

2005-01-17

ORVESTO KONSUMENT 2004:3

Räckvidd %

| | TOTAL | Kön | | Ålder | | | | | |
|----------------------|-------|------|------|-------|-------|-------|-------|-------|-------|
| | | Man | Kvin | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-79 |
| Antal intervjuer | 17204 | 8060 | 9144 | 2296 | 2394 | 2789 | 3019 | 3440 | 3266 |
| Population 1.000-tal | 6901 | 3456 | 3445 | 1073 | 1165 | 1262 | 1180 | 1155 | 1065 |

Storstadstidningar med paket

| | | Man | Kvin | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-79 |
|----------------------|----|-----|------|-------|-------|-------|-------|-------|-------|
| Dagens Industri | 6 | 9 | 4 | 2 | 6 | 7 | 8 | 10 | 4 |
| Dagens Nyheter vard | 13 | 13 | 13 | 12 | 14 | 14 | 14 | 14 | 11 |
| Svenska Dagbl. vard | 7 | 7 | 6 | 5 | 7 | 6 | 7 | 8 | 8 |
| Metro (Sth) må-fr | 10 | 10 | 10 | 12 | 11 | 12 | 9 | 9 | 6 |
| Stockholm City | 8 | 8 | 8 | 10 | 9 | 9 | 7 | 6 | 4 |
| Mitt i-tidningarna | 13 | 12 | 14 | 9 | 13 | 16 | 14 | 14 | 13 |
| Innerstadspress | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 |
| Dagens Nyheter sönd | 13 | 13 | 13 | 11 | 13 | 13 | 14 | 15 | 11 |
| Svenska Dagbl. sönd | 7 | 7 | 6 | 4 | 7 | 6 | 7 | 8 | 8 |
| Metro (Sth) lörd | 4 | 4 | 4 | 7 | 5 | 5 | 3 | 4 | 3 |
| Göteborgs-Post vard | 8 | 8 | 8 | 6 | 9 | 8 | 9 | 9 | 9 |
| Metro (Gbg) må-fr | 4 | 4 | 4 | 6 | 5 | 4 | 4 | 3 | 2 |
| Göteborgs-Post sönd | 8 | 8 | 8 | 6 | 8 | 8 | 9 | 9 | 9 |
| Sydsvensk.Plus vard | 6 | 6 | 6 | 5 | 5 | 5 | 6 | 7 | 6 |
| Metro (Skå) må-fr | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 2 |
| Malmömagasinet | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| Sydsvensk.Plus sönd | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 7 | 6 |
| Citypaketet 3-vvv | 34 | 35 | 34 | 33 | 37 | 34 | 35 | 36 | 30 |
| Citypaketet 3-vvs | 36 | 36 | 35 | 33 | 38 | 36 | 37 | 38 | 31 |
| Metro Metropol må-fr | 17 | 17 | 17 | 22 | 20 | 19 | 15 | 14 | 10 |
| Näringsliv vard | 6 | 7 | 5 | 2 | 5 | 6 | 6 | 7 | 7 |
| Stockholm Trippel | 18 | 18 | 17 | 18 | 19 | 18 | 17 | 17 | 15 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

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Morgonpress - övriga paket

| | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|----|
| Mälardalen | 20 | 20 | 19 | 17 | 20 | 20 | 21 | 22 | 18 |
| Stockholmspaketet | 19 | 20 | 19 | 20 | 21 | 21 | 20 | 20 | 15 |
| Citypaketet+ | 40 | 40 | 39 | 40 | 44 | 40 | 40 | 40 | 33 |
| Citypaketet Weekend | 25 | 24 | 25 | 17 | 26 | 26 | 27 | 29 | 23 |
| Citypaketet Bostad | 24 | 22 | 25 | 15 | 28 | 27 | 26 | 26 | 20 |
| FLT Riks | 23 | 23 | 23 | 19 | 18 | 23 | 25 | 26 | 28 |
| FLT Riks Trippel | 27 | 27 | 27 | 24 | 22 | 26 | 29 | 29 | 31 |
| FLT 25 | 21 | 21 | 21 | 17 | 16 | 20 | 23 | 24 | 26 |
| FLT 25 Trippel | 24 | 24 | 24 | 22 | 20 | 23 | 26 | 26 | 28 |
| FLT 15 | 17 | 17 | 17 | 13 | 13 | 16 | 18 | 19 | 21 |
| FLT 15 Trippel | 20 | 20 | 20 | 18 | 16 | 19 | 21 | 21 | 23 |
| Stora Riksen | 29 | 30 | 29 | 21 | 24 | 28 | 32 | 35 | 35 |
| Lilla Riksen | 26 | 26 | 25 | 19 | 22 | 25 | 28 | 30 | 31 |
| Stormarknadspress | 12 | 11 | 12 | 9 | 11 | 11 | 12 | 13 | 13 |
| Storm.press Trippel | 15 | 15 | 15 | 13 | 15 | 14 | 15 | 16 | 15 |
| Hela Landet Mat | 74 | 73 | 74 | 67 | 70 | 74 | 77 | 78 | 77 |
| Svea | 65 | 65 | 65 | 60 | 63 | 65 | 67 | 69 | 66 |
| Metro Metropol Tripp | 26 | 26 | 26 | 33 | 31 | 28 | 24 | 22 | 17 |
| Nya Skåne vard | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 3 |
| Nya Skåne sönd | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| Dubbelnöje Riks | 28 | 29 | 27 | 32 | 30 | 30 | 27 | 27 | 22 |
| Industrikusten | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 6 | 5 |
| Stora Norrland | 5 | 5 | 5 | 4 | 4 | 5 | 6 | 6 | 6 |
| Dalarnas Tidningar | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 |
| Addmera | 9 | 9 | 9 | 7 | 6 | 9 | 10 | 10 | 11 |
| Addmera Trippel | 11 | 11 | 11 | 10 | 9 | 11 | 12 | 12 | 12 |

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Kvällspress

| | | | | | | | | | | |
|---------------------|------|----|----|----|----|----|----|----|----|----|
| Aftonbladet | vard | 21 | 22 | 19 | 22 | 21 | 21 | 21 | 21 | 17 |
| AB (AR01-02,04) | vard | 5 | 5 | 5 | 5 | 6 | 5 | 5 | 5 | 4 |
| Expr. Sth/Mål | vard | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 3 |
| Expressen * | vard | 17 | 18 | 17 | 18 | 16 | 18 | 18 | 18 | 16 |
| GT | vard | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| Kvällsposten | vard | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |
| Aftonbladet | sönd | 20 | 21 | 19 | 20 | 21 | 21 | 21 | 20 | 15 |
| AB (AR01-02,04) | sönd | 5 | 5 | 5 | 4 | 6 | 5 | 5 | 4 | 3 |
| Expr. Sth/Mål | sönd | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 |
| Expressen * | sönd | 19 | 20 | 18 | 19 | 18 | 20 | 20 | 20 | 17 |
| GT | sönd | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| Kvällsposten | sönd | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 |
| AB Sportbladet | | 15 | 20 | 9 | 17 | 16 | 15 | 15 | 14 | 12 |
| Expressen Sporten * | | 11 | 15 | 7 | 12 | 9 | 11 | 11 | 12 | 10 |

Kvällspress - paket

| | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|
| Impact (3v,1s) | 61 | 63 | 59 | 64 | 64 | 64 | 63 | 59 | 52 |
| Stand Up (4v,2s) | 69 | 70 | 67 | 72 | 73 | 72 | 70 | 66 | 58 |
| Impact Magasin | 19 | 19 | 20 | 17 | 22 | 24 | 21 | 19 | 12 |
| Impact TV | 26 | 25 | 26 | 26 | 24 | 29 | 28 | 25 | 23 |

* Avser paketet EX/GT/KVP

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Tidskrifter m.m.

