

The Finnish Reading Center's Key Figures 2025

Effective Long-term Impact

More than 50 years

More than 25 years

More than 10 years

More than 5 years

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Lukuviihkeko
läsveckan

Kiiltomato

SANAT
HALTUUN

En författare till varje skola

Lue
lapselle.



PRATA
BOK



The Finnish Reading Center's literacy promotion reached over 3 million Finns.

More than 30 expert presentations and speeches in Finland and internationally.

Author Visits

74,700 readers met an author
1,494 author visits and workshops

Authors were paid a total of
over half a million euros

1,300 literary professionals registered in the service:

Auhtors, poets, translators, illustrators, playwrights, comic book artists, literacy experts

Would you recommend the Finnish Reading Center's Author Visit Service?

Libraries

Audience

93
NPS

91
NPS

Source: Author Visit Service's Impact Study in Libraries, 2025

MAJOR FINANCIERS:

MINISTRY OF
EDUCATION AND CULTURE



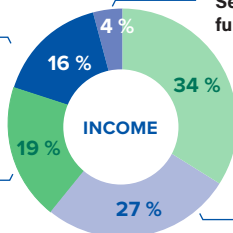
Private funding: 16 %

Ministry of Education and Culture: 19 %

Service fees and own funding: 4 %

Fees and expenses invoiced for author visits: 34 %

Other public funding: 27 %



TOTAL BUDGET FOR 2025:

€1.5 MILLION

10 EMPLOYEES



In 2025, the Finnish Reading Center was also supported by Stiftelsen Brita Maria Renlunds minne, Finlands svenska författareföreningen, the Finnish Cultural Foundation, Otto A. Malm's donationsfond, Jenny and Antti Wihuri's fund, and Kopiosto.



Author visits increase enthusiasm for reading, with well-being and sense of community

Authors have appeal! The survey of the effects of author visits shows that the author visits have an undeniable impact on the joy of reading and interest in literature.

Of those who participated in author visits,

96 % said they intend to read, **88 %** said they intend to borrow, and **37 %** said they intend to buy the author's book

97 % said they had a better understanding of the work that authors do

89 % felt that the author visit added value to their reading and **72 %** said they became more interested in literature in general

"I'm going to read the author's entire body of work."

"I reserved the author's book from the library to read it."

"I became very interested in the author's work."

"I felt empowered by the author visit."

90 % felt that participating in the author visit had a positive impact on their well-being

77 % felt that the author visit strengthened their sense of community

90 % of the library professionals said that library customers ask for more author visits to the library

"Now I understand better the importance of culture for well-being."

"I'm considering quitting social media and starting to read more."

Source: Author Visit Service's Impact Study in Libraries, 2025

Early book-gifting shapes reading habits for years

The long-term effects of the book bag gifted at maternal and child healthcare clinics

64 % of parents of 3-4-year-olds say their child's growing interest in books and reading stems from the time they spent reading together during their baby's first year of life.

54 % of parents with five-year-olds share the view.

63 % of parents who received a book bag say that it has increased reading in their family.

Of these parents, **26 %** started reading aloud inspired by the book bag, and **37 %** are saying that they have read more often since receiving the book bag.

Source: A Book Bag for Every Baby Born in Finland's Impact Study 2025

100 % of healthcare professionals believe that A Book Bag for Every Baby Born in Finland encourages families to read.

100 % of healthcare professionals want to continue distributing the book bags in the future.

