

# AUDIT STATISTICS 2015

Updated 18.3.2016

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## INSTRUCTIONS FOR THE STATISTICS:

The first column of the statistics reports printed circulation. Printed circulation is calculated from print only (1) and print + digi (2).

The second column of the statistics reports the total circulation which includes both printed and digital circulation. Total circulation is calculated from print only (1), print + digi (2) and digi only (3).

After the circulation statistics the composition of other audited delivery is reported. The composition of other delivery is calculated from the following: other print only (4), other print + digi (5) and other digi only (6). Total delivery is calculated from the columns 1-6.

If one of the above has not been audited there will be line (-) in the statistics, but this does not mean that newspaper / magazine would not have digital subscriptions or other delivery.



Circulation (print) (1+2)	Total circulation (1+2+3)	% CIRCULATION			OTHER DISTRIBUTION			Total distribution (1-6)
		Print only (1)	Print + digi (2)	Digi only (3)	Print only other (4)	Print + digi other (5)	Digi only other (6)	

## NEWSPAPERS

### Daily Newspapers

Aamulehti	100 231	-6,2%	103 180	-5,0%	56 911	43 320	2 949	-	-	-	-
Aamulehti ma-la	99 737	-6,2%	-	-	-	-	-	-	-	-	-
Aamulehti sunnuntai	103 707	-5,9%	-	-	-	-	-	-	-	-	-
Etelä-Saimaa	22 882	-5,0%	23 663	-3,1%	18 510	4 372	781	-	-	-	-
Etelä-Saimaa lauantai	23 599	-5,3%	-	-	-	-	-	-	-	-	-
Etelä-Suomen Sanomat	46 594	-5,0%	47 403	-4,3%	2 448	44 146	809	-	-	-	-
Helsingin Sanomat	267 094	-6,4%	324 451	-2,1%	150 186	116 908	57 357	-	-	-	-
Hämeen Sanomat	23 489	-5,1%	23 840	-4,3%	21 978	1 511	351	-	-	-	-
Iisalmen Sanomat	11 220	-4,3%	-	-	-	-	-	-	-	-	-
Ilkka	44 386	-4,4%	45 046	-4,2%	31 611	12 775	660	1 250	27	15	46 338
Itä-Savo	13 401	-4,4%	13 835	-2,4%	12 694	707	434	-	-	-	-
Itä-Savo sunnuntai	13 762	-4,7%	-	-	-	-	-	-	-	-	-
Kaleva	60 008	-8,5%	-	-	-	-	-	2 725	-	-	62 733
Karjalainen	36 801	-5,7%	37 055	-5,7%	34 836	1 965	254	-	-	-	-
Keskipohjanmaa	21 652	-3,4%	-	-	-	-	-	-	-	-	-
Kouvolan Sanomat	21 358	-4,7%	22 022	-2,9%	17 427	3 931	664	-	-	-	-
Kouvolan Sanomat lauantai	21 941	-4,3%	-	-	-	-	-	-	-	-	-
Kymen Sanomat	17 408	-5,6%	17 949	-	14 505	2 903	541	-	-	-	-
Kymen Sanomat lauantai	17 889	-5,4%	-	-	-	-	-	-	-	-	-
Lapin Kansa	25 651	-6,4%	26 585	-4,5%	8 578	17 073	934	-	-	-	-
Länsi-Savo	19 913	-5,1%	20 503	-3,2%	18 619	1 294	590	-	-	-	-
Länsi-Savo sunnuntai	20 624	-5,7%	-	-	-	-	-	-	-	-	-
Pohjalainen	19 629	-5,7%	20 076	-5,1%	14 223	5 406	447	1 196	59	50	21 381
Salon Seudun Sanomat	17 819	-5,5%	18 323	-4,2%	16 731	1 088	504	-	-	-	-
Satakunnan Kansa	41 906	-3,4%	43 494	-1,0%	27 985	13 921	1 588	-	-	-	-
Savon Sanomat	50 099	-5,4%	-	-	-	-	-	-	-	-	-
Turun Sanomat	84 462	-5,1%	89 049	-4,5%	69 419	15 043	4 587	-	-	-	-
Turun Sanomat ma-la	83 437	-5,1%	-	-	-	-	-	-	-	-	-



If one value of the composition is not audited, there is line (-) at the statistics.