Över 75 % kvinml. läsare

| | TOTAL | Man | Kvin | 15- 24 | 25- 34 | 35- 44 | 45- 54 | 55- 64 | 65- 79 |
|----------------------|-------|-----|------|-----------|-----------|-----------|-----------|-----------|-----------|
| Allas | 6 | 2 | 9 | 4 | 4 | 6 | 7 | 8 | 7 |
| Allers | 9 | 5 | 13 | 5 | 5 | 7 | 8 | 12 | 17 |
| Amelia | 6 | 2 | 11 | 7 | 11 | 8 | 6 | 4 | 2 |
| Cosmopolitan | 3 | 1 | 4 | 10 | 4 | 2 | 1 | | |
| Damernas Värld | 4 | 1 | 7 | 5 | 5 | 5 | 4 | 4 | 3 |
| Elle | 4 | 1 | 7 | 9 | 6 | 4 | 3 | 2 | 1 |
| Elle a la Carte | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 |
| Elle Interiör | 3 | 2 | 5 | 3 | 6 | 4 | 3 | 2 | 1 |
| Femina | 4 | 1 | 6 | 3 | 4 | 4 | 4 | 4 | 3 |
| Frida | 1 | 1 | 2 | 6 | 1 | 1 | 1 | | |
| Frida Story Magazine | 1 | | 1 | 3 | 1 | | | | |
| FriskisPressen | 4 | 2 | 6 | 4 | 5 | 4 | 5 | 3 | 1 |
| Förskolan | 2 | | 3 | 1 | 2 | 2 | 2 | 2 | |
| Hemmets Journal | 8 | 5 | 12 | 4 | 4 | 5 | 8 | 12 | 19 |
| Hemmets Veckotidning | 7 | 3 | 11 | 3 | 4 | 6 | 7 | 10 | 15 |
| Hennes | 2 | 1 | 4 | 6 | 5 | 2 | 1 | | |
| I Form | 3 | 1 | 4 | 3 | 4 | 4 | 3 | 2 | 1 |
| IKEA Family | 9 | 5 | 14 | 6 | 14 | 13 | 10 | 8 | 5 |
| Mama | 1 | 1 | 2 | 1 | 6 | 1 | | | |
| Må Bra | 6 | 3 | 10 | 3 | 5 | 7 | 9 | 8 | 6 |
| Plaza Kvinna | 2 | | 3 | 4 | 3 | 1 | 1 | | |
| PS! | 1 | | 1 | 1 | 1 | 1 | 1 | | |
| Skandinavien Direkt | 1 | | 2 | | 2 | 2 | 2 | 1 | |
| Slank | 1 | | 1 | 1 | 1 | | 1 | | |
| Solo | 2 | 1 | 3 | 7 | 3 | 1 | | | |
| Svensk Damtidning | 5 | 2 | 9 | 5 | 5 | 4 | 4 | 6 | 7 |
| Tara | 3 | 1 | 6 | 2 | 2 | 3 | 5 | 4 | 2 |
| Veckans Vimmel | 1 | | 2 | 3 | 2 | 1 | | | |
| Vecko-Revyn | 4 | 2 | 6 | 14 | 4 | 2 | 2 | 1 | 1 |
| Vårdfacket | 2 | 1 | 4 | 1 | 3 | 3 | 3 | 4 | 1 |

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60-75 % kvinnl. läsare

| | | | | | | | | | |
|---------------------|----|---|----|---|----|----|----|----|----|
| AB Kropp&Hälsa | 6 | 4 | 8 | 7 | 8 | 7 | 7 | 6 | 2 |
| Allers Trädgård | 4 | 3 | 5 | 1 | 1 | 3 | 4 | 7 | 6 |
| Allt i Hemmet | 6 | 4 | 8 | 3 | 7 | 8 | 7 | 7 | 5 |
| Allt om Mat | 9 | 6 | 12 | 4 | 7 | 10 | 11 | 13 | 10 |
| Allt om Trädgård | 5 | 3 | 6 | 1 | 3 | 5 | 6 | 7 | 5 |
| Chili | 2 | 1 | 2 | 8 | 1 | | | | |
| EX/GT/KVP Leva&Bo | 6 | 5 | 7 | 4 | 7 | 8 | 7 | 6 | 3 |
| Fitness | 2 | 1 | 2 | 3 | 3 | 2 | 1 | 1 | |
| Föräldrar & Barn | 2 | 1 | 3 | 2 | 6 | 3 | 1 | 1 | |
| Hem Ljuva Hem | 3 | 2 | 4 | 2 | 4 | 4 | 3 | 2 | 1 |
| Hem Lj Hem Trädgård | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 3 | 2 |
| Hundsport | 3 | 2 | 4 | 2 | 3 | 4 | 3 | 4 | 2 |
| Hus & Hem | 9 | 7 | 12 | 4 | 10 | 14 | 10 | 11 | 6 |
| Hälsa | 4 | 2 | 6 | 3 | 3 | 4 | 5 | 5 | 4 |
| Hänt Bild | 2 | 1 | 3 | 5 | 4 | 2 | 1 | 1 | 1 |
| Hänt Extra | 7 | 4 | 10 | 8 | 8 | 7 | 5 | 6 | 5 |
| HästMagazinet | 1 | | 1 | 1 | 1 | 1 | 1 | | |
| Ica-Kuriren | 12 | 9 | 16 | 8 | 8 | 11 | 14 | 16 | 18 |
| Kommunal-Arbetaren | 9 | 6 | 12 | 3 | 7 | 11 | 13 | 13 | 8 |
| Kyrkans Tidning | 1 | 1 | 2 | | 1 | 1 | 1 | 2 | 3 |
| Lantliv | 2 | 1 | 3 | 1 | 2 | 2 | 3 | 2 | 2 |
| Läkartidningen | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| Lärarnas Tidning | 4 | 2 | 6 | 2 | 4 | 4 | 6 | 4 | 2 |
| Lön & Jobb | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 1 |
| Matmagasinet | 3 | 2 | 4 | 1 | 2 | 3 | 3 | 4 | 3 |
| Mersmak | 11 | 6 | 16 | 4 | 8 | 11 | 12 | 13 | 15 |
| Okej | 1 | 1 | 1 | 3 | 1 | 1 | | | |
| Plaza Interiör | 2 | 1 | 3 | 2 | 4 | 3 | 2 | 1 | |
| PRO-Pensionären | 4 | 4 | 5 | | | | | 3 | 25 |
| Residence | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | |
| Sats | 1 | 1 | 1 | 2 | 3 | 1 | | | |
| Se & Hör | 6 | 4 | 8 | 8 | 8 | 6 | 5 | 5 | 5 |
| Skolvärlden | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 3 | 1 |
| SKTF-tidningen | 3 | 2 | 4 | 1 | 1 | 2 | 4 | 5 | 3 |
| Sköna Hem | 7 | 4 | 9 | 4 | 8 | 9 | 7 | 8 | 5 |
| Studentliv | 3 | 1 | 4 | 9 | 5 | 2 | 1 | | |
| Svensk Hotellrevy | 1 | | 1 | 1 | 1 | 1 | 1 | | |
| Veckans Nu | 2 | 1 | 3 | 6 | 4 | 2 | 1 | 1 | |
| Veteranposten | 3 | 2 | 3 | | | | | 1 | 16 |
| Vi Föräldrar | 3 | 2 | 4 | 2 | 11 | 4 | 1 | 1 | 1 |
| Vi Föräldrar Gravid | 1 | 1 | 1 | 1 | 3 | 1 | | | |
| Året Runt | 7 | 4 | 11 | 3 | 4 | 5 | 7 | 11 | 16 |
| Äntligen Hemma | 3 | 2 | 4 | 2 | 4 | 4 | 3 | 2 | 1 |

