



HELLENIC REPUBLIC

HELLENIC STATISTICAL AUTHORITY

Piraeus, 22 April 2016

## PRESS RELEASE

### 2015 SURVEY ON DAILY AND PERIODICAL PRESS

The Hellenic Statistical Authority (ELSTAT) publishes for the first time a Press Release presenting the data of the Survey on Daily and Periodical Press for the year 2015.

The Survey on Daily and Periodical Press is a yearly census survey, recording the total number of sales of newspapers and magazines.

On the basis of the available data of the 2015 survey and the corresponding data of the 2013 and 2014 surveys, ELSTAT announces the following results:

In 2015, an overall decrease of 10.67% is recorded in the total sales of newspapers in comparison with 2014. The only increase observed is recorded in the sales of the category “Other type of newspapers”, which increased by 14.12% in comparison with 2014 (Table 1, Graph 1).

A similar trend is observed for the sales of newspapers in 2014, which dropped by 8.91% in comparison with 2013. An increase is recorded only in the sales of daily morning political newspapers, by 3.55%, and in the sales of religious newspapers, by 25.53% (Table 1, Graph 1).

Furthermore, in 2015 compared with 2014, an overall decrease of 19.79% is recorded in the sales of all types of magazines; more specifically, the sales of home-decoration magazines recorded a decrease of 56.74%, followed by men’s interest magazines which dropped by 50.55% (Table 2, Graph 2).

Similarly, in 2014 compared with 2013, a total decrease of 7.28% is observed in the sales of magazines. The only increase observed is recorded in the sales of general interest magazines, by 13.03%, and of women’s interest magazines, by 2.87% (Table 2, Graph 2).

#### **Information**

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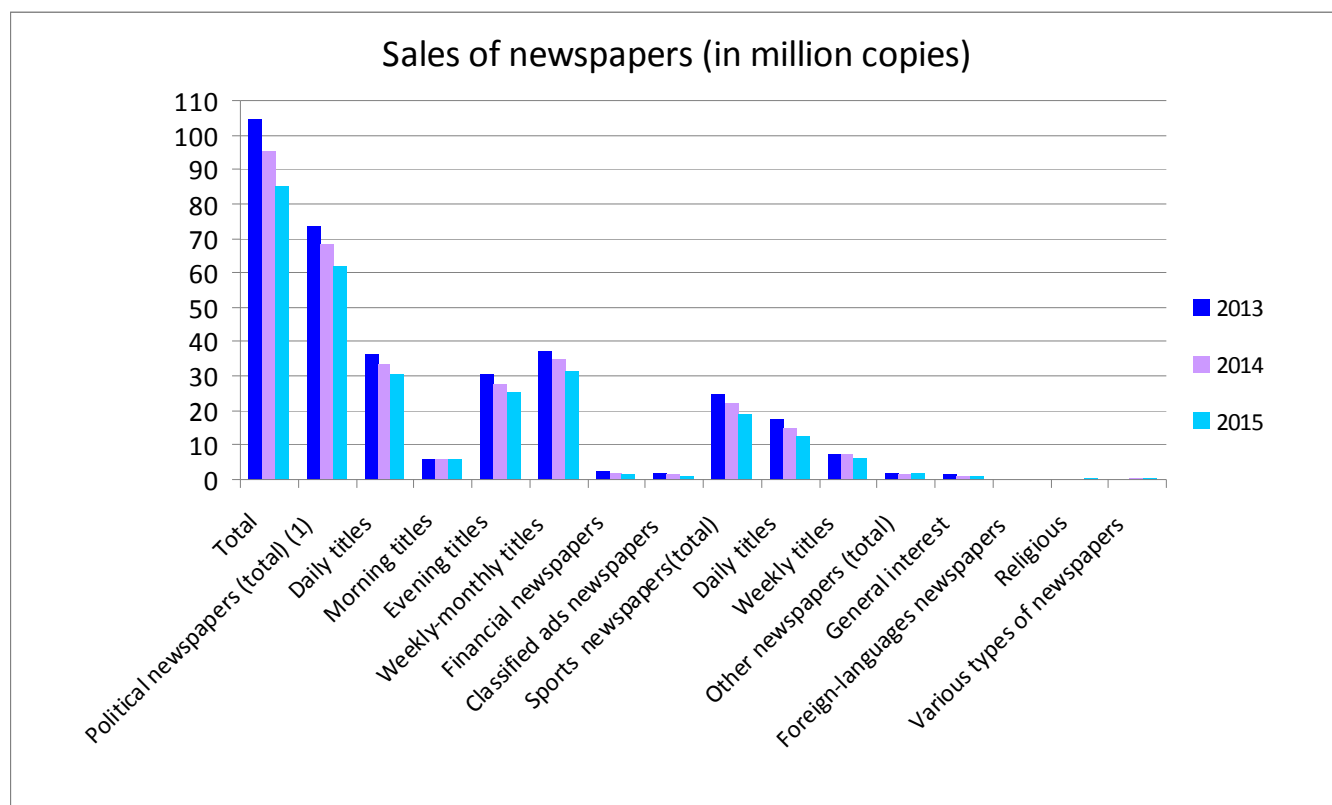
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**Table 1. Sales of newspapers in copies and by category: 2013, 2014 and 2015**

