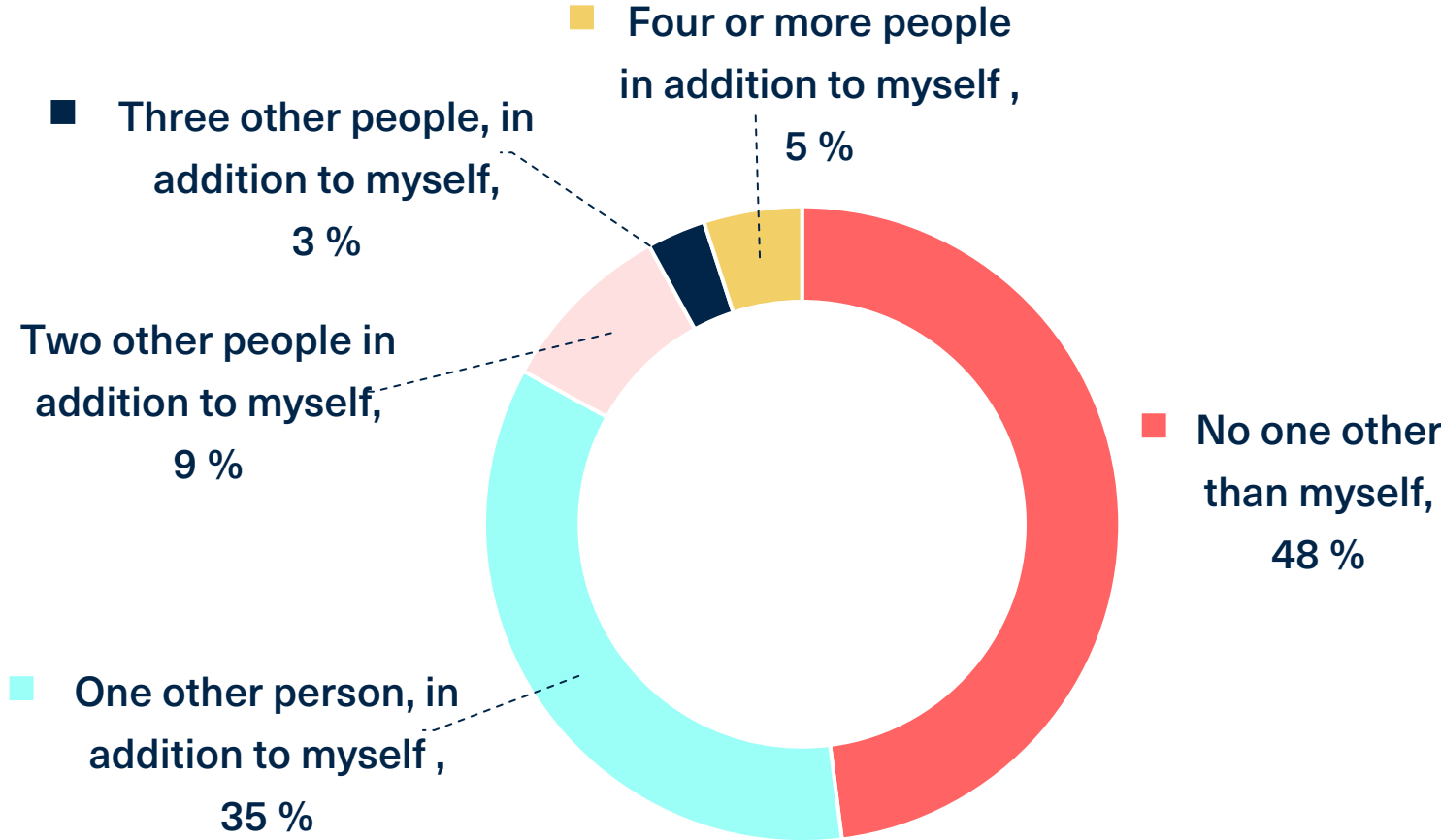


Those under 20 and over 65 have the longest reading time. The reading time for non-binary people is slightly shorter than for women and men.

***Note!** The studied magazine titles influenced the distribution of reading time. This study included several large magazines with many male readers who read the magazines for long periods. Most magazines were read by women longer than men.

How many others besides you read each issue of the magazine?

% of respondents, N = 12,152



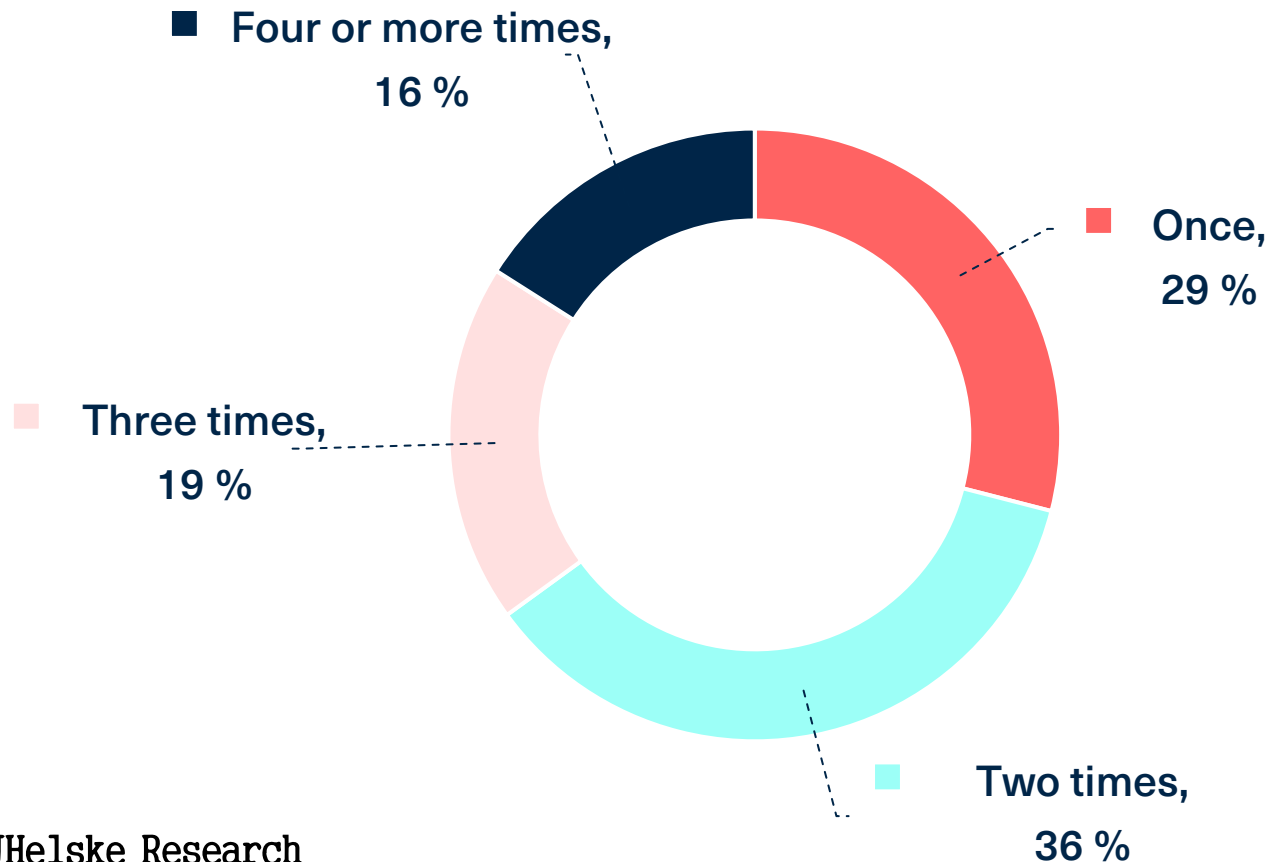
Each magazine issue, on average, is read by

1.8
people.

The magazine is typically browsed more than once

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How many times do you read or browse the same issue of a magazine?
% of respondents, N = 12,152



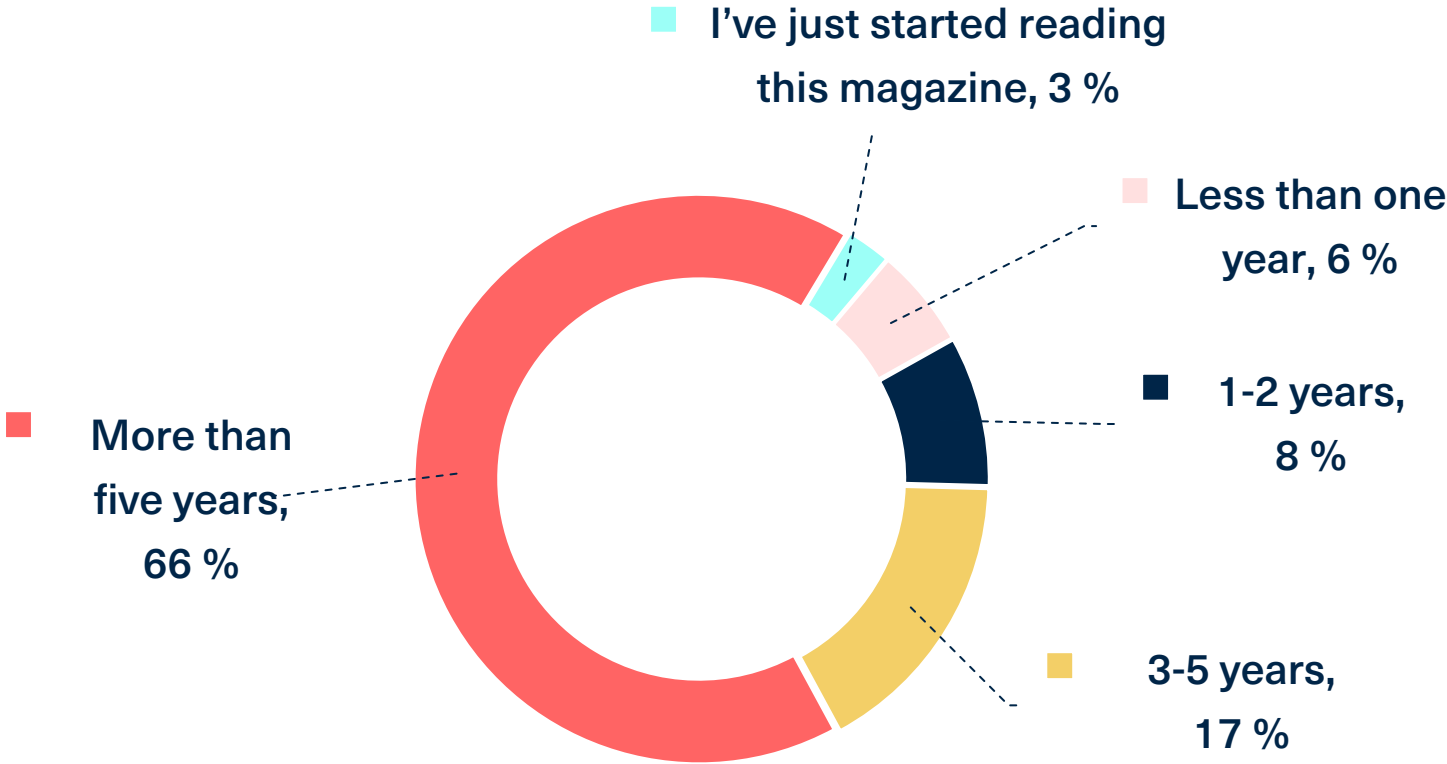
One issue of the studied magazines is read an average of

2.4 times.

71% of readers browse a magazine more than once.

Readership of professional and organization publications is long-term

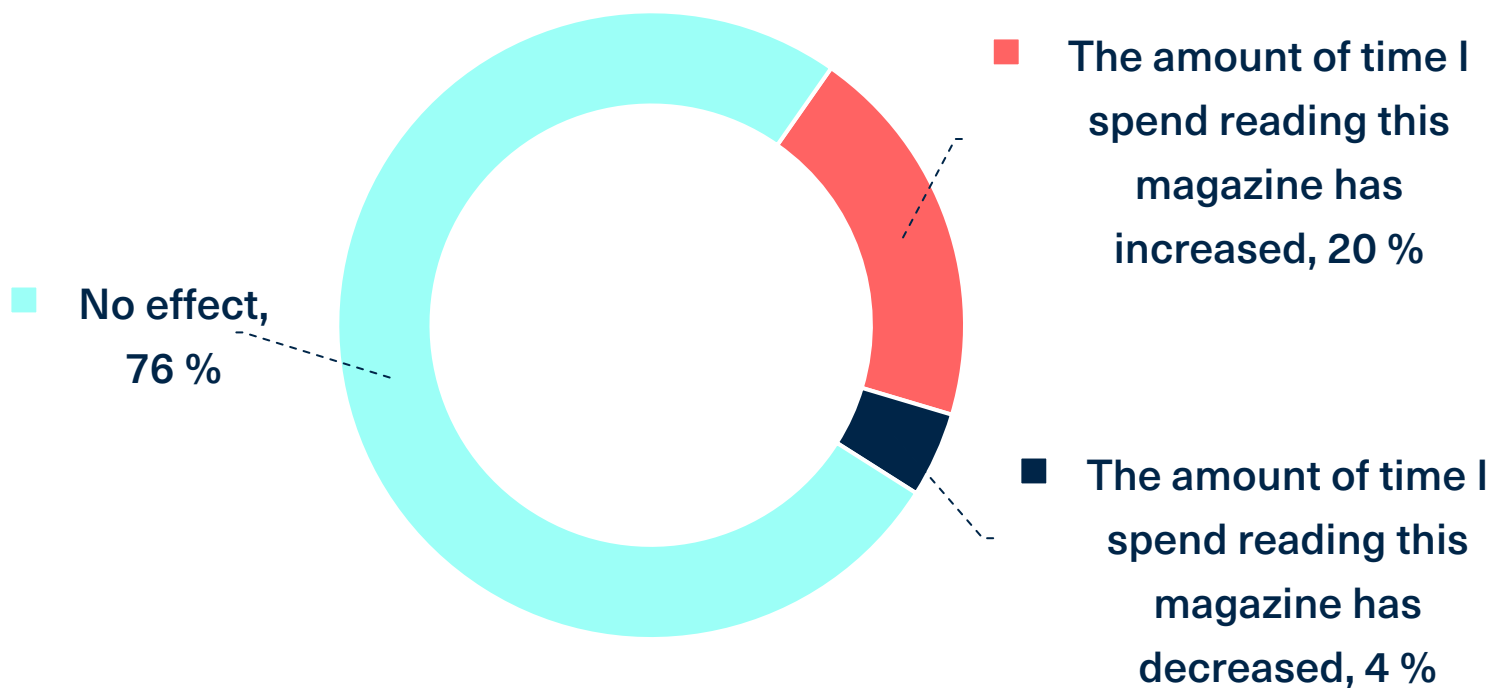
How long have you been reading this publication?
% of respondents, N = 12,152



66%
of readers have been reading the magazine for more than five years.

How has COVID-19 affected your reading of this magazine?

% of respondents, N = 12,152



20 %
say they read more of
the studied
publications during
COVID-19

Reasons to have read more during COVID-19

Increased leisure time

"There is more time, and it is sometimes good to sit down with a magazine while working remotely."

"I tend to keep magazines in the living room on a magazine rack. Sometimes I read magazines that are up to one year old, and if there's an article I like, then I save the magazine instead of recycling it. In addition, the amount of time I spent on many of my hobbies decreased during COVID-19, so there is more time for reading, for example."

"You have more time when you don't spend 2.5 hours every day travelling to and from work :-)."

"Because in my spare time I have been more at home when many leisure activities are severely restricted (exercise, culture)"

"I have spent more time reading all the magazines our family subscribes to because I've been at home a lot and having conversations with people over the phone or online."

Reasons to have read more during COVID-19

The need for accurate information on the effects of COVID-19 one's industry

"Ensuring I keep up-to-date with the latest information. There has been a lot of news about medicines in the COVID-19 era."

"Professional issues are of interest, and the magazine has also been a channel for COVID-19 information relating to my work. My employer's information about the corona was lame and erratic."

" It offers interesting, current news about COVID-19 concerns related to one's field."

" Maybe I've been looking for more information from there, I want to be well informed if there is information on how to act in this new and strange situation. In crises, people come together, right?"

" In this unusual time, I feel the need to be up to date in this changing world. Why not at other times too, of course, but somehow big changes are happening faster than before, so it's good if you can somehow prepare for them by being aware of things."

Reasons to have read more during COVID-19

Increased need for peer support

"I get support from the magazine that is missing now that we're working remotely and I can't see my colleagues."

"Reading Pinni gives me a good feeling, and I am managing to continue in my job despite the difficulties."

" I want to know more and how we cope in this turmoil."

"During COVID-19, there has been very little peer support, so the magazine has been unconditional."

"The magazine has provided support for one's own work-related knowledge and insights into how teaching has been handled elsewhere during the COVID-19 period."

"The magazine gives faith and confidence in the future. Feels part of the community."

Reading Statistics

Reading is regular - **78% read every issue.**

The average reading time of a single issue is 39 minutes.

Half of the respondents say that the magazine is read by someone other than themselves
– **one issue has an average of 1.8 readers.**

The magazine is read an average of **2.4 times.**

Readership periods are long – **66% have been reading the magazine for over five years.**

COVID-19 has increased magazine reading. **20% say they read more during this time.**

3. *Readership*

Facts about Finns

83 %

consider Finnish magazines to be high quality

86 %

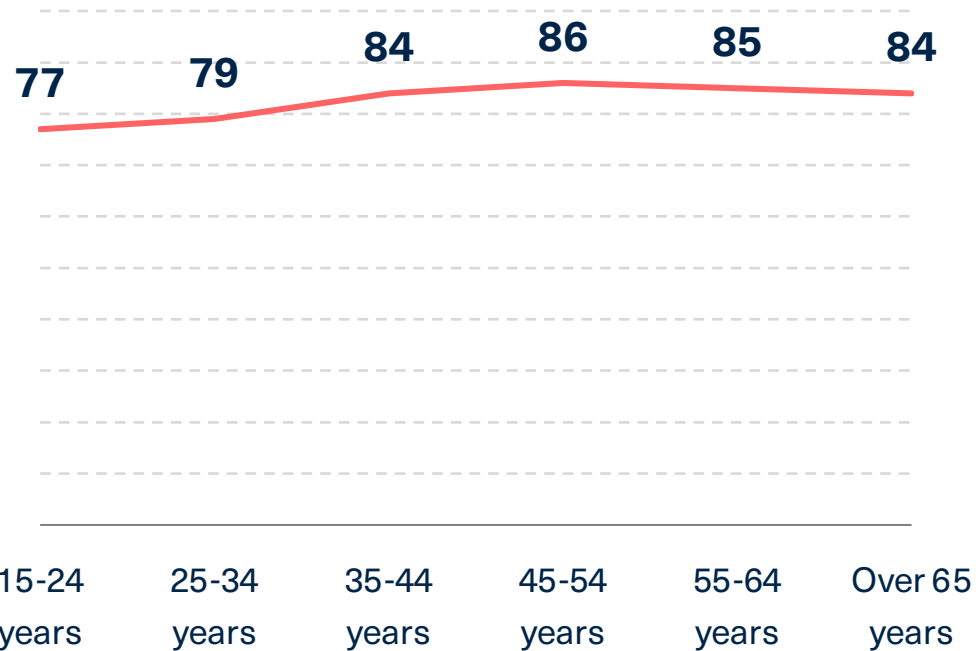
get information about their hobby and interests from a speciality magazine

75 %

stay up to date on professional matters with the help of a professional magazine

Finnish magazines are high quality

% of Finns who fully or partially agree



Source: National Readership Survey 2020
| N: 46,402

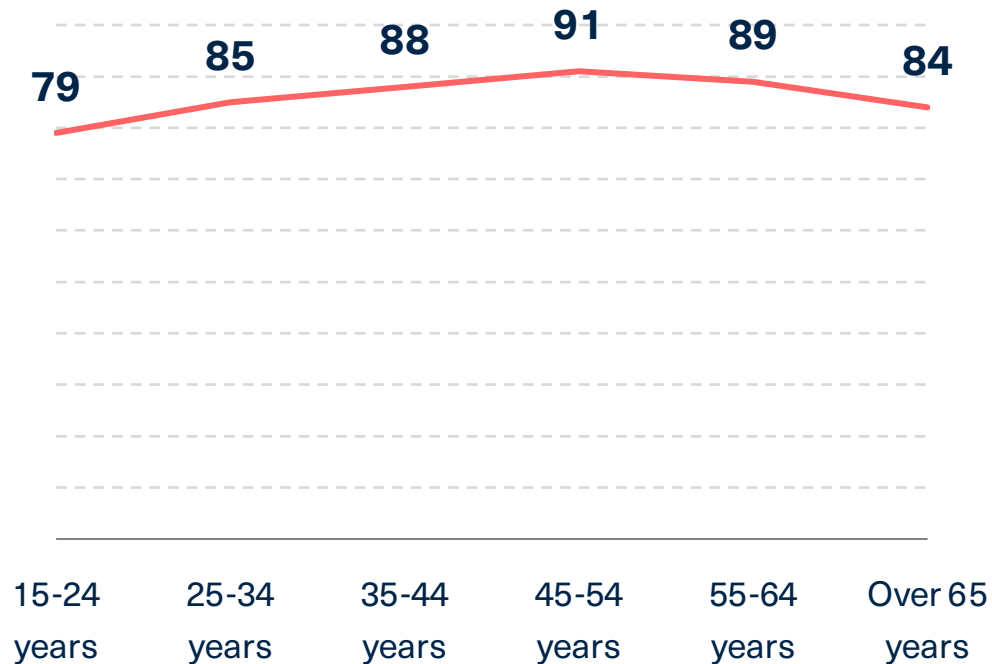
All age groups value magazines.

83 %

of people over the age of 15 consider Finnish magazines to be high quality.

I get information about my hobbies and interests from a specialised magazine

% of Finns who fully or partially agree



Source: National Readership Survey 2020
| N: 46,402

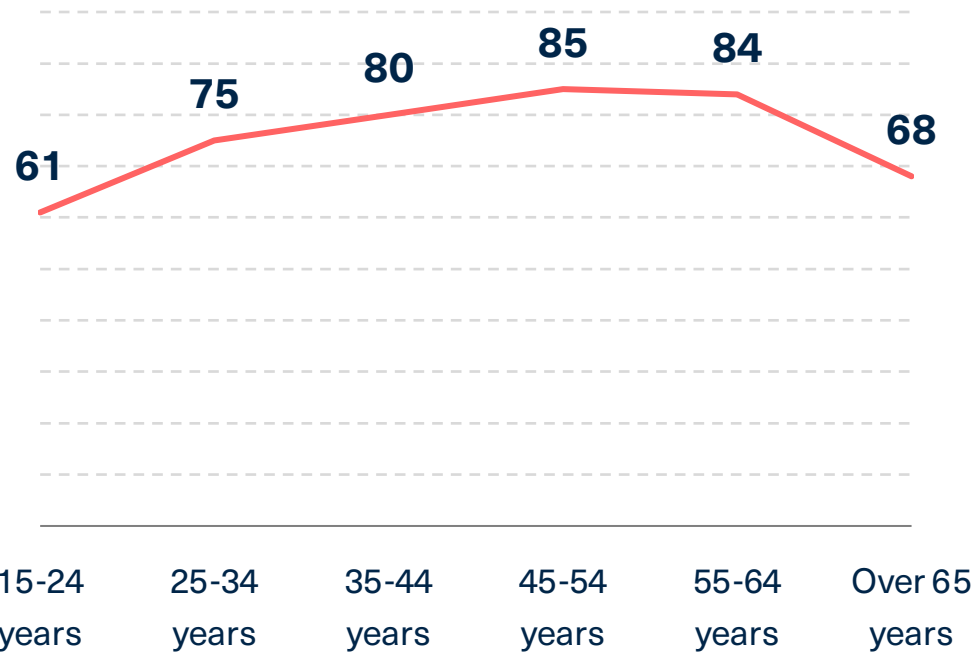
86 %

of all people over the age of 15 say that they receive information about their interests from specialised magazines - 84% of women and 87% of men.

Specialized periodicals are especially valued by those aged 45-54.

With the help of a professional magazine, I stay up to date on professional matters

% of Finns who fully or partially agree



Source: National Readership Survey 2020
| N: 46,402

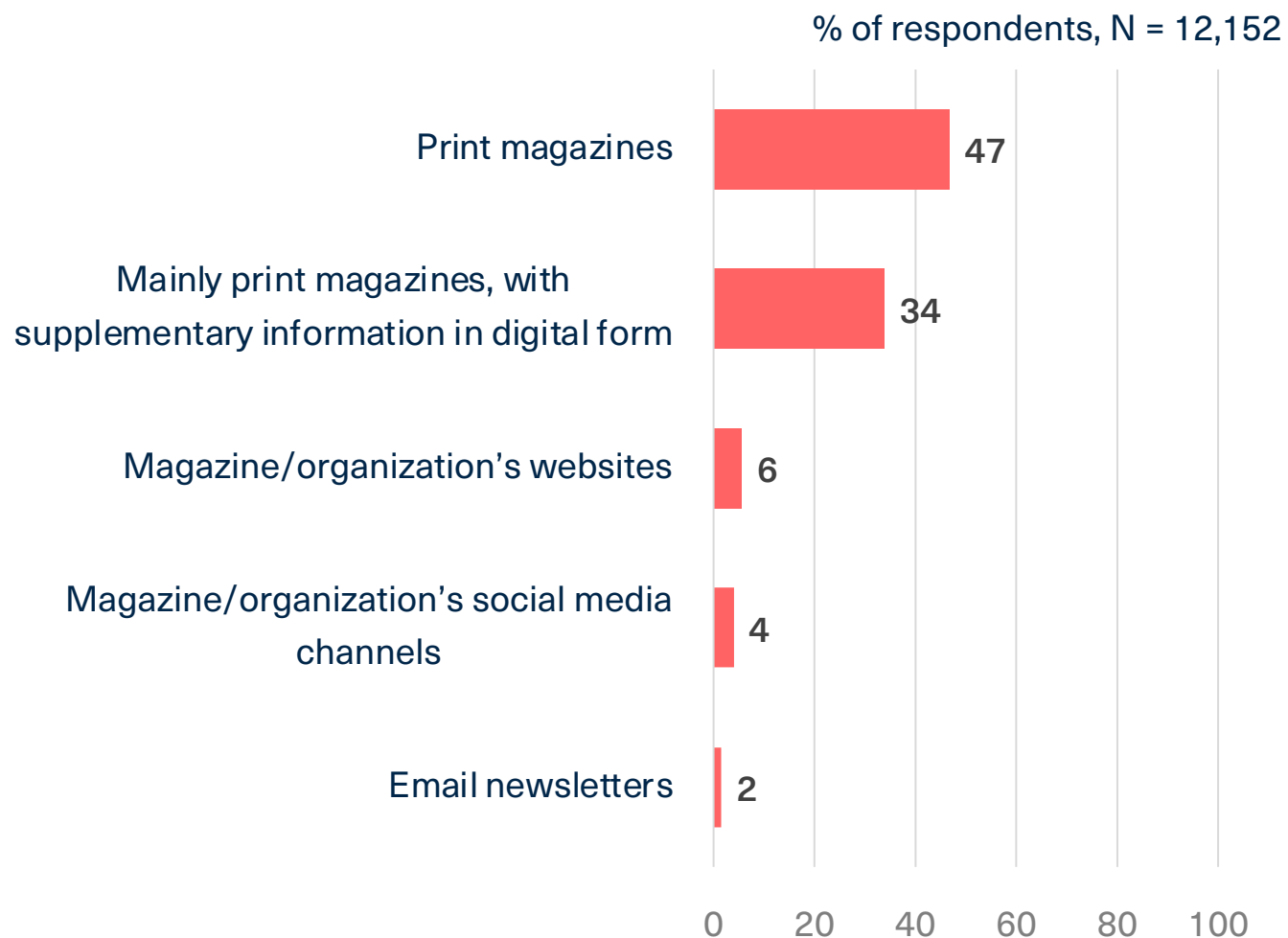
For those actively working, the magazine in their field plays an essential role in maintaining professional skills.

