

# The Finnish Reading Center's Key Figures 2024

## EFFECTIVE ACTIONS TO INCREASE THE JOY OF READING

### Lue lapselle.

More professionals have discovered the **Read Aloud** online service to support reading education: the number of visitors increased **34 %**

All **300** preschool and early years education teachers in city of Vantaa have adapted the **Reading Path** model in their curriculum

### PRATA BOX

**10** groups of students interviewed authors at the Helsinki Book Fair for an audience of over **1000** children and young people

**Reading Week** reached up to **3 million** people on social media

### A Book Bag to Every Baby Born in Finland

has reached **93 %** of families with babies since 2019

**30** **Words Matter** workshops in Finnish language classes



## PUBLICATIONS



### Lukufiilis – Läsglans

**90 700** readers in 2024

**85** young people wrote a total of **111** articles

### Kiiltomato.net – Lysmasken

Online magazine of literary criticism

**158 900** readers in **2024**

## AUTHOR VISITS

**76 000** readers met with an author

**1 519** author visits and workshops

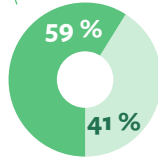
Total rewards for authors  
**500 567,19 €**

Customer satisfaction rating

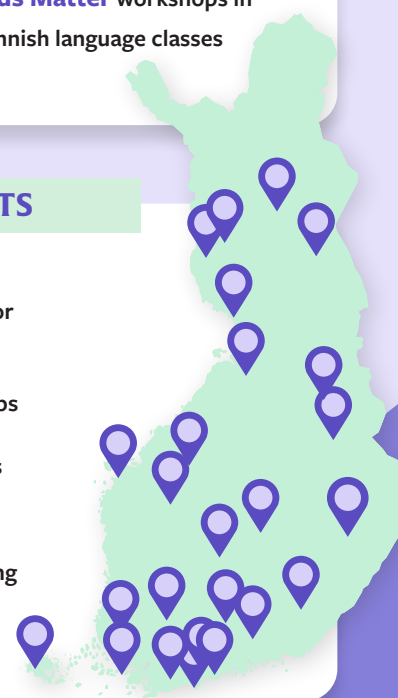
**4,9/5**



Author Visits for youth 59 %



Author Visits for adults 41 %



## FINNISH LITERACY WORK ON EXPORT

**7** presentations and keynote speeches at international events

The 2024 FELA Award for Innovative Literacy Promotion in Europe to Words Matter Workshops



**The Finnish Reading Center in international networks:** EURead, the Global Network for Early Years Book Gifting, The Board of the Bulgarian Reading Foundation.

## ADMINISTRATION

**9 EMPLOYEES**

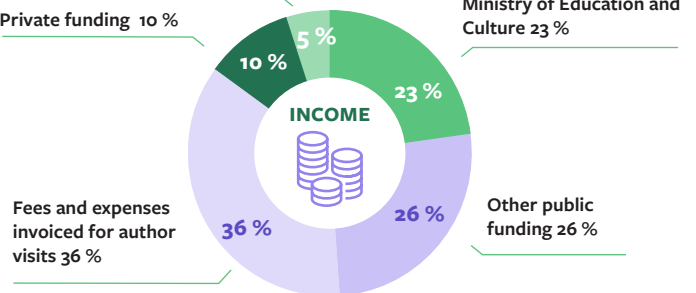
**3** full-time, **6** part-time



Service fees and own funding 5 %

Private funding 10 %

Ministry of Education and Culture 23 %



The Finnish Reading Center's basic funding from the Ministry of Education and Culture is 350 000 € including the funding of the literary magazines.

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