

AUDIT STATISTICS 2016

Updated 1.12.2017

INDEX OF THE STATISTICS:

NEWSPAPERS:

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MAGAZINES

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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)	Digi circulation (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	98 408 -1,8%	107 477 4,2%	106 852 130,9%	625	97 783	9 069	—	—	—	—
<i>Aamulehti sunnuntai</i>	101 965 -1,7%	—	—	—	—	—	—	—	—	—
Etelä-Saimaa	20 836 -8,9%	22 101 -6,6%	6 092 18,2%	16 009	4 827	1 265	—	—	—	—
<i>Etelä-Saimaa lauantai</i>	21 401 -9,3%	—	—	—	—	—	—	—	—	—
Etelä-Suomen Sanomat	43 655 -6,3%	45 333 -4,4%	44 083 -1,9%	1 250	42 405	1 678	—	—	—	—
Helsingin Sanomat	252 058 -5,6%	321 828 -0,8%	180 745 3,7%	141 083	110 975	69 770	—	—	—	—
Hufvudstadsbladet	26 837 -12,7%	32 355 -7,2%	29 978 -8,1%	2 377	24 460	5 518	—	—	—	—
Hämeen Sanomat	22 151 -5,7%	22 671 -4,9%	2 265 21,6%	20 406	1 745	520	—	—	—	—
Iisalmen Sanomat	10 478 -6,6%	10 645	9 438	1 207	9 271	167	—	—	—	—
Ilkka	42 000 -5,4%	42 883 -4,8%	40 634 202,4%	2 249	39 751	883	678	14	24	43 599
<i>Isojako Seinäjoki, Ilmajoki, Lapua</i>	—	—	—	—	—	—	—	—	—	64 240
<i>Peittojakelu koko levikkialue</i>	—	—	—	—	—	—	—	—	—	91 656
Itä-Savo	12 555 -6,3%	13 311 -3,8%	2 413 111,5%	10 898	1 657	756	—	—	—	—
<i>Itä-Savo sunnuntai</i>	12 836 -6,7%	—	—	—	—	—	—	—	—	—
Kainuun Sanomat	12 809 -11,7%	13 685	13 114	571	12 238	876	—	—	—	—
Kaleva	55 600 -7,3%	59 861	15 627	44 234	11 366	4 261	—	—	—	—
Karjalainen	34 565 -6,1%	35 435 -4,4%	35 304	131	34 434	870	—	—	—	—
Keskipohjanmaa	20 121 -7,1%	20 359	18 679	1 680	18 441	238	1 546	36	—	21 941
<i>Eteläinen suurjakelu</i>	—	—	—	—	—	—	—	—	—	41 659
<i>Megajakelu</i>	—	—	—	—	—	—	—	—	—	67 518
Keskisuomalainen	49 042 -6,9%	52 100	16 160	35 940	13 102	3 058	51	90	304	52 545
<i>Joulunaika teema</i>	—	—	—	—	—	—	—	—	—	108 831
<i>Puutarha teema</i>	—	—	—	—	—	—	—	—	—	108 638
<i>Tabloidiin siirtyminen</i>	—	—	—	—	—	—	—	—	—	109 879
Keski-Uusimaa	13 146 -7,1%	14 054	2 071	11 983	1 163	908	—	—	—	—
Kouvolan Sanomat	20 115 -5,8%	20 992 -4,7%	5 201 13,2%	15 791	4 324	877	—	—	—	—
<i>Kouvolan Sanomat lauantai</i>	21 024 -4,2%	—	—	—	—	—	—	—	—	—



