



HELLENIC REPUBLIC

HELLENIC STATISTICAL AUTHORITY

Piraeus, 28 April 2017

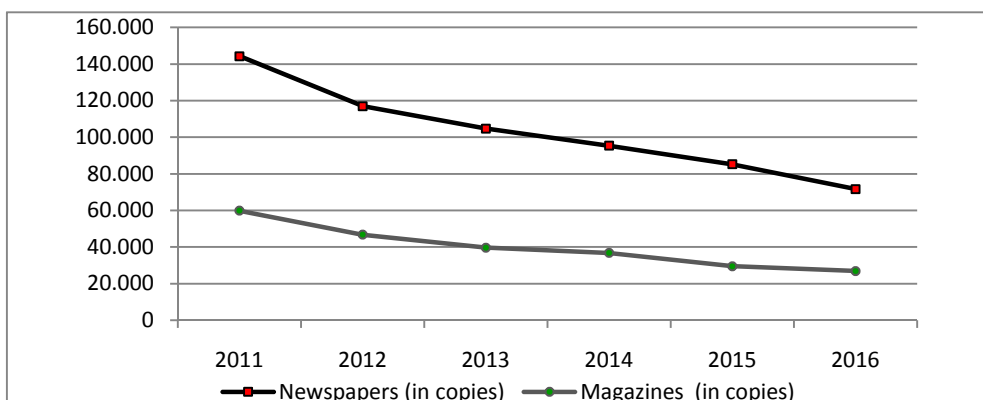
## PRESS RELEASE

### SURVEY ON DAILY AND PERIODICAL PRESS, 2016

The Hellenic Statistical Authority (ELSTAT) announces the data of the Survey on Daily and Periodical Press for the year 2016. In particular:

- In 2016, a **decrease of 15.9% is recorded in the total number of sales of newspapers** in comparison with 2015. An increase is recorded only in the sales of “Religious” newspapers, which grew by 13.2% in 2016 compared with 2015. In 2016 no sales were recorded for the “Foreign-languages newspapers”, which were published in Greece and disseminated through the Press Distribution Agencies, on account of the discontinuation of their publication. A similar trend is observed in the total number of sales of newspapers in 2015, which dropped by 10.7% in comparison with 2014. An increase 14.1% is recorded only in the sales of “Other newspapers” which is mainly due to the 410.1% increase in the sales of “religious” newspapers. (Table 2, Graph 2).
- As regards the total sales of magazines, in 2016 compared with 2015, a **decrease of 9.0% is recorded in the sales of all types of magazines**; more specifically, and in descending order in terms of circulation, the sales of “Women’s interest” magazines dropped by 13.1%, followed by “TV” magazines with a 6.3% decrease, “Leisure-Entertainment” magazines with a 2.6% decrease and “General interest” magazines with a 5.9% decrease. Similarly, in 2015 compared with 2014, a decrease of 19.8% is observed in the total sales of magazines; more specifically, the sales of “Women’s interest” magazines decreased by 19.2%, followed by “TV” magazines which decreased by 20.8%, “Leisure-Entertainment” magazines dropping by 7.9% and “General interest” magazines by 14.8%. The only increase observed is recorded in the sales of “Music magazines” which grew by 10.3% (Table 3, Graph 3).