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| 40-60 % kvinnl. läsare | | | | | | | | | |
| AB Resa | 8 | 8 | 9 | 7 | 10 | 10 | 9 | 9 | 4 |
| AB Söndagstidn. | 14 | 14 | 15 | 13 | 18 | 18 | 15 | 13 | 9 |
| AB TV | 19 | 19 | 19 | 20 | 19 | 22 | 19 | 17 | 15 |
| Allt om Fritidshus | 3 | 3 | 3 | | 1 | 3 | 3 | 4 | 4 |
| Allt om Resor | 3 | 2 | 4 | 2 | 2 | 3 | 3 | 4 | 3 |
| Allt om Vin | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| Antik & Auktion | 4 | 3 | 4 | 1 | 1 | 2 | 4 | 7 | 7 |
| Civilekonomen | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | |
| Connoisseur | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Dagen | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| EX/GT/KVP Fredag | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 |
| EX/GT/KVP Korsord | 5 | 5 | 6 | 3 | 4 | 5 | 5 | 7 | 7 |
| EX/GT/KVP TV | 9 | 9 | 9 | 8 | 8 | 9 | 10 | 9 | 9 |
| Friluftsliv | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 1 |
| Gods och Gårdar | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 3 | 2 |
| Gourmet | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 1 |
| Gör så Här | 3 | 4 | 3 | 1 | 3 | 5 | 4 | 5 | 2 |
| Husvagn & Camping | 2 | 3 | 2 | 1 | 1 | 2 | 3 | 5 | 3 |
| Illustr. Vetenskap | 10 | 12 | 8 | 12 | 12 | 10 | 11 | 9 | 6 |
| Kupé | 2 | 2 | 3 | 5 | 4 | 2 | 2 | 1 | 1 |
| Land | 10 | 9 | 10 | 4 | 6 | 7 | 10 | 14 | 17 |
| National Geographic | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 |
| Nöjesguiden | 3 | 3 | 3 | 5 | 5 | 3 | 2 | 1 | 1 |
| Res | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 1 |
| Shortcut | | | | | 1 | 1 | | | |
| SIF-tidningen | 5 | 5 | 4 | 1 | 4 | 6 | 5 | 7 | 4 |
| Sparöversikt | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 |
| Turist | 4 | 3 | 4 | 1 | 2 | 3 | 4 | 6 | 5 |
| Vagabond | 2 | 2 | 3 | 2 | 4 | 3 | 2 | 2 | |
| Vi | 3 | 2 | 3 | 1 | 1 | 2 | 3 | 4 | 5 |
| Vi i Villa | 33 | 33 | 34 | 6 | 25 | 41 | 40 | 46 | 39 |
| Vår Bostad | 18 | 15 | 21 | 6 | 17 | 19 | 20 | 24 | 23 |

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| 60-80 % manl. läsare | | | | | | | | | |
| AB Bil | 5 | 8 | 2 | 5 | 6 | 6 | 6 | 5 | 2 |
| Affärsvärlden | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| Aktiespararen | 2 | 3 | 1 | 1 | 1 | 2 | 2 | 4 | 4 |
| Allt om DigitalFoto | | 1 | | | 1 | | 1 | | |
| ATL Lantbr. Aff.tidn | 3 | 4 | 1 | 1 | 3 | 3 | 3 | 3 | 2 |
| Audi Magazine | 2 | 3 | 1 | 2 | 3 | 3 | 2 | 3 | 1 |
| Byggnadsarbetaren | 2 | 3 | 1 | 1 | 2 | 3 | 2 | 2 | 2 |
| Båtbörsen | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| Båtnytt | 2 | 3 | 1 | 1 | 1 | 2 | 3 | 3 | 2 |
| Café | 3 | 4 | 1 | 8 | 5 | 2 | 1 | | |
| Canal+ | 9 | 12 | 7 | 10 | 9 | 11 | 13 | 9 | 4 |
| Cap & Design | | | | | 1 | | | | |
| Chef | 3 | 3 | 2 | | 2 | 3 | 4 | 4 | 1 |
| Computer Sweden | 2 | 3 | 1 | 1 | 3 | 3 | 3 | 1 | |
| Dagens Arbete | 4 | 6 | 3 | 2 | 4 | 6 | 6 | 5 | 4 |
| DigitalFoto | 1 | 1 | | 1 | 1 | 1 | 1 | | |
| DigitalFoto för alla | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Dyk | 1 | 1 | | 1 | 1 | 1 | | | |
| Foto | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 |
| Goal | 1 | 1 | | 3 | 1 | 1 | 1 | | |
| Golf Digest | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| Gula Tidningen | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| Internet World | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |
| Jaktm.o Fiskevatten | 3 | 4 | 1 | 2 | 3 | 2 | 3 | 3 | 3 |
| Journalisten | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | |
| Land Lantbruk | 4 | 5 | 3 | 2 | 3 | 3 | 4 | 5 | 5 |
| Lantmannen | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 |
| MacWorld | | 1 | | | | 1 | | | |
| Mercedes | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Mobil | 1 | 1 | | 1 | 1 | 1 | | | |
| Ny Teknik | 4 | 6 | 1 | 2 | 6 | 4 | 4 | 4 | 2 |
| PC för Alla | 4 | 6 | 2 | 3 | 4 | 5 | 4 | 3 | 2 |
| PC Hemma | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 1 |
| PC-tidningen | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| Plaza | 1 | 1 | 1 | 2 | 2 | 1 | 1 | | |
| Populär Historia | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| Praktiskt Båtägande | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 |
| Privata Affärer | 4 | 5 | 3 | 1 | 2 | 3 | 5 | 6 | 5 |
| Pro Hockey | 1 | 1 | | 2 | 1 | 1 | 1 | | |
| På Kryss | 1 | 1 | 1 | | 1 | 1 | 1 | 2 | 1 |
| Segling | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 |
| Seko-magasinet | 2 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 3 |
| Sportmagasinet | 4 | 6 | 2 | 7 | 8 | 4 | 3 | 1 | 1 |
| Sunt Förnuft | 2 | 3 | 2 | | 1 | 1 | 2 | 4 | 6 |
| Svensk Golf | 7 | 9 | 5 | 5 | 7 | 7 | 8 | 8 | 6 |
| Svensk Jakt | 4 | 7 | 2 | 3 | 5 | 4 | 4 | 6 | 5 |

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60-80 % manl. läsare

| | | | | | | | | | |
|-----------------|---|----|---|---|---|---|---|----|---|
| Upp och Ner | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| Ute Magasinet | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | |
| V75-guiden | 1 | 2 | | | 1 | 1 | 2 | 2 | 1 |
| Veckans Affärer | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 3 | 1 |
| Vi Bilägare | 7 | 10 | 3 | 3 | 4 | 5 | 7 | 10 | 9 |
| Vi Båtägare | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 3 | 2 |
| Vi Skogsägare | 3 | 4 | 2 | 1 | 2 | 2 | 3 | 4 | 4 |
| Åka Skidor | 2 | 2 | 1 | 2 | 3 | 2 | 1 | 1 | |

Över 80 % manl. läsare

| | | | | | | | | | |
|----------------------|---|---|---|----|---|---|---|---|---|
| Allt om DVD | 1 | 1 | | 1 | 1 | 1 | | | |
| Allt om Jakt & Vapen | 2 | 3 | 1 | 1 | 2 | 1 | 1 | 2 | 1 |
| Allt om MC | 2 | 3 | 1 | 2 | 3 | 2 | 3 | 2 | |
| Automobil | 1 | 2 | | 2 | 1 | 1 | 1 | 1 | |
| Auto Motor & Sport | 2 | 4 | | 3 | 3 | 3 | 2 | 2 | 1 |
| Bild & Ljud Hemma | | 1 | | 1 | 1 | | | | |
| Bilsport | 4 | 7 | 1 | 9 | 5 | 4 | 3 | 2 | 1 |
| Bilsport Börsen | 1 | 2 | | 3 | 2 | 2 | 1 | 1 | |
| Bilsport Classic | 2 | 3 | 1 | 2 | 1 | 3 | 3 | 2 | 1 |
| Classic Motormagasin | 2 | 3 | 1 | 2 | 1 | 3 | 3 | 2 | 1 |
| Dator Magazin | 1 | 2 | | 1 | 2 | 1 | 1 | 1 | |
| Fiske för Alla | 2 | 3 | | 2 | 2 | 2 | 2 | 2 | 1 |
| Fiskejournalen | 2 | 3 | | 1 | 1 | 2 | 2 | 2 | 2 |
| 4-Wheel Drive | 1 | 2 | | 1 | 1 | 1 | 1 | 1 | 1 |
| Fyndbörsen | 4 | 6 | 2 | 5 | 5 | 4 | 4 | 2 | 1 |
| Jaktjournalen | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 |
| Ljud & Bild | 1 | 2 | | 1 | 1 | 1 | 1 | 1 | 1 |
| M3 | 1 | 2 | | 2 | 2 | 1 | | | |
| MC-Guiden | 1 | 2 | | 1 | 2 | 1 | 2 | 1 | |
| Moore | 1 | 2 | | 6 | 2 | 1 | | | |
| Motor | 3 | 4 | 1 | 1 | 2 | 2 | 2 | 4 | 4 |
| Motorbörsen | 4 | 7 | 1 | 6 | 6 | 5 | 4 | 3 | 1 |
| Nostalgia | 2 | 3 | 1 | 2 | 1 | 3 | 3 | 2 | 1 |
| PC Gamer | 1 | 2 | | 4 | 2 | 1 | 1 | | |
| Slitz | 3 | 5 | 1 | 10 | 6 | 2 | 1 | | |
| Street Xtreme | 1 | 2 | | 4 | 1 | | | | |
| Super Play | 1 | 1 | | 3 | 1 | 1 | | | |
| Teknikens Värld | 5 | 8 | 1 | 4 | 5 | 5 | 5 | 5 | 3 |
| Trailer | 1 | 2 | | 1 | 1 | 1 | 2 | 1 | |
| Wheels Magazine | 1 | 2 | | 1 | 1 | 2 | 1 | 1 | |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