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

	Circulation (print) (1+2)	Total circulation (1+2+3)	Digi circulation (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)	
Kymen Sanomat	16 253 -6,6%	16 946 -5,6%	4 084 18,6%	12 862	3 391	693	–	–	–	–
<i>Kymen Sanomat lauantai</i>	16 789 -6,1%	–	–	–	–	–	–	–	–	–
Länsi-Savo	18 590 -6,6%	19 515 -4,8%	3 501 85,8%	16 014	2 576	925	–	–	–	–
<i>Länsi-Savo sunnuntai</i>	19 304 -6,4%	–	–	–	–	–	–	–	–	–
Länsi-Suomi	12 307 -6,2%	12 452 -5,4%	12 162	290	12 017	145	–	–	–	–
Pohjalainen	18 254 -7,0%	18 839 -6,2%	17 421 97,6%	1 418	16 836	585	819	5	10	19 673
<i>Peittojaku Vaasa Mustasaari</i>	–	–	–	–	–	–	–	–	–	41 934
Salon Seudun Sanomat	17 000 -4,6%	17 566 -4,1%	1 841 15,6%	15 725	1 275	566	–	–	–	–
Satakunnan Kansa	40 447 -3,5%	43 409 -0,2%	43 061 177,7%	348	40 099	2 962	–	–	–	–
Savon Sanomat	47 097 -6,0%	48 497	11 470	37 027	10 070	1 400	–	–	–	–
Turun Sanomat	77 598 -8,1%	81 639 -8,3%	21 140 7,7%	60 499	17 099	4 041	–	–	–	–
<i>Turun Sanomat sunnuntai</i>	83 129 -8,3%	–	–	–	–	–	–	–	–	–
<i>Turun Sanomat ma-la</i>	76 721 -8,0%	–	–	–	–	–	–	–	–	–
6 times a week newspapers										
Aamuposti	14 866 -8,0%	15 819	1 941	13 878	988	953	–	–	–	–
Itä-Häme	9 287 -3,0%	9 491 -4,4%	2 089 47,6%	7 402	1 885	204	–	–	–	–
Lapin Kansa	23 677 -7,7%	29 519 11,0%	26 246 45,8%	3 273	20 404	5 842	–	–	–	–
Länsi-Uusimaa	9 774 -6,0%	10 240	1 107	9 133	641	466	–	–	–	–
Pohjolan Sanomat	13 008 -5,5%	15 800 5,0%	14 055 -6,4%	1 745	11 263	2 792	–	–	–	–
Uusimaa	8 908 -7,0%	9 666	1 605	8 061	847	758	–	–	–	–
Vasabladet	15 114 -7,9%	16 575 -5,3%	16 377 -5,5%	198	14 916	1 461	–	–	–	–
Österbottens Tidning	10 736 -7,7%	11 899 -5,7%	11 842 -5,7%	57	10 679	1 163	–	–	–	–
5 times a week newspapers										
Kauppa-lehti	43 349 -9,2%	101 529 0,5%	76 582 8,7%	24 947	18 402	58 180	–	–	–	–
Raahen Seutu	6 645 -5,2%	–	–	–	–	–	–	–	–	–
Valkeakosken Sanomat	5 775 -5,2%	–	–	–	–	–	–	–	–	–
Warkauden Lehti	8 085 -4,8%	8 109	7 941	168	7 917	24	–	–	–	–
Västra Nyland	7 583 -6,5%	7 626 10,8%	7 530 -10,9%	96	7 487	43	–	–	–	–
Åbo Underrättelser	5 611 -6,2%	6 394 3,2%	6 196	198	5 413	783	–	–	–	–



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Östnyland	6 722 -10,9%	6 749 13,6%	6 695 -13,7%	54	6 668	27	-	-	-	-
3 times a week newspapers										
Lieksan Lehti	5 560 -5,6%	5 582	5 558	24	5 536	22	-	-	-	-
Maaseudun Tulevaisuus	75 857 -1,9%	76 091 -1,9%	69 929 -0,6%	6 162	69 695	234	-	-	-	-
Nokian Uutiset	7 067 -3,3%	-	-	-	-	-	-	-	-	-
Orimattilan Sanomat	3 674 -5,2%	3 721	117	3 604	70	47	-	-	-	-
Pieksämäen Lehti	5 467 -3,4%	-	-	-	-	-	-	-	-	-
Syd-Österbotten	5 344 -6,5%	5 706 -7,4%	5 571 -7,7%	135	5 209	362	-	-	-	-
Vakka-Suomen Sanomat	7 112 -3,5%	-	-	-	-	-	-	-	-	-
Ylä-Karjala	4 847 -4,5%	4 877	4 849	28	4 819	30	-	-	-	-
2 times a week newspapers										
Alasatakunta	9 124 -1,2%	9 170	108	9 062	62	46	-	-	-	-
Hevosurheilu	16 693 -6,0%	-	-	-	-	-	-	-	-	-
<i>Hevosurheilu perjantai</i>	17 603 -4,4%	-	-	-	-	-	-	-	-	-
Iitinseutu	3 051 -5,7%	3 064	13	3 051	-	13	-	-	-	-
JP Kunnallissanomat	5 439 -4,2%	5 542 -3,2%	138 40,8%	5 404	35	103	-	-	-	-
Jämsän Seutu	5 675 -1,9%	-	-	-	-	-	-	-	-	-
Kalajokilaakso	5 079 -11,5%	5 134	4 676	458	4 621	55	-	-	-	-
Kangasalan Sanomat	6 293 -4,9%	6 529 -2,0%	267 251,3%	6 262	31	236	1 583	-	-	8 112
Kankaanpään Seutu	7 662 -5,3%	-	-	-	-	-	-	-	-	-
Kauhajoki-lehti	5 926 -2,5%	-	-	-	-	-	3 228	-	-	9 154
<i>Isojakelu</i>	-	-	-	-	-	-	-	-	-	26 539
KMV-lehti	5 268 -4,1%	-	-	-	-	-	-	-	-	-
Kuhmolainen	4 456 -9,2%	4 585	4 256	329	4 127	129	-	-	-	-
Kurikka-lehti	4 356 -1,3%	-	-	-	-	-	-	-	-	-
Kyrönmaa-Lehti	2 520 -3,4%	-	-	-	-	-	-	-	-	-
Lapuan Sanomat	5 882 -2,4%	5 947 -2,2%	125 119,3%	5 822	60	65	1 373	-	-	7 320
<i>Festarilehti</i>	-	-	-	-	-	-	-	-	-	19 723
<i>Kesälehti</i>	-	-	-	-	-	-	-	-	-	20 789



