



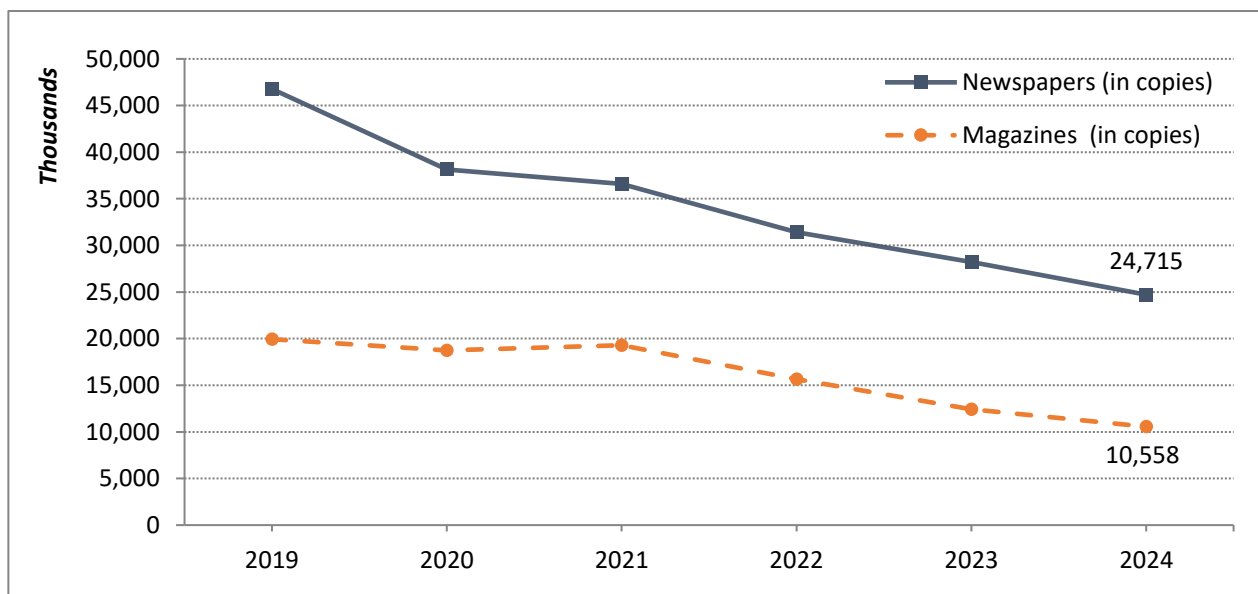
## DAILY AND PERIODICAL PRESS YEAR 2024

The Hellenic Statistical Authority (ELSTAT) announces the results of the survey on Daily and Periodical Press for the year 2024. More specifically:

- In 2024 compared with 2023, a decrease of 12.4% is recorded in the total sales of newspapers and a similar trend is observed in the sales of all individual categories of newspapers. In 2023 compared with 2022, a decrease of 10.2% was observed in the total sales of newspapers (Tables 1 and 2, Graphs 1 and 2).
- In 2024 compared with 2023, a decrease of 14.9% is recorded in the total sales of magazines and a similar trend is observed in the sales of all individual categories of magazines, with the exception of sports magazines. In 2023 compared with 2022, a decrease of 20.7% was observed in the total sales of magazines.

In the categories with the highest sales volume in the year 2024, the most significant changes in absolute numbers are observed in the sales of TV magazines and other magazines, which recorded a decrease of 14.1% and 33.3% respectively. (Tables 1 and 3, Graphs 1 and 3).

**Graph 1. Sales of newspapers and magazines (in copies), 2019 – 2024**



**Information on methodological issues:**

Sectoral Statistics Division  
Tourism and Culture Statistics Section  
Head of Section: Eleni Papadopoulou  
Tel: +30 213 135 2168  
e-mail: [e.papadopoulou@statistics.gr](mailto:e.papadopoulou@statistics.gr)

**Information for data provision:**

Tel. +30 213 135 2022, 2308, 2310  
e-mail: [data.dissem@statistics.gr](mailto:data.dissem@statistics.gr)