	Circulation (print) (1+2)		Total circulation (1+2+3)	% CIRCULATION			OTHER DISTRIBUTION			Total distribution (1-6)
				Print only (1)	Print + digi (2)	Digi only (3)	Print only other (4)	Print + digi other (5)	Digi only other (6)	
Turun Sanomat sunnuntai	90 682	-5,1%	-	-	-	-	-	-	-	-
6 times a week newspapers										
Itä-Häme	9 579	0,9%	9 924	8 509	1 070	345	-	-	-	-
5 times a week newspapers										
Kaupparehti	47 732	-5,9%	101 067	30 632	17 100	53 335	-	-	-	-
Pohjolan Sanomat	13 758	-6,9%	15 054	-1,6%	31	13 727	1 296	-	-	-
Raahen Seutu	7 008	-4,8%	-	-	-	-	-	-	-	-
Valkeakosken Sanomat	6 092	-4,5%	-	-	-	-	-	-	-	-
Warkauden Lehti	8 497	-3,9%	-	-	-	-	-	-	-	-
3 times a week newspapers										
Lieksan Lehti	5 890	-3,6%	-	-	-	-	-	-	-	-
Loimaan Lehti	7 904	-2,4%	7 984	7 693	211	80	-	-	-	-
Maaseudun Tulevaisuus	77 329	-2,0%	77 526	-1,7%	7 170	70 159	197	-	-	-
Nokian Uutiset	7 305	-4,1%	-	-	-	-	-	-	-	-
Pieksämäen Lehti	5 658	-3,5%	-	-	-	-	-	-	-	-
Uudenkaupungin Sanomat	6 533	-3,4%	6 637	6 301	232	104	-	-	-	-
Vakka-Suomen Sanomat	7 372	-2,5%	-	-	-	-	-	-	-	-
Ylä-Karjala	5 073	-2,5%	-	-	-	-	-	-	-	-
2 times a week newspapers										
Alasatakunta	9 234	0,3%	-	-	-	-	-	-	-	-
Auranmaan Viikkolehti	7 945	-2,3%	8 007	7 866	79	62	-	-	-	-
JP Kunnallissanomat	5 676	-2,2%	5 728	-2,3%	5 630	46	52	-	-	-
Jämsän Seutu	5 785	-3,4%	-	-	-	-	-	-	-	-
Kalajokilaakso	5 736	-4,3%	-	-	-	-	-	-	-	-
Kankaanpään Seutu	8 090	-4,2%	-	-	-	-	-	-	-	-
Kauhajoki-lehti	6 077	-4,8%	-	-	-	-	-	-	-	-
KMV-lehti	5 496	-3,6%	-	-	-	-	-	-	-	-
Kunnallislehti	5 569	-4,2%	5 606	5 510	59	37	-	-	-	-
Kyrönmaa-Lehti	2 610	-3,3%	-	-	-	-	-	-	-	-