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Loviisan Sanomat	4 036 -4,7%	4 174 -3,2%	4 109 16,8%	65	3 971	138	-	-	-	-
Outokummun Seutu	3 338 -10,7%	3 344	3 343	1	3 337	6	-	-	-	-
Paikallislehti Sisä-Savo	5 483 -6,1%	-	-	-	-	-	-	-	-	-
Parikkalan-Rautjärven Sanomat	4 769 -4,1%	4 790	4 772	18	4 751	21	-	-	-	-
Pohjankyrö-lehti	4 778 -2,9%	-	-	-	-	-	-	-	-	-
Pyhäjokiseutu	4 065 -11,0%	-	-	-	-	-	-	-	-	-
Rannikkoseutu	5 458 -7,6%	-	-	-	-	-	-	-	-	-
Rantapohja	7 899 -0,7%	-	-	-	-	-	1 149	-	-	9 048
Sisä-Suomen Lehti	5 349 -6,2%	5 417	5 316	101	5 248	68	-	-	-	-
Sotkamo-lehti	3 943 -11,5%	4 169	4 103	66	3 877	226	-	-	-	-
Suupohjan Sanomat	3 562 -0,8%	3 649 0,1%	3 488 -0,1%	161	3 401	87	-	-	-	-
Suur-Keuruu	5 085 -1,9%	-	-	-	-	-	-	-	-	-
Sydän-Satakunta	4 861 -4,2%	-	-	-	-	-	-	-	-	-
Turun Tienoo	4 991 -4,1%	4 995 -4,2%	4 -50,0%	4 991	-	4	1 249	-	-	6 244
Tyrvään Sanomat	6 251 -6,4%	-	-	-	-	-	-	-	-	-
Viiskunta	4 924 -3,8%	4 989 -3,4%	4 961 -3,2%	28	4 896	65	-	-	-	-
Ylä-Kainuu	5 748 -10,6%	5 883	5 813	70	5 678	135	-	-	-	-
Ylä-Satakunta	6 233 -2,9%	-	-	-	-	-	-	-	-	-
1 times a week newspapers										
Haapavesi-lehti	3 234 -2,1%	3 268	2 948	320	2 914	34	-	-	-	-
Hangötidningen-Hangonlehti	2 252 -7,7%	2 304 -6,6%	2 115 2,5%	189	2 063	52	-	-	-	-
Hankasalmen Sanomat	2 924 -3,9%	2 953	2 917	36	2 888	29	-	-	-	-
Heinäveden Lehti	2 794 -2,2%	-	-	-	-	-	-	-	-	-
Janakkalan Sanomat	3 518 -4,3%	-	-	-	-	-	-	-	-	-
Joroisten Lehti	1 952	-	-	-	-	-	-	-	-	-
Joutsan Seutu	4 588 -2,5%	4 613 -2,3%	25 56,3%	4 588	-	25	-	-	-	-
Jurvan Sanomat	1 860 -3,2%	1 876 -3,0%	1 835 -0,8%	41	1 819	16	-	-	-	-
Järvisseudun Sanomat	6 711 -2,5%	6 747 -2,8%	6 672	75	6 636	36	-	-	-	-
Järviseuu	4 489 -5,4%	4 526 -5,5%	4 507 -5,4%	19	4 470	37	-	-	-	-



