

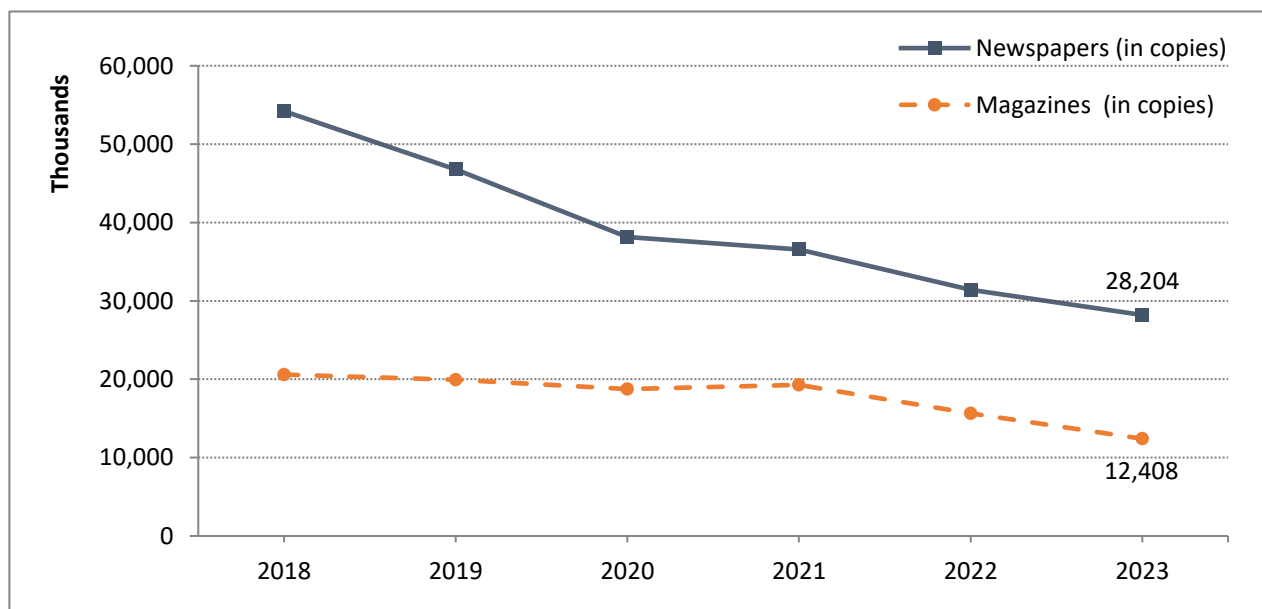


DAILY AND PERIODICAL PRESS YEAR 2023

The Hellenic Statistical Authority (ELSTAT) announces the results of the survey on Daily and Periodical Press for the year 2023. More specifically:

- In 2023 compared with 2022, a decrease of 10.2% is recorded in the total sales of newspapers and a similar trend is observed in the sales of all individual categories of newspapers. In 2022 compared with 2021, a decrease of 14.1% was observed in the total sales of newspapers (Tables 1 and 2, Graphs 1 and 2).
- In 2023 compared with 2022, a decrease of 20.7% is recorded in the total sales of magazines and a similar trend is observed in the sales of all individual categories of magazines. Regarding the categories with the highest sales volume, the most significant decreases are recorded in the sales of tv magazines and general interest magazines, by 17.0% and 42.6%, respectively. In 2022 compared with 2021, a decrease of 18.9% was observed in the total sales of magazines (Tables 1 and 3, Graphs 1 and 3).

Graph 1. Sales of newspapers and magazines (in copies), 2018 – 2023



Information on methodological issues:

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Table 1. Sales of newspapers and magazines, 2018 - 2023

	2018	2019	2020	2021	2022	2023
Newspapers (in copies)	54,208,108	46,776,501	38,148,635	36,578,726	31,421,739	28,203,839
Annual change (%)		-13.7	-18.4	-4.1	-14.1	-10.2
Magazines (in copies)	20,596,291	19,938,136	18,737,410	19,295,298	15,640,590	12,407,979
Annual change (%)		-3.2	-6.0	3.0	-18.9	-20.7