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	Circulation (print) (1+2)		Total circulation (1+2+3)	% CIRCULATION			OTHER DISTRIBUTION			Total distribution (1-6)
				Print only (1)	Print + digi (2)	Digi only (3)	Print only other (4)	Print + digi other (5)	Digi only other (6)	
Laitilan Sanomat	4 465	-2,5%	4 503	4 378	87	38	-	-	-	-
Outokummun Seutu	3 738	-4,6%	-	-	-	-	-	-	-	-
Paikallislehti Sisä-Savo	5 837	-4,9%	-	-	-	-	-	-	-	-
Paikallislehti Somero	5 013	-1,8%	5 059	4 892	121	46	-	-	-	-
Parikkalan-Rautjärven Sanomat	4 971	-3,7%	-	-	-	-	-	-	-	-
Pohjankyrö-lehti	4 919	-1,3%	-	-	-	-	-	-	-	-
Pyhäjokiseutu	4 567	-5,2%	-	-	-	-	-	-	-	-
Rannikkoseutu	5 909	-6,9%	-	-	-	-	-	-	-	-
Rantapohja	7 953	-4,5%	-	-	-	-	-	-	-	-
Sisä-Suomen Lehti	5 701	-7,5%	-	-	-	-	-	-	-	-
Suupohjan Sanomat	3 591	-5,6%	3 646	153	3 438	55	664	18	-	4 328
Suur-Keuruu	5 185	-4,4%	-	-	-	-	-	-	-	-
Sydän-Satakunta	5 076	-8,2%	-	-	-	-	-	-	-	-
Tyrvään Sanomat	6 677	-8,8%	-	-	-	-	-	-	-	-
Viiskunta	5 117	-4,0%	5 165	40	5 077	48	1 219	17	11	6 412
Ylä-Satakunta	6 419	-2,8%	-	-	-	-	-	-	-	-

1 times a week newspapers

Haapavesi-lehti	3 305	-3,8%	-	-	-	-	-	-	-	-
Hankasalmen Sanomat	3 044	-4,2%	-	-	-	-	-	-	-	-
Heinäveden Lehti	2 856	-6,1%	-	-	-	-	-	-	-	-
Janakkalan Sanomat	3 675	-6,9%	-	-	-	-	-	-	-	-
Joutsan Seutu	4 707	-1,6%	4 723	4 707	-	16	-	-	-	-
Jurvan Sanomat	1 922	-3,1%	1 935	44	1 878	13	642	24	-	2 601
Järviseuu	4 746	-5,2%	4 787	21	4 725	41	1 767	14	15	6 583
Kaarina-lehti	4 045	-3,9%	4 085	4 026	19	40	-	-	-	-
Kalajokiseutu	4 382	-1,2%	-	-	-	-	-	-	-	-
Koillis-Savo	5 099	-1,6%	-	-	-	-	-	-	-	-
Komiat	5 862	-4,5%	5 905	125	5 737	43	1 799	24	3	7 731
Kotiseudun Sanomat	4 616	-2,1%	4 637	4 616	-	21	-	-	-	-
Kuhmoisten Sanomat	2 662	-2,6%	-	-	-	-	-	-	-	-



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				Print only (1)	Print + digi (2)	Digi only (3)	Print only other (4)	Print + digi other (5)	Digi only other (6)	
Laukaa-Konnevesi	6 533	-4,2%	-	-	-	-	-	-	-	-
Lestijoki	5 026	-3,1%	-	-	-	-	-	-	-	-
Luoteisväylä	2 548	-7,4%	-	-	-	-	-	-	-	-
Matti ja Liisa	4 199	-5,0%	-	-	-	-	-	-	-	-
Merikarvia-lehti	2 796	-5,5%	-	-	-	-	-	-	-	-
Miilu	3 050	-4,6%	-	-	-	-	-	-	-	-
Nivala-lehti	5 711	-3,4%	-	-	-	-	-	-	-	-
Paikallisuutiset	1 514	-0,5%	-	-	-	-	-	-	-	-
Perhonjokilaakso	6 384	-2,2%	-	-	-	-	-	-	-	-
Pielavesi-Keitele	5 033	-4,1%	-	-	-	-	-	-	-	-
Pielisjokiseutu	3 035	-4,5%	-	-	-	-	-	-	-	-
Pitäjäläinen	3 558	-3,7%	-	-	-	-	-	-	-	-
Sampo	5 027	-4,4%	-	-	-	-	-	-	-	-
Soisalon Seutu	4 214	-4,0%	-	-	-	-	-	-	-	-
Tejuka	3 477	-4,3%	-	-	-	-	-	-	-	-
Uutis-Jousi	5 506	-4,8%	-	-	-	-	-	-	-	-
Viispiikkinen	4 473	-4,9%	-	-	-	-	-	-	-	-
Viitasaaren Seutu	4 545	-5,2%	-	-	-	-	-	-	-	-