75 %

say they stay up to date on professional issues with the help of a trade magazine.

Where would you prefer to read news and articles about the industry or organization represented by this magazine

(choose the most important)

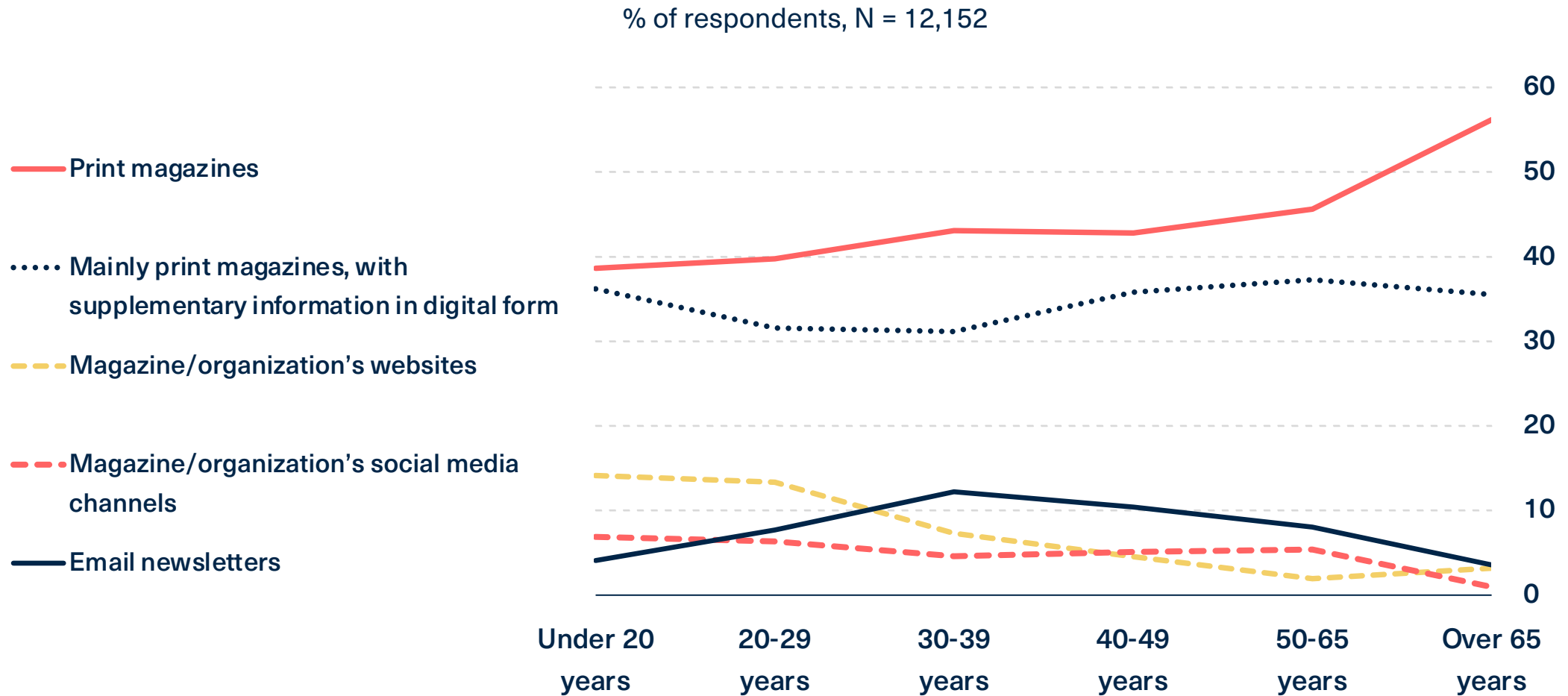


A print magazine is still the preferred way to receive information about things in one's field, hobby, or organization.

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Where would you prefer to read news and articles about the industry or organization represented by this magazine

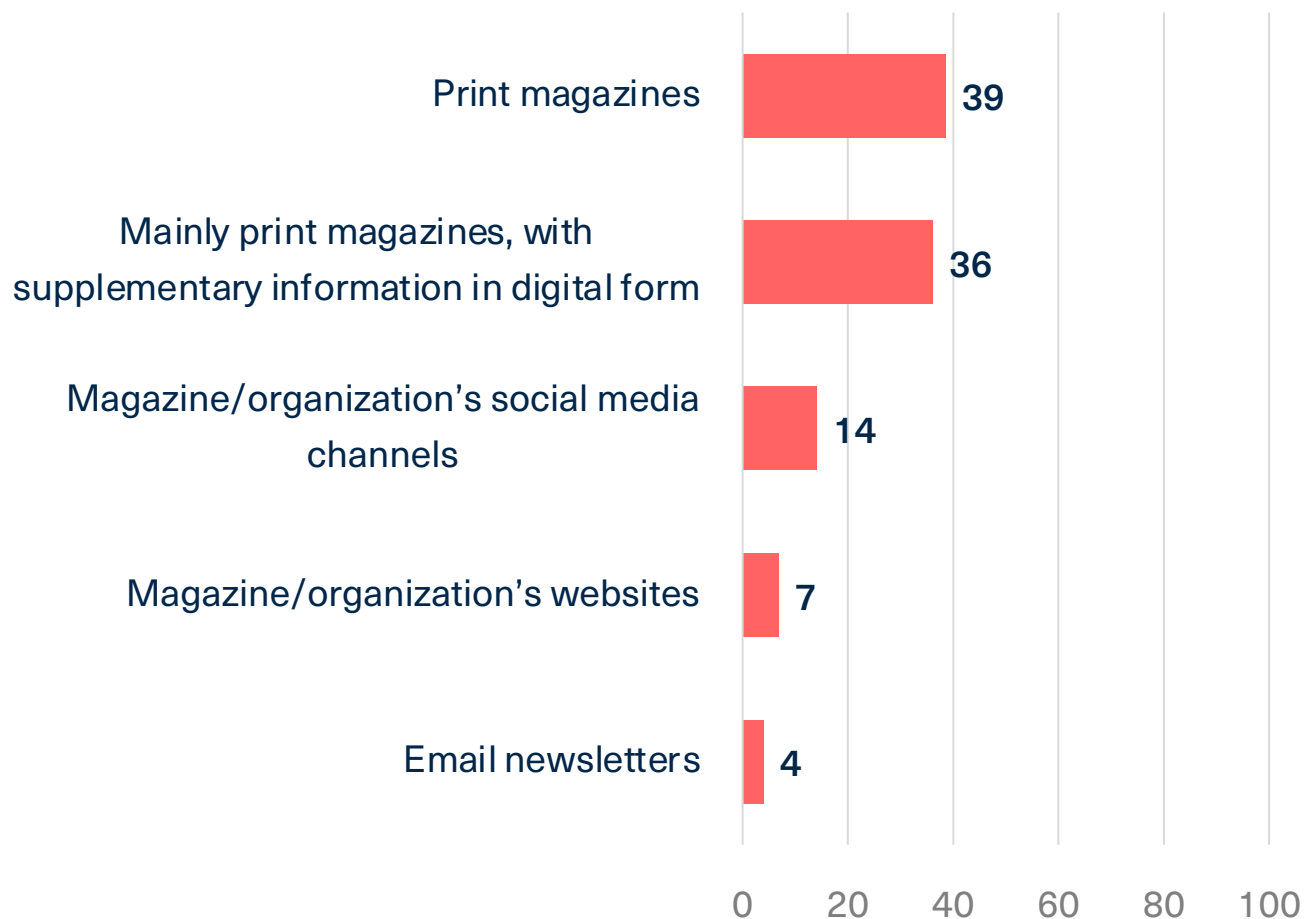
(choose the most important)



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

Those under 20

% of respondents, N = 50



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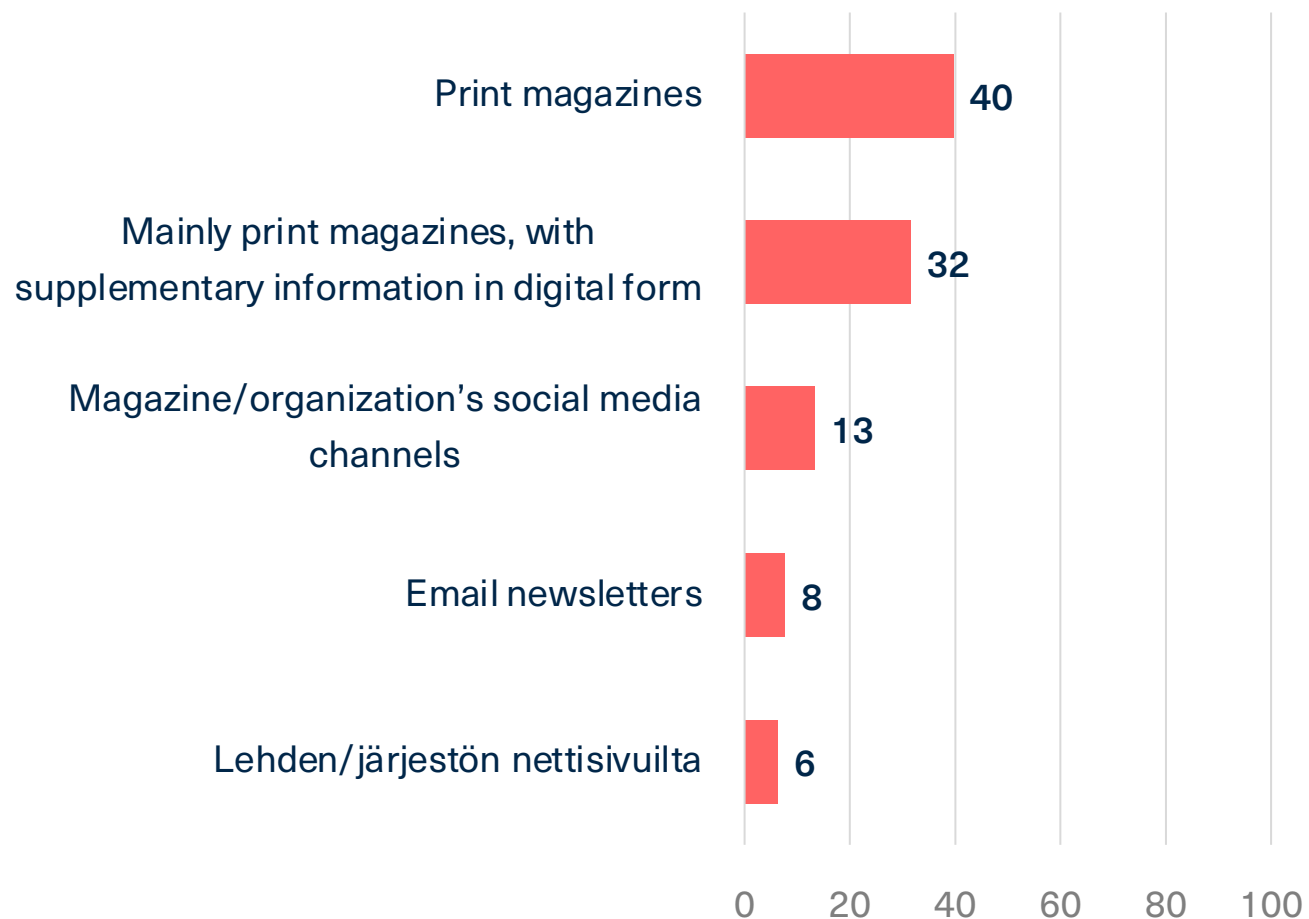
39%

of people under the age of 20 would preferably follow news in the field represented by the magazine in printed format.

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

20-29 years old

% of respondents, N = 913



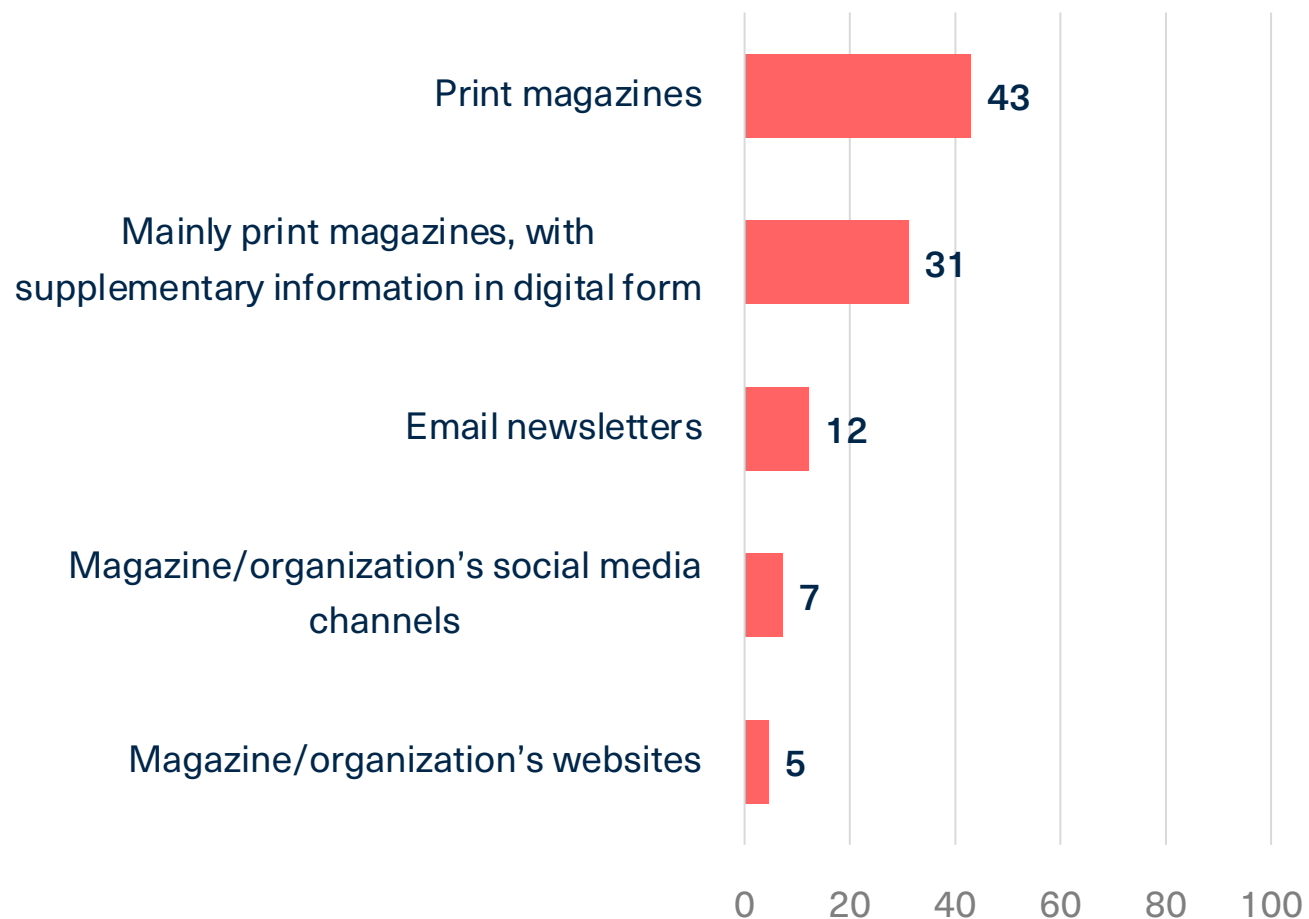
40 %
of 20-29-year-olds
would preferably follow
the news in the field
represented by the
magazine in printed
format.

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

30-39 years old

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% of respondents, N = 1,562

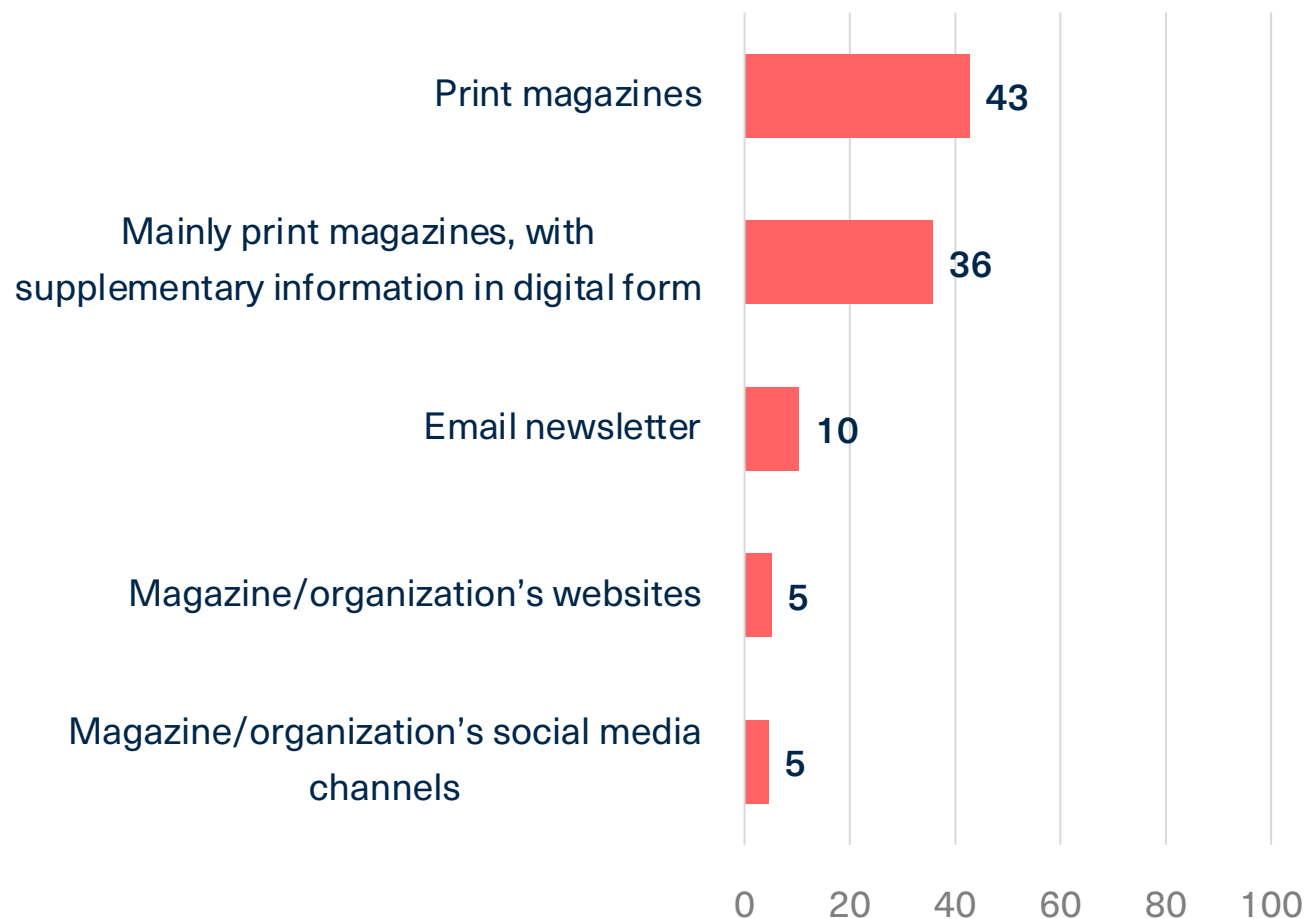


43%
of 30-39-year-olds
would preferably follow
news in the field
represented by the
magazine in printed
format.

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

40-49 years old

% of respondents, N = 2,401

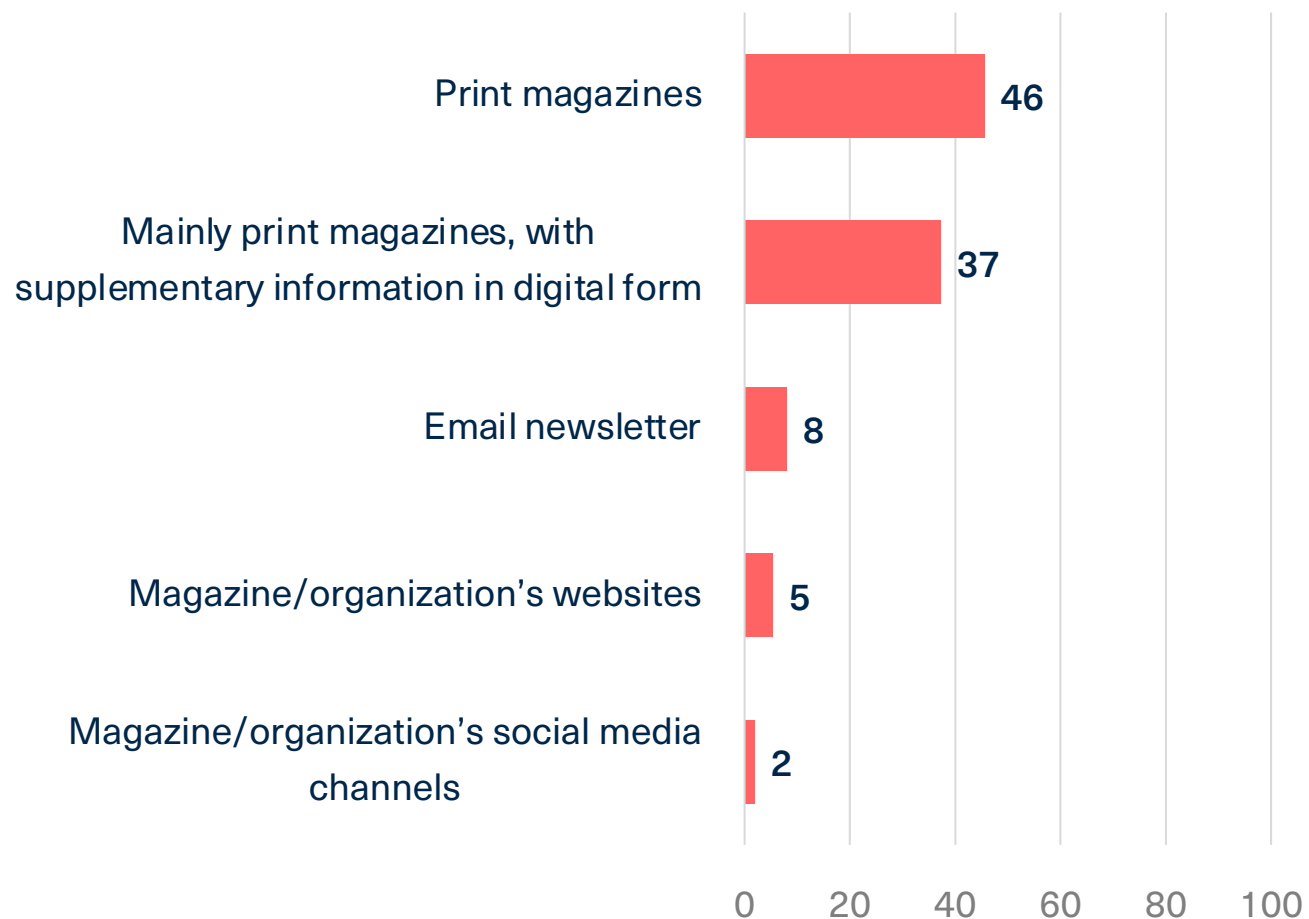


43 %
of 40-49-year-olds
would preferably follow
news in the field
represented by the
magazine in printed
format

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

50-59 years old

% of respondents, N = 4,410



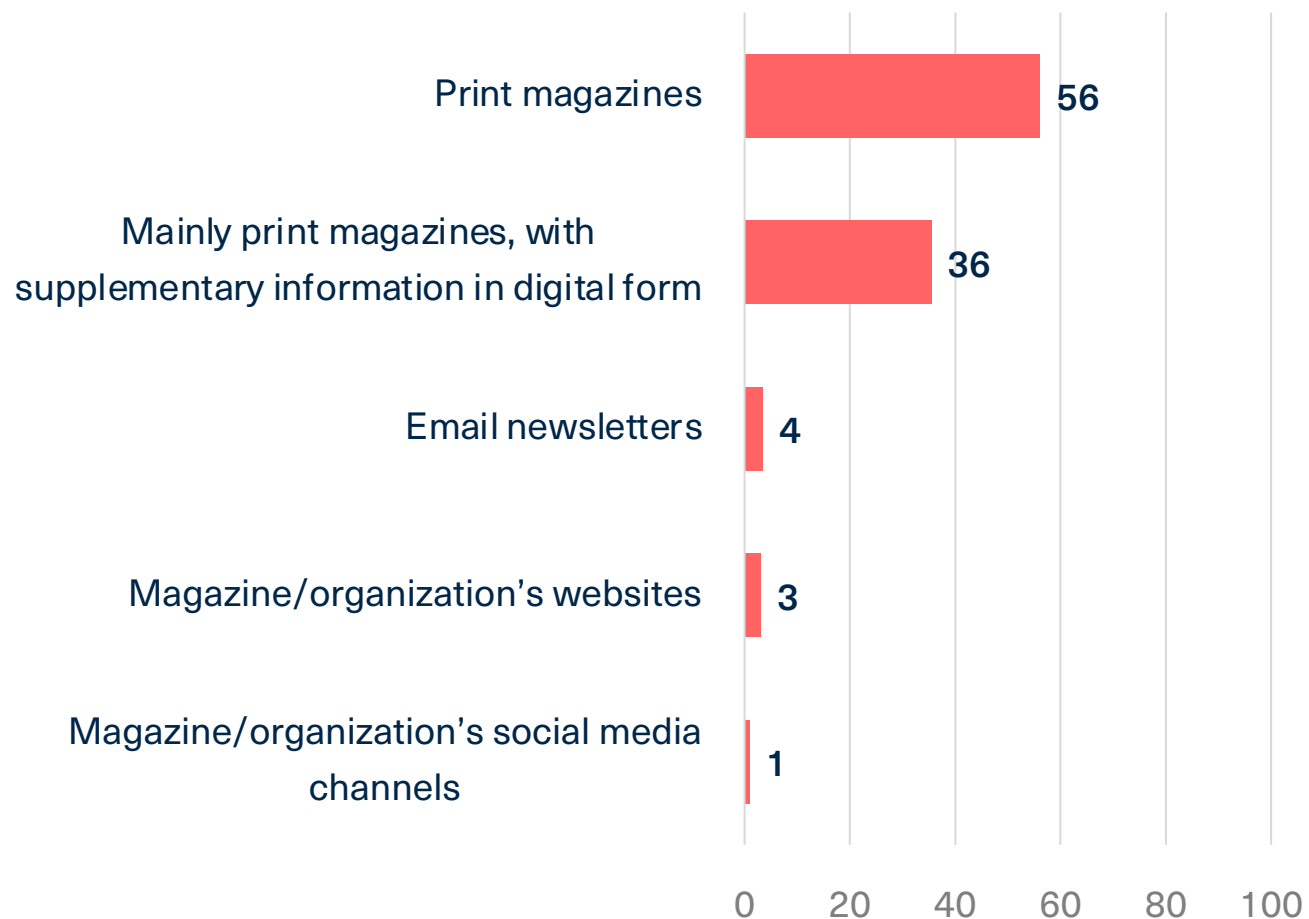
46 %
of 50-64-year-olds
would preferably follow
news in the field
represented by the
magazine in printed
format.