**Graph 1. Sales of Newspapers and Magazines in thousand copies (2011-2016)**



#### Information

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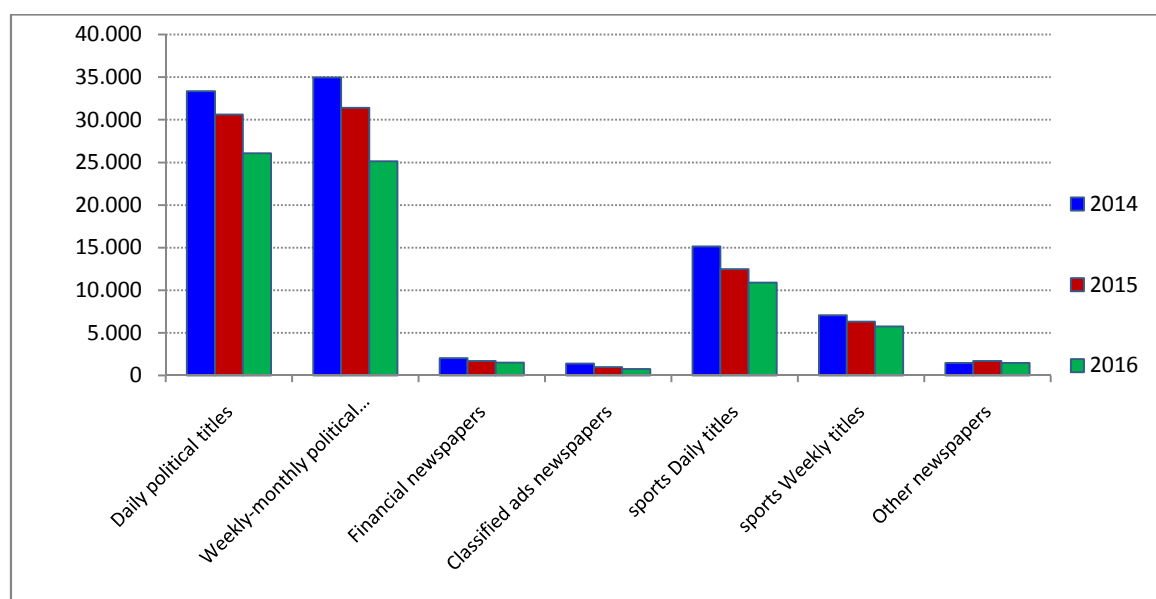
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**Table 1. Sales of Newspapers and Magazines (2011-2016)**

Sales	2011	2012	2013	2014	2015	2016
Newspapers (in copies)	144,235,465	116,964,789	104,733,649	95,404,106	85,222,397	71,641,595
annual change( %)		-18.9	-10.5	-8.9	-10.7	-15.9
Magazines (in copies)	59,887,063	46,717,544	39,692,337	36,801,123	29,518,379	26,856,559
annual change( %)		-22.0	-15.0	-7.3	-19.8	-9.0

**Table 2. Sales of newspapers in copies and by category: 2014, 2015 and 2016**

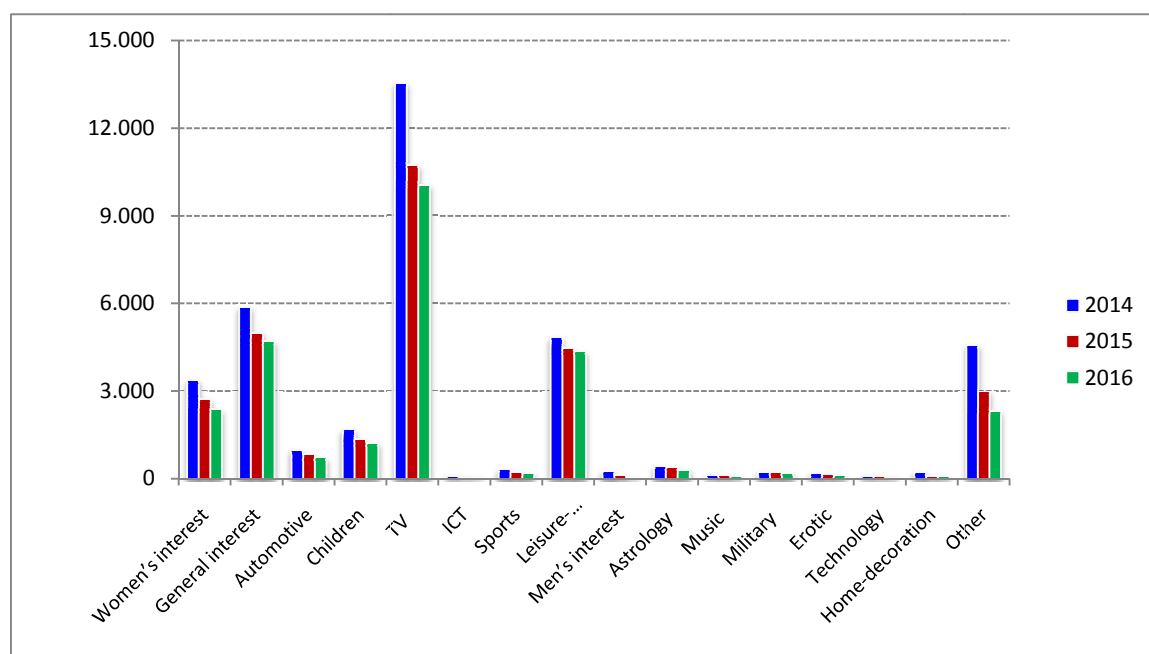
Newspapers	2014	2015	2016	Change % 2015/2014	Change % 2016/2015
<b>Total</b>	<b>95,404,106</b>	<b>85,222,397</b>	<b>71,641,595</b>	<b>-10.7</b>	<b>-15.9</b>
<b>Political newspapers (total) <sup>(1)</sup></b>	<b>68,301,628</b>	<b>62,035,614</b>	<b>51,201,432</b>	<b>-9.2</b>	<b>-17.5</b>
Daily titles	33,338,341	30,629,406	26,086,818	-8.1	-14.8
<i>Morning titles</i>	5,807,492	5,654,895	5,439,436	-2.6	-3.8
<i>Evening titles</i>	27,530,849	24,974,511	20,647,382	-9.3	-17.3
Weekly-monthly titles	34,963,287	31,406,208	25,114,614	-10.2	-20.0
<b>Financial newspapers</b>	<b>2,029,877</b>	<b>1,694,770</b>	<b>1,519,165</b>	<b>-16.5</b>	<b>-10.4</b>
<b>Classified ads newspapers</b>	<b>1,389,299</b>	<b>977,967</b>	<b>773,609</b>	<b>-29.6</b>	<b>-20.9</b>
<b>Sports newspapers(total)</b>	<b>22,194,210</b>	<b>18,814,648</b>	<b>16,679,475</b>	<b>-15.2</b>	<b>-11.3</b>
Daily titles	15,127,170	12,495,267	10,914,836	-17.4	-12.6
Weekly titles	7,067,040	6,319,381	5,764,639	-10.6	-8.8
<b>Other newspapers (total)</b>	<b>1,489,092</b>	<b>1,699,398</b>	<b>1,467,914</b>	<b>14.1</b>	<b>-13.6</b>
General interest	1,027,289	988,343	769,960	-3.8	-22.1
Foreign-languages newspapers	92,734	34,434	0	-62.9	-100.0
Religious	78,147	398,648	451,189	410.1	13.2
Various types of newspapers	290,922	277,973	246,765	-4.5	-11.2