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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)	
Kalajokiseutu	4 324 -1,3%	4 353	3 925	428	3 896	29	-	-	-	-
Kiuruvesi	5 439 -3,5%	-	-	-	-	-	-	-	-	-
Koillis-Savo	4 998 -2,0%	-	-	-	-	-	-	-	-	-
Komiat	5 488 -6,4%	5 541 -6,2%	5 438 -5,9%	103	5 385	53	-	-	-	-
Kotiseudun Sanomat	4 445 -3,7%	4 470 -3,6%	25 19,0%	4 445	-	25	-	-	-	-
Kuhmoisten Sanomat	2 605 -2,1%	-	-	-	-	-	-	-	-	-
Laukaa-Konnevesi	6 218 -4,8%	6 249	6 191	58	6 160	31	-	-	-	-
Lestijoki	4 794 -4,6%	4 836	4 387	449	4 345	42	-	-	-	-
Luoteisväylä	2 401 -5,8%	-	-	-	-	-	-	-	-	-
Matti ja Liisa	3 959 -5,7%	-	-	-	-	-	-	-	-	-
Merikarvia-lehti	2 653 -5,1%	-	-	-	-	-	-	-	-	-
Miilu	2 873 -5,8%	-	-	-	-	-	-	-	-	-
Nivala-lehti	5 400 -5,4%	5 463	5 174	289	5 111	63	-	-	-	-
Padasjoen Sanomat	3 431 -0,4%	-	-	-	-	-	-	-	-	-
Paikallisuutiset	1 501 -0,9%	-	-	-	-	-	-	-	-	-
Pargas Kungörelser - Paraisten Kuulutukset	4 141 -3,1%	4 193 -2,8%	4 129	64	4 077	52	-	-	-	-
Perhonjokilaakso	6 254 -2,0%	6 342	5 833	509	5 745	88	-	-	-	-
Pielavesi-Keitele	4 841 -3,8%	-	-	-	-	-	-	-	-	-
Pielisjokiseutu	2 898 -4,5%	2 905	2 905	-	2 898	7	-	-	-	-
Pietarsaaren Sanomat	1 873	-	-	-	-	-	-	-	-	-
Pitäjäläinen	3 419 -3,9%	-	-	-	-	-	-	-	-	-
Punkalaitumen Sanomat	3 411 -2,0%	-	-	-	-	-	39	-	-	3 450
<i>Mökkijakelu</i>	-	-	-	-	-	-	-	-	-	4 350
Puolanka-lehti	2 046 -1,1%	2 050 -1,8%	26 36,8%	2 024	22	4	-	-	-	-
Sampo	4 833 -3,9%	4 872	4 788	84	4 749	39	-	-	-	-
Sipoon Sanomat	2 971 -6,0%	-	11	-	-	-	-	-	-	-
Soisalon Seutu	4 097 -2,8%	-	-	-	-	-	-	-	-	-
Tejuka	3 387 -2,6%	-	-	-	-	-	-	-	-	-
Uutis-Jousi	5 235 -4,9%	-	-	-	-	-	-	-	-	-



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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)	
Viispiikkinen	4 293 -4,0%	4 328	4 257	71	4 222	35	-	-	-	-
Viitasaaren Seutu	4 323 -4,9%	4 344	4 253	91	4 232	21	-	-	-	-



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MAGAZINES

Professional and association magazines: business and financing

Apteekkarilehti	2 554	0,4%	-	-	-	-	-	-	-	-
Forum för ekonomi och teknik	10 665		-	-	-	-	-	-	-	-
Puutarha&kauppa	2 383	-3,8%	-	-	-	-	-	-	-	-
Talouselämä	73 088	-2,7%	86 114	5,2%	23 049	42,4%	63 065	10 023	13 026	-
Veronmaksajan Taloustaito	235 079	-2,5%	-	-	-	-	-	-	-	-
Ässä	41 066	-1,6%	-	-	-	-	-	-	-	-

Professional and association magazines: technology

Arkkitehti-lehti	3 913	-0,9%	-	-	-	-	-	-	-	-
Arkkitehti uutiset	4 037	0,0%	-	-	-	-	-	-	-	-
Suomen Kiinteistölehti	38 313	3,9%	-	-	-	-	-	-	-	-
Sähköala	3 012	-5,7%	-	-	-	-	-	-	-	-
Sähkömaailma	4 460	-2,4%	-	-	-	-	-	-	-	-
Särmä	33 787	-2,8%	-	-	-	-	-	-	-	-