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Räckvidd %

| | TOTAL | Kön | | Ålder | | | | | |
|----------------------|-------|------|------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Man | Kvin | 15- 24 | 25- 34 | 35- 44 | 45- 54 | 55- 64 | 65- 79 |
| Antal intervjuer | 17204 | 8060 | 9144 | 2296 | 2394 | 2789 | 3019 | 3440 | 3266 |
| Population 1.000-tal | 6901 | 3456 | 3445 | 1073 | 1165 | 1262 | 1180 | 1155 | 1065 |

Tidskrifter - paket

| | | | | | | | | | |
|---------------------|----|----|----|----|----|----|----|----|----|
| Common People | 22 | 12 | 32 | 12 | 12 | 17 | 22 | 28 | 40 |
| IT-användare | 6 | 9 | 2 | 7 | 7 | 8 | 6 | 5 | 2 |
| Unga Män | 2 | 3 | 1 | 6 | 3 | 2 | 1 | | |
| Unga Män Trippel | 3 | 6 | 1 | 11 | 5 | 3 | 1 | | |
| Raka Spåret | 8 | 7 | 8 | 2 | 6 | 9 | 10 | 13 | 6 |
| Raka Spåret Trippel | 10 | 10 | 10 | 3 | 9 | 12 | 12 | 15 | 7 |
| Big Pack | 20 | 15 | 25 | 11 | 17 | 23 | 23 | 25 | 22 |

Serietidningar

| | | | | | | | | | |
|-----------------|---|---|---|----|---|---|---|---|---|
| Agent X9 | 1 | 2 | 1 | 1 | 2 | 3 | 2 | 1 | |
| Ernie | 2 | 2 | 1 | 3 | 2 | 2 | 1 | 1 | 1 |
| Fantomen | 2 | 4 | 1 | 3 | 3 | 3 | 3 | 2 | 1 |
| Hälge | 4 | 5 | 4 | 7 | 5 | 4 | 4 | 4 | 4 |
| Kalle Anka & Co | 6 | 7 | 5 | 14 | 6 | 7 | 4 | 3 | 2 |
| Knasen | 2 | 3 | 1 | 4 | 2 | 3 | 2 | 1 | 1 |
| 91:an | 3 | 4 | 2 | 5 | 3 | 3 | 3 | 3 | 2 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

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ORVESTO KONSUMENT 2004:3

Räckvidd %

| | TOTAL | Kön | | Ålder | | | | | |
|----------------------|-------|------|------|-------|-------|-------|-------|-------|-------|
| | | Man | Kvin | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-79 |
| Antal intervjuer | 17204 | 8060 | 9144 | 2296 | 2394 | 2789 | 3019 | 3440 | 3266 |
| Population 1.000-tal | 6901 | 3456 | 3445 | 1073 | 1165 | 1262 | 1180 | 1155 | 1065 |

Internetsajter - Veckoräckvidd

| | TOTAL | Man | Kvin | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-79 |
|-------------------|-------|-----|------|-------|-------|-------|-------|-------|-------|
| di.se | 4 | 7 | 1 | 3 | 7 | 6 | 5 | 4 | 1 |
| dn.se | 9 | 11 | 7 | 9 | 15 | 11 | 9 | 6 | 2 |
| gp.se | 3 | 4 | 2 | 3 | 5 | 3 | 3 | 2 | 1 |
| hd.se | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | |
| svd.se | 4 | 5 | 3 | 4 | 7 | 5 | 4 | 3 | 1 |
| sydsvenskan.se | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | |
| aftonbladet.se | 31 | 37 | 24 | 41 | 47 | 37 | 31 | 19 | 6 |
| expressen.se | 15 | 18 | 12 | 17 | 22 | 20 | 16 | 10 | 3 |
| computersweden.se | 1 | 2 | | 1 | 3 | 2 | 1 | 1 | |
| golf.se | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| idg.se | 2 | 3 | | 2 | 4 | 2 | 1 | 1 | |
| internetworld.se | 1 | 1 | | 2 | 2 | 1 | 1 | | |
| macworld.se | | | | 1 | | | | | |
| pcforalla.se | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | |
| privataaffarer.se | 1 | 2 | | 1 | 2 | 1 | 1 | 2 | 1 |
| tv4.se | 9 | 10 | 8 | 14 | 13 | 12 | 8 | 5 | 2 |
| spray.se | 7 | 7 | 6 | 11 | 11 | 8 | 6 | 3 | 1 |
| posten.se | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 1 | |

Internetsajter - Månadsräckvidd

| | TOTAL | Man | Kvin | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-79 |
|-------------------|-------|-----|------|-------|-------|-------|-------|-------|-------|
| di.se | 8 | 12 | 3 | 6 | 11 | 10 | 9 | 7 | 2 |
| dn.se | 15 | 18 | 12 | 16 | 23 | 18 | 15 | 12 | 4 |
| gp.se | 5 | 6 | 4 | 6 | 9 | 6 | 5 | 4 | 1 |
| hd.se | 2 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | |
| svd.se | 8 | 10 | 6 | 8 | 11 | 9 | 8 | 7 | 3 |
| sydsvenskan.se | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 1 |
| aftonbladet.se | 44 | 50 | 37 | 60 | 63 | 53 | 46 | 31 | 9 |
| expressen.se | 24 | 29 | 20 | 30 | 35 | 31 | 26 | 18 | 5 |
| computersweden.se | 3 | 5 | 1 | 2 | 5 | 4 | 3 | 1 | |
| golf.se | 3 | 5 | 1 | 3 | 3 | 4 | 4 | 3 | 1 |
| idg.se | 3 | 5 | 1 | 3 | 6 | 4 | 3 | 2 | |
| internetworld.se | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 1 | |
| macworld.se | 1 | 1 | | 1 | 1 | 1 | | | |
| pcforalla.se | 1 | 2 | | 1 | 2 | 2 | 2 | 1 | 1 |
| privataaffarer.se | 3 | 4 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| tv4.se | 21 | 22 | 19 | 31 | 29 | 27 | 20 | 12 | 4 |
| spray.se | 12 | 13 | 11 | 18 | 18 | 15 | 12 | 7 | 2 |
| posten.se | 5 | 6 | 4 | 5 | 7 | 6 | 6 | 4 | 1 |

Tabellerna visar sajternas räckvidd i % av olika målgrupper.