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Circulation (print) (1+2)	Total circulation (1+2+3)	% CIRCULATION			OTHER DISTRIBUTION			Total distribution (1-6)
		Print only (1)	Print + digi (2)	Digi only (3)	Print only other (4)	Print + digi other (5)	Digi only other (6)	

## MAGAZINES

### Professional and association magazines: business and financing

Puutarha&kauppa	2 478	-4,5%	-	-	-	-	-	-	-
Suomen Apteekkarilehti	2 544	2,5%	-	-	-	-	-	-	-
Veronmaksajan Taloustaito	241 135	-1,4%	-	-	-	-	-	-	-
Veronmaksajan Taloustaito Yritys	47 694	0,6%	-	-	-	-	-	-	-
Yrittäjäsanommat	88 438	-2,2%	-	-	-	-	-	-	-
Ässä	41 724	-5,4%	-	-	-	-	-	-	-

### Professional and association magazines: technology

Suomen Kiinteistölehti	36 861	5,4%	-	-	-	-	-	-	-
Sähköala	3 195	-3,1%	-	-	-	-	-	-	-
Sähkömaailma	4 572	-2,6%	-	-	-	-	-	-	-
Särmä	34 745	-3,3%	-	-	-	-	-	-	-

### Professional and association magazines: Patient association magazines

Diabetes	61 361	6,2%	-	-	-	-	-	-	-
Hengitys	26 835	-9,2%	-	-	-	-	-	-	-
IT-lehti	28 111	-1,1%	-	-	-	-	-	-	-
Parkinson-postia	7 685	0,2%	-	-	-	-	-	-	-

### Professional and association magazines: other

Improbatur	36 198	-3,6%	-	-	-	6 105	-	-	42 303
Lapsemme	48 234	3,8%	-	-	-	-	-	-	-
Opettaja	99 158	0,3%	-	-	-	-	-	-	-
PardiaNyt	47 720	-3,4%	-	-	-	-	-	-	-
Tehy-lehti	132 828	0,5%	-	-	-	-	-	-	-

### Customer and personnel magazines

Samarbete	52 991	1,0%	-	-	-	-	-	-	-
Yhteishyvä	1 859 192	0,6%	-	-	-	-	-	-	-



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			Print only (1)	Print + digi (2)	Digi only (3)	Print only other (4)	Print + digi other (5)	Digi only other (6)	

#### Living, building and gardening

Avotakka	61 983	-0,2%	-	-	-	-	-	-	-
Deko	27 638	-1,5%	27 655	20 081	7 557	17	-	-	-
Kotipuutarha	26 263	-0,4%	-	-	-	-	-	-	-
Maalla	29 339	14,1%	-	-	-	-	-	-	-
Meidän Mökki	35 312	-10,8%	-	-	-	-	-	-	-
Meidän Talo	42 619	-16,5%	-	-	-	-	-	-	-
Tee Itse	9 714	-8,9%	-	-	-	-	-	-	-
TM Rakennusmaailma	39 610	-6,4%	39 741	17 576	22 034	131	-	-	-
Unelmien Talo&Koti	58 564	2,0%	-	-	-	-	-	-	-
ViherPiha	67 396	-5,0%	-	-	-	-	-	-	-

#### Cars and technics

Moottori	110 280	1,2%	-	-	-	-	-	-	-
Tekniikan Maailma	99 192	-12,9%	99 495	-12,6%	19 137	80 055	303	-	-
Tuulilasi	49 468	-7,0%	-	-	-	-	-	-	-
Vauhdin Maailma	10 492	-10,1%	-	-	-	-	-	-	-

#### Hobbies and leisure

Caravan	58 975	-0,4%	-	-	-	-	-	-	-
Erä	36 622	0,2%	36 773	0,6%	5 375	31 247	151	-	-
GolfLehti	98 780	-4,8%	101 101	-2,6%	98 780	-	2 321	-	-
Hiihto	7 192	1,4%	7 216	-	7 192	-	24	-	-
Juoksija	16 770	-5,5%	16 814	-	16 770	-	44	-	-
Jääkiekkolehti	8 447	-10,7%	-	-	-	-	-	-	-
Kippari	15 191	-1,9%	15 451	-	3 223	11 968	260	-	-
Metsästys ja Kalastus	44 761	10,0%	-	-	-	-	-	-	-
Urheilulehti	24 568	-15,0%	-	-	-	-	-	-	-
Vene	13 367	-7,7%	13 634	-	2 595	10 772	267	-	-