**Graph 2. Sales of newspapers in thousand copies and by category: 2014, 2015 and 2016**

**Table 3. Sales of magazines in copies and by category: 2014, 2015 and 2016**

Magazines	2014	2015	2016	Change % 2015/2014	Change % 2016/2015
<b>TOTAL</b>	<b>36,801,123</b>	<b>29,518,379</b>	<b>26,856,559</b>	<b>-19.8</b>	<b>-9.0</b>
Women's interest	3,365,668	2,718,464	2,362,295	-19.2	-13.1
General interest	5,867,013	5,001,280	4,706,113	-14.8	-5.9
Automotive	981,618	855,361	717,180	-12.9	-16.2
Children	1,682,668	1,344,089	1,220,431	-20.1	-9.2
TV	13,542,366	10,731,127	10,059,251	-20.8	-6.3
ICT	102,151	65,267	46,144	-36.1	-29.3
Sports	314,099	213,474	197,929	-32.0	-7.3
Leisure-Entertainment	4,842,395	4,460,422	4,345,126	-7.9	-2.6
Men's interest	246,151	121,732	45,019	-50.5	-63.0
Astrology	438,569	387,447	305,942	-11.7	-21.0
Music	104,679	115,445	83,757	10.3	-27.4
Military	234,130	206,785	188,242	-11.7	-9.0
Erotic	189,065	147,331	118,918	-22.1	-19.3
Technology	90,105	71,619	65,073	-20.5	-9.1
Home-decoration	221,433	95,786	71,857	-56.7	-25.0
Other	4,579,013	2,982,750	2,323,282	-34.9	-22.1

**Graph 3. Sales of magazines in thousand copies and by category: 2014, 2015 and 2016**



## 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 2016. The data are collected on a monthly basis.

### **Methodology**

The survey is a census survey, conducted on a monthly basis on the basis of data collected from the Press Distribution Agencies pertaining to the number of sales (copies) of newspapers and of magazines.

### **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: <http://www.statistics.gr/en/statistics/-/publication/SCI09/->