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Räckvidd %

| | TOTAL | Kön | | Ålder | | | | | |
|----------------------|-------|------|------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Man | Kvin | 15- 24 | 25- 34 | 35- 44 | 45- 54 | 55- 64 | 65- 79 |
| Antal intervjuer | 17204 | 8060 | 9144 | 2296 | 2394 | 2789 | 3019 | 3440 | 3266 |
| Population 1.000-tal | 6901 | 3456 | 3445 | 1073 | 1165 | 1262 | 1180 | 1155 | 1065 |

TV - Daglig räckvidd 15+ minuter/dag

| | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|
| SVT1 | 47 | 49 | 45 | 26 | 38 | 46 | 50 | 57 | 63 |
| SVT2 | 45 | 48 | 43 | 21 | 35 | 45 | 50 | 58 | 63 |
| TV3 | 27 | 27 | 27 | 36 | 36 | 28 | 24 | 18 | 18 |
| TV4 | 51 | 51 | 51 | 46 | 50 | 51 | 51 | 53 | 55 |
| TV4+ | 9 | 10 | 8 | 10 | 9 | 8 | 9 | 9 | 9 |
| Kanal 5 | 23 | 23 | 24 | 36 | 35 | 24 | 19 | 14 | 12 |
| TV6 Action/Nature | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| TV8 | 1 | 1 | 1 | 1 | 1 | | 1 | 1 | 2 |
| ZTV | 6 | 8 | 5 | 16 | 9 | 4 | 5 | 3 | 3 |
| MTV | 3 | 4 | 3 | 13 | 5 | 2 | 1 | 1 | |
| Eurosport | 6 | 10 | 3 | 5 | 4 | 4 | 6 | 8 | 11 |

Radio - Daglig räckvidd 5+ minuter/dag

Nätverk/Säljbolag

| | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|
| Hela Sverige | 21 | 23 | 20 | 27 | 27 | 29 | 24 | 14 | 5 |
| SBS Radio | 15 | 16 | 14 | 18 | 19 | 21 | 17 | 11 | 3 |
| Mix Megapol | 9 | 9 | 9 | 10 | 11 | 13 | 10 | 5 | 2 |
| City3 | 10 | 11 | 9 | 12 | 14 | 14 | 11 | 7 | 2 |
| MTG Radio | 24 | 24 | 24 | 33 | 32 | 31 | 25 | 15 | 6 |
| RIX FM | 17 | 18 | 17 | 23 | 24 | 24 | 18 | 10 | 4 |
| Fria Media | 6 | 7 | 6 | 9 | 8 | 8 | 7 | 4 | 2 |
| NRJ | 3 | 3 | 3 | 8 | 6 | 3 | 2 | 1 | |
| Lugna Favoriter | 7 | 6 | 7 | 9 | 7 | 8 | 8 | 5 | 2 |
| Sveriges Radio | 56 | 59 | 53 | 29 | 41 | 54 | 64 | 76 | 74 |

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Räckvidd %

| | | Ej | | | | | | | |
|----------------------|-------|------|------|------|------|-------|------|------|------------|
| | | Areg | Areg | Areg | Stor | stor | Skå | Väst | Mälardalen |
| | | 01 | 28 | 33 | stad | stad | -ne | Sv. | |
| TOTAL | | ---- | ---- | ---- | ---- | ---- | --- | ---- | ----- |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |

Storstadstidningar med paket

| | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|----|
| Dagens Industri | 6 | 10 | 7 | 8 | 9 | 5 | 7 | 6 | 8 |
| Dagens Nyheter vard | 13 | 44 | 4 | 3 | 26 | 6 | 3 | 3 | 32 |
| Svenska Dagbl. vard | 7 | 21 | 4 | 3 | 13 | 3 | 3 | 2 | 15 |
| Metro (Sth) må-fr | 10 | 40 | 2 | 2 | 24 | 2 | 2 | 1 | 28 |
| Stockholm City | 8 | 34 | | 1 | 19 | 1 | | | 23 |
| Mitt i-tidningarna | 13 | 66 | | | 37 | | | | 42 |
| Innerstadspress | 2 | 12 | | | 7 | | | | 8 |
| Dagens Nyheter sönd | 13 | 42 | 4 | 3 | 25 | 6 | 3 | 3 | 31 |
| Svenska Dagbl. sönd | 7 | 20 | 3 | 3 | 13 | 3 | 3 | 3 | 15 |
| Metro (Sth) lörd | 4 | 17 | 1 | 1 | 10 | 1 | 1 | 1 | 12 |
| Göteborgs-Post vard | 8 | 1 | | 67 | 18 | 3 | | 42 | 1 |
| Metro (Gbg) må-fr | 4 | 1 | | 34 | 10 | 1 | 1 | 20 | 1 |
| Göteborgs-Post sönd | 8 | 1 | 1 | 64 | 18 | 3 | | 41 | 1 |
| Sydsvensk.Plus vard | 6 | 1 | 67 | 1 | 12 | 2 | 40 | | 1 |
| Metro (Skå) må-fr | 3 | 1 | 38 | 1 | 7 | 2 | 24 | 1 | |
| Malmömagasinet | 1 | | 24 | | 4 | | 11 | | |
| Sydsvensk.Plus sönd | 6 | 1 | 68 | 1 | 12 | 3 | 42 | | 1 |
| Citypaketet 3-vvv | 34 | 56 | 77 | 79 | 65 | 17 | 50 | 54 | 42 |
| Citypaketet 3-vvs | 36 | 56 | 80 | 79 | 66 | 19 | 53 | 56 | 43 |
| Metro Metropol må-fr | 17 | 41 | 39 | 35 | 39 | 4 | 25 | 21 | 28 |
| Näringsliv vard | 6 | 17 | 2 | 2 | 11 | 3 | 3 | 2 | 13 |
| Stockholm Trippel | 18 | 63 | 6 | 4 | 38 | 6 | 5 | 4 | 46 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västsv.=AR32-40; Mälardalen=AR01-07,45,48-51

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Räckvidd %

| | | Ej | | | | | | | |
|----------------------|-------|------|------|------|------|-------|------|------|------------|
| | | Areg | Areg | Areg | Stor | stor | Skå | Väst | Mälardalen |
| | | 01 | 28 | 33 | stad | stad | -ne | Sv. | dalen |
| TOTAL | | ---- | ---- | ---- | ---- | ---- | --- | ---- | ----- |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |

Morgonpress - övriga paket

| | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|----|
| Mälardalen | 20 | 45 | 4 | 3 | 27 | 15 | 4 | 3 | 50 |
| Stockholmspaketet | 19 | 70 | 4 | 4 | 41 | 8 | 4 | 3 | 51 |
| Citypaketet+ | 40 | 78 | 77 | 79 | 78 | 18 | 50 | 55 | 58 |
| Citypaketet Weekend | 25 | 39 | 69 | 61 | 50 | 10 | 39 | 40 | 30 |
| Citypaketet Bostad | 24 | 51 | 53 | 57 | 53 | 7 | 30 | 36 | 36 |
| FLT Riks | 23 | | | 3 | 1 | 35 | | 24 | 10 |
| FLT Riks Trippel | 27 | | | 7 | 2 | 41 | 1 | 29 | 12 |
| FLT 25 | 21 | | | 3 | 1 | 32 | | 23 | 8 |
| FLT 25 Trippel | 24 | | | 6 | 2 | 37 | 1 | 28 | 10 |
| FLT 15 | 17 | | | 3 | 1 | 26 | | 21 | 6 |
| FLT 15 Trippel | 20 | | | 6 | 2 | 30 | 1 | 26 | 7 |
| Stora Riksen | 29 | 27 | 5 | 24 | 22 | 33 | 9 | 26 | 28 |
| Lilla Riksen | 26 | 27 | 4 | 24 | 22 | 28 | 9 | 24 | 24 |
| Stormarknadspress | 12 | 2 | 1 | 1 | 2 | 17 | 1 | 1 | 17 |
| Storm.press Trippel | 15 | 4 | 1 | 2 | 3 | 21 | 1 | 2 | 22 |
| Hela Landet Mat | 74 | 57 | 83 | 82 | 68 | 77 | 85 | 78 | 66 |
| Svea | 65 | 57 | 78 | 80 | 67 | 64 | 51 | 73 | 66 |
| Metro Metropol Tripp | 26 | 60 | 57 | 53 | 57 | 9 | 38 | 33 | 42 |
| Nya Skåne vard | 3 | | 1 | | | 4 | 21 | | |
| Nya Skåne sönd | 3 | | 1 | | | 4 | 20 | | |
| Dubbelnöje Riks | 28 | 52 | 13 | 15 | 35 | 24 | 14 | 18 | 44 |
| Industrikusten | 4 | | | | | 7 | | | |
| Stora Norrland | 5 | | | | | 8 | | | |
| Dalarnas Tidningar | 2 | | | | | 3 | | | |
| Addmera | 9 | | 9 | 2 | 2 | 13 | 18 | 14 | |
| Addmera Trippel | 11 | | 14 | 4 | 3 | 15 | 22 | 16 | |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51