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

Over 65 years old

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% of respondents, N = 2,479

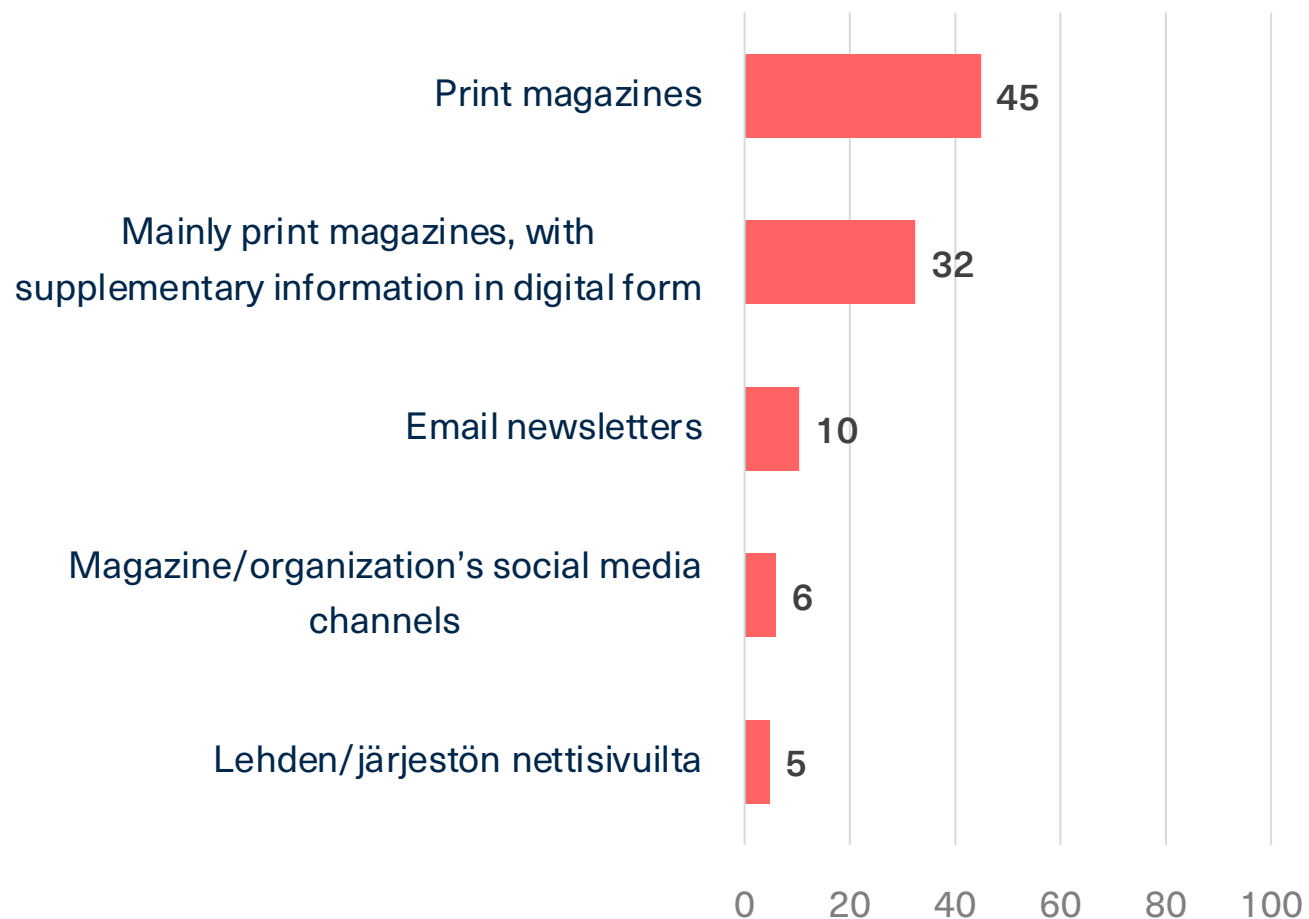


56%
of those over 65 years
would preferably follow
news in the field
represented by the
magazine in printed
format.

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

Women

% of respondents, N = 5,541



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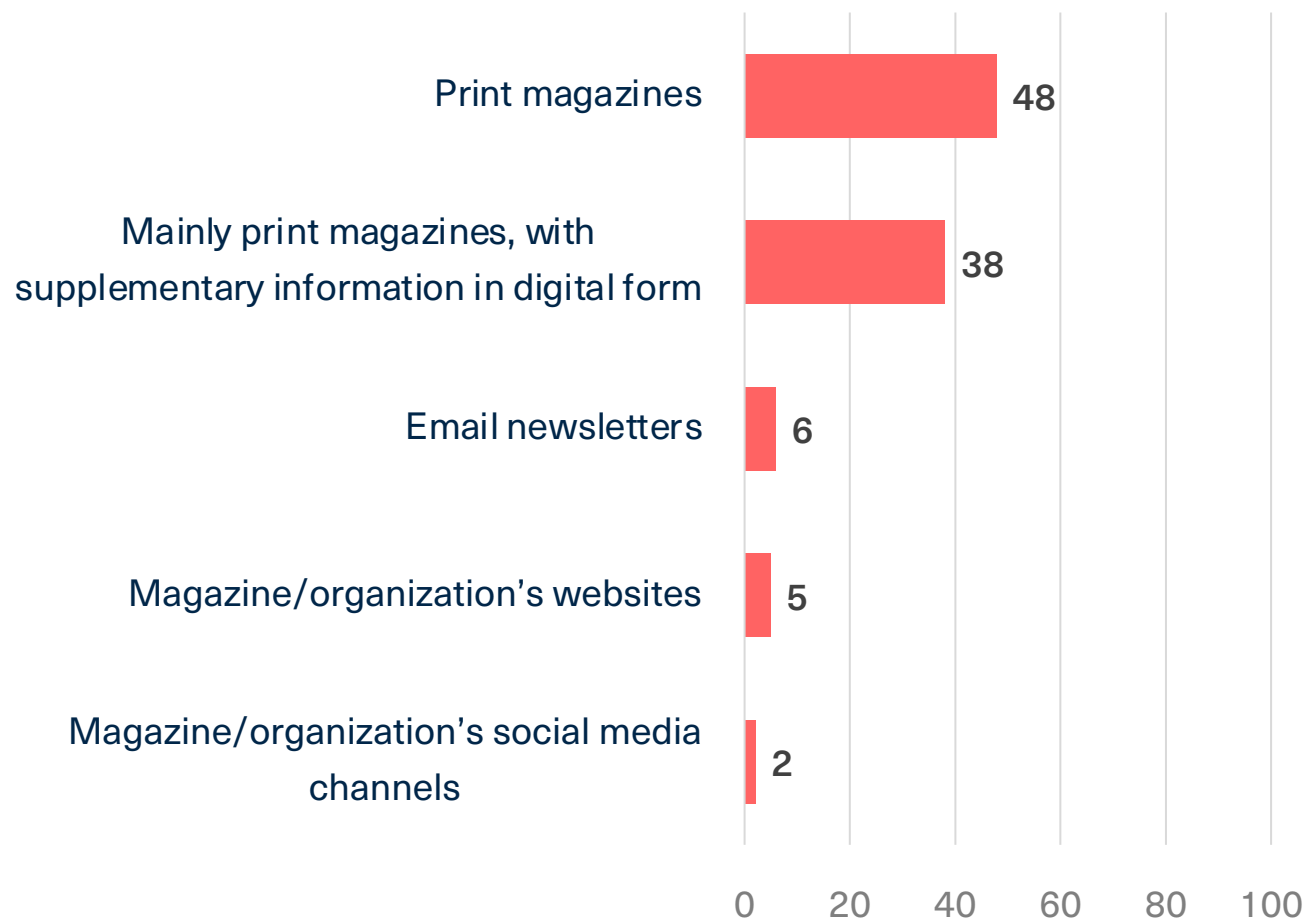
45%

of women would preferably follow news in the field represented by the magazine in printed format.

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

Men

% of respondents, N = 6,168



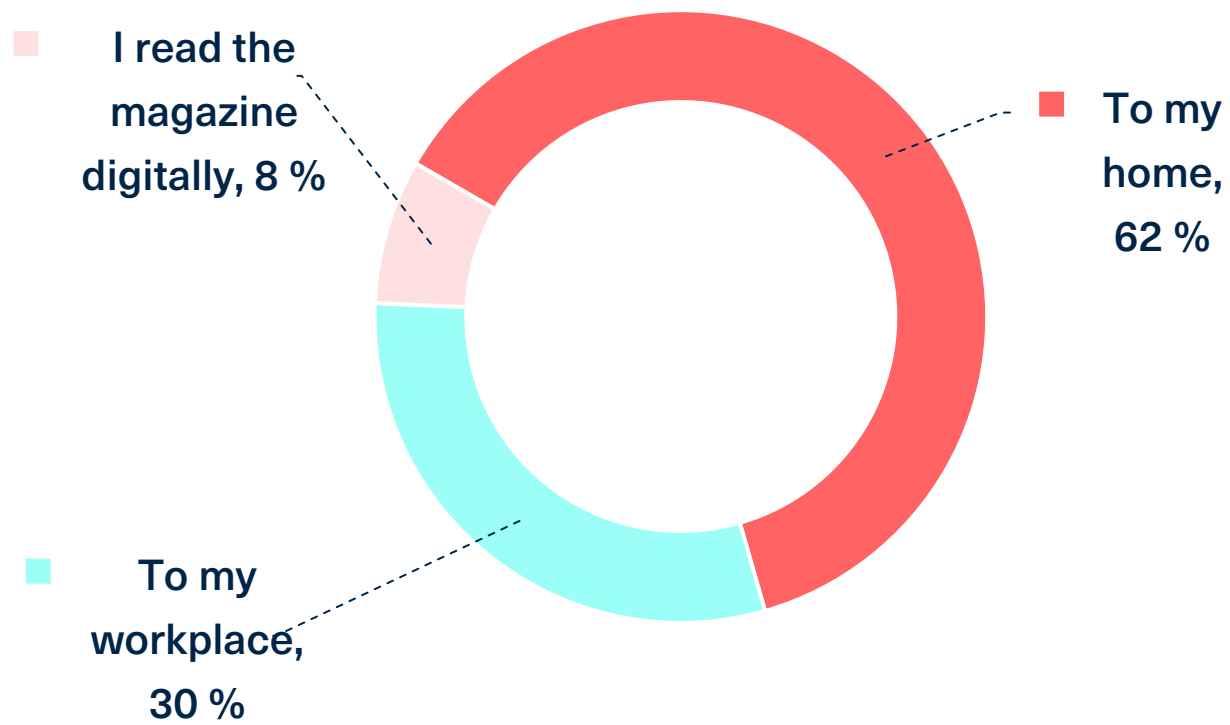
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48 %

of men would preferably follow news in the field represented by the magazine in printed format and supplemented by electronic content.

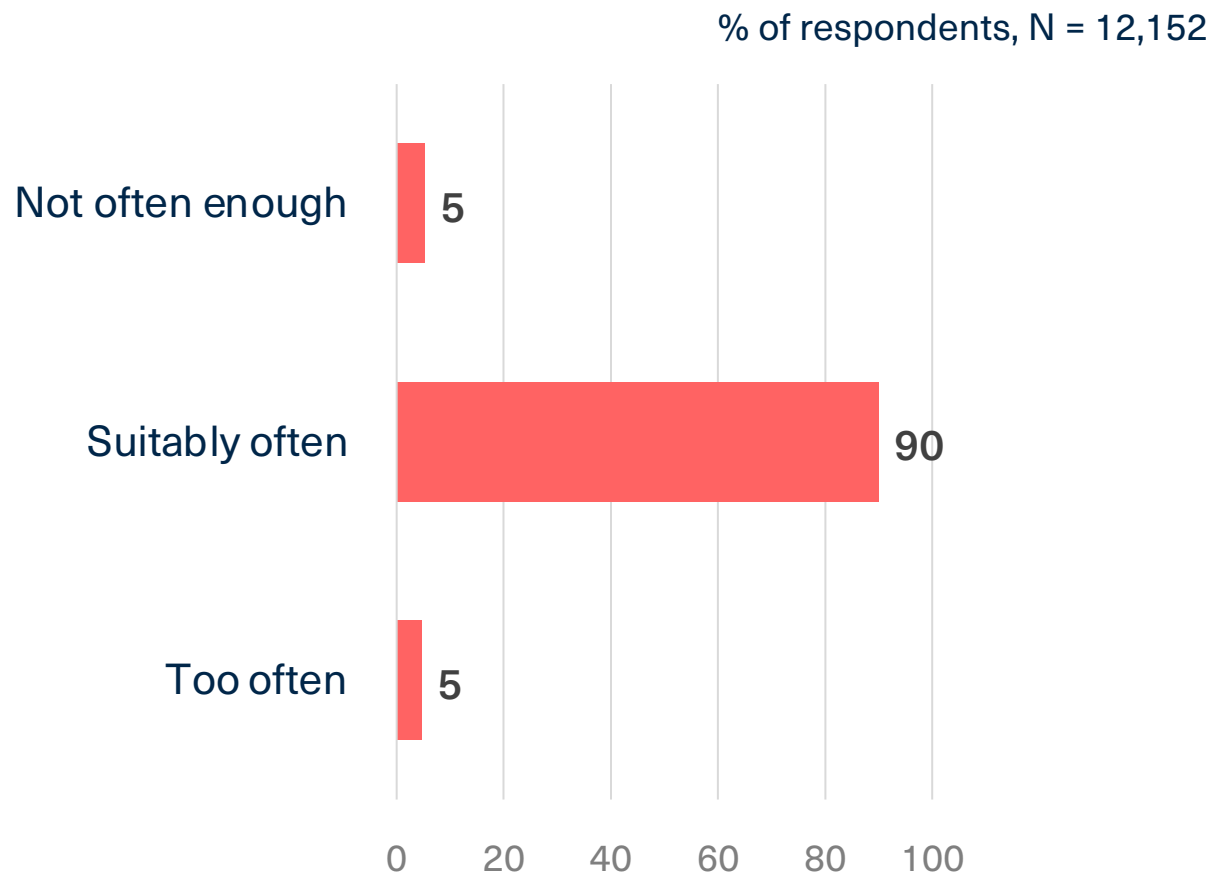
Where do you receive this magazine?

% of respondents, N = 12,152



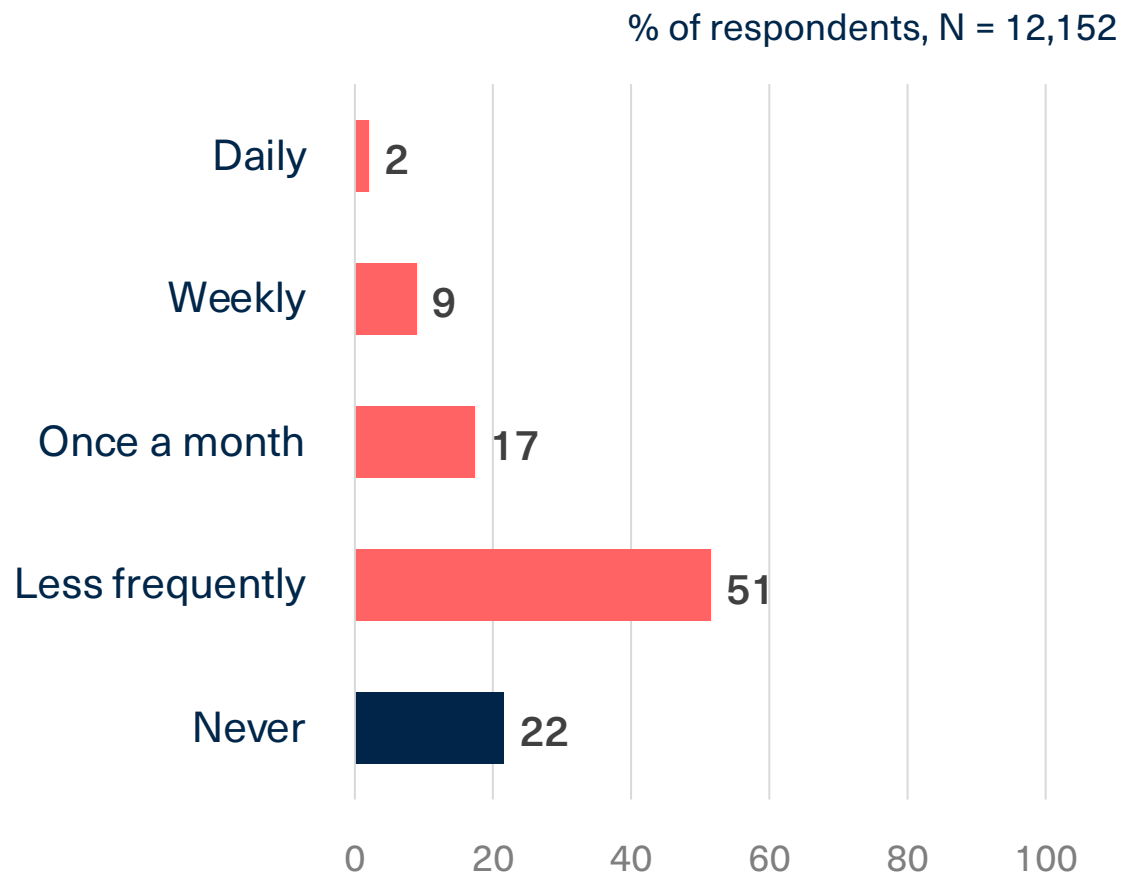
62%
get the magazine
delivered to their home.

Do you think the magazine is published...



90%
think that the frequency
of the magazines is
appropriate.

How often do you visit the website of this magazine?

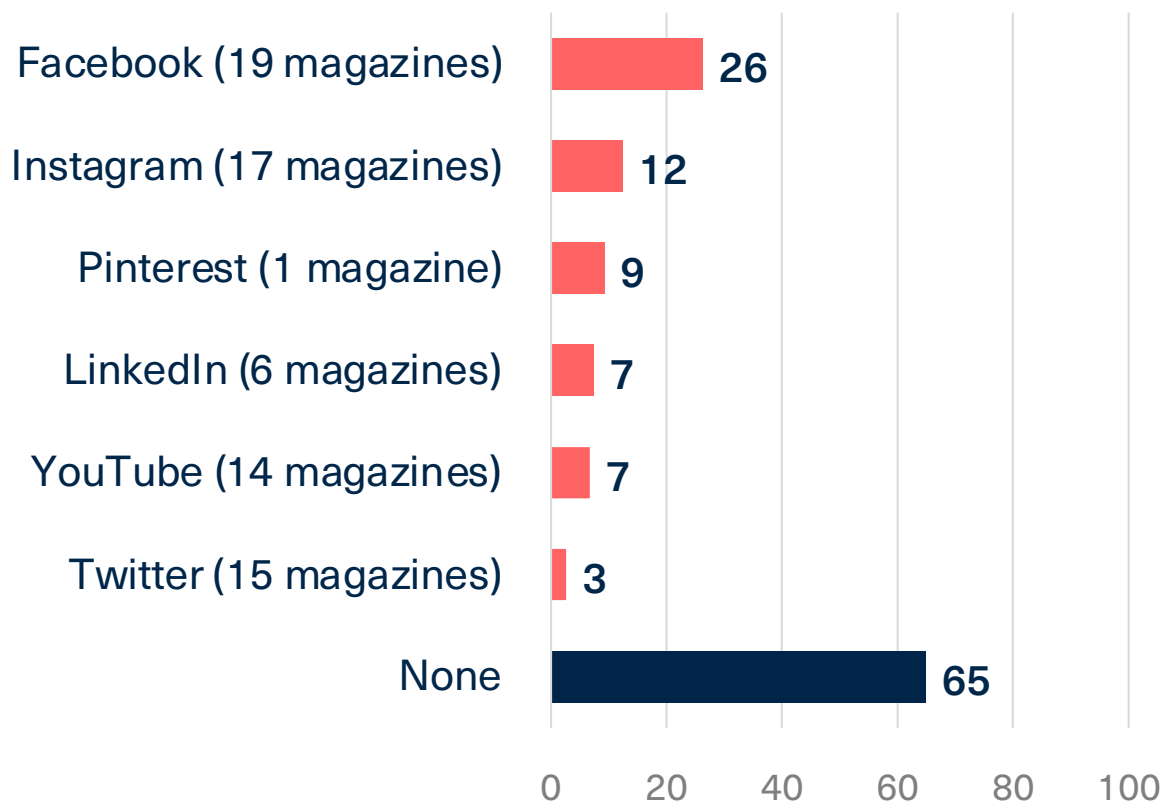


28%
visit the websites of the
studied magazines at
least once a month,
78%
at least sometimes.

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

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What are some of the magazine social media channels you follow?
% of respondents, N = 12,152

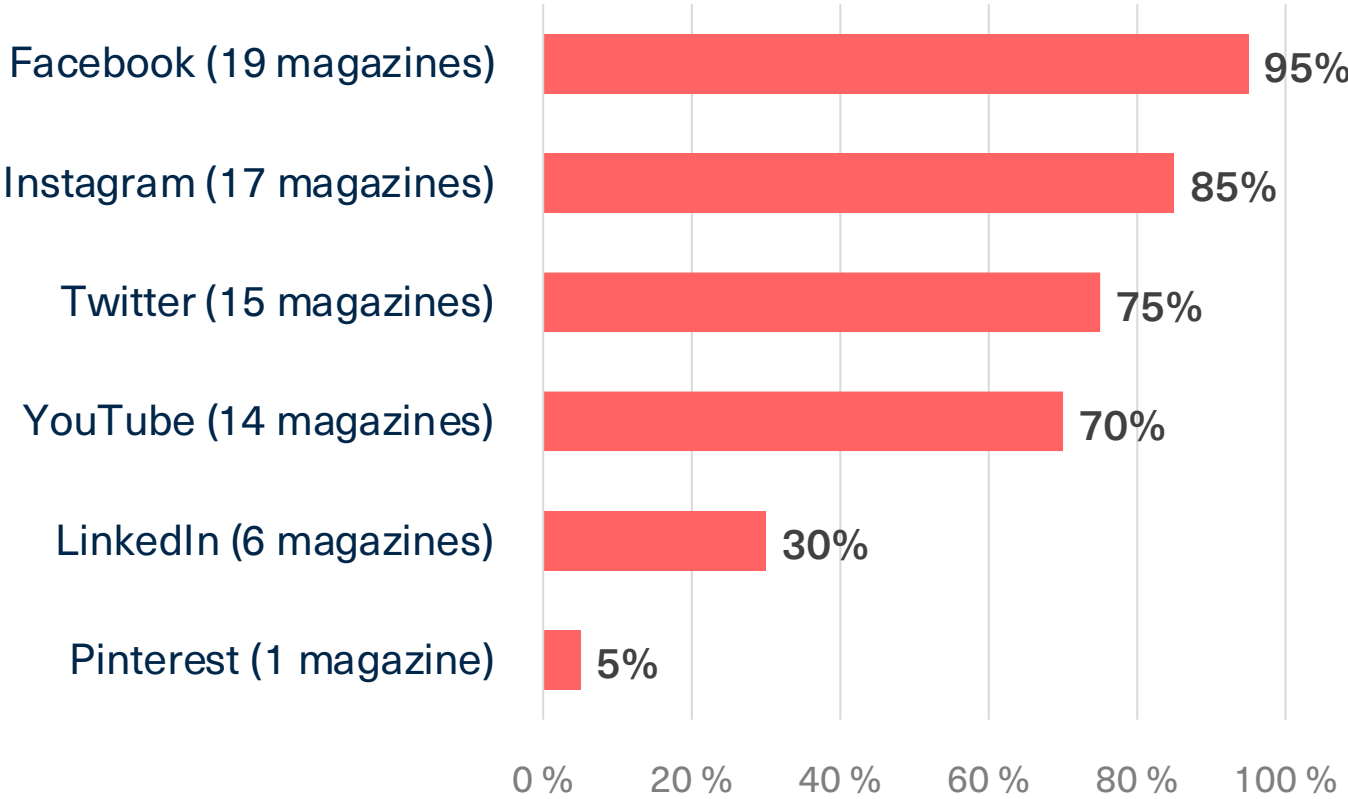


35 %

follow the social media channel of at least one trade and organization magazine they read.