Table 2. Sales of newspapers (in copies), by category, 2021 - 2023

Newspapers	2021	2022	2023	Change % 2022/2021	Change % 2023/2022
Total	36,578,726	31,421,739	28,203,839	-14.1	-10.2
Political newspapers (total)	28,421,168	24,068,957	21,800,285	-15.3	-9.4
Daily titles	17,414,078	15,087,400	13,779,098	-13.4	-8.7
Morning titles	3,619,445	3,283,359	2,974,967	-9.3	-9.4
Evening titles	13,794,633	11,804,041	10,804,131	-14.4	-8.5
Weekly-monthly titles	11,007,090	8,981,557	8,021,187	-18.4	-10.7
Financial newspapers	627,645	549,340	473,329	-12.5	-13.8
Sports newspapers (total)	6,799,258	6,333,936	5,673,518	-6.8	-10.4
Daily titles	4,401,245	3,798,848	3,327,632	-13.7	-12.4
Weekly titles	2,398,013	2,535,088	2,345,886	5.7	-7.5
Other newspapers (total)	730,655	469,506	256,707	-35.7	-45.3
General interest	183,173	71,269	34,589	-61.1	-51.5
Religious	279,253	207,400	176,148	-25.7	-15.1
Other categories	268,229	190,837	45,970	-28.9	-75.9

Graph 2. Sales of newspapers (in copies), by category, 2021 - 2023

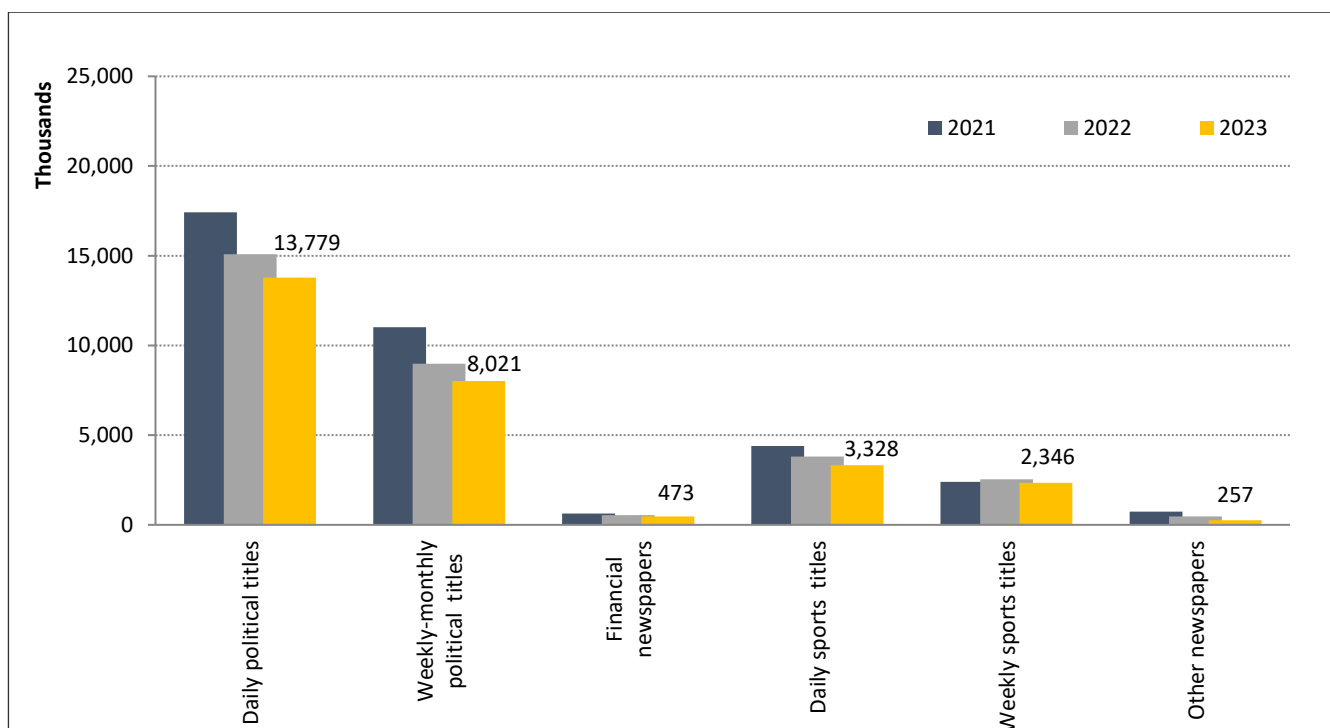
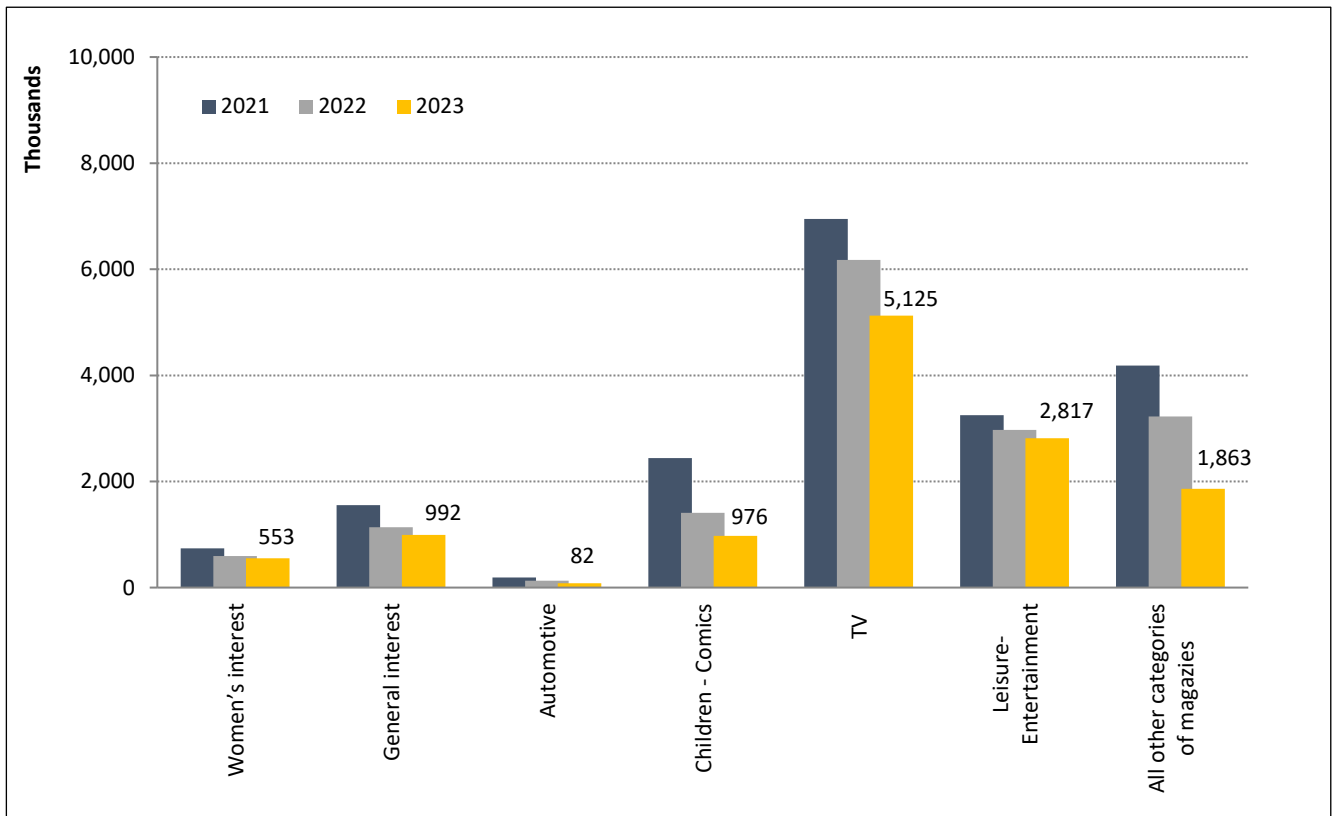