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Räckvidd %

| | | Ej | | | | | | | | |
|----------------------|-------|------|------|------|------|-------|------|------|-------|-------|
| | | Areg | Areg | Areg | Stor | stor | Skå | Väst | Mälar | |
| | | 01 | 28 | 33 | stad | stad | -ne | Sv. | dalen | |
| TOTAL | | ---- | ---- | ---- | ---- | ---- | --- | ---- | ----- | ----- |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 | |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 | |

Kvällspress

| | | | | | | | | | | |
|---------------------|------|----|----|----|----|----|----|----|----|----|
| Aftonbladet | vard | 21 | 22 | 11 | 13 | 18 | 22 | 13 | 16 | 23 |
| AB (AR01-02,04) | vard | 5 | 22 | | | 12 | 1 | | | 16 |
| Expr. Sth/Mäl | vard | 4 | 15 | | | 9 | 1 | | | 12 |
| Expressen * | vard | 17 | 16 | 22 | 22 | 19 | 17 | 22 | 21 | 16 |
| GT | vard | 3 | 1 | 1 | 17 | 5 | 2 | 1 | 14 | 1 |
| Kvällsposten | vard | 3 | 1 | 18 | 1 | 4 | 3 | 18 | 1 | 1 |
| Aftonbladet | sönd | 20 | 20 | 10 | 12 | 16 | 22 | 11 | 15 | 22 |
| AB (AR01-02,04) | sönd | 5 | 20 | | | 11 | 1 | | | 15 |
| Expr. Sth/Mäl | sönd | 4 | 15 | | | 8 | 1 | | | 12 |
| Expressen * | sönd | 19 | 16 | 23 | 25 | 19 | 19 | 25 | 24 | 16 |
| GT | sönd | 4 | 1 | 1 | 19 | 6 | 3 | 1 | 17 | 1 |
| Kvällsposten | sönd | 4 | 1 | 19 | 2 | 4 | 4 | 20 | 1 | 1 |
| AB Sportbladet | | 15 | 14 | 10 | 11 | 12 | 16 | 11 | 13 | 15 |
| Expressen Sporten * | | 11 | 9 | 16 | 14 | 11 | 11 | 15 | 14 | 9 |

Kvällspress - paket

| | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|
| Impact (3v,1s) | 61 | 57 | 57 | 59 | 57 | 63 | 59 | 62 | 59 |
| Stand Up (4v,2s) | 69 | 64 | 64 | 66 | 65 | 71 | 66 | 69 | 66 |
| Impact Magasin | 19 | 17 | 14 | 16 | 17 | 21 | 14 | 17 | 19 |
| Impact TV | 26 | 26 | 17 | 21 | 23 | 27 | 18 | 24 | 27 |

* Avser paketet EX/GT/KVP

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västs. =AR32-40; Mälardalen=AR01-07,45,48-51

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Räckvidd %

| | | Ej | | | | | | | |
|----------------------|-------|------|------|------|------|-------|------|------|------------|
| | | Areg | Areg | Areg | Stor | stor | Skå | Väst | Mälardalen |
| | | 01 | 28 | 33 | stad | stad | -ne | Sv. | dalen |
| TOTAL | | ---- | ---- | ---- | ---- | ---- | --- | ---- | ----- |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |

Tidskrifter m.m.

Över 75 % kvinnl. läsare

| ----- | | | | | | | | | |
|----------------------|---|----|----|----|----|----|----|---|----|
| Allas | 6 | 3 | 6 | 4 | 4 | 7 | 8 | 6 | 4 |
| Allers | 9 | 4 | 8 | 7 | 6 | 10 | 11 | 8 | 6 |
| Amelia | 6 | 8 | 6 | 7 | 7 | 6 | 6 | 6 | 7 |
| Cosmopolitan | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| Damernas Värld | 4 | 6 | 6 | 5 | 6 | 3 | 5 | 4 | 5 |
| Elle | 4 | 6 | 6 | 5 | 6 | 3 | 5 | 4 | 5 |
| Elle a la Carte | 2 | 4 | 2 | 2 | 3 | 1 | 2 | 2 | 3 |
| Elle Interiör | 3 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 |
| Femina | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 |
| Frida | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 |
| Frida Story Magazine | 1 | | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| FriskisPressen | 4 | 5 | 6 | 4 | 5 | 3 | 6 | 4 | 5 |
| Förskolan | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 |
| Hemmets Journal | 8 | 4 | 10 | 6 | 5 | 10 | 11 | 8 | 5 |
| Hemmets Veckotidning | 7 | 4 | 8 | 6 | 5 | 9 | 9 | 7 | 5 |
| Hennes | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| I Form | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| IKEA Family | 9 | 11 | 12 | 10 | 11 | 9 | 12 | 8 | 10 |
| Mama | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 |
| Må Bra | 6 | 6 | 6 | 7 | 6 | 7 | 7 | 6 | 6 |
| Plaza Kvinna | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 |
| PS! | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Skandinavien Direkt | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 |
| Slank | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Solo | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Svensk Damtidning | 5 | 6 | 8 | 5 | 6 | 5 | 8 | 5 | 6 |
| Tara | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| Veckans Vimmel | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| Vecko-Revyn | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Vårdfacket | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västs. =AR32-40; Mälardalen=AR01-07,45,48-51

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Räckvidd %

| | TOTAL | Ej | | | | | | | |
|------------------------|-------|---------|---------|---------|-----------|-----------|---------|----------|------------|
| | | Areg 01 | Areg 28 | Areg 33 | Stor stad | stor stad | Skå -ne | Väst Sv. | Mälardalen |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |
| 60-75 % kvinnl. läsare | | | | | | | | | |
| AB Kropp&Hälsa | 6 | 7 | 5 | 5 | 6 | 6 | 4 | 5 | 7 |
| Allers Trädgård | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 3 | 3 |
| Allt i Hemmet | 6 | 7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Allt om Mat | 9 | 10 | 10 | 10 | 10 | 8 | 10 | 9 | 9 |
| Allt om Trädgård | 5 | 4 | 5 | 4 | 4 | 5 | 6 | 4 | 4 |
| Chili | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 2 |
| EX/GT/KVP Leva&Bo | 6 | 6 | 9 | 8 | 7 | 6 | 8 | 7 | 5 |
| Fitness | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 |
| Föräldrar & Barn | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 |
| Hem Ljuva Hem | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 |
| Hem Lj Hem Trädgård | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 |
| Hundsport | 3 | 2 | 4 | 2 | 2 | 3 | 4 | 3 | 2 |
| Hus & Hem | 9 | 10 | 12 | 9 | 10 | 9 | 11 | 9 | 10 |
| Hälsa | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| Hänt Bild | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| Hänt Extra | 7 | 6 | 7 | 7 | 6 | 7 | 9 | 7 | 6 |
| HästMagazinet | 1 | | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Ica-Kuriren | 12 | 11 | 12 | 12 | 11 | 13 | 13 | 12 | 12 |
| Kommunal-Arbetaren | 9 | 5 | 8 | 8 | 6 | 11 | 10 | 9 | 6 |
| Kyrkans Tidning | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Lantliv | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Läkartidningen | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 |
| Lärarnas Tidning | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| Lön & Jobb | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 |
| Matmagasinet | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 2 |
| Mersmak | 11 | 17 | 11 | 8 | 14 | 9 | 8 | 7 | 16 |
| Okej | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Plaza Interiör | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| PRO-Pensionären | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 4 |
| Residence | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 1 | 2 |
| Sats | 1 | 3 | 1 | 2 | 2 | | 1 | 1 | 2 |
| Se & Hör | 6 | 5 | 7 | 5 | 5 | 6 | 8 | 6 | 5 |
| Skolvärlden | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 2 |
| SKTF-tidningen | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| Sköna Hem | 7 | 9 | 8 | 8 | 9 | 6 | 8 | 7 | 8 |
| Studentliv | 3 | 2 | 5 | 3 | 3 | 2 | 4 | 3 | 3 |
| Svensk Hotellrevy | 1 | | 1 | | | 1 | 1 | | |
| Veckans Nu | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 |
| Veteranposten | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 |
| Vi Föräldrar | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| Vi Föräldrar Gravid | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| Året Runt | 7 | 5 | 6 | 5 | 5 | 9 | 7 | 7 | 6 |
| Äntligen Hemma | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västs. =AR32-40; Mälardalen=AR01-07, 45, 48-51