The social media channels used by the magazines in this study

20 magazines in total

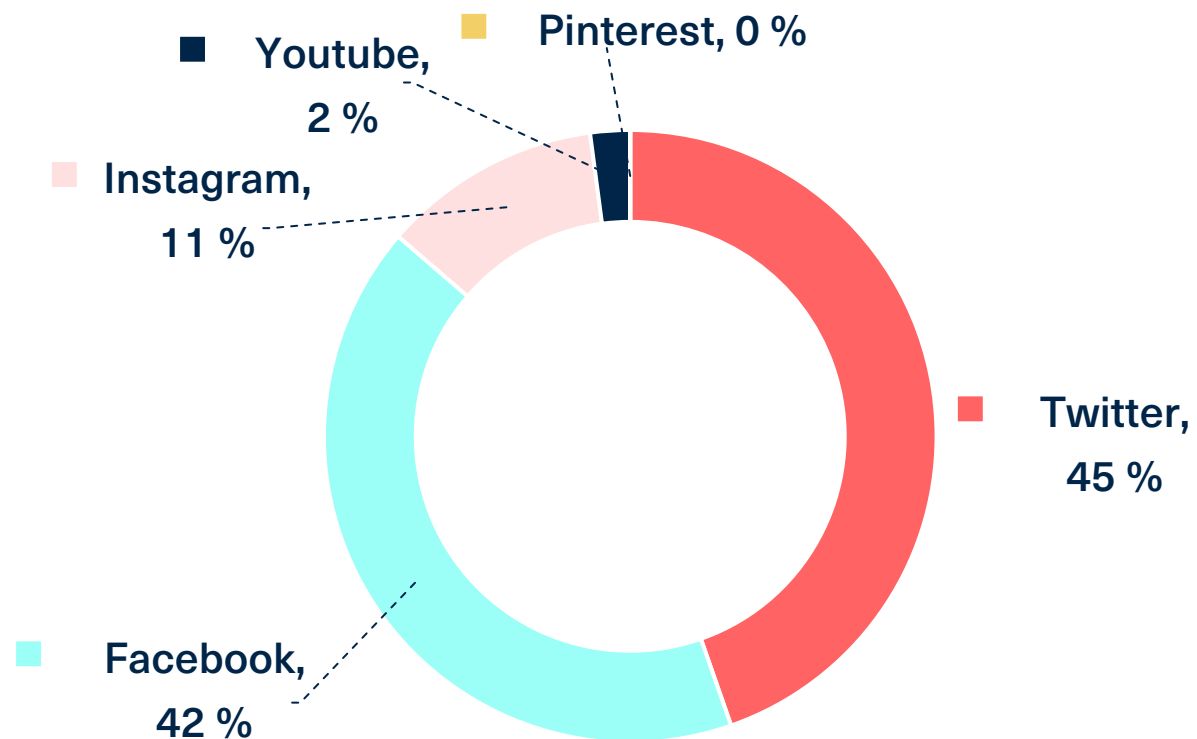


Top 3 channels used by magazines:

1. Facebook
2. Instagram
3. Twitter

Finnish professional and organization magazines have a total of 672,437 followers on social media

76 professional and organization magazines monitored



Source: Magazines' social media monitoring, May 2021, Finnish Magazine Media Association

Twitter's share of social media audiences is slightly higher than Facebook's.

Largest professional and organization magazines on social media / May 2021

		Total followers
1.	Talouselämä	227 061
2.	Tehy-lehti	51 359
3.	Potilaan Lääkärilehti	38 195
4.	Reserviläinen	26 814
5.	Tekniikka & Talous	25 480
6.	Konepörssi	24 273
7.	Arvopaperi	21 120
8.	Tivi	16 249
9.	Koneviesti	14 226
10.	Suomen Lääkärilehti	13 871

Source: Magazines' social media monitoring, May 2021,
Finnish Magazine Media Association

Most followers

Twitter

Talouselämä

Tivi

Suomen Lääkärilehti

Facebook

Talouselämä

Tehy-lehti

Potilaan Lääkärilehti

Instagram

Reserviläinen

Tehy-lehti

Talouselämä

YouTube

Konepörssi

Koneviesti

Caravan

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Finnish Magazine Media Association

Largest organization magazines on social media / May 2021

	Total followers
1. Tehy-lehti	51 359
2. Potilaan Lääkärilehti	38 195
3. Reserviläinen	26 814
4. Suomen Lääkärilehti	13 871
5. Pelastustieto	11 809
6. Taloustaito	10 619
7. Kuntalehti	9 019
8. Super	8 848
9. Suomen Kiinteistölehti	6 352
10. Apteekkarilehti	6 055

Source: Magazines' social media monitoring, May 2021,
Finnish Magazine Media Association

Most followers

Twitter

Suomen Lääkärilehti
Potilaan Lääkärilehti
Kuntalehti

Facebook

Tehy-lehti
Potilaan Lääkärilehti
Reserviläinen

Instagram

Reserviläinen
Tehy-lehti
Pelastustieto

YouTube

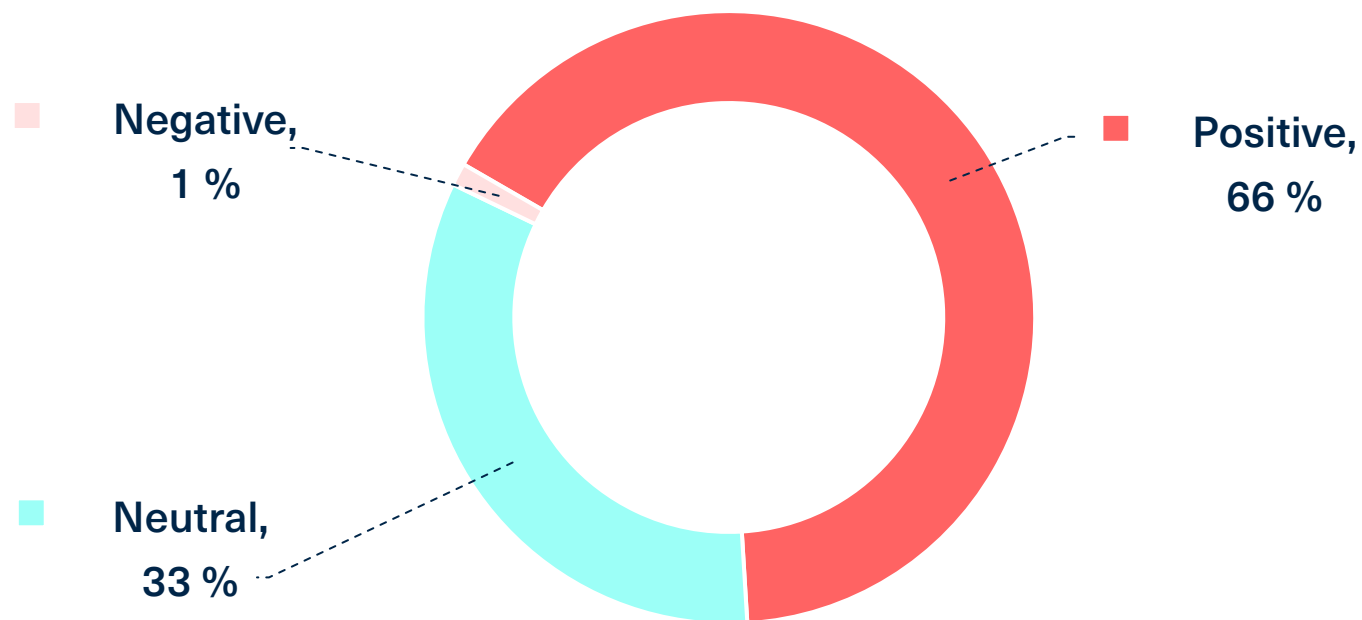
Caravan
Pelastustieto
Suomen Kiinteistölehti

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Finnish Magazine Media Association

Professional and organization magazines are viewed very positively

How would you describe your attitude towards professional and organization magazines in general? % of respondents, N = 12,152



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66 %

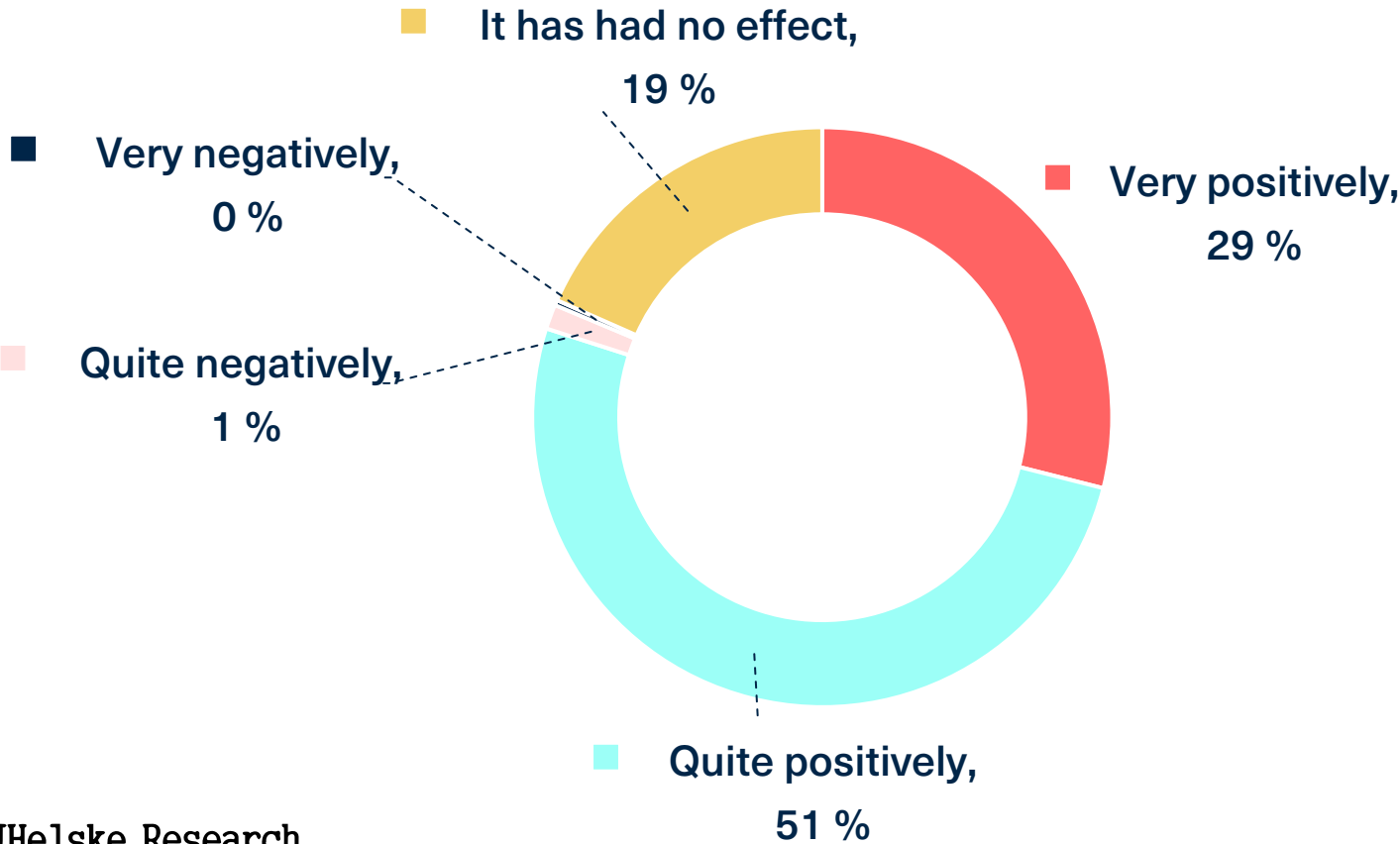
have a positive attitude towards professional and organization magazines.

1 %

have a negative attitude.

How has this magazine affected your perception of the field / organization / publisher represented by the magazine*

*) the form of the question varies slightly in different publications | % of respondents, N = 12 152



The magazine plays a role in determining the reputation of the industry it represents and its publisher.

80%

say that the magazine has a positive effect on the image of the industry / organization / publisher.

How the magazine affects the perception of the publisher

It makes the organization's actions on behalf of its members a concrete reality

"By addressing current issues, the union shows that its existence is necessary, that it's knowledgeable, and will benefit me."

"The perception of the union's activities has diversified!"

"Before, I didn't know how diverse the organization's lobbying is"

"Activities at the union level have previously been invisible to me, but thanks to the magazine, I have been able to read, e.g. how the Psoriasis Association has promoted the interests of those people with psoriasis in health and social care matters and the promotion of psoriasis."

How the magazine affects the perception of the publisher

Creates a positive image within the industry or interest area

"It opens the eyes of the professional. You always find new information about the industry and notice that many interesting things happen and are done in chemistry that you don't know about yourself.

Sometimes I feel proud that I'm also a chemist. :)"

"It evokes professional pride to see how multidisciplinary nursing is and how great the professionals in this field are."

"With this magazine, you get the impression that something is being done for the circular economy and not just talking about it."

"The articles have expanded my knowledge about caravans and enthusiasts."

How the magazine affects the perception of the publisher

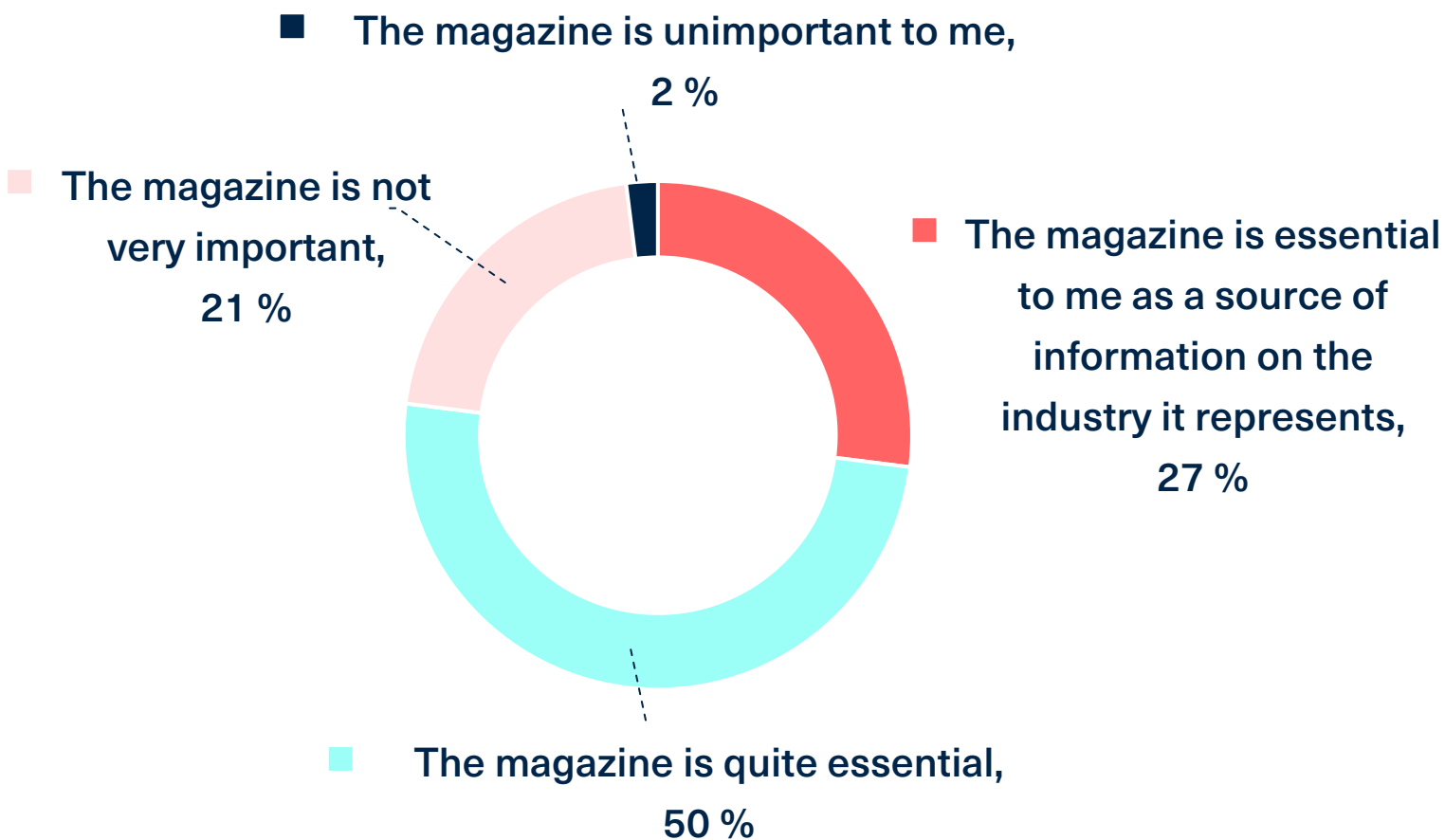
Provides unique information and creates an image of the industry for outsiders

"As a crime reporter, I don't get information from other media about lawyers other than from the Advokaatti magazine. I read a lot about police and prosecutors. It is essential to get an idea of the current themes of lawyers' work. I have no time or interest to hang on the net or social media more than is obligatory; That's why the Advokaatti print magazine works because you have to take a moment to read it"

"I'm a health journalist, so it's exciting to know something about pharmacies and most of all about medicines."

How important do you find this magazine?

% of respondents, N = 12,152



77%
say that the journals surveyed are a somewhat or significant source of information on the industry.

The importance of the magazine

The only one of its kind

"I do not receive tax and other professional information from other sources"

"It's the only Finnish circular economy specialised magazine "

"The only comprehensive and independent Finnish-language professional magazine in our field"

"The only channel to learn more about my area of interest."

"There is no other national industry forum"

The importance of the magazine

Provides peer support

"I won't get tired of hearing peer support or professional information on a topic that affects me every day."

"I see the magazine as an important source of peer support, the only place I can find stories of other brain-impaired people."

"The experiences of others and peer support, etc. bring strength to one's daily life"

"Provides peer support for one's work, updates my knowledge relating to my work."

"In the magazine, the staff offer good tips about their professions, legal issues, nursing staff experiences; one receives peer support"

The importance of the magazine

Keeps up to date

"I easily stay up to date on things when I read the so-called printed magazine, the news I receive by email seems to end up at the bottom of my list of priorities, it's easier to focus when the print magazine is my hand, and I can read about a lot of important things and especially current issues"

"I keep up with the development of my industry in Finland, despite the great distance"

"It's the only source of new information and research in Finnish, and it is an important communication channel that keeps clinicians up-to-date on where we are in the development of scientific knowledge and clinical practices."

"It's always interesting to read new information. In addition, the magazine, which focuses on everyday life and today's problems and challenges in working life, offers me information focused on the present and the future that supports modern life."

The importance of the magazine

Is inclusive to newcomers

"I look forward to every issue. As a student, the magazine offers nice information about what is happening "on the field" and opens up current topics. It also brings to light issues to be taken into account in practical work, which as a graduating student I am eager to read about."

"As a student at school as well, we have read the magazine's articles in connection with school assignments, and I also like reading it independently, and I feel like I am learning things about it."

"I receive tips from the Q&A section as well as other important information in this new industry."

"As a new forest owner, however, I get a lot of new information from the forest magazine"

"I'm a fairly new HR representative, so all the information is necessary, and that's why I read this magazine carefully and browse it again later."

The importance of the magazine

Helps maintain professionalism

"Working in the private sector, I receive information that I can use in my work and maintain my expertise."

"I feel I get professional support and new information from the magazine."

"Koneviesti's articles have been of financial benefit to me in my professional life."

"I feel I get professional support and new information from the magazine"

"The magazine provides useful and up-to-date information for me, which deepens and increases my professional skills and knowledge."

The importance of the magazine

Offers new ideas

"I look forward to this magazine, and I always want new ways and means of implementation, e.g. for family churches and playing music."

"It gives you new ideas for your own caravan culture."

"It's nice to read about new trends and innovative solutions from other salons."

"You can read about things that can't be found elsewhere, such as how other companies operate, what new things have been developed, etc."

The importance of the magazine

It offers all the essentials in one place

"The views, trends and issues presented in it are not addressed elsewhere in an equally consolidated and up-to-date manner."

"Info about mechanical engineering in one place. The fastest way to follow developments in the industry."

"You can get a better idea of current issues in the industry from one magazine than from different magazines and channels."

"It is delivered to my home ready without any effort on one's part. The magazine is just the perfect length to browse through."

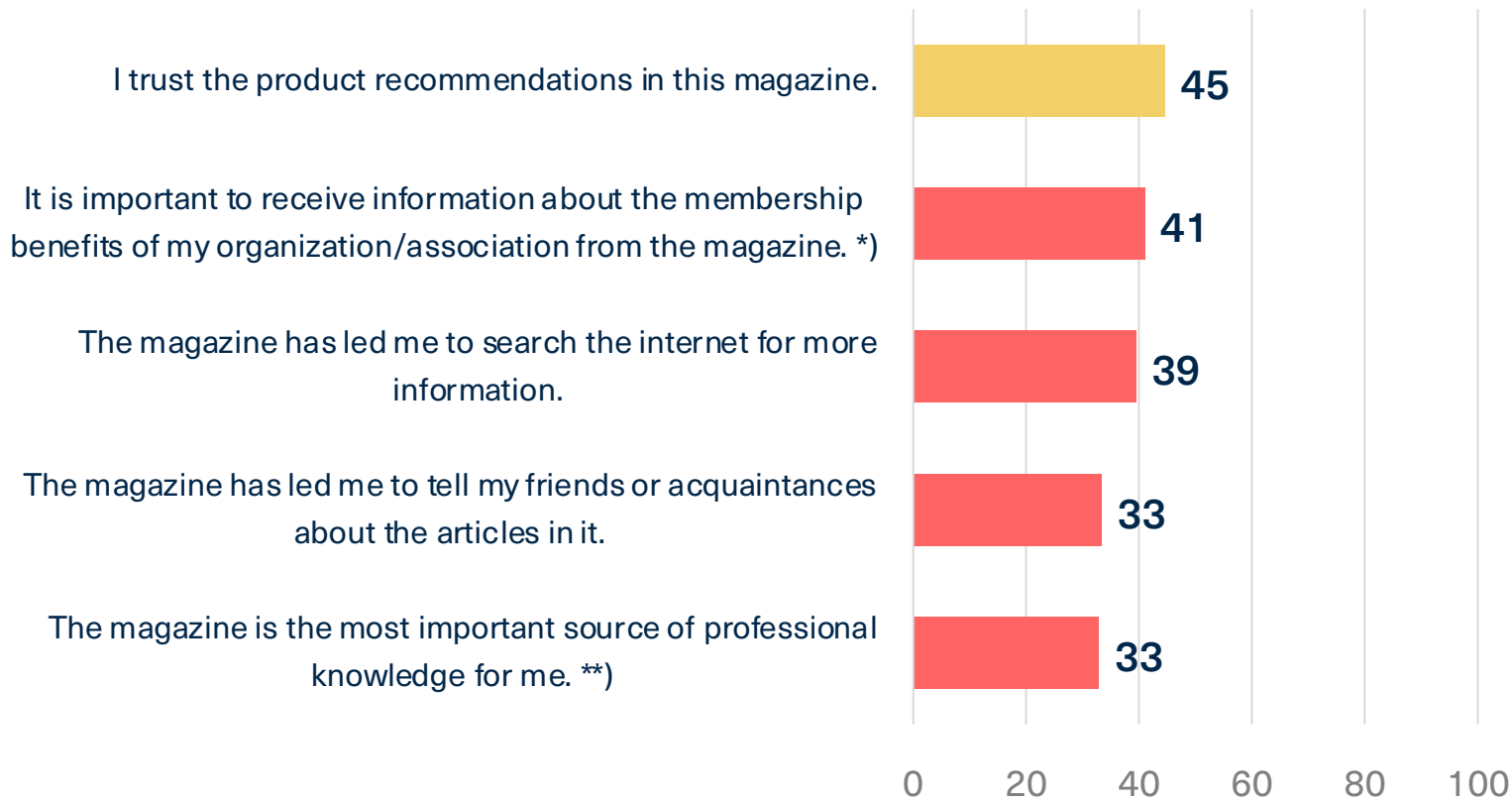
"I think it's important that I get almost all the information I need from one place."

"I prefer to read the print and save the magazines that are important to me. I can't stand any more social media - I've had my fill of it!"

The effects of the magazine

ADAM – research on professional and organization magazines 2021

Which statements best describe the actions or attitudes that this magazine has led you to?
% of respondents, N = 12,152

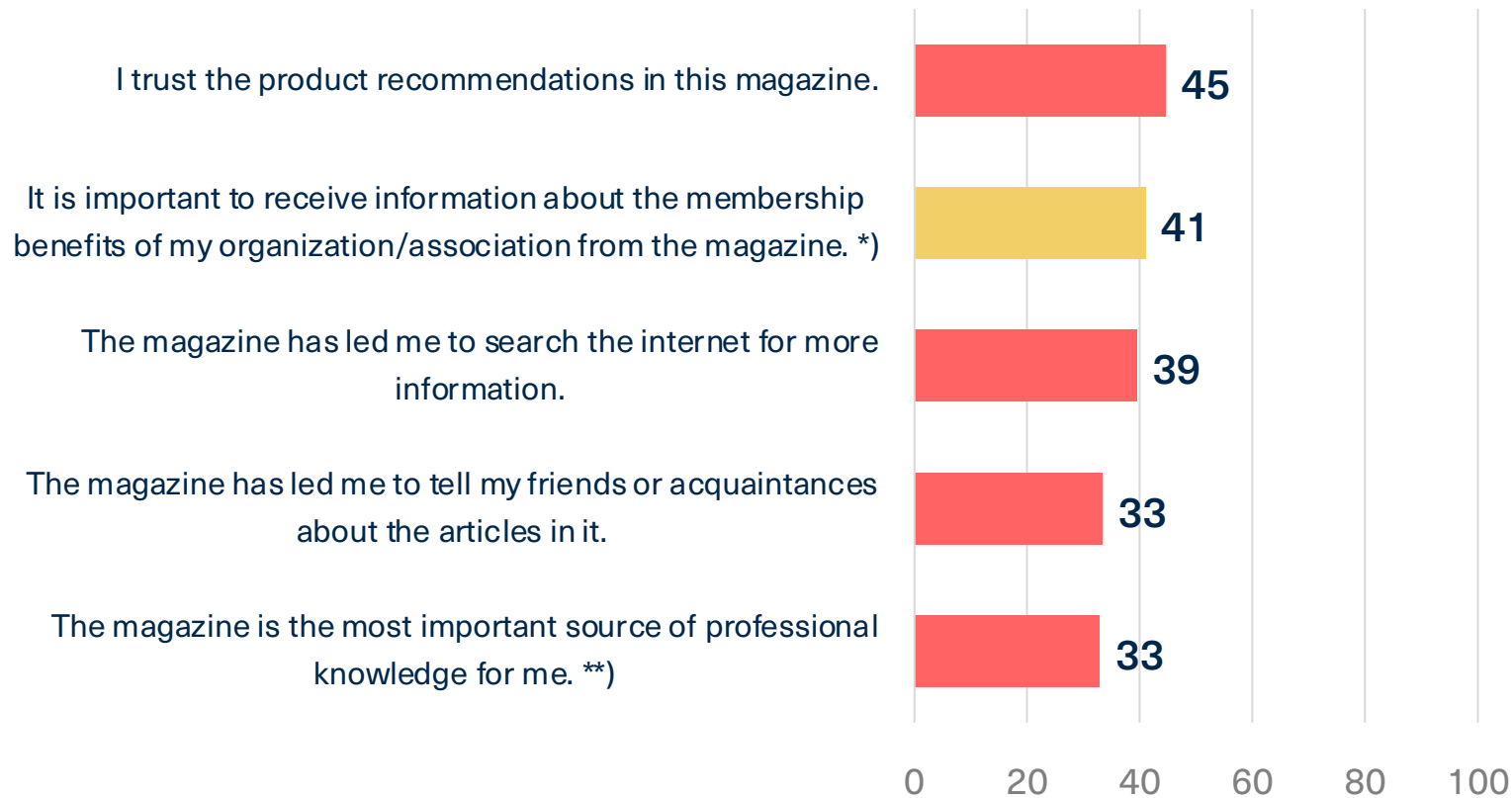


“The only source of information from which you can see, for example, all wholesalers, or at least many new products.”