Professional and association magazines: Patient association magazines

Diabetes	58 230	-5,1%	-	-	-	-	7 115	-	-	65 345
Hengitys	25 946	-3,3%	-	-	-	-	-	-	-	-
IT-lehti	28 007	-0,4%	-	-	-	-	-	-	-	-
Niveltieto	12 735	3,7%	-	-	-	-	-	-	-	-
Parkinson-postia	7 424	-3,4%	-	-	-	-	-	-	-	-
Sairaanhoitaja-lehti	33 074	-6,8%	-	-	-	-	-	-	-	-
Sydän-lehti	74 901	-2,2%	-	-	-	-	-	-	-	-
Syöpä-lehti	108 232	-1,9%	-	-	-	-	-	-	-	-

Professional and association magazines: other

Improbatur	34 658	-4,3%	-	-	-	-	7 713	-	-	42 371
<i>Studia messujakelu</i>	-	-	-	-	-	-	-	-	-	41 640
<i>Tervetuloa lukioon -jakelu</i>	-	-	-	-	-	-	-	-	-	44 843
Lapsemme	46 687	-3,2%	-	-	-	-	-	-	-	-



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Martat-lehti	42 187	-	-	-	-	-	-	-	-	-
Opettaja	100 323 1,2%	-	-	-	-	-	-	-	-	-
Reserviläinen	56 211	-	-	-	-	-	-	-	-	-
Suomen Lääkärilehti	28 536	-	-	-	-	-	-	-	-	-
Tehy-lehti	134 649 1,4%	-	-	-	-	-	-	-	-	-
Yhteenveto	26 072	-	-	-	-	-	-	-	-	-
Customer and personnel magazines										
Samarbete	54 030 2,0%	-	-	-	-	-	-	-	-	-
Yhteishyvä	1 878 167 1,0%	-	-	-	-	-	-	-	-	-
Living, building and gardening										
Kotipuutarha	22 998 -12,4%	-	-	-	-	-	-	-	-	-
Tee Itse	9 097 -6,4%	-	-	-	-	-	-	-	-	-
Cars and technics										
Moottori	113 056 2,5%	-	-	-	-	-	-	-	-	-
Hobbies and leisure										
Caravan	57 929 -1,8%	-	-	-	-	-	-	-	-	-
Hiihto	7 618 5,9%	7 637 5,8%	19 -20,8%	7 618	-	19	-	-	-	-
Juoksija	20 537 22,5%	20 564 22,3%	27 -38,6%	20 537	-	27	-	-	-	-
Jääkiekkolehti	7 125 -15,7%	-	-	-	-	-	-	-	-	-
Latu & Polku	52 814 2,2%	-	-	-	-	-	-	-	-	-
Partio	43 837 15,5%	-	-	-	-	-	-	-	-	-
Suomen Luonto	27 227 -0,2%	27 262 -0,2%	22 389 3,1%	4 873	22 354	35	-	-	-	-
Agriculture and forest economy										
Koneviesti	28 604 -3,0%	28 630 -3,0%	25 350 1,1%	3 280	25 324	26	-	-	-	-
Maatilan Pellervo	14 143 -1,6%	-	-	-	-	-	-	-	-	-
Metsälehti	30 359 -0,1%	31 234	23 138	8 096	22 263	875	-	-	-	-
Metsälehti Makasiini	31 516 -0,8%	32 404	28 717	3 687	27 829	888	-	-	-	-
Women's special interest										
Kunto Plus	14 489 -24,4%	-	-	-	-	-	-	-	-	-



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

	Circulation (print) (1+2)	Total circulation (1+2+3)	Digi circulation (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)	
Lapsen Maailma	12 760 -14,1%	-	-	-	-	-	-	-	-	-
Women's general interest										
Kodin Pellervo	42 755 1,5%	-	-	-	-	-	-	-	-	-
Family and general interest										
Aarre	19 862 -2,2%	-	19 680 -2,1%	-	-	-	-	-	-	-
Science and culture										
MaaIlman Historia	4 782	-	-	-	-	-	-	-	-	-
Tieteen Kuvalehti	34 823 -0,3%	-	-	-	-	-	-	-	-	-
Tieteen Kuvalehti Historia	22 109 -4,1%	-	-	-	-	-	-	-	-	-
Information technology										
Digikuva	3 077 -12,8%	-	-	-	-	-	-	-	-	-
Kotimikro	5 216 -12,8%	-	-	-	-	-	-	-	-	-
MikroBitti	33 921 2,3%	35 293	1 372	33 921	-	1 372	-	-	-	-



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