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Räckvidd %

| | TOTAL | Ej | | | | | | | |
|------------------------|-------|------------|------------|------------|--------------|--------------|------------|-------------|----------------|
| | | Areg 01 | Areg 28 | Areg 33 | Stor stad | stor stad | Skå -ne | Väst Sv. | Mälar dalen |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |
| 40-60 % kvinnl. läsare | | | | | | | | | |
| AB Resa | 8 | 10 | 6 | 7 | 8 | 9 | 5 | 7 | 10 |
| AB Söndagstidn. | 14 | 13 | 7 | 9 | 11 | 16 | 7 | 11 | 15 |
| AB TV | 19 | 18 | 9 | 14 | 15 | 20 | 10 | 16 | 20 |
| Allt om Fritidshus | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 |
| Allt om Resor | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 |
| Allt om Vin | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 |
| Antik & Auktion | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 |
| Civilekonomen | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Connoisseur | 1 | 3 | 1 | 2 | 2 | | 1 | 1 | 2 |
| Dagen | 1 | | | 1 | | 1 | | 1 | 1 |
| EX/GT/KVP Fredag | 5 | 5 | 7 | 6 | 5 | 4 | 6 | 5 | 5 |
| EX/GT/KVP Korsord | 5 | 5 | 6 | 6 | 5 | 5 | 6 | 5 | 5 |
| EX/GT/KVP TV | 9 | 9 | 10 | 9 | 9 | 9 | 10 | 10 | 9 |
| Friluftsliv | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 |
| Gods och Gårdar | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 1 | 2 |
| Gourmet | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 |
| Gör så Här | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |
| Husvagn & Camping | 2 | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 2 |
| Illustr. Vetenskap | 10 | 11 | 11 | 11 | 11 | 10 | 11 | 10 | 11 |
| Kupé | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 |
| Land | 10 | 5 | 4 | 4 | 4 | 12 | 7 | 8 | 7 |
| National Geographic | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 |
| Nöjesguiden | 3 | 5 | 7 | 5 | 5 | 2 | 4 | 3 | 4 |
| Res | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 |
| Shortcut | | 1 | | | 1 | | | | 1 |
| SIF-tidningen | 5 | 4 | 5 | 6 | 5 | 5 | 5 | 5 | 4 |
| Sparöversikt | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | 1 |
| Turist | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 |
| Vagabond | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| Vi | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| Vi i Villa | 33 | 21 | 24 | 28 | 23 | 39 | 33 | 34 | 25 |
| Vår Bostad | 18 | 22 | 20 | 21 | 21 | 16 | 19 | 17 | 21 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västs. =AR32-40; Mälardalen=AR01-07, 45, 48-51

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Räckvidd %

| | TOTAL | Ej | | | | | | | |
|----------------------|-------|------------|------------|------------|--------------|--------------|------------|-------------|------------|
| | | Areg 01 | Areg 28 | Areg 33 | Stor stad | stor stad | Skå -ne | Väst Sv. | Mälardalen |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |
| 60-80 % manl. läsare | | | | | | | | | |
| AB Bil | 5 | 5 | 4 | 3 | 4 | 6 | 4 | 4 | 5 |
| Affärsvärlden | 1 | 3 | 2 | 2 | 2 | 1 | 2 | 1 | 2 |
| Aktiespararen | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| Allt om DigitalFoto | | | 1 | 1 | 1 | | 1 | 1 | |
| ATL Lantbr. Aff.tidn | 3 | 1 | 1 | 1 | 1 | 4 | 2 | 3 | 2 |
| Audi Magazine | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Byggnadsarbetaren | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| Båtbörsen | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 2 |
| Båtnytt | 2 | 3 | 1 | 3 | 3 | 2 | 1 | 2 | 3 |
| Café | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 3 |
| Canal+ | 9 | 8 | 8 | 7 | 8 | 10 | 9 | 8 | 9 |
| Cap & Design | | | 1 | | 1 | | 1 | | |
| Chef | 3 | 4 | 2 | 3 | 3 | 2 | 2 | 2 | 4 |
| Computer Sweden | 2 | 4 | 2 | 2 | 3 | 1 | 2 | 2 | 3 |
| Dagens Arbete | 4 | 1 | 3 | 4 | 2 | 6 | 4 | 4 | 3 |
| DigitalFoto | 1 | | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| DigitalFoto för alla | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| Dyk | 1 | 1 | 1 | 1 | 1 | | 1 | | 1 |
| Foto | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Goal | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Golf Digest | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 |
| Gula Tidningen | 2 | 4 | 2 | 1 | 3 | 2 | 2 | 1 | 4 |
| Internet World | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Jaktm.o Fiskevatten | 3 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 2 |
| Journalisten | 1 | 2 | | | 1 | | 1 | | 1 |
| Land Lantbruk | 4 | 2 | 1 | 1 | 2 | 5 | 3 | 3 | 3 |
| Lantmannen | 1 | | | | | 1 | 1 | 1 | 1 |
| MacWorld | | | 1 | | 1 | | 1 | | |
| Mercedes | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| Mobil | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Ny Teknik | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 4 |
| PC för Alla | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| PC Hemma | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| PC-tidningen | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 |
| Plaza | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Populär Historia | 1 | 1 | 3 | 2 | 2 | 1 | 2 | 1 | 1 |
| Praktiskt Båtagande | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Privata Affärer | 4 | 6 | 4 | 4 | 5 | 3 | 5 | 4 | 5 |
| Pro Hockey | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| På Kryss | 1 | 2 | | 3 | 2 | 1 | | 2 | 2 |
| Segling | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| Seko-magasinet | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 |
| Sportmagasinet | 4 | 5 | 2 | 3 | 4 | 4 | 3 | 3 | 5 |
| Sunt Förnuft | 2 | 4 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| Svensk Golf | 7 | 9 | 9 | 9 | 9 | 6 | 8 | 8 | 8 |
| Svensk Jakt | 4 | 3 | 2 | 2 | 2 | 6 | 3 | 3 | 3 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33;Skåne=AR24-30;Västsv.=AR32-40;Mälardalen=AR01-07,45,48-51

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Räckvidd %

| | TOTAL | Ej | | | | | | | |
|------------------------|-------|---------|---------|---------|-----------|-----------|---------|----------|------------|
| | | Areg 01 | Areg 28 | Areg 33 | Stor stad | stor stad | Skå -ne | Väst Sv. | Mälardalen |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |
| 60-80 % manl. läsare | | | | | | | | | |
| Upp och Ner | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 |
| Ute Magasinet | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| V75-guiden | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Veckans Affärer | 2 | 4 | 3 | 2 | 3 | 1 | 2 | 1 | 3 |
| Vi Bilägare | 7 | 6 | 5 | 4 | 5 | 7 | 4 | 5 | 7 |
| Vi Båtägare | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 2 |
| Vi Skogsägare | 3 | 1 | 1 | 1 | 1 | 4 | 1 | 2 | 1 |
| Åka Skidor | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 2 |
| Över 80 % manl. läsare | | | | | | | | | |
| Allt om DVD | 1 | 1 | 1 | | 1 | | 1 | | 1 |
| Allt om Jakt & Vapen | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Allt om MC | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| Automobil | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Auto Motor & Sport | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 |
| Bild & Ljud Hemma | | | 1 | 1 | 1 | | 1 | | |
| Bilsport | 4 | 3 | 4 | 3 | 3 | 5 | 3 | 3 | 3 |
| Bilsport Börsen | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Bilsport Classic | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| Classic Motormagasin | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| Dator Magazin | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Fiske för Alla | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| Fiskejournalen | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| 4-Wheel Drive | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Fyndbörsen | 4 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| Jaktjournalen | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Ljud & Bild | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| M3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| MC-Guiden | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 |
| Moore | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 2 |
| Motor | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 |
| Motorbörsen | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 3 |
| Nostalgia | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| PC Gamer | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Slitz | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 4 |
| Street Xtreme | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Super Play | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Teknikens Värld | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| Trailer | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Wheels Magazine | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västs v. =AR32-40; Mälardalen=AR01-07, 45, 48-51