The effects of the magazine

ADAM – research on professional and organization magazines 2021

Which statements best describe the actions or attitudes that this magazine has led you to?
% of respondents, N = 12,152

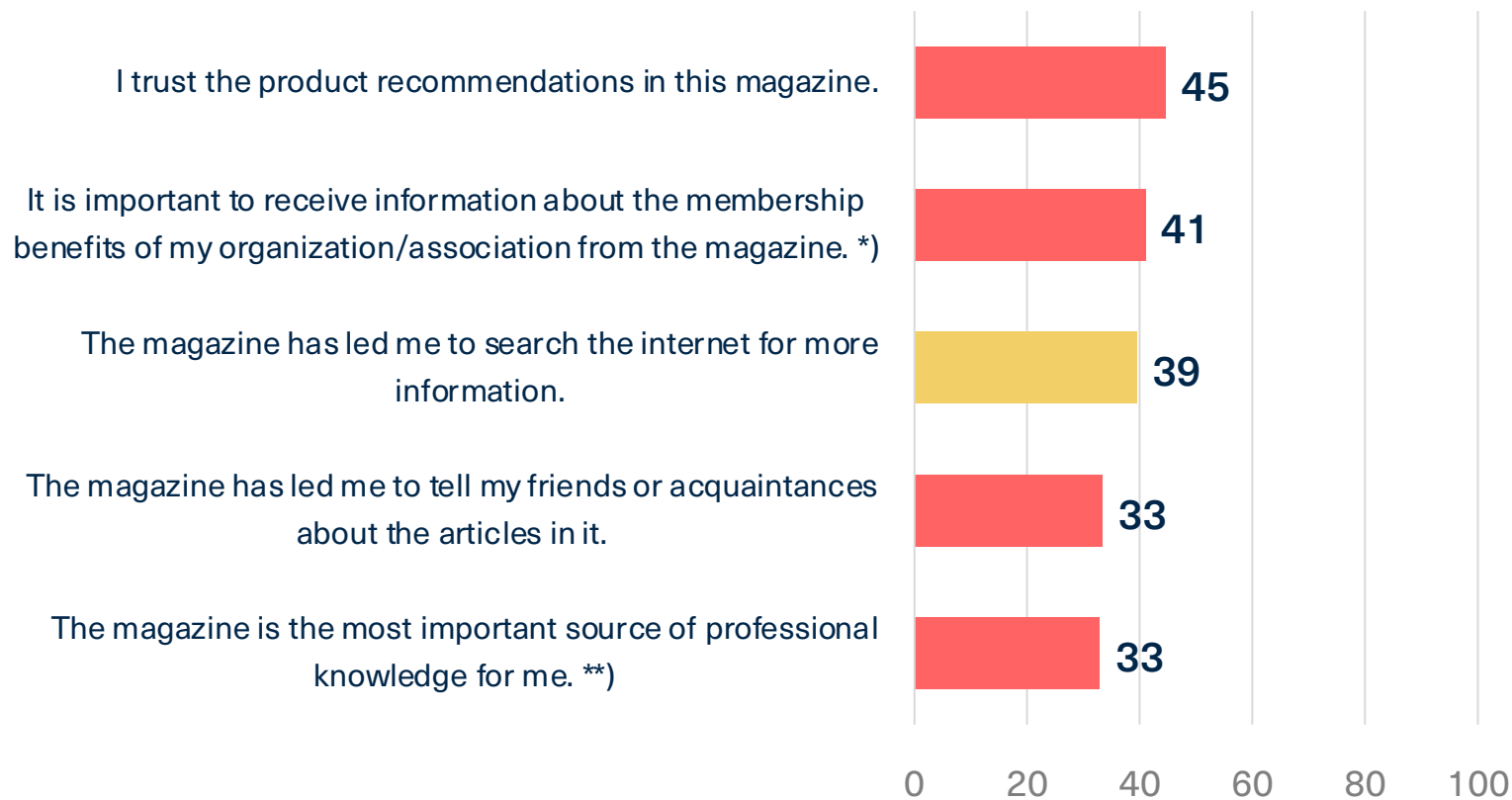


”From time to time, the magazine reminds me that certain benefits that can be obtained through my union”

The effects of the magazine

ADAM – research on professional and organization magazines 2021

Which statements best describe the actions or attitudes that this magazine has led you to?
% of respondents, N = 12,152

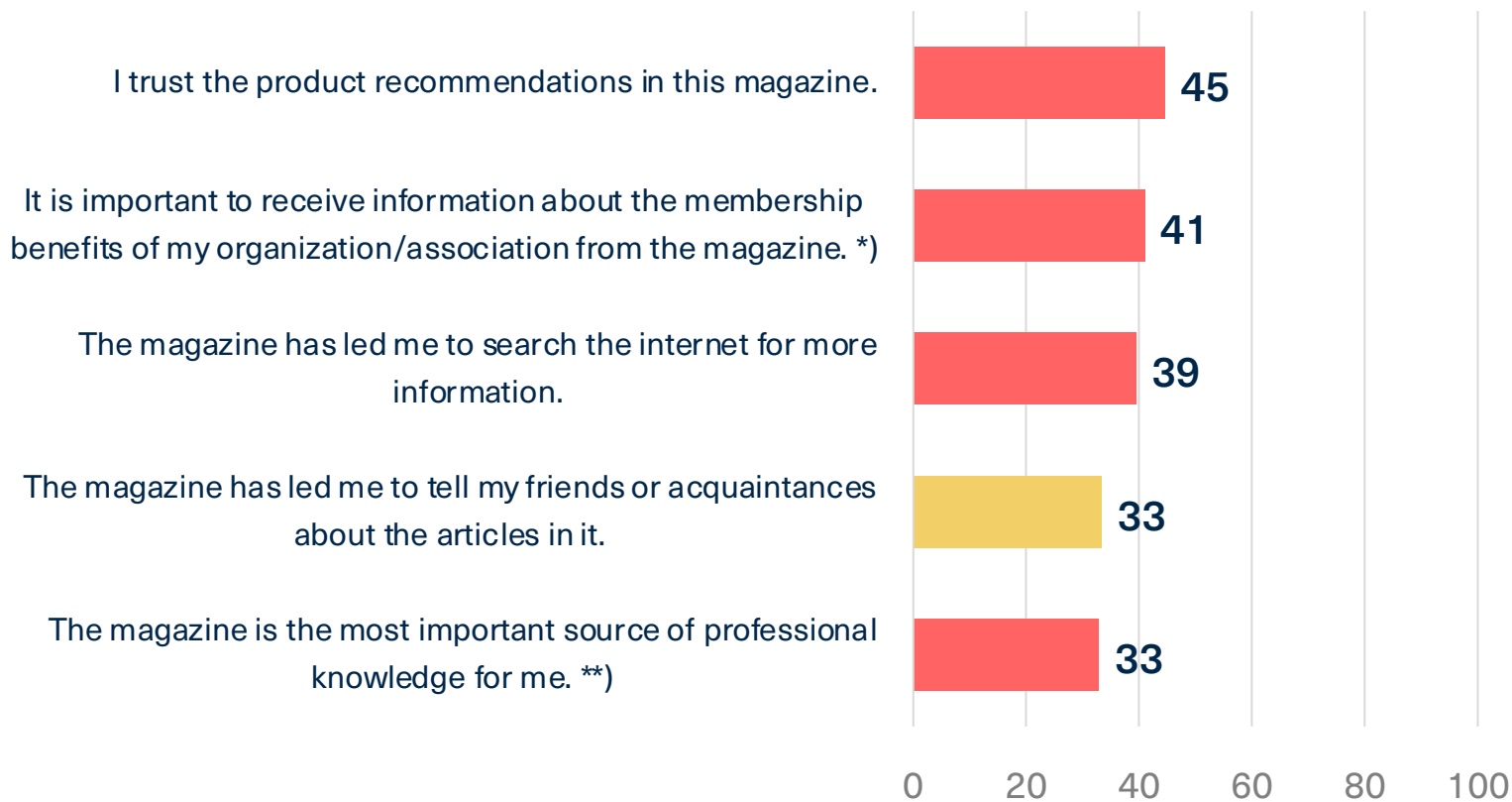


”Expert articles are relevant, and I always find some tips on where to get more information if I have any questions”

The effects of the magazine

ADAM – research on professional and organization magazines 2021

Which statements best describe the actions or attitudes that this magazine has led you to?
% of respondents, N = 12,152

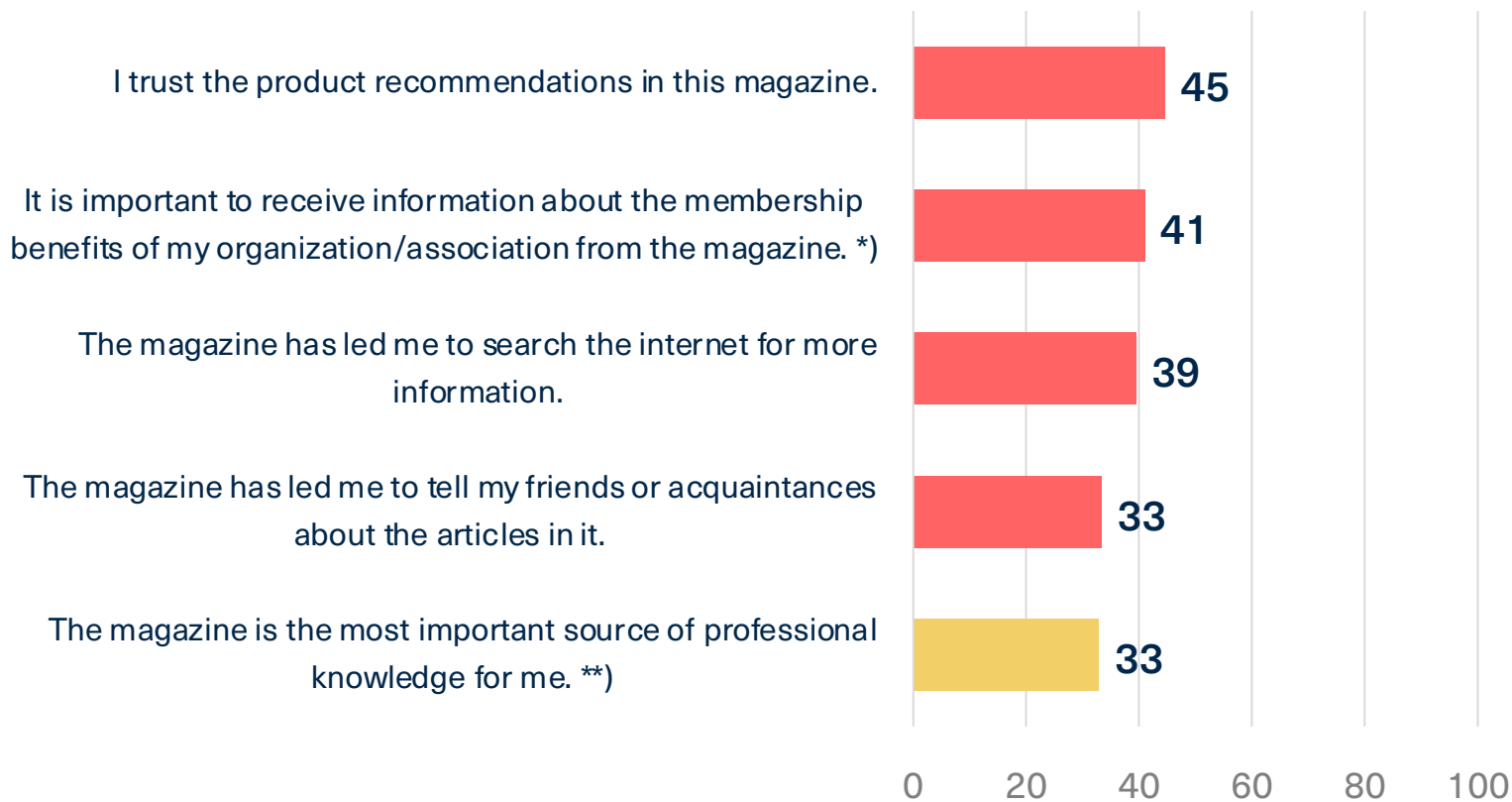


”After the publication of a new magazine issue, there is often a discussion about various dental issues with other colleagues.”

The effects of the magazine

ADAM – research on professional and organization magazines 2021

Which statements best describe the actions or attitudes that this magazine has led you to?
% of respondents, N = 12,152

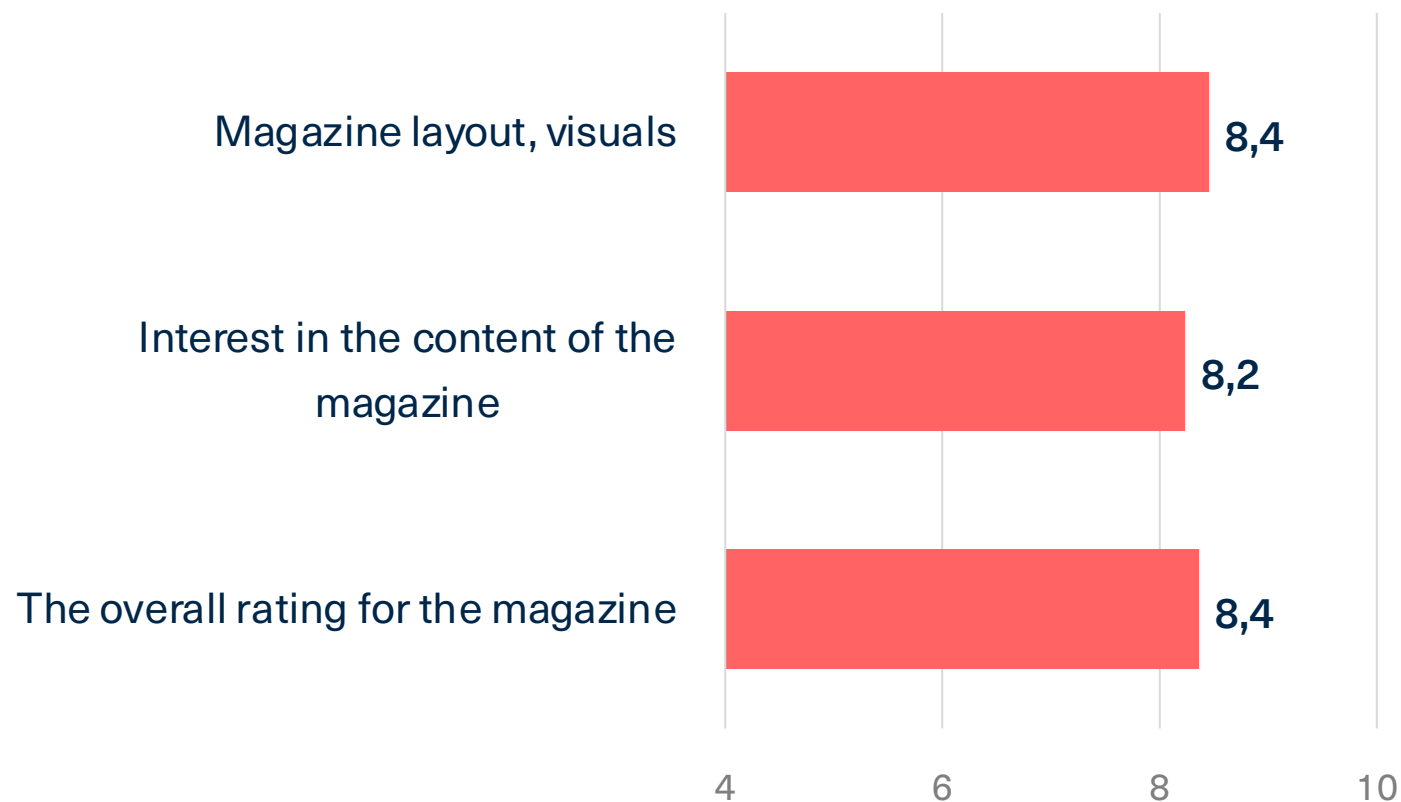


“The content is diverse and offers the highest level of expertise. The most important thing is timeliness.”

Readers of professional and organization magazines are pretty happy with their magazine

(Rating on a scale of 4 to 10)

% of respondents, N = 12,152



ADAM – research on professional and organization magazines 2021

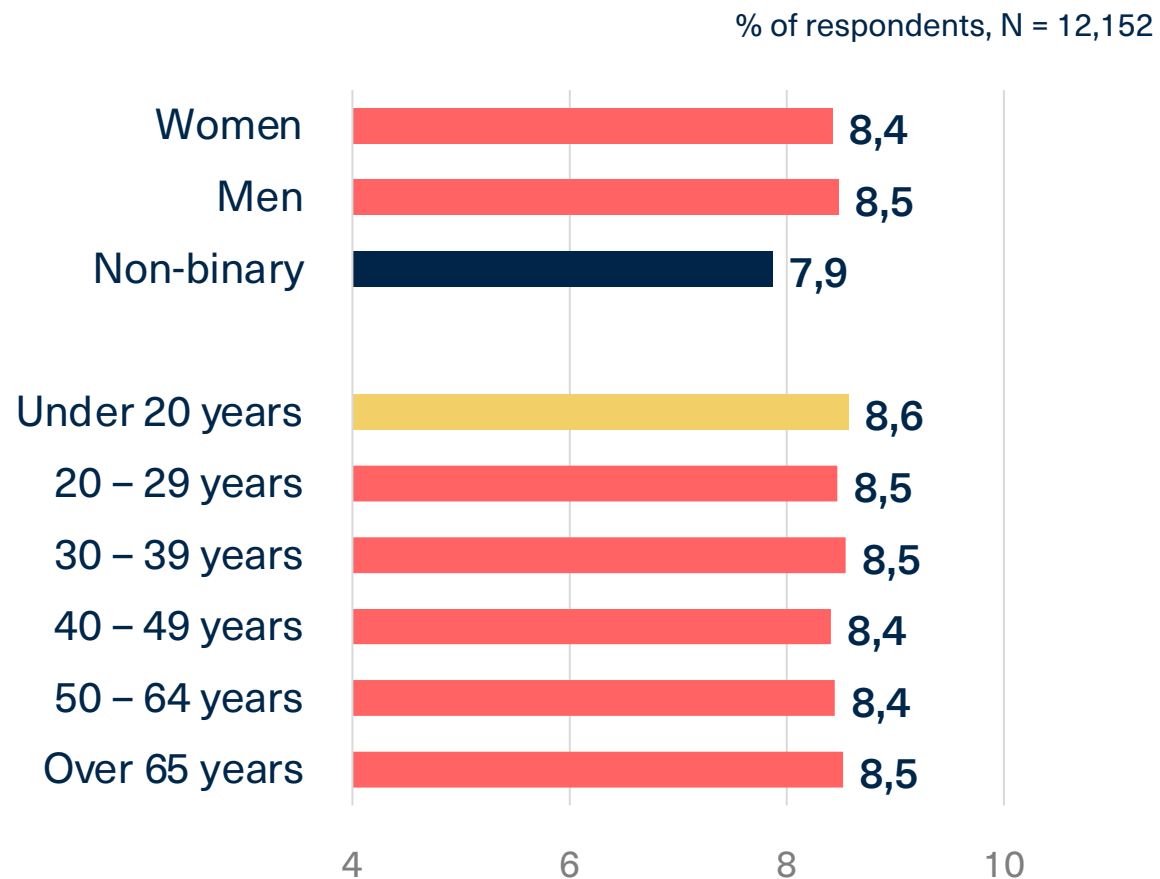
8.4

is the overall rating given by readers to their magazine.

(on a scale of 4 to 10)

Design and visuals by age and gender

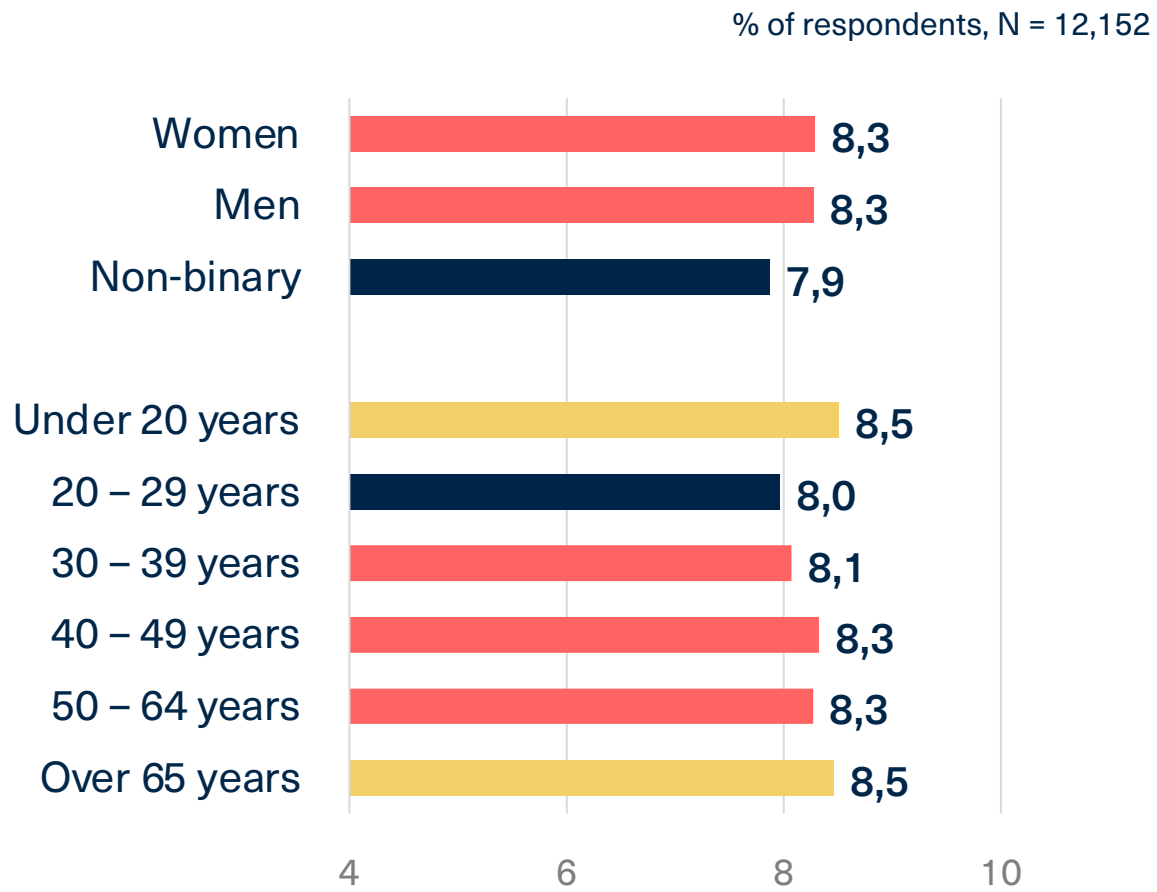
(Rating on a scale of 4 to 10)



Those who identify as non-binary are a little more critical when evaluating visuals of a magazine.

Interest in content by age and gender

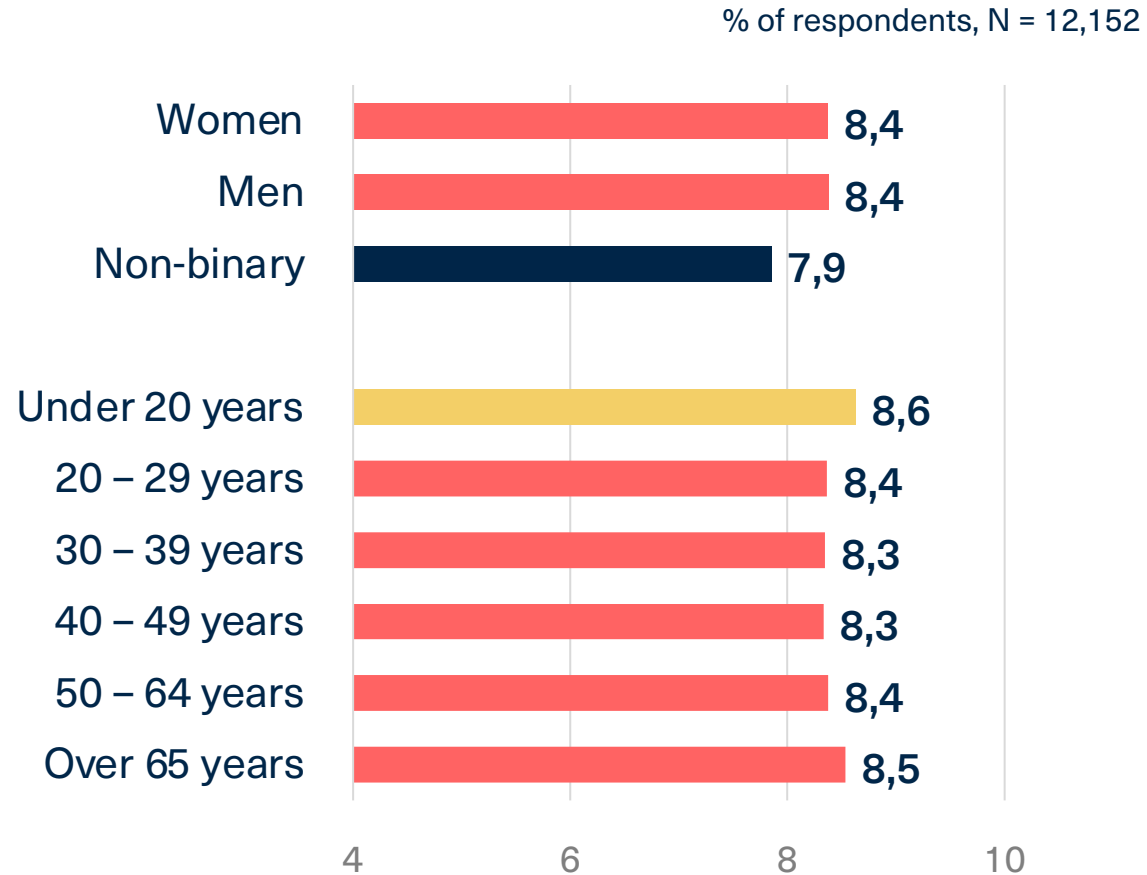
(Rating on a scale of 4 to 10)



Those under the age of 20 and over and 165 find the magazine's content particularly interesting

Overall rating for the magazine by age and gender

(Rating on a scale of 4 to 10)



ADAM – research on professional and organization magazines 2021

Non-binary people are a little more critical across the board.