Table 3. Sales of magazines (in copies), by category, 2021 - 2023

Magazines	2021	2022	2023	Change % 2022/2021	Change % 2023/2022
Total	19,295,298	15,640,590	12,407,979	-18.9	-20.7
Women's interest	739,173	594,225	553,064	-19.6	-6.9
General interest	1,551,107	1,135,755	991,674	-26.8	-12.7
Automotive	187,484	131,503	81,745	-29.9	-37.8
Children - Comics	2,437,964	1,408,340	975,862	-42.2	-30.7
TV	6,945,939	6,176,036	5,124,814	-11.1	-17.0
Sports	44,287	21,216	13,352	-52.1	-37.1
Leisure-Entertainment	3,249,700	2,969,148	2,817,415	-8.6	-5.1
Military	80,808	59,957	44,415	-25.8	-25.9
Other magazines	4,058,836	3,144,410	1,805,638	-22.5	-42.6

Graph 3. Sales of magazines (in copies), by category, 2021 - 2023



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 sales (in copies) of newspapers and magazines in Greece.

Legal framework

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

Reference period

Calendar year 2023.

Methodology

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

References

More information on the Survey on Daily and Periodical Press is available on the website of ELSTAT (www.statistics.gr) at: <http://www.statistics.gr/en/statistics/-/publication/SCI09/>