Newspapers	2013	2014	2015	Change % 2014/2013	Change % 2015/2014
<b>Total</b>	<b>104,733,649</b>	<b>95,404,106</b>	<b>85,222,397</b>	<b>-8.91</b>	<b>-10.67</b>
<b>Political newspapers (total) <sup>(1)</sup></b>	<b>73,590,519</b>	<b>68,301,628</b>	<b>62,035,614</b>	<b>-7.19</b>	<b>-9.17</b>
Daily titles	36,223,597	33,338,341	30,629,406	-7.97	-8.13
<i>Morning titles</i>	5,608,604	5,807,492	5,654,895	3.55	-2.63
<i>Evening titles</i>	30,614,993	27,530,849	24,974,511	-10.07	-9.29
Weekly-monthly titles	37,366,922	34,963,287	31,406,208	-6.43	-10.17
<b>Financial newspapers</b>	<b>2,555,768</b>	<b>2,029,877</b>	<b>1,694,770</b>	<b>-20.58</b>	<b>-16.51</b>
<b>Classified ads newspapers</b>	<b>2,018,918</b>	<b>1,389,299</b>	<b>977,967</b>	<b>-31.19</b>	<b>-29.61</b>
<b>Sports newspapers(total)</b>	<b>24,784,638</b>	<b>22,194,210</b>	<b>18,814,648</b>	<b>-10.45</b>	<b>-15.23</b>
Daily titles	17,626,170	15,127,170	12,495,267	-14.18	-17.40
Weekly titles	7,158,468	7,067,040	6,319,381	-1.28	-10.58
<b>Other newspapers (total)</b>	<b>1,783,806</b>	<b>1,489,092</b>	<b>1,699,398</b>	<b>-16.52</b>	<b>14.12</b>
General interest	1,396,395	1,027,289	988,343	-26.43	-3.79
Foreign-languages newspapers	128,052	92,734	34,434	-27.58	-62.87
Religious	62,252	78,147	398,648	25.53	410.13
Various types of newspapers	197,107	290,922	277,973	47.60	-4.45

(1) The total number of political newspapers is the sum of daily and weekly/monthly titles