The most satisfied are readers under the age of 20 - however, the differences between age groups are pretty small.

Readership Essentials

Professional and specialty magazines are valued - **75% stay up-to-date on professional issues with the help of a professional magazine.**

A print magazine is a preferred way to receive information about one's industry or organization.


Only 1% have a negative attitude towards professional and organization magazines - **66% have a positive attitude.**

The magazine plays a crucial role in determining the industry's reputation - it concretizes its activities.

77% say their professional and organization magazine is an essential source of information about the industry - the magazine is the only one of its kind, offering peer support, keeping them up to date, engaging newcomers, maintaining their professional skills, providing inspiration and compiling all the essentials in an easy-to-use format.

Satisfaction with one's magazine is high - the magazines receive a commendable 8.4 rating.

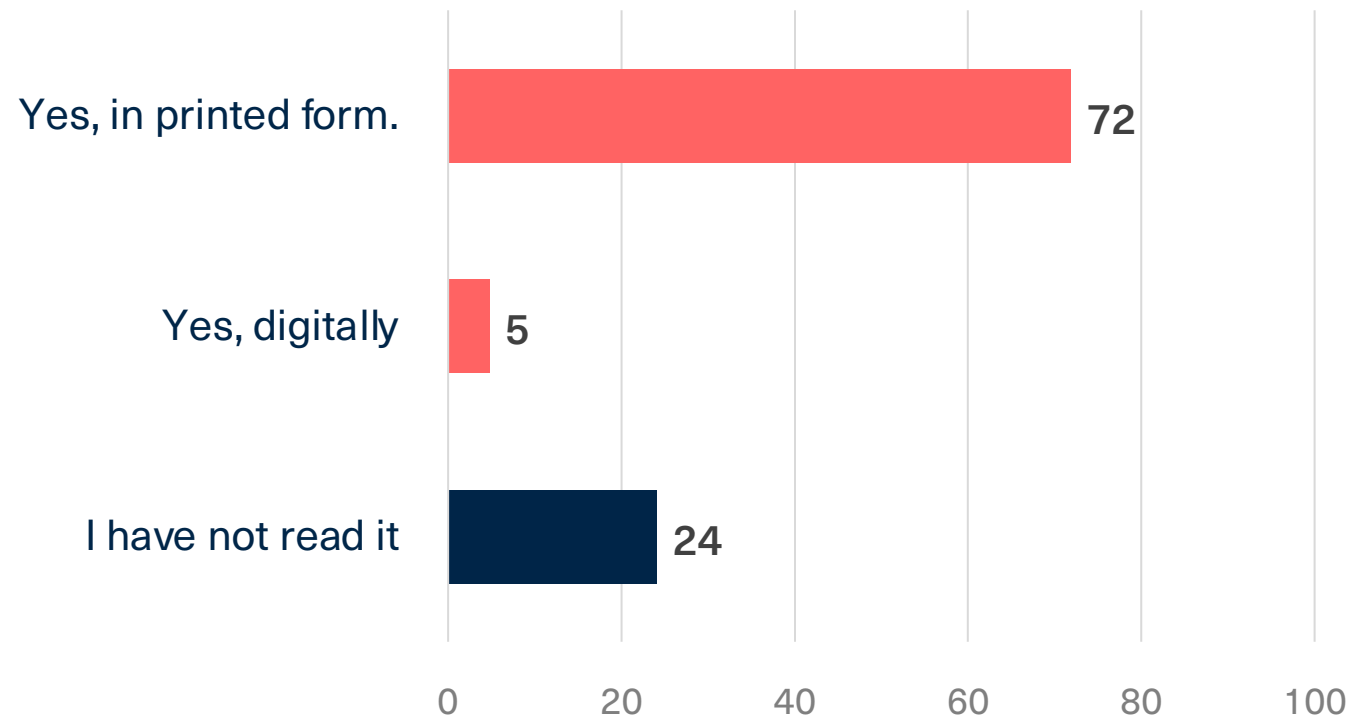
4. *Examined Articles*



The surveys asked readers to rate the articles in the issue of the magazine examined. Article-specific reviews have only been asked of those who have said they have read that story.

The evaluated articles were read mainly from printed magazines

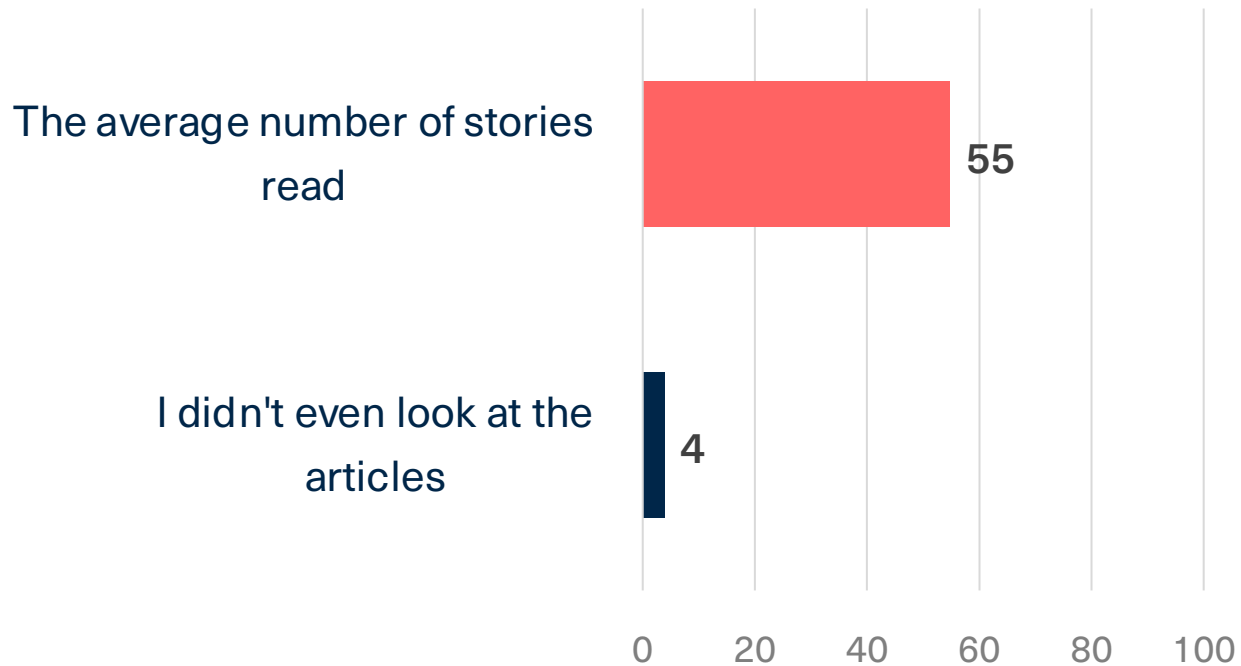
Have you read or browsed the issue of the magazine shown in the picture? | % of respondents, N = 12,152



96% of the respondents read at least some of the surveyed articles

ADAM – research on professional and organization magazines 2021

Which of the following articles did you read? | % of respondents, N = 9,408 (read-only)



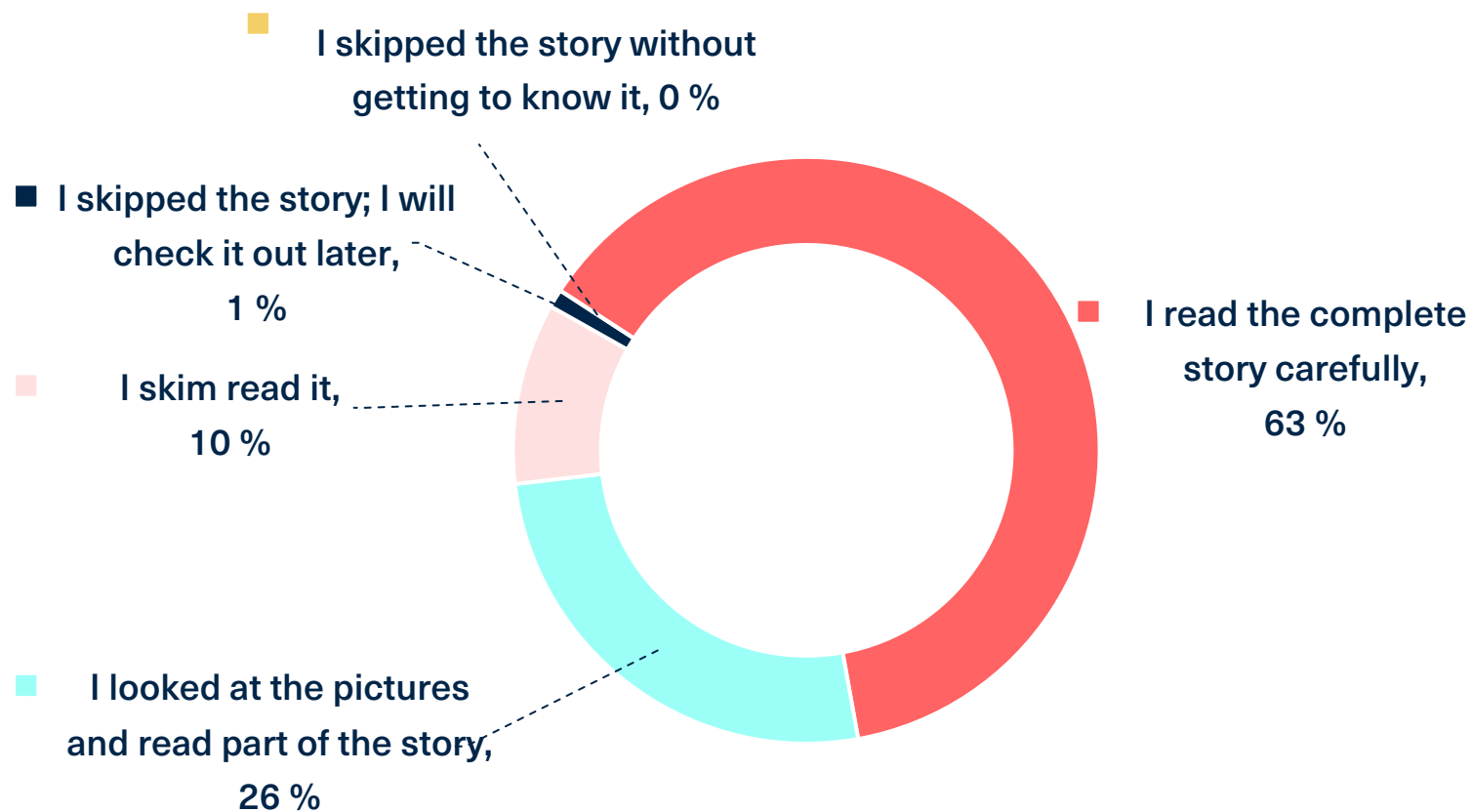
55%

= average reading percentage of articles in the magazines examined.

Note! Not all of the magazines' articles were examined.

How carefully did you read your best-voted story?

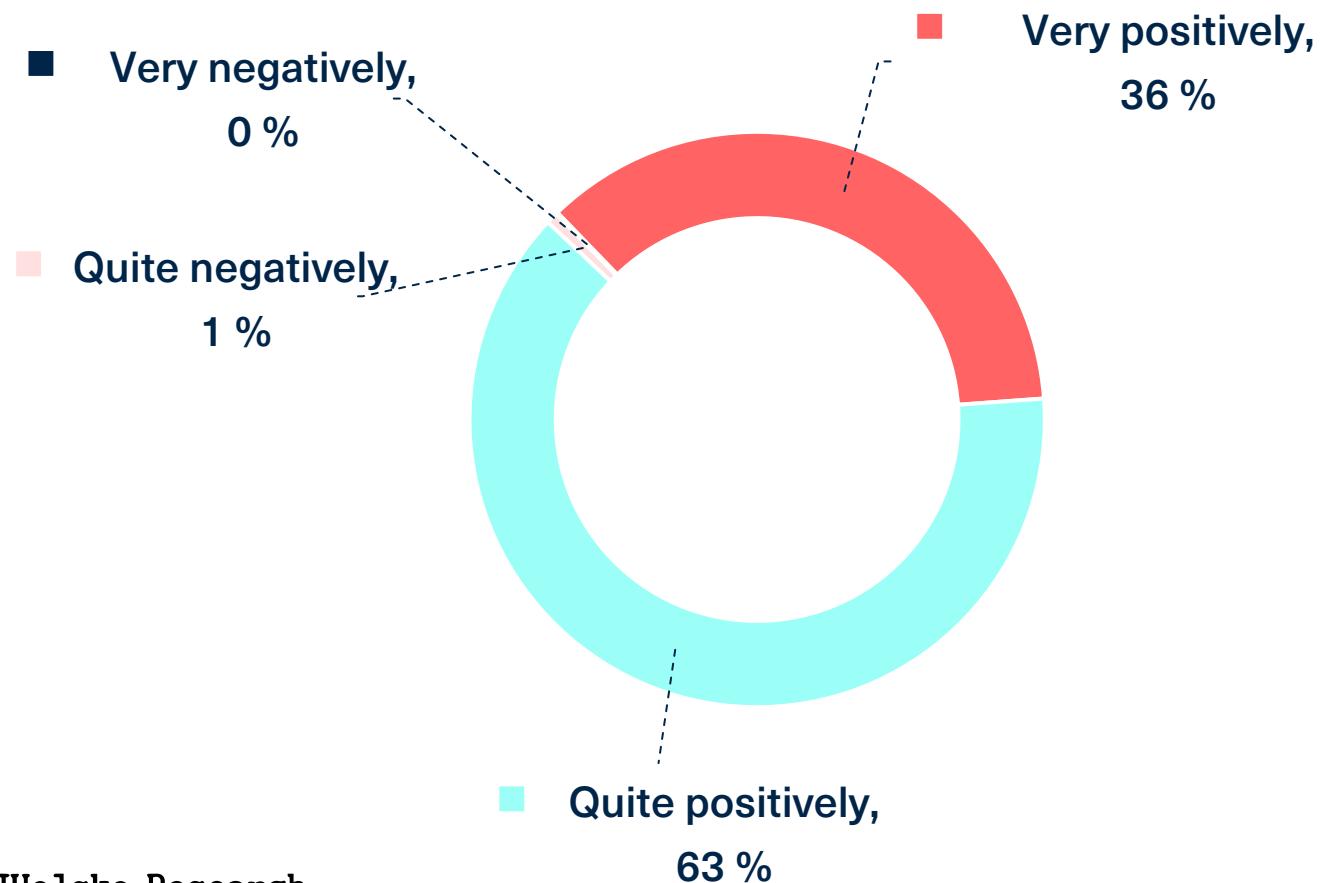
% of respondents, N = 9,408 (read stories only)



The best-voted articles were carefully read.

How did this story affect your perception of this magazine?

% of respondents, N = 9,408 (read stories only)

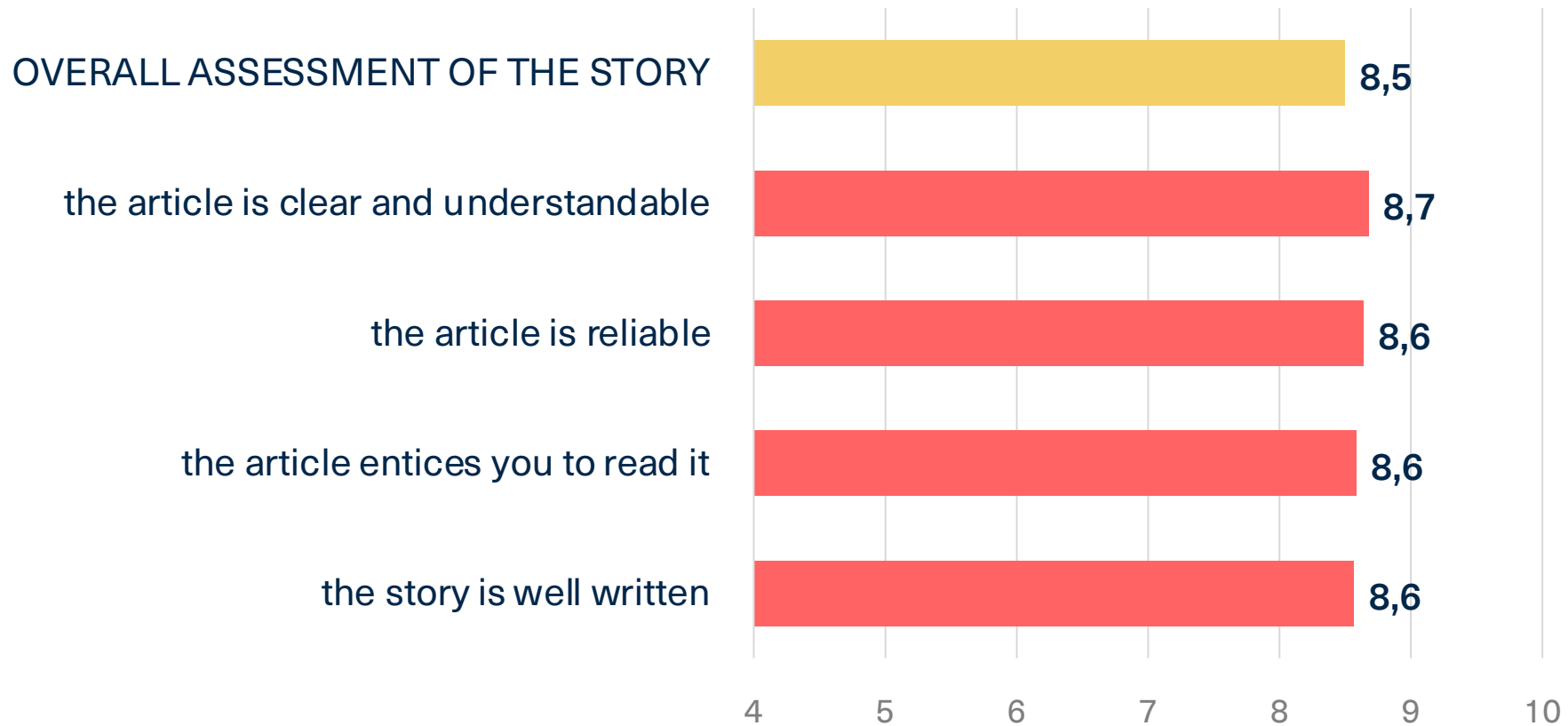


The read stories met the readers' expectations and positively affected their perception of the magazine.

Article ratings

(on a scale of 4 to 10)

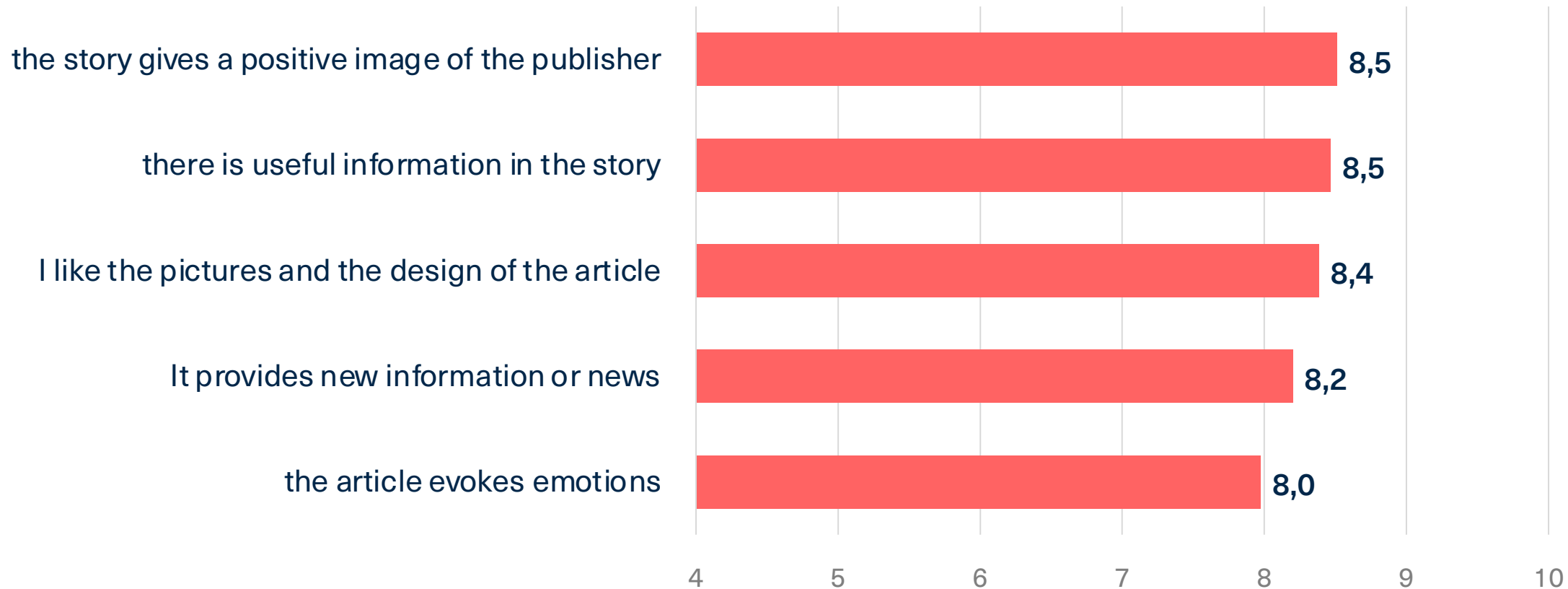
Ratings for different features of the selected story, N = 9,408 (only those that read the stories)



Article ratings

(on a scale of 4 to 10)

Ratings for different features of the selected story, N = 9,408 (only those that read the stories)



Examined articles in numbers

96% of the respondents read at least some of the studied articles.

63 % read the story they chose wholly and accurately.

The stories read met the readers' expectations - **99% of the stories chosen as the best contributed positively to the perception of the magazine** (36% very positively and 63% quite positively) 63 %).

The overall rating given to the stories by the readers was 8.5.

The best-rated features were **comprehensibility and clarity of the story, as well as reliability.**

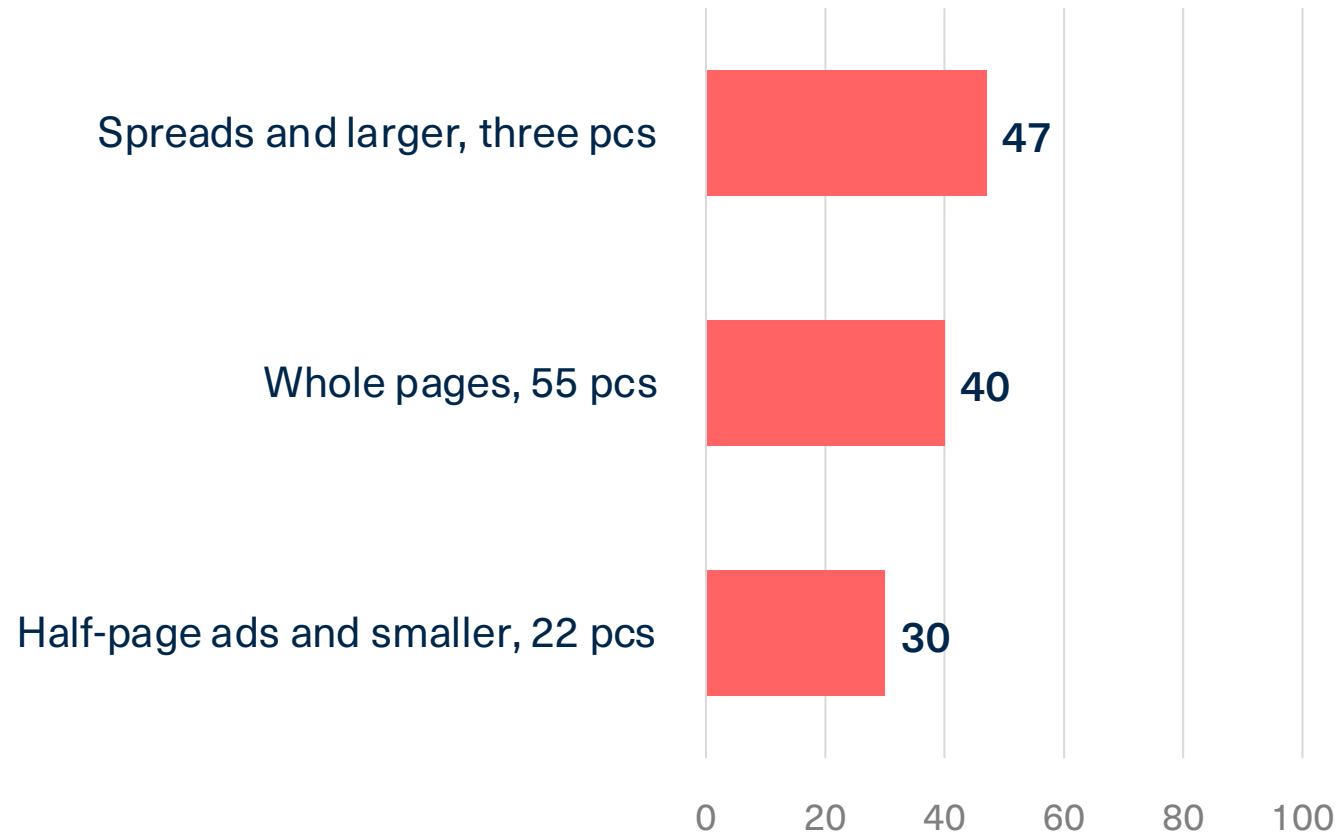


5.
Advertising

On average, the ads were noticed 39 % of the time

ADAM – research on professional and organization magazines 2021

respondents who noticed the ad, %
N = 9,408 (only those, who read the latest magazine issue)



In advertising, size matters - larger ads were best noticed.

