



HELLENIC REPUBLIC

HELLENIC STATISTICAL AUTHORITY

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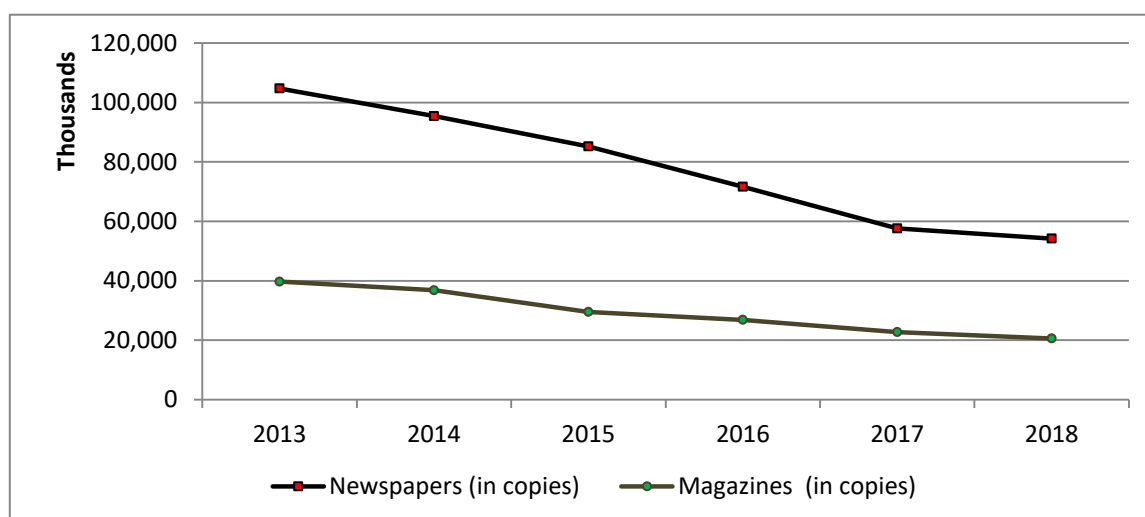
PRESS RELEASE

SURVEY ON DAILY AND PERIODICAL PRESS, 2018

The Hellenic Statistical Authority (ELSTAT) announces the data of the *Survey on Daily and Periodical Press* for the year 2018. More specifically:

- In 2018 compared with 2017, a **decrease of 5.9% is recorded in the total sales of newspapers**, as well as in the individual types of newspapers with the exception of daily political newspapers, which recorded an increase of 2.0% and of financial newspapers with a 6.3% increase. In 2017 compared with 2016, a decrease of 19.6% had been observed in the corresponding total sales of newspapers and in the individual types of newspapers (Table 2, Graph 2). In 2018, no sales were recorded for the “Foreign-language newspapers”, on account of the discontinuation of their publication since 2016.
- In 2018 compared with 2017, a **decrease of 9.4% is recorded in the total sales of magazines**, as well as in the individual types of magazines, with the exception of Children magazines which grew by 66.3%. In 2017 compared with 2016, a decrease of 15.4% had been observed in the corresponding sales of magazines, as well as in the individual types of magazines, with the exception of Music magazines (6.7% increases). More specifically, the most important decrease is recorded in the sales of: a) TV magazines (2018/2017: 12.1% and 2017/2016:12.0%), b) General interest magazines (2018/2017: 18.2%, 2017/2016: 18.8%) (Table 3, Graph 3).

Graph 1. Sales of newspapers and magazines in thousand copies (2013-2018)



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Table 1. Sales of newspapers and magazines (2013-2018)

Sales	2013	2014	2015	2016	2017	2018
Newspapers (in copies)	104,733,649	95,404,106	85,222,397	71,641,595	57,614,541	54,208,108
Annual change (%)		-8.9	-10.7	-15.9	-19.6	-5.9
Magazines (in copies)	39,692,337	36,801,123	29,518,379	26,856,559	22,731,970	20,596,291
Annual change (%)		-7.3	-19.8	-9.0	-15.4	-9.4

