



## Media advertising 2018

	2018 M. €	Share (%)	Change (%) vrt. 2017
 <b>Media advertising total</b>	<b>1245,5</b>	<b>100,0</b>	<b>2,3</b>
<b>Printed media</b>			
 <b>National and local papers total</b>	<b>409,4</b>	<b>32,9</b>	<b>-6,8</b>
Newspapers, printed	269,0	21,6	-11,1
Local and free issue papers, printed	55,0	4,4	-7,3
National and local papers, digital	85,4	6,9	10,5
<b>Magazines total</b>	<b>83,0</b>	<b>6,7</b>	<b>-3,5</b>
General and special interest magazines & women's magazines, printed	25,2	2,0	-11,3
Trade and organisational magazines, printed	36,3	2,9	2,5
Customer magazines, printed	9,0	0,7	13,8
Magazines, digital	12,6	1,0	-12,4
<b>TV</b>			
<b>TV total</b>	<b>264,8</b>	<b>21,3</b>	<b>0,1</b>
TV, linear	240,5	19,3	0,1
TV, digital	24,3	2,0	0,0
<b>Radio</b>			
<b>Radio</b>	<b>66,7</b>	<b>5,4</b>	<b>2,4</b>
<b>Online advertising</b>			
<b>Online advertising</b>	<b>297,9</b>	<b>23,9</b>	<b>17,7</b>
Classified	60,1	4,8	5,6
Other online media	11,3	0,9	-21,6
Social media	89,7	7,2	31,3
Search engines	136,7	11,0	20,7
<b>Cinema</b>			
<b>Cinema</b>	<b>6,9</b>	<b>0,6</b>	<b>3,9</b>
<b>Out of home advertising</b>			
<b>Out of home advertising</b>	<b>66,3</b>	<b>5,3</b>	<b>14,8</b>
<b>Exhibitions</b>			
<b>Exhibitions</b>	<b>50,5</b>	<b>4,1</b>	<b>12,2</b>

The figures are based on monthly media coverage of Kantar TNS and ad hoc research in cooperation with Finnish media associations.

The total amount of SEM and Facebook advertising has been estimated by IAB Finland.