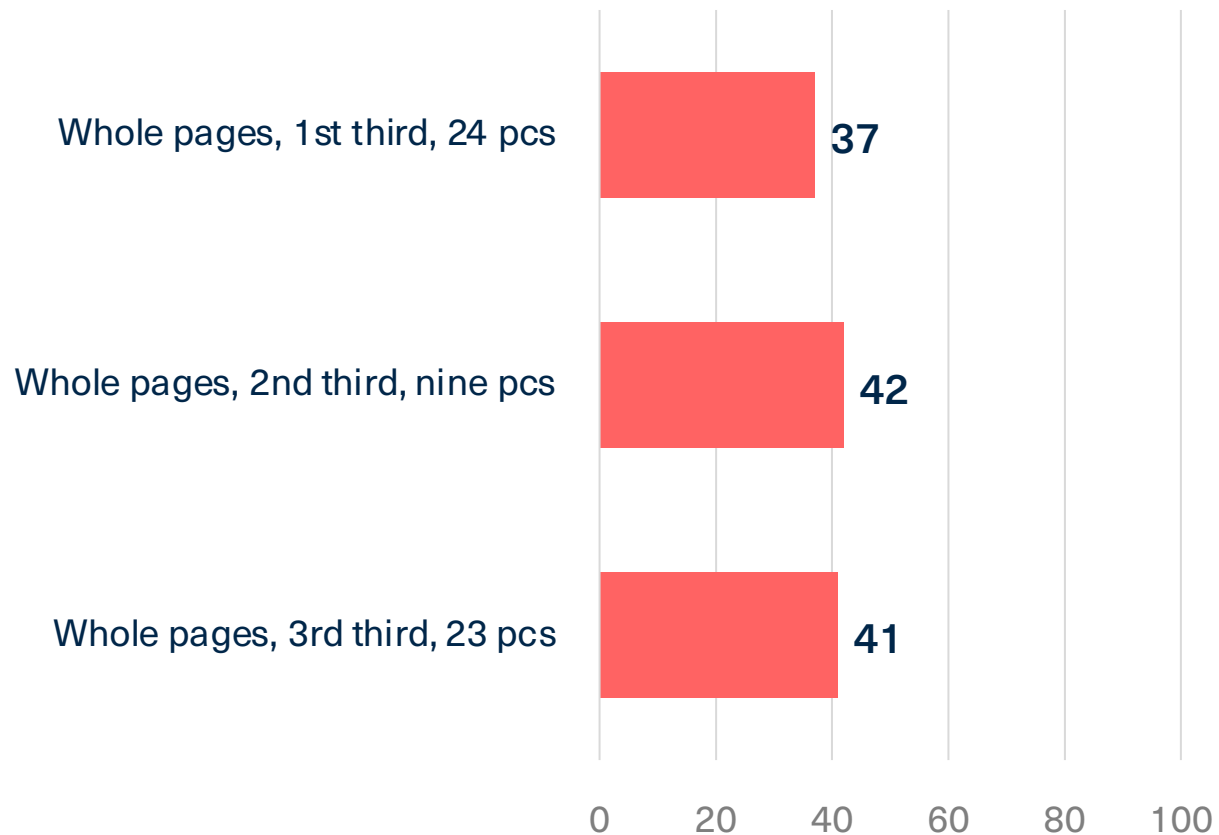
83 %

83% noticed at least some of the ads surveyed.

The position of the ad in the magazine does not determine the noting score

ADAM – research on professional and organization magazines 2021

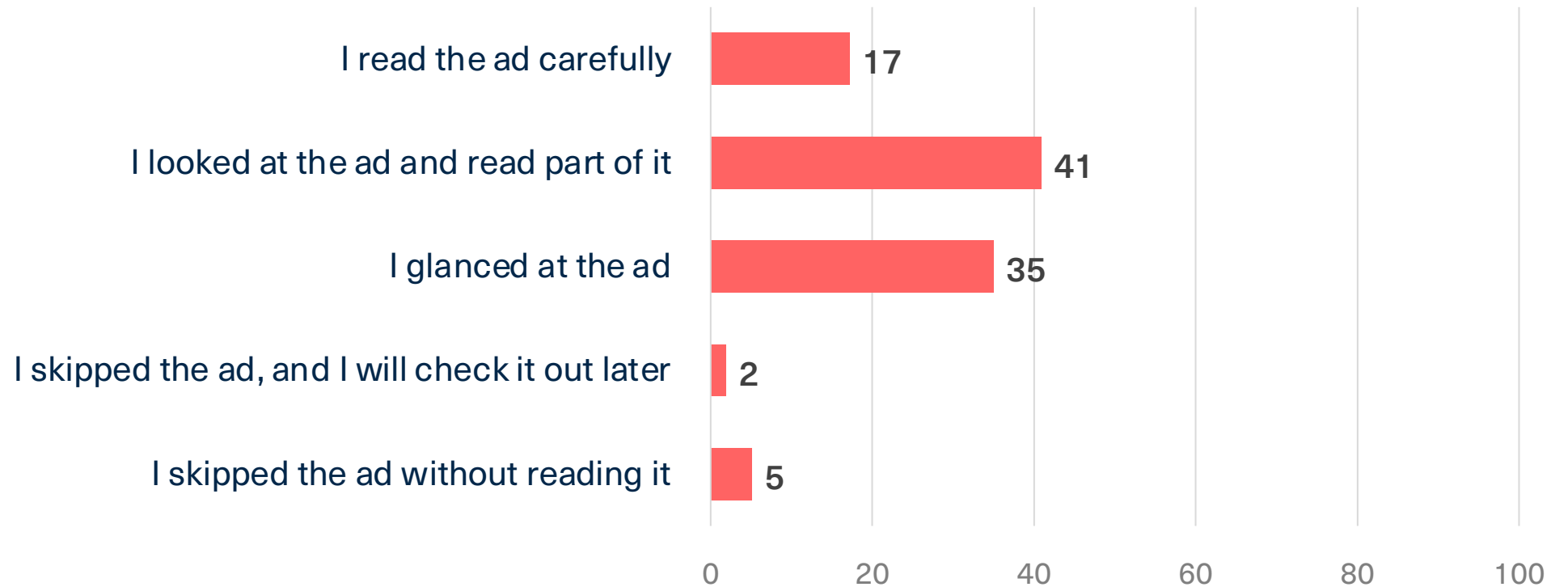
respondents who noticed the ad, %
N = 9,408 (only those, who read the latest magazine issue)



Ads are equally noticed at the beginning, middle, and end of a magazine.

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

% of those who noticed the ads, N = 7,816



Ads drive you to seek more information online and increase your consideration of purchases

What the best ad makes you do | % of those who noticed the ads, N = 7,816



The most notable & best rated ads

Noting score
57 %

Noting score
57 %

45 %
rated the ad
as the best

Auta potilaitasi nauttimaan elämästä Systane®-tuotteilla

NYT ILMAN SÄILÖNTÄAINEITA

PITKÄ-VAIKUTTEINEN KUIVASILMÄISYYDEN LIEVITYS**

NOPEA-VAIKUTTEINEN KUIVASILMÄISYYDEN LIEVITYS**

Systane® HYDRATION
10ml Alcon

Systane® ULTRA
10 ml Alcon

Systane® ULTRA

- SÄILÖNTÄAINEETON MONIANNOSPULLO
- PALAUTTAA MUSIIKKERROKSEN*
- 2X PAREMPI VOITELEVIYYS***

2 DROPS. 1 UNSTOPPABLE YOU.

Alcon

Cochrane-katsaus vahvistaa:

Voltaren-kipugeelillä pienempi NNT-arvo kuin muilla paikallisilla tulehduskipulääkkeillä^{1,2}

Analyysi 61 tutkimuksesta ja yli 8 000 potilaasta osoittaa, että:

- ✓ Kahdeksan kymmenestä kokee saavansa kivunlievityksen Voltaren-kipugeelin avulla!
NNT: 1,8
- ✓ Neljä kymmenestä kokee saavansa kivunlievityksen ibuprofeenigeelin avulla!
NNT: 3,9

The analysis is made by the global, independent research network Cochrane¹

1. Derry S, et al. Cochrane Database Syst Rev 2015;CD003402.
2. Derry S, et al. Cochrane Database Syst Rev 2017;CD006039.

12h

Jopa 12 tunnin lievitys lihas- ja nivelkipuun sekä nivelrikosta johtuvaan kipuun.

Riittoisa resepti-pakkaukoko 180 g

Voltaren Forte 23,2 mg/g Geeli/Geeli

Voltaren Forte 23,2 mg/g Geeli

Hyvin harvoin voi esiintyä allergisia reaktioita, jolle kipuliiva parana tai se pahenee vilkkaan käytön jälkeen, käänny lääkärin puoleen. Lue huolellisesti pakkausohje. Valmistaja/Asennus/Asennusohje: GSK/Finland. Puhelin: 2142200 päivättyyn valmiiksi valmiiksi.

Pakkaukset ja hinnat 12/2021 (voimassa): Ibuprofeenipakkaukset: Tuuli 50 g 18,90 €; Tuuli 100 g 32,90 €; Tuuli 150 g 47,90 €; Tuuli 200 g 62,90 €; Tuuli 300 g 77,90 €; Tuuli 400 g 92,90 €; Tuuli 500 g 107,90 €; Tuuli 600 g 122,90 €; Tuuli 700 g 137,90 €; Tuuli 800 g 152,90 €; Tuuli 900 g 167,90 €; Tuuli 1000 g 182,90 €; Tuuli 1100 g 197,90 €; Tuuli 1200 g 212,90 €; Tuuli 1300 g 227,90 €; Tuuli 1400 g 242,90 €; Tuuli 1500 g 257,90 €; Tuuli 1600 g 272,90 €; Tuuli 1700 g 287,90 €; Tuuli 1800 g 302,90 €; Tuuli 1900 g 317,90 €; Tuuli 2000 g 332,90 €; Tuuli 2100 g 347,90 €; Tuuli 2200 g 362,90 €; Tuuli 2300 g 377,90 €; Tuuli 2400 g 392,90 €; Tuuli 2500 g 407,90 €; Tuuli 2600 g 422,90 €; Tuuli 2700 g 437,90 €; Tuuli 2800 g 452,90 €; Tuuli 2900 g 467,90 €; Tuuli 3000 g 482,90 €; Tuuli 3100 g 497,90 €; Tuuli 3200 g 512,90 €; Tuuli 3300 g 527,90 €; Tuuli 3400 g 542,90 €; Tuuli 3500 g 557,90 €; Tuuli 3600 g 572,90 €; Tuuli 3700 g 587,90 €; Tuuli 3800 g 602,90 €; Tuuli 3900 g 617,90 €; Tuuli 4000 g 632,90 €; Tuuli 4100 g 647,90 €; Tuuli 4200 g 662,90 €; Tuuli 4300 g 677,90 €; Tuuli 4400 g 692,90 €; Tuuli 4500 g 707,90 €; Tuuli 4600 g 722,90 €; Tuuli 4700 g 737,90 €; Tuuli 4800 g 752,90 €; Tuuli 4900 g 767,90 €; Tuuli 5000 g 782,90 €; Tuuli 5100 g 797,90 €; Tuuli 5200 g 812,90 €; Tuuli 5300 g 827,90 €; Tuuli 5400 g 842,90 €; Tuuli 5500 g 857,90 €; Tuuli 5600 g 872,90 €; Tuuli 5700 g 887,90 €; Tuuli 5800 g 902,90 €; Tuuli 5900 g 917,90 €; Tuuli 6000 g 932,90 €; Tuuli 6100 g 947,90 €; Tuuli 6200 g 962,90 €; Tuuli 6300 g 977,90 €; Tuuli 6400 g 992,90 €; Tuuli 6500 g 1007,90 €; Tuuli 6600 g 1022,90 €; Tuuli 6700 g 1037,90 €; Tuuli 6800 g 1052,90 €; Tuuli 6900 g 1067,90 €; Tuuli 7000 g 1082,90 €; Tuuli 7100 g 1097,90 €; Tuuli 7200 g 1112,90 €; Tuuli 7300 g 1127,90 €; Tuuli 7400 g 1142,90 €; Tuuli 7500 g 1157,90 €; Tuuli 7600 g 1172,90 €; Tuuli 7700 g 1187,90 €; Tuuli 7800 g 1202,90 €; Tuuli 7900 g 1217,90 €; Tuuli 8000 g 1232,90 €; Tuuli 8100 g 1247,90 €; Tuuli 8200 g 1262,90 €; Tuuli 8300 g 1277,90 €; 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Betoni

43 %
rated the ad as
the best

Lammi
KUORIKIVI



- ▶ Uusi 6-osainen valuharkkosarja
- ▶ 1-luokan julkisivun iskunkestävyys ohutrappauksella
- ▶ Erinomainen kantavuus & palonkesto
- ▶ Julkisivu rapattavissa heti valun jälkeen
- ▶ Erinomainen ääneneristävyyys R_w 57



"Todellakin suosittelen Kuorikiveä kerros- ja rivitalorakentamiseen."
-Yrittäjä Petri Liija / Firmus LiöMe Oy

Tutustu Kuorikiveen: lammi.fi/kokemuksia

LAMMI
harkko

Noting score
41 %

Kokonaisuus joka todella toimii

HV20

UUSI HOITOHUONEKONSEPTI

Täysin uudenlainen suunnittelukonsepti, joka tehostaa toiminnallisuutta, helpottaa käytännön työskentelyä ja säästää aikaa sekä kustannuksia jo suunnitteluvaiheessa.

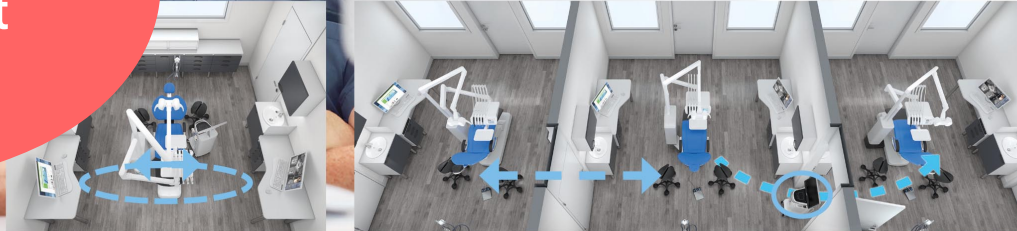
JOUSTAVUUS | Oikea-vasenkätisyyden vaihto alle minuutissa. Konsultaatiot, henkilöiden vaihdot sekä laitesirrot nopeasti ja joustavasti huoneesta toiseen.

HYGIEENISYYS | Työpisteet, käsittely- ja säilytystilat on sijoitettu optimaalisesti niin, että ne saadaan hygieenisiksi ja hyvin suojattua.

ERGONOMIA | Kaikki tarvittava on lähellä – käden ulottuvilla. Sekä INTEGO-hoitoyksikön että kaapistojen säädettävyyden ja reilu työskentelytila sopivat hyvin myös seisten työskentelyyn.

TURVALLISUUS | Joustava liikkuminen, hygieeniset työtilat sekä työpisteiden että pako-ovien sijoittelu nostavat turvallisuuden uudelle tasolle.

Soita ja pyydä esittely, niin kerromme monta muuta etua, jotka saavutat **HV20**-hoitohuonesuunnittelulla | Lisätietoja Esa Asikainen, p. 050 310 8590



Dentsply
Sirona

Laite- ja kalustemyynti p. 010 588 6200 | www.hammasvaline.fi

HAMMASVÄLINE

Noting score
56 %

35 %
rated the ad as
the best

Ihon aika

25 %
rated the ad as
the best

Tutkittu ja luotettava
Locobase®-erikoisvoidesarja

KUN IHOSI TARVITSEE ENEMMÄN

Locobase REPAIR
● Korjaa kaikenikäisten erittäin kuivaa ja vaurioitunutta ihoa
● 63 % rasvaa

Locobase RASVAINEN EMULSIOVOIDE
● Hoitaa koko perheen kuivaa ihoa
● 70 % rasvaa
● Peruskorvattava 40 %
● Päivittäiseen käyttöön

Locobase LPL
● Kuorii ja kosteuttaa paksuuntunutta, hilseilevää ja kovettunutta ihoa
● 70 % rasvaa
● 20 % propyleeniglykolia ja 5 % maitohappoa

KARO PHARMA www.locobase.fi Locobase® -tuotteet apteekista.

Noting score
55 %

canoderm

TEHOKOSTEUTTAVA PERUSVOIDE

Muista myös
ACO Psoriasis
-hoitotuotteet

Apotechen Composita
SINCE 1939

ACO hoitotuotteet ovat lääkinnällisiä laitteita. Lue pakkausohjeita huolellisesti ennen käyttöä. Perrigo Suomi Oy. CAN0000329

Ilmailu

52 %
rated the ad as
the best



Noting score
62 %

37 %
rated the ad as the
best

HANKKIJALTA YKKÖSLUOKKAAN *Rajut suoran kaupan traktoritarjoukset!*

CLAAS || || || || ||

LEASING-
VUOKRA
ALKAEN
488,47 €/KK
ALV 0 %*



CLAAS ARION 420
53 900,-

100 hv, 435 Nm, 16+16 Quadrishift-vaihteisto, 100 l/min hydraulikka, Ilmastointi, Monitoimijostick, Ilmajoustettu istuin.
*72 kk vuokra-aika, 20 % 1. vuokraerä ja 30 % jäännösarvo.



CLAAS ARION 530
69 900,-

145 hv, 619 Nm, 24+24 Hexashift-vaihteisto, ohjaamojousitus, 110 l/min hydraulikka, Ilmastointi, monitoimikynnärnoja, ilmajoustettu istuin.



CLAAS ARION 610
69 900,-

145 hv, 640 Nm, 24+24 Hexashift-vaihteisto, ohjaamojousitus, 110 l/min hydraulikka, ilmastointi, monitoimikynnärnoja, ilmajoustettu istuin.

TREND-
VARUSTEET:
50 KM/H, ETUAKSELIN
JOUSITUS, 150 L/
MIN HYDR., ISOBUS
LIITIN, IRROITETTAVA
SÄILYTYSLAATIKKO
JA KESKILOHKO.



CLAAS AXION 810
JA TREND-VARUSTEPAKETTI
99 900,-

215 hv, 941 Nm, 24+24 Hexashift-vaihteisto, 150 l/min hydraulikka, Ilmastointi, Monitoimikynnärnoja, ilmajoustettu istuin.

Hankkija

KAIKKI HINNAT ALV 0 % + TOIMITUSKULUT. KYSY TARJOUS HANKKIJAN KONEMYYJÄLTÄ
TAI VUOKRAA KONEESI RENTIN KAUTTA TARPEEN MUKAANI LISÄTIETOJA JA VERKKOKAUPPA: hankkija.fi

32 %
rated the ad as
the best



Noting score
43 %

KUNNAN TÄRKEIN TEHTÄVÄ ON PITÄÄ HUOLTA LAPSISTA

HALUATKO SINÄKIN VARMISTAA, ETTÄ TULEVISSA KUNTAVAALEISSA VALITAAN PÄÄTTÄJIÄ, JOTKA HUOLEHTIVAT LASTEN EDUSTA KOKO VAALIKAUDEN AJAN? TAI HALUATKO OLLA SELLAINEN PÄÄTTÄJÄ? TULE MUKAAN!

TÄTÄ TAVOITTELEMME:

LASTEN YHDENVERTAISUUS VARMISTETAAN KUNNAN VALINNOILLA.
Kunta, joka lisää päämäärätietoisesti lasten yhdenvertaisuutta, on hyvä paikka kasvaa. Tällainen kunta tarjoaa lapsille tasavertaisia mahdollisuuksia harrastaa, huolehtii kouluruuan laadusta ja huomioi erilaiset perheet, lapsiryhmät ja elämäntilanteet.

LAPSET JA NUORET OVAT KUNTALAISIA – HEITÄ TULEE KUUNNELLA!
Lapset ja nuoret ovat kunnan asukkaita, eivät ainoastaan palveluiden käyttäjiä. Heidän mielipiteellään on merkitystä ja sitä tulee kuunnella. Lasten osallistamiseen on monia hyväksi havaittuja menetelmiä.

PERUSOPETUKSEN JA VARHAISKASVATUKSEN LAADUSTA EI SAA SÄÄSTÄÄ.
Jokaisen perheen jokaisessa kunnassa tulisi voida luottaa siihen, että lähikoulun tai -päiväkodin palvelut ovat laadukkaita. Keskeisimmät edellytykset onnistumiselle ovat riittävä ja koulutettu henkilökunta sekä sopivan kokoiset lapsiryhmät.

LAPSIVAIKUTUSTEN ARVIOINTI ON TIEDOLLA JOHTAMISTA.
Käytännössä kaikilla kunnan päätöksillä on vaikutuksia lapsiin. Lapsivaikutusten arviointi vahvistaa päättäjien ymmärrystä siitä, mitä päätös tulee tarkoittamaan lasten ja perheiden arjessa. Juuri nyt se on erityisen keskeistä, jotta haitalliset päätökset voidaan välttää ja koronakriisin pitkäaikaiset, negatiiviset vaikutukset torjua.

KLIKKAA ITSESI MUKAAN OSOITTEESSA: WWW.LSKL.FI/AANILAPSELLE

Anna ääni lapselle -kampanjassa on mukana lähes 40 lapsi- ja perhejärjestöä, vapaaehtoisia kansalaisia sekä kuntavaaliehdokkaita. Yhdessä me rakennamme lapsille parempaa tulevaisuutta. Kampanja on täysin poliittisesti sitoutumaton, eikä vaadi sinulta mitään, vaikka lähtisitkin mukaan. Lähetämme mukaan ilmoittautuneille tutkimustietoa ja tilastoja lapsen edun toteutumisesta kunnissa, hyviä esimerkkejä jo olemassa olevista käytännöistä sekä valmista vaikuttamismateriaalia, jota voi käyttää itse haluamallaan tavalla.

Metsälehti

51 %
rated the ad as
the best

YARA
Knowledge grows

Hiilensidonta
Lannoittamalla teet metsästäsi tehokkaamman hiilinielun. Nettohiilensidonta lannoituksen vaikutusaikana on yli 11 tonnia CO₂/ha. Tämä vastaa yhden suomalaisen keskimääräisiä vuotuisia hiilidioksidipäästöjä.

Jokaisella on syynsä

Kasvu
Metsänlannoitus lisää kivennäismaitta metsän kasvua keskimäärin 15–20 m³/ha. Saat laadukasta puutavaraa mutta nopeammin.

Miksi sinä lannoittaisit metsää? Haluatko tehostaa metsäsi kasvua ja saada nopeammin laadukasta puutavaraa myytäväksi? Vai haluatko tehdä ilmastoteon muuttamalla metsäsi entistäkin tehokkaammaksi hiilinieluksi? Jokaisella on syynsä. Tutustu metsänlannoitukseen ja löydä omasi: yara.fi/metsa

YaraMila
YaraMila[®]
METSÄN NP
25-20
700 kg

Ilmoittaudu mukaan **YaraLive**-metsätietoiskuun 15.4. klo 10–11. yara.fi/yaralive

Noting score
65 %

Opettaja

Noting score
37 %

31 %
rated the ad as
the best



Loistavat edut opetuksen tueksi

Valitse käyttöösi Otavan valloittava uutuus tai suosikkisarja, niin saat laadukkaat oppimateriaalit ja hyvät ratkaisut opetuksen tueksi. Tarjolla on toimivat kokonaisuudet eriyttämiseen, virkistäviä ideoita ja monipuolisia digitaalisia vaihtoehtoja.

Tarjoamme moniin sarjoihimme käyttöönottoetuja. Näin uudella sarjalla aloittaminen on helppoa ja työsi sujuu vaivattomasti.

Tutustu: otava.fi/edut



33 %
rated the ad as
the best



**Veroilmoituksen
lähtölaskenta
on alkanut**

Metsäveroilmoituksen tekeminen ei ole rakettitiedettä. eMetsällä se on helppoa kuin kuuraketin lähtölaskenta.

- 3 Ota esille pankkitunnukset, verovuoden kuitit ja muistilpanosi
- 2 Kirjautu turvallisesti pankkitunnuksilla www.emetsa.fi
- 1 Avaa eMetsä veropalvelu -välilehti ja anna lennonjohdon neuvoa

Lift off! Metsäveroilmoituksen ja alv-laskelman matka kohti verottajaa on alkanut.

Nyt voit nauttia verokahvit, silmäillä eMetsästä omia tilakarttoja, kuvioita ja puustotietoja, sekä suunnitella tulevan vuoden metsänhoito- ja hakkuutarpeita.

Lataa ilmainen eMetsä Mobilii verkkokaupastasi. Se on verraton apuväline älypuhelimessasi. Tallenna kuitit ja matkapäiväkirjat saman tien reissun päällä, ja helpotat seuraavan vuoden metsäveroilmoituksen tekoa!

Eiämässä mukana - Stora Enso

THE RENEWABLE MATERIALS COMPANY



storaenso

Noting score
40 %

41 %
rated the ad as
the best

Tehyläinen, ota jäsenedut käyttöösi!



Tehyläisten oma verkkoapteekki

Oriolashop.fi-verkkokaupasta voi tilata tuotteita helposti ja edullisesti omaan käyttöön. Noin 4 500 tuotteen valikoima sisältää muun muassa kosmetiikkaa, elintarvikkeita, ravintolisiä, urheilutuotteita ja eläintuotteita. Tehyläiset saavat 10–13 prosentin alennuksen sovitusta verkkokaupan tuotteista. Etukoodit tuotteisiin saat osoitteesta tehy.fi/jasenedut. Tutustu laajaan tuotevalikoimaan: www.oriolashop.fi.