Table 2. Sales of newspapers in copies and by category: 2016, 2017 and 2018

Newspapers	2016	2017	2018	Change % 2017/2016	Change % 2018/2017
Total	71,641,595	57,614,541	54,208,108	-19.6	-5.9
Political newspapers (total) ⁽¹⁾	51,201,432	40,334,928	38,849,575	-21.2	-3.7
Daily titles	26,086,818	23,548,309	24,009,734	-9.7	2.0
Morning titles	5,439,436	5,039,181	5,225,872	-7.4	3.7
Evening titles	20,647,382	18,509,128	18,783,862	-10.4	1.5
Weekly-monthly titles	25,114,614	16,786,619	14,839,841	-33.2	-11.6
Financial newspapers	1,519,165	1,081,976	1,150,168	-28.8	6.3
Classified ads newspapers	773,609	608,841	543,151	-21.3	-10.8
Sports newspapers(total)	16,679,475	14,698,748	12,932,808	-11.9	-12.0
Daily titles	10,914,836	9,622,671	8,858,927	-11.8	-7.9
Weekly titles	5,764,639	5,076,077	4,073,881	-11.9	-19.7
Other newspapers (total)	1,467,914	890,048	732,406	-39.4	-17.7
General interest	769,960	312,641	280,820	-59.4	-10.2
Foreign-language newspapers	0	0	0	-	-
Religious	451,189	355,874	265,558	-21.1	-25.4
Various types of newspapers	246,765	221,533	186,028	-10.2	-16.0

Graph 2. Sales of newspapers in thousand copies and by category: 2016, 2017 and 2018

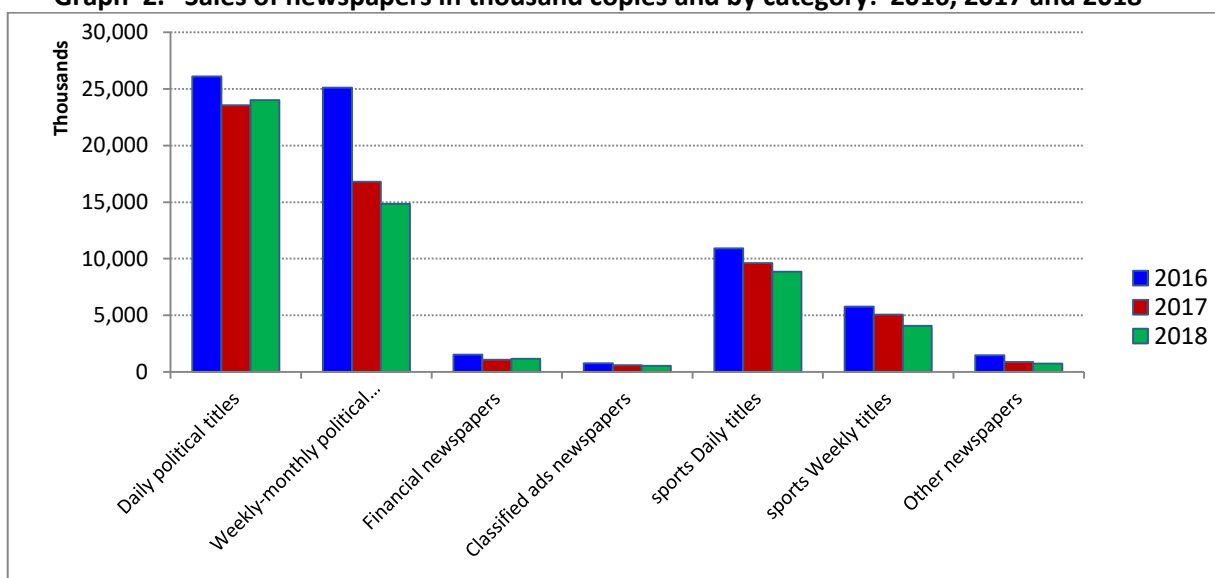
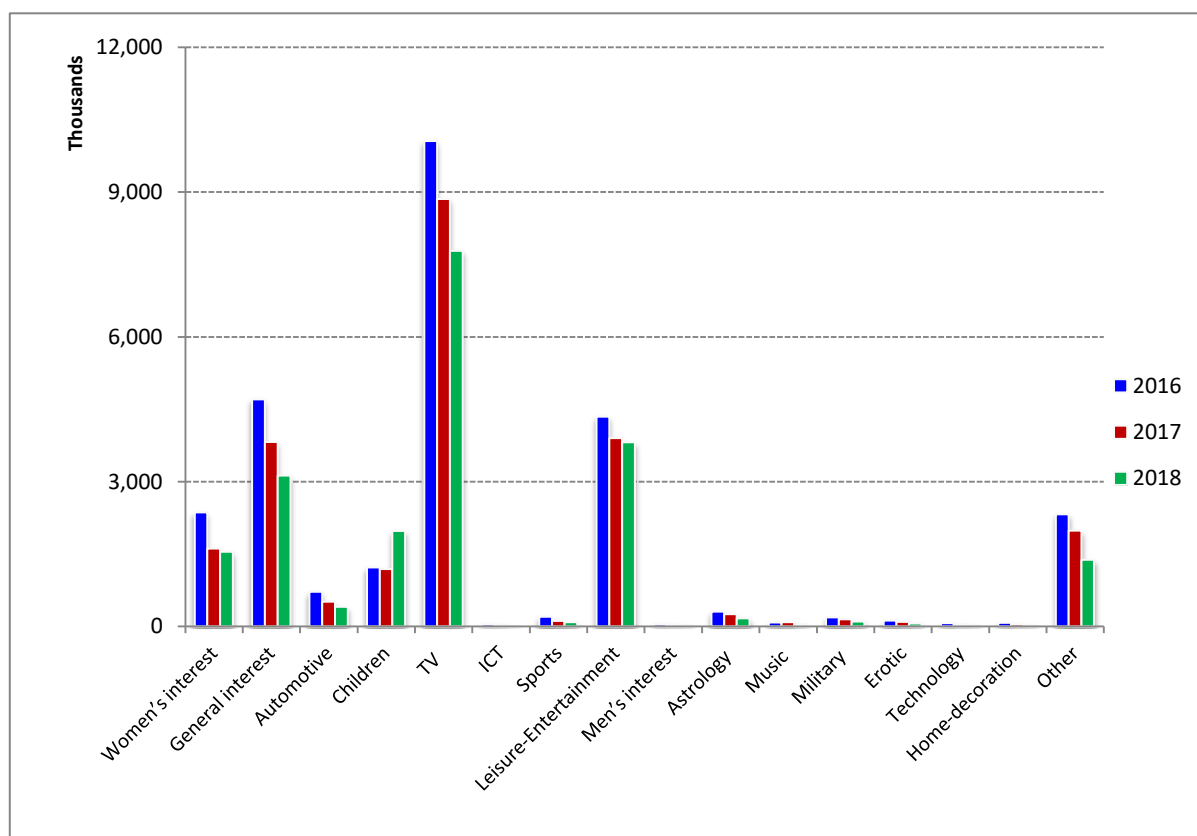