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Räckvidd %

| | | Ej | | | | | | | |
|----------------------|-------|------|------|------|------|-------|------|------|-------|
| | | Areg | Areg | Areg | Stor | stor | Skå | Väst | Mälar |
| | | 01 | 28 | 33 | stad | stad | -ne | Sv. | dalen |
| | TOTAL | ---- | ---- | ---- | ---- | ---- | --- | ---- | ----- |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |

Tidskrifter - paket

| | | | | | | | | | |
|---------------------|----|----|----|----|----|----|----|----|----|
| Common People | 22 | 12 | 20 | 17 | 15 | 26 | 25 | 21 | 15 |
| IT-användare | 6 | 6 | 6 | 7 | 7 | 5 | 6 | 6 | 6 |
| Unga Män | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 |
| Unga Män Trippel | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 |
| Raka Spåret | 8 | 7 | 8 | 9 | 8 | 8 | 8 | 8 | 8 |
| Raka Spåret Trippel | 10 | 10 | 11 | 12 | 11 | 10 | 10 | 10 | 10 |
| Big Pack | 20 | 20 | 23 | 20 | 20 | 20 | 21 | 20 | 20 |

Serietidningar

| | | | | | | | | | |
|-----------------|---|---|---|---|---|---|---|---|---|
| Agent X9 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| Ernie | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 |
| Fantomen | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| Hälge | 4 | 2 | 3 | 2 | 2 | 6 | 4 | 3 | 3 |
| Kalle Anka & Co | 6 | 4 | 6 | 6 | 5 | 6 | 6 | 6 | 5 |
| Knasen | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 |
| 91:an | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 2 | 2 |

Tabellerna visar tidningarnas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västs. =AR32-40; Mälardalen=AR01-07, 45, 48-51

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Räckvidd %

| | | Areg | | | Ej | | Skå | Väst | Mälardalen |
|----------------------|-------|------|------|------|------|-------|------|------|------------|
| | | 01 | 28 | 33 | stad | stor | -ne | Sv. | |
| TOTAL | | ---- | ---- | ---- | ---- | ---- | --- | ---- | ----- |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |

Internetsajter - Veckoräckvidd

| | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|
| di.se | 4 | 8 | 5 | 5 | 7 | 3 | 4 | 4 | 6 |
| dn.se | 9 | 23 | 7 | 5 | 15 | 5 | 6 | 4 | 17 |
| gp.se | 3 | 1 | 1 | 22 | 6 | 1 | | 13 | 1 |
| hd.se | 1 | | 1 | | | 1 | 6 | | |
| svd.se | 4 | 11 | 5 | 2 | 7 | 2 | 3 | 2 | 8 |
| sydsvenskan.se | 2 | 1 | 17 | | 3 | 1 | 9 | | |
| aftonbladet.se | 31 | 36 | 24 | 30 | 32 | 30 | 24 | 29 | 34 |
| expressen.se | 15 | 21 | 9 | 11 | 17 | 14 | 10 | 11 | 19 |
| computersweden.se | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 2 |
| golf.se | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 2 |
| idg.se | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 2 |
| internetworld.se | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | 1 |
| macworld.se | | | | | | | | | |
| pcforalla.se | 1 | 1 | | 1 | 1 | 1 | | 1 | 1 |
| privataaffarer.se | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| tv4.se | 9 | 10 | 7 | 8 | 9 | 9 | 8 | 8 | 10 |
| spray.se | 7 | 8 | 6 | 7 | 7 | 6 | 7 | 6 | 7 |
| posten.se | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 |

Internetsajter - Månadsräckvidd

| | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|
| di.se | 8 | 14 | 8 | 10 | 12 | 5 | 7 | 8 | 11 |
| dn.se | 15 | 35 | 11 | 10 | 24 | 10 | 10 | 9 | 27 |
| gp.se | 5 | 2 | 1 | 37 | 11 | 2 | 1 | 23 | 1 |
| hd.se | 2 | 1 | 1 | | 1 | 2 | 9 | | 1 |
| svd.se | 8 | 17 | 9 | 5 | 13 | 5 | 7 | 4 | 14 |
| sydsvenskan.se | 4 | 2 | 32 | 1 | 7 | 2 | 20 | 1 | 1 |
| aftonbladet.se | 44 | 50 | 37 | 44 | 46 | 43 | 36 | 43 | 48 |
| expressen.se | 24 | 34 | 16 | 19 | 27 | 23 | 18 | 19 | 31 |
| computersweden.se | 3 | 5 | 2 | 4 | 4 | 2 | 2 | 3 | 4 |
| golf.se | 3 | 5 | 4 | 5 | 4 | 2 | 3 | 4 | 4 |
| idg.se | 3 | 5 | 3 | 4 | 4 | 2 | 3 | 3 | 4 |
| internetworld.se | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| macworld.se | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | 1 |
| pcforalla.se | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 |
| privataaffarer.se | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| tv4.se | 21 | 22 | 19 | 21 | 21 | 20 | 19 | 21 | 22 |
| spray.se | 12 | 14 | 10 | 14 | 13 | 12 | 11 | 12 | 13 |
| posten.se | 5 | 6 | 5 | 7 | 6 | 4 | 5 | 5 | 6 |

Tabellerna visar sajternas räckvidd i % av olika målgrupper.

Storstad=AR01+28+33; Skåne=AR24-30; Västs. =AR32-40; Mälardalen=AR01-07, 45, 48-51

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Räckvidd %

| | | Ej | | | | | | | |
|----------------------|-------|------|------|------|------|-------|------|------|-------|
| | | Areg | Areg | Areg | Stor | stor | Skå | Väst | Mälar |
| | | 01 | 28 | 33 | stad | stad | -ne | Sv. | dalen |
| | TOTAL | ---- | ---- | ---- | ---- | ---- | --- | ---- | ----- |
| Antal intervjuer | 17204 | 1380 | 600 | 2052 | 4032 | 13172 | 1754 | 3634 | 3881 |
| Population 1.000-tal | 6901 | 1393 | 416 | 665 | 2475 | 4426 | 887 | 1262 | 2186 |

TV - Daglig räckvidd 15+ minuter/dag

| | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|
| SVT1 | 47 | 45 | 45 | 47 | 46 | 47 | 45 | 47 | 46 |
| SVT2 | 45 | 45 | 44 | 45 | 45 | 46 | 45 | 45 | 45 |
| TV3 | 27 | 28 | 33 | 29 | 29 | 25 | 29 | 26 | 29 |
| TV4 | 51 | 47 | 48 | 49 | 48 | 53 | 50 | 51 | 49 |
| TV4+ | 9 | 8 | 10 | 9 | 9 | 9 | 9 | 9 | 9 |
| Kanal 5 | 23 | 26 | 28 | 25 | 26 | 22 | 25 | 23 | 25 |
| TV6 Action/Nature | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 2 |
| TV8 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| ZTV | 6 | 8 | 9 | 7 | 8 | 6 | 8 | 6 | 8 |
| MTV | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 |
| Eurosport | 6 | 6 | 8 | 7 | 6 | 6 | 7 | 6 | 6 |

Radio - Daglig räckvidd 5+ minuter/dag

Nätverk/Säljbolag

| ----- | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|
| Hela Sverige | 21 | 24 | 31 | 26 | 26 | 19 | 27 | 22 | 23 |
| SBS Radio | 15 | 24 | 31 | 26 | 26 | 9 | 20 | 19 | 20 |
| Mix Megapol | 9 | 9 | 14 | 10 | 10 | 8 | 8 | 10 | 11 |
| City3 | 10 | 24 | 30 | 26 | 25 | 2 | 19 | 15 | 16 |
| MTG Radio | 24 | 26 | 23 | 28 | 26 | 23 | 26 | 27 | 25 |
| RIX FM | 17 | 10 | 14 | 13 | 12 | 21 | 19 | 18 | 15 |
| Fria Media | 6 | | 1 | 1 | | 9 | 7 | 3 | 1 |
| NRJ | 3 | 7 | 13 | 10 | 8 | 1 | 8 | 6 | 4 |
| Lugna Favoriter | 7 | 12 | 1 | 16 | 11 | 4 | 4 | 11 | 8 |
| Sveriges Radio | 56 | 49 | 53 | 54 | 51 | 59 | 56 | 57 | 52 |

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