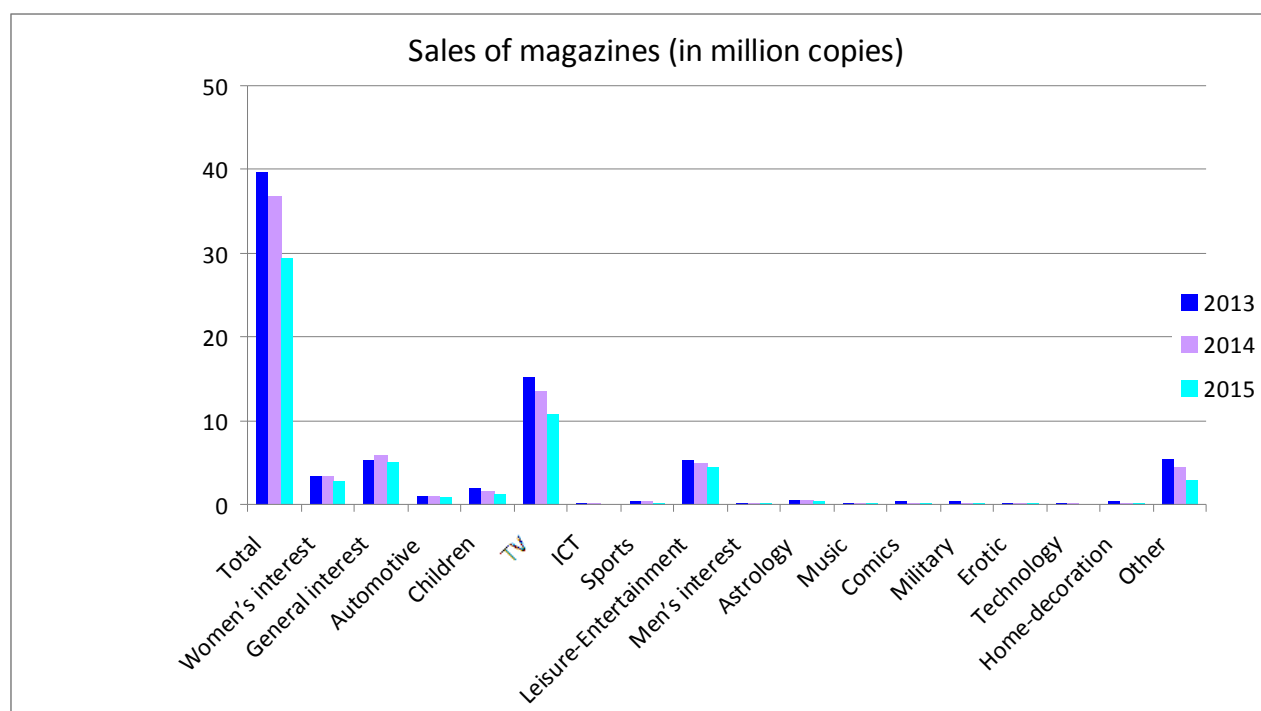
**Graph 1**



**Table 2. Sales of magazines in copies and by category: 2013, 2014 and 2015**

Magazines	2013	2014	2015	Change % 014/2013	Change % 2015/2014
<b>TOTAL</b>	<b>39,692,337</b>	<b>36,801,123</b>	<b>29,518,379</b>	<b>-7.28</b>	<b>-19.79</b>
Women's interest	3,271,896	3,365,668	2,718,464	2.87	-19.23
General interest	5,190,606	5,867,013	5,001,280	13.03	-14.76
Automotive	1,021,458	981,618	855,361	-3.90	-12.86
Children	1,891,451	1,562,056	1,240,248	-17.41	-20.60
TV	15,100,851	13,542,366	10,731,127	-10.32	-20.76
ICT	125,887	102,151	65,267	-18.86	-36.11
Sports	365,428	314,099	213,474	-14.05	-32.04
Leisure-Entertainment	5,242,066	4,842,395	4,460,422	-7.62	-7.89
Men's interest	256,526	246,151	121,732	-4.04	-50.55
Astrology	461,287	438,569	387,447	-4.92	-11.66
Music	203,058	104,679	115,445	-48.45	10.28
Comics	280,342	120,612	103,841	-56.98	-13.90
Military	261,733	234,130	206,785	-10.55	-11.68
Erotic	218,765	189,065	147,331	-13.58	-22.07
Technology	98,993	90,105	71,619	-8.98	-20.52
Home-decoration	321,064	221,433	95,786	-31.03	-56.74
Other	5,380,926	4,579,013	2,982,750	-14.90	-34.86

**Graph 2**



## EXPLANATORY NOTES

### **Survey on daily and periodical press**

The Survey on Daily and Periodical Press is conducted since 1979, collecting data from the Press Distribution Agencies concerning the monthly circulation of newspapers and periodicals in Greece.

### **Legal framework**

The survey is conducted by virtue of the Law 3832/2010, as amended and in force.

### **Reference period**

The survey results refer to 2015. The data are collected on a monthly basis.

### **Methodology**

The survey is a census survey.

### **References**

More information on the Survey on Daily and Periodical Press can be found on the website of ELSTAT ([www.statistics.gr](http://www.statistics.gr)) under the statistical theme: **Population and Social Conditions / Culture / Daily and Periodical Press**.