#### Children and youth

Demi	38 418	-9,4%	-	-	-	-	-	-	-
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			Print only (1)	Print + digi (2)	Digi only (3)	Print only other (4)	Print + digi other (5)	Digi only other (6)		
Koululainen	22 405 -15,1%	-	-	-	-	-	-	-	-	
Villivarsa	8 763 -18,1%	-	-	-	-	-	-	-	-	
Agriculture and forest economy										
Koneviesti	29 486 -5,2%	29 515 -5,1%	4 434	25 052	29	-	-	-	-	
Metsälehti	30 378 -4,2%	-	-	-	-	-	-	-	-	
Metsälehti Makasiini	31 771 -2,8%	-	-	-	-	-	-	-	-	
Women's special interest										
Apu Terveys	39 860 6,1%	-	-	-	-	-	-	-	-	
Kotiliesi Käsityö	22 532 7,0%	-	-	-	-	-	-	-	-	
KaksPlus	11 108 -21,3%	11 187	6 574	4 534	79	-	-	-	-	
Kauneus & Terveys	52 514 -15,2%	-	-	-	-	-	-	-	-	
Kotilääkäri	22 870 -9,5%	-	-	-	-	-	-	-	-	
Kunto Plus	19 164 -5,5%	-	-	-	-	-	-	-	-	
Lapsen Maailma	14 858 -15,5%	-	-	-	-	-	-	-	-	
Maku	43 820 5,1%	-	-	-	-	-	-	-	-	
Voi hyvin	40 749 -8,1%	-	-	-	-	-	-	-	-	
Women's general interest										
Anna	82 912 -7,0%	82 963 -6,9%	34 811	48 101	51	-	-	-	-	
Eeva	100 373 -1,6%	-	-	-	-	-	-	-	-	
Kotiliesi	92 344 -6,5%	92 350	28 539	63 805	6	-	-	-	-	
Kotivinkki	83 054 5,8%	-	-	-	-	-	-	-	-	
Family and general interest										
Aarre	20 301 0,3%	20 301 0,3%	199	20 102	-	-	-	-	-	
Alibi	23 898 -7,6%	-	-	-	-	-	-	-	-	
Apu	128 059 -6,2%	-	-	-	-	-	-	-	-	
Hymy	54 400 -3,3%	-	-	-	-	-	-	-	-	
Seura	131 884 -2,9%	131 924	44 572	87 312	40	-	-	-	-	
Suomen Kuvalehti	77 267 0,6%	77 989 1,1%	11 692	65 575	722	-	-	-	-	
TV-Maailma	172 091 -2,5%	-	-	-	-	-	-	-	-	



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				Print only (1)	Print + digi (2)	Digi only (3)	Print only other (4)	Print + digi other (5)	Digi only other (6)	
Viva	43 442	4,7%	-	-	-	-	-	-	-	-
Crosswords										
SuperRistikot & Sudokut	16 638	0,8%	-	-	-	-	-	-	-	-
Comics										
Tom ja Jerry	7 948	-14,1%	-	-	-	-	-	-	-	-
Science and culture										
Kanava	6 934	2,4%	-	-	-	-	-	-	-	-
National Geographic Suomi	8 826	-20,0%	-	-	-	-	-	-	-	-
Parnasso	5 908	2,3%	-	-	-	-	-	-	-	-
Tieteen Kuvalehti	34 924	-10,5%	-	-	-	-	-	-	-	-
Tieteen Kuvalehti Historia	23 054	-6,3%	-	-	-	-	-	-	-	-
Information technology										
Digikuva	3 528	-13,2%	-	-	-	-	-	-	-	-
Kotimikro	5 983	-7,5%	-	-	-	-	-	-	-	-



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