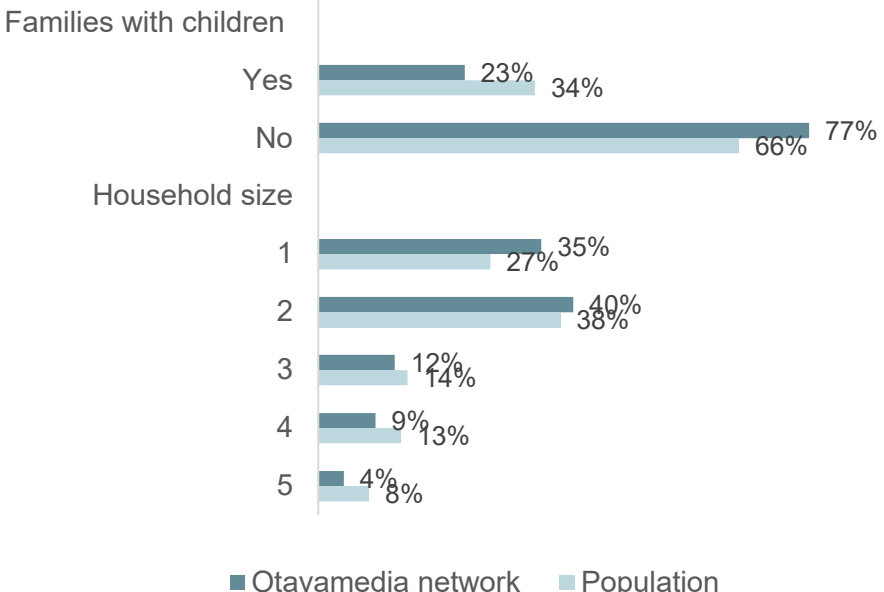
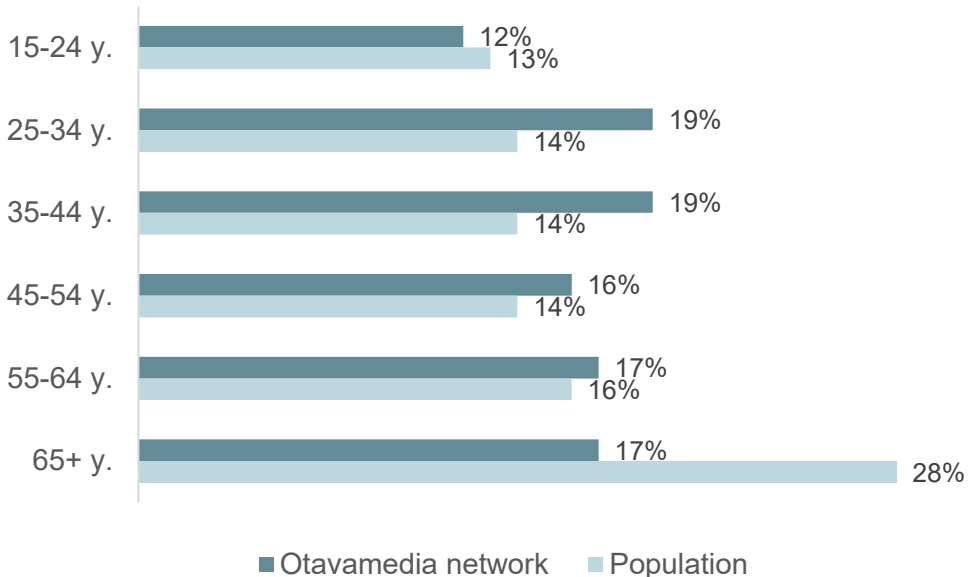
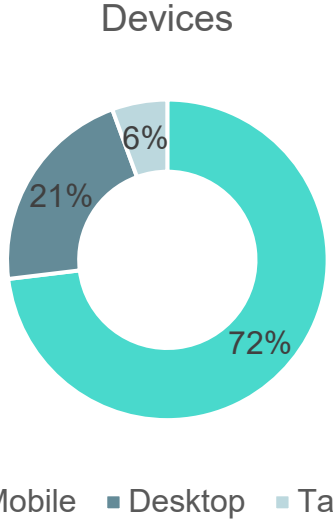
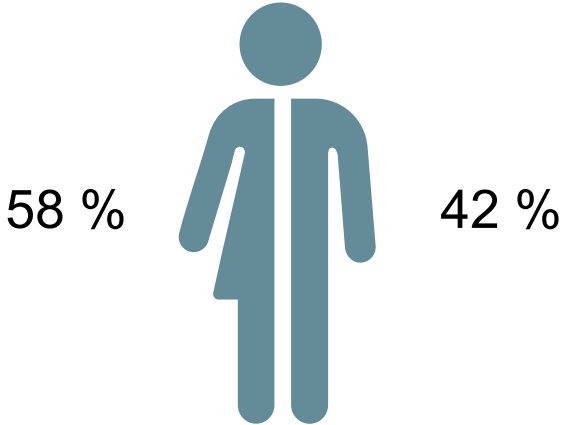


# OTAVAMEDIA REACH

Target group	Web reach/week	Print reach	Otavamedia reach in total
<b>All</b> est. 4 297 000	<b>1 400 000 (35%*)</b>	<b>1 544 000 (36%)</b>	<b>2 211 000 (51%)</b>
<b>Women</b> est. 2 198 000	<b>790 000 (40%*)</b>	<b>766 000 (35%)</b>	<b>1 084 000 (49%)</b>
<b>Men</b> est. 2 098 000	<b>600 000 (30%*)</b>	<b>778 000 (37%)</b>	<b>1 128 000 (54%)</b>
<b>Families</b> est. 1 443 000	<b>400 000 (37%*)</b>	<b>429 000 (30%)</b>	<b>729 000 (51%)</b>
<b>Cooking and baking, food &amp; drink, interests, est. 2 564 000</b>	<b>658 000 (26%)</b>	<b>908 000 (35%)</b>	<b>1 327 000 (52%)</b>
<b>Wellbeing and health, interests, est. 2 170 000</b>	<b>514 000 (24%)</b>	<b>782 000 (36%)</b>	<b>1 109 000 (51%)</b>
<b>Cars and motorized vehicles, interests, est. 1 064 000</b>	<b>324 000 (30%)</b>	<b>401 000 (38%)</b>	<b>591 000 (56%)</b>
<b>Consumer electronics and information technology, interests, est. 1 183 000</b>	<b>393 000 (33%)</b>	<b>371 000 (31%)</b>	<b>625 000 (53%)</b>

# Otavamedia network profile



Source: FIAM, AudienceProject wk 17/2021, Otavamedia 1,4 M / wk and 2,5 M / 4 wks, Internet popl. 3,9 M

**Otavamedia sites  
reach weekly 33% and monthly  
56% of Finns using the internet**