Valoa, väriä ja tunnelmaa kynttilöistä

Desico on yksi Suomen vanhimmista toiminnassa olevista kynttilätehtaista. Perheyriyksessä vaalitaan käsityötaitoa, paikallisuutta, laatua ja perinteitä. Desicon kynttilät palavat puhtaasti, eikä niiden valmistamisessa käytetä palmuöljyä. Kaikki kynttilät värjätään myrkyttömillä väriaineilla ja valmistetaan vegaanisesta, EU:n alueella tuotetusta, oliivipohjaisesta steariinista sekä laadukkaasta parafiinista. Tuotanto tapahtuu alusta loppuun saakka Suomessa. Tehyn jäsenet saavat 10 prosentin alennuksen Desicon tuotteista lukuun ottamatta hyväntekeväisyys- ja yhteistyötuotteita. Katso tuotevalikoima: desico.fi. Etukoodin saat osoitteesta tehy.fi/jasenedut.



Katso muut mahtavat jäsenedut:
www.tehy.fi/jasenedut

Noting score
45 %

Uusiouutiset

43 %
rated the ad as
the best



Vaatelaastari®
Uusi tapa paikata! Ei silitystä, ei ompelua!

#PULLOSTA PAIKAKSI!
#PAIKKAUSHAASTE!

Noting score
55 %

Advertising summary

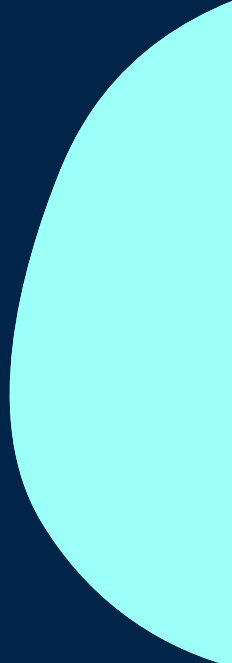

The average attention value of the ads was 39%. Attention increases with ad size.

The ads are equally noticeable at the beginning, middle and end of the magazine.

The ads drive people to **search for more information online (40%)** and **increase consideration of purchases (30%)**.

Almost all of the most notable and best-selected ads are closely related to the topic of the magazine.

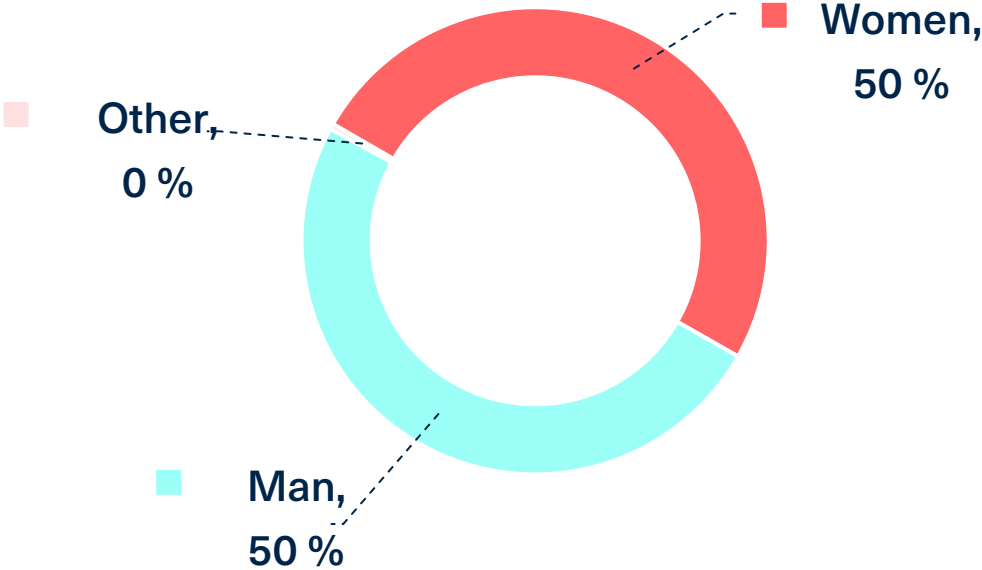
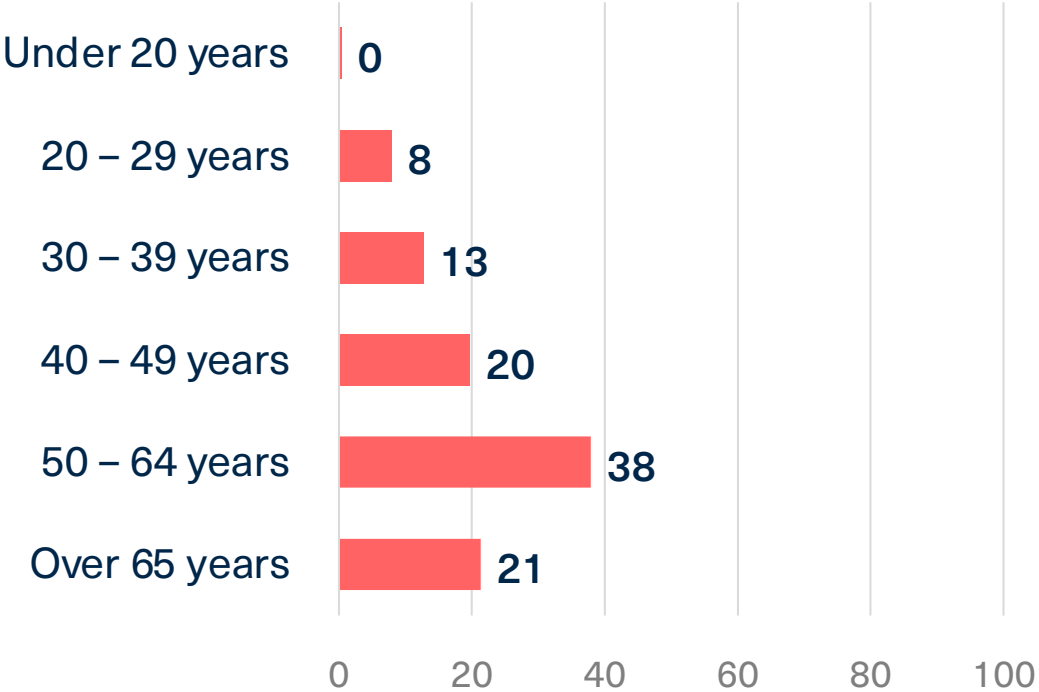
The most noticeable and best ad is not always the same (but often yes).



6. Readers' background information

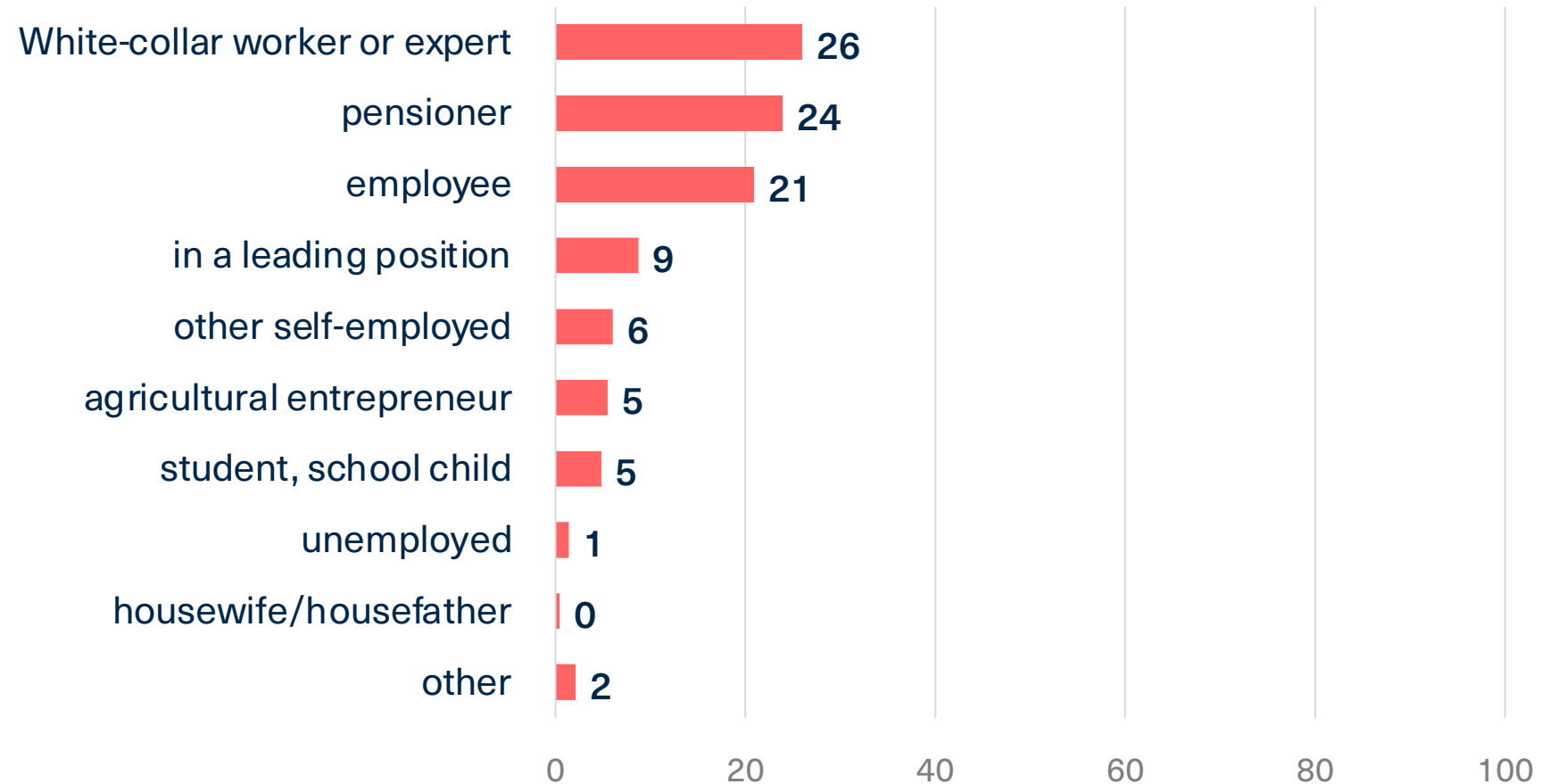
The respondents are mainly women and men of working age

% of respondents, N = 12,152



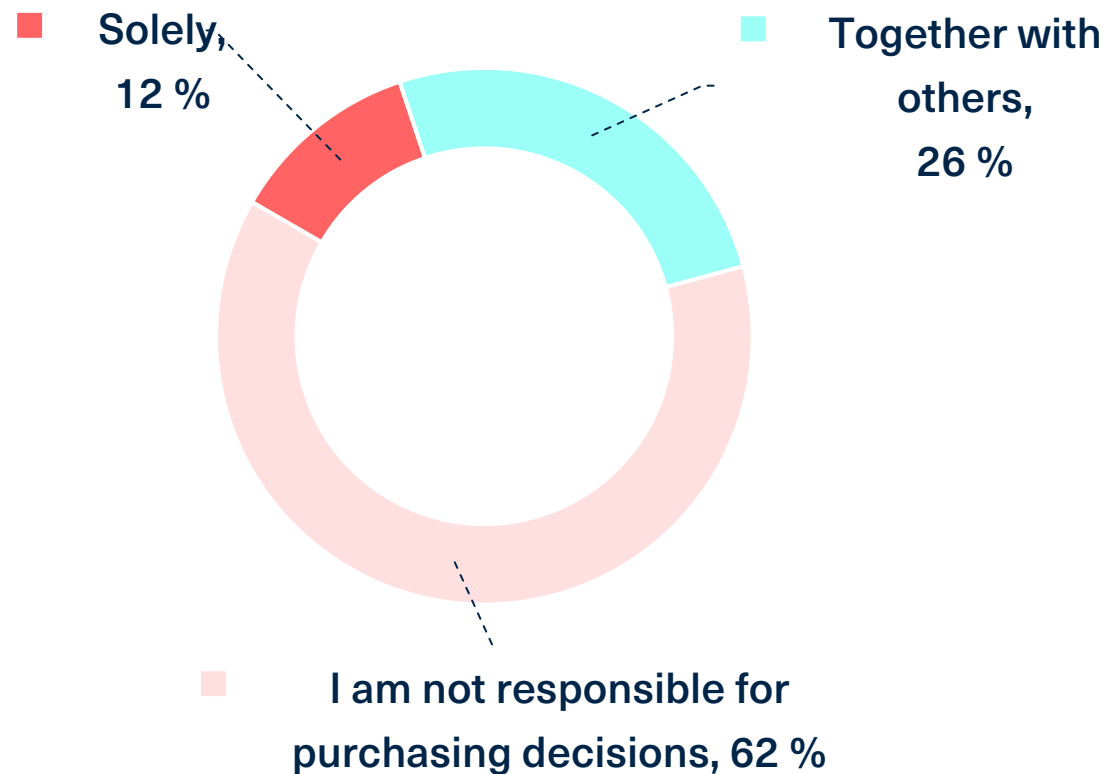
Most often, respondents work as experts or white-collar workers

% of respondents, N = 12,152



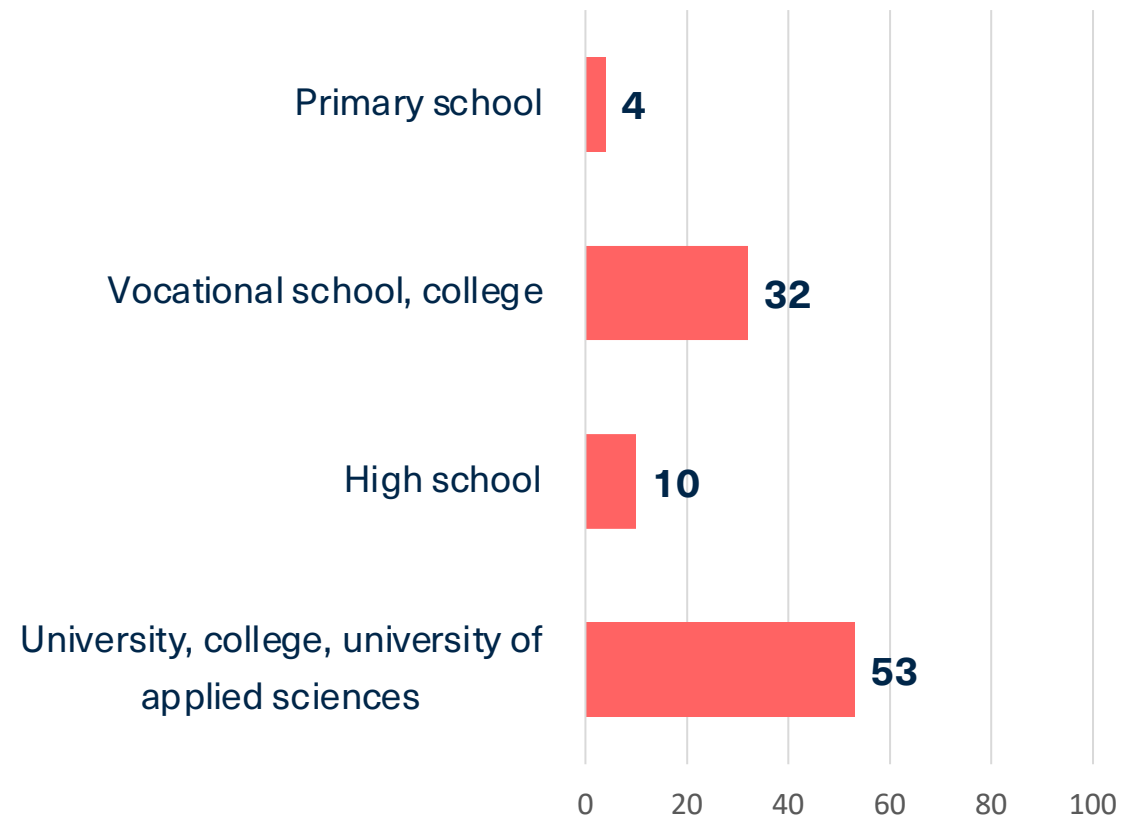
38 % participate in the company's procurement decisions

I am responsible for company procurement decisions at my workplace | % of respondents, N = 7 755
(Asked readers of 12 magazines)



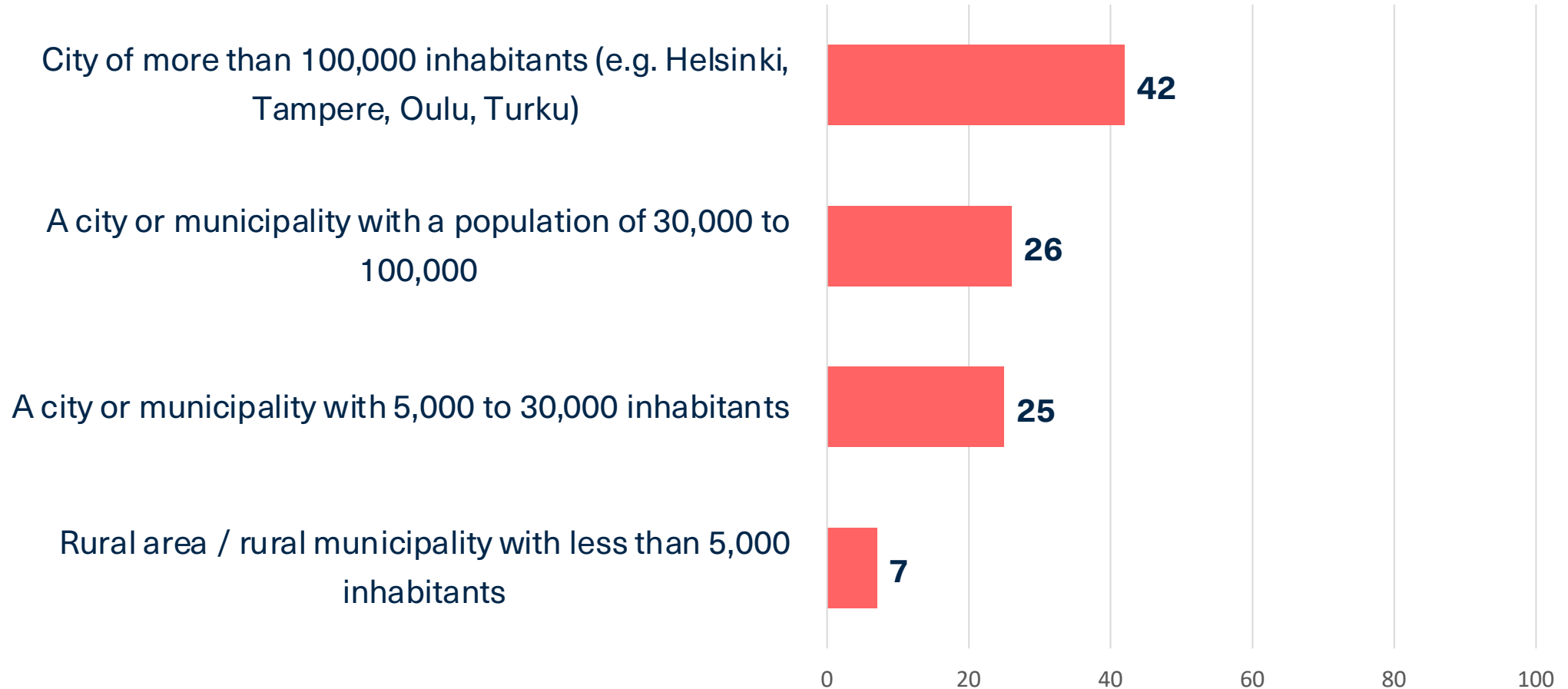
Readers are highly educated

% of respondents, N = 12,152



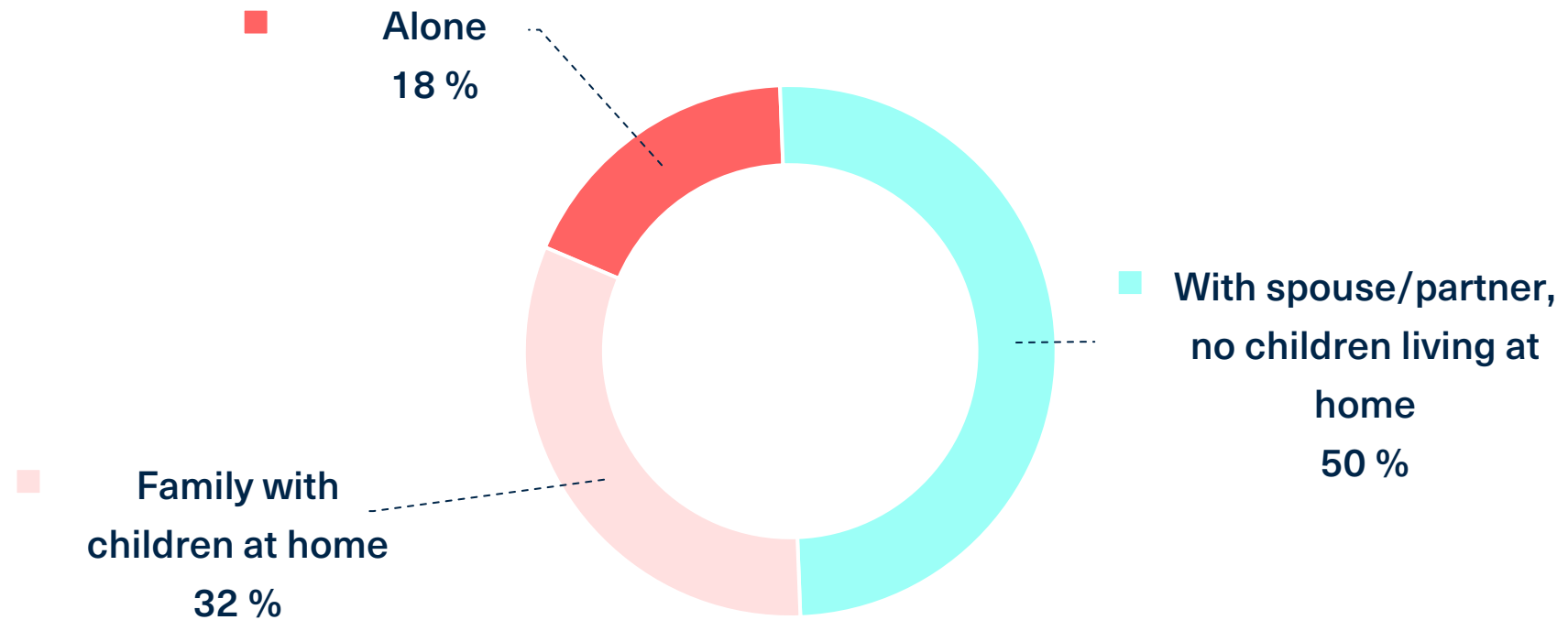
Respondents live mainly in large cities

% of respondents, N = 12,152



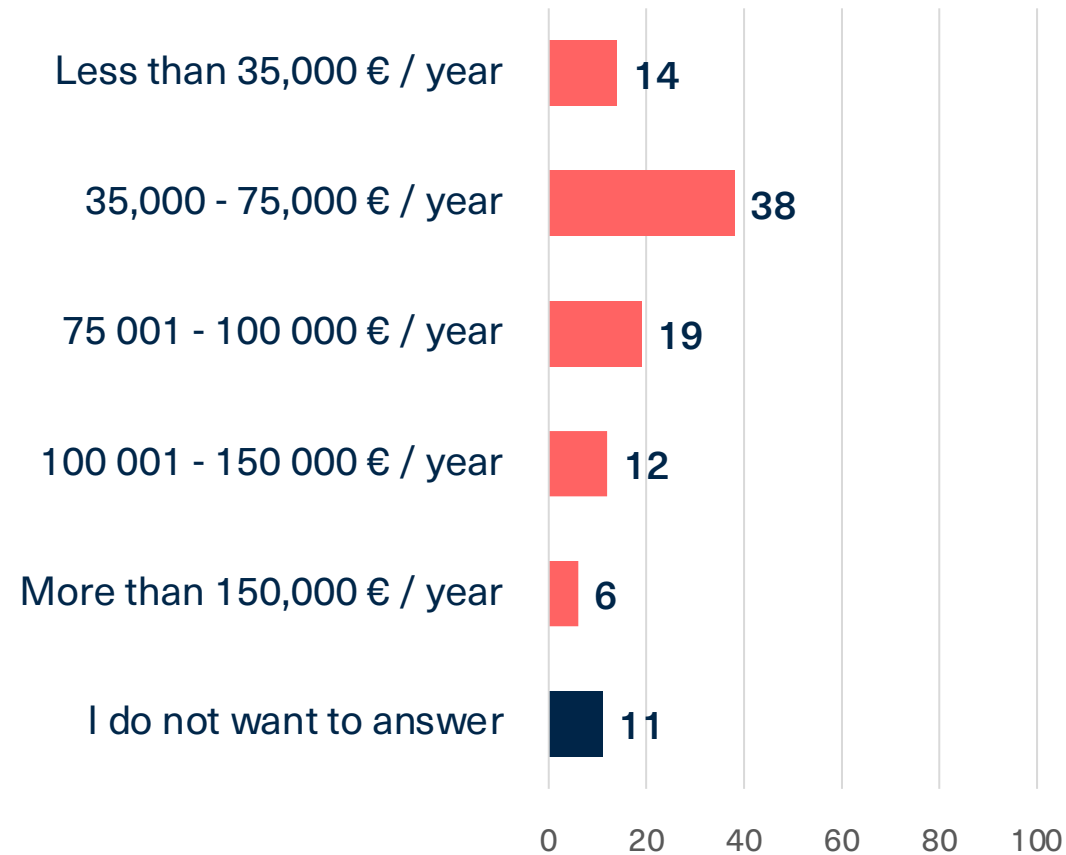
68 % live in an adult household

% of respondents, N = 12,152



Well-off - 37% of respondents' annual gross household income exceeds € 75,000

% of respondents, N = 12,152





7.
Summary

Summary

1. Commitment to professional and organization magazines is high - they are read regularly and readership periods are long-term.
2. COVID-19 has increased reading.
3. A professional or organization magazine is an important source of information about an industry, interest area, or organization — it is unique, provides peer support, keeps you up to date, engages newcomers, helps maintain professional skills, provides inspiration, and compiles the essentials in an easy-to-use format.
4. Satisfaction with the content of your magazine is high.
5. The ads are equally noticeable at the beginning, end and middle of the magazine. The best ads are related to the topic of the magazine.
6. Readers are well-off, adult, educated city dwellers.



Thank you!

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