Table 3. Sales of magazines in copies and by category: 2016, 2017 and 2018

Magazines	2016	2017	2018	Change % 2017/2016	Change % 2018/2017
TOTAL	26,856,559	22,731,970	20,596,291	-15.4	-9.4
Women's interest	2,362,295	1,615,842	1,549,666	-31.6	-4.1
General interest	4,706,113	3,822,555	3,127,753	-18.8	-18.2
Automotive	717,180	510,857	404,521	-28.8	-20.8
Children	1,220,431	1,191,509	1,981,185	-2.4	66.3
TV	10,059,251	8,856,066	7,783,248	-12.0	-12.1
ICT	46,144	34,348	5,898	-25.6	-82.8
Sports	197,929	114,125	87,576	-42.3	-23.3
Leisure-Entertainment	4,345,126	3,899,530	3,815,395	-10.3	-2.2
Men's interest	45,019	37,147	25,027	-17.5	-32.6
Astrology	305,942	252,686	167,138	-17.4	-33.9
Music	83,757	89,343	42,968	6.7	-51.9
Military	188,242	146,684	102,953	-22.1	-29.8
Erotic	118,918	91,817	61,487	-22.8	-33.0
Technology	65,073	42,519	28,419	-34.7	-33.2
Home-decoration	71,857	45,225	30,258	-37.1	-33.1
Other	2,323,282	1,981,717	1,382,799	-14.7	-30.2

Graph 3. Sales of magazines in thousand copies and by category: 2016, 2017 and 2018



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 2018. 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) under the statistical theme: http://www.statistics.gr/en/statistics/-/publication/SCI09/