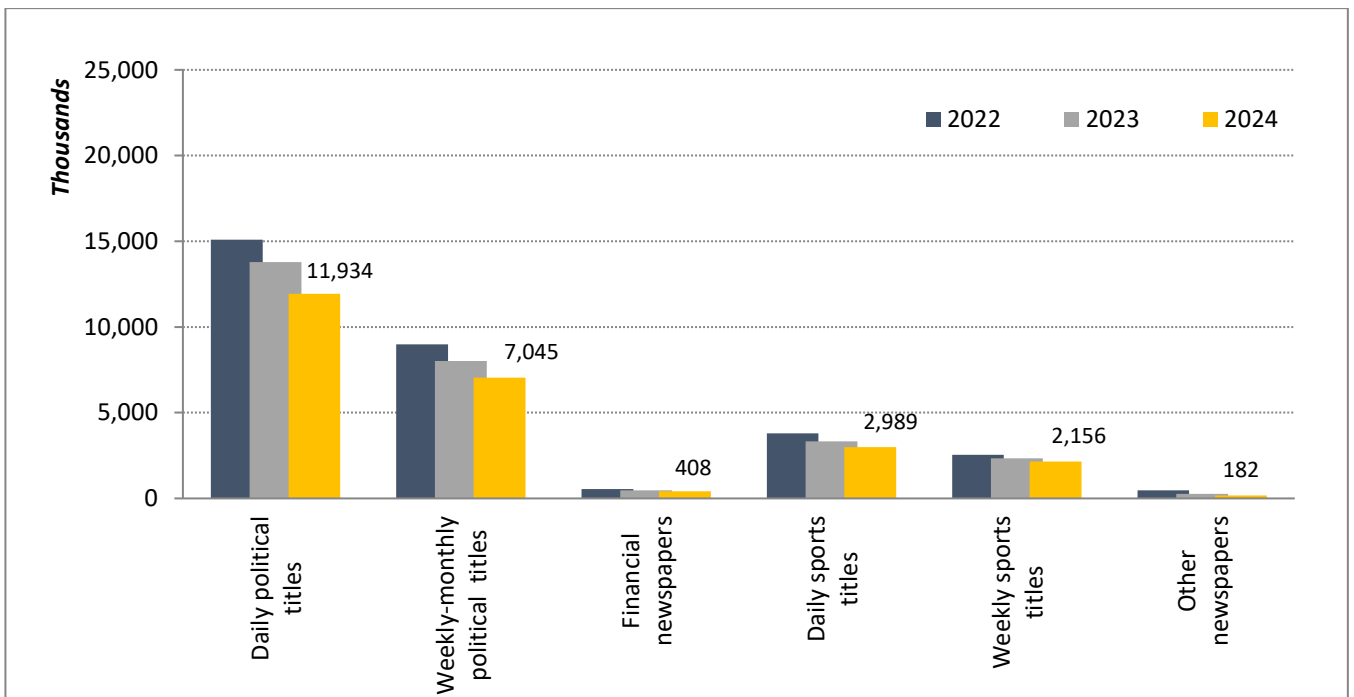
**Table 1. Sales of newspapers and magazines, 2019 - 2024**

	2019	2020	2021	2022	2023	2024
<b>Newspapers (in copies)</b>	46,776,501	38,148,635	36,578,726	31,421,739	28,203,839	24,714,723
<b>Annual change (%)</b>		-18.4	-4.1	-14.1	-10.2	-12.4
<b>Magazines (in copies)</b>	19,938,136	18,737,410	19,295,298	15,640,590	12,407,979	10,558,360
<b>Annual change (%)</b>		-6.0	3.0	-18.9	-20.7	-14.9

**Table 2. Sales of newspapers (in copies), by category, 2022 - 2024**

Newspapers	2022	2023	2024	Change % 2023/2022	Change % 2024/2023
<b>Total</b>	<b>31,421,739</b>	<b>28,203,839</b>	<b>24,714,723</b>	<b>-10.2</b>	<b>-12.4</b>
<b>Political newspapers (total)</b>	<b>24,068,957</b>	<b>21,800,285</b>	<b>18,979,925</b>	<b>-9.4</b>	<b>-12.9</b>
Daily titles	15,087,400	13,779,098	11,934,462	-8.7	-13.4
Morning titles	3,283,359	2,974,967	2,621,884	-9.4	-11.9
Evening titles	11,804,041	10,804,131	9,312,578	-8.5	-13.8
Weekly-monthly titles	8,981,557	8,021,187	7,045,463	-10.7	-12.2
<b>Financial newspapers</b>	<b>549,340</b>	<b>473,329</b>	<b>408,189</b>	<b>-13.8</b>	<b>-13.8</b>
<b>Sports newspapers (total)</b>	<b>6,333,936</b>	<b>5,673,518</b>	<b>5,144,985</b>	<b>-10.4</b>	<b>-9.3</b>
Daily titles	3,798,848	3,327,632	2,989,119	-12.4	-10.2
Weekly titles	2,535,088	2,345,886	2,155,866	-7.5	-8.1
<b>Other newspapers (total)</b>	<b>469,506</b>	<b>256,707</b>	<b>181,624</b>	<b>-45.3</b>	<b>-29.2</b>
General interest	71,269	34,589	19,156	-51.5	-44.6
Religious	207,400	176,148	143,186	-15.1	-18.7
Other categories	190,837	45,970	19,282	-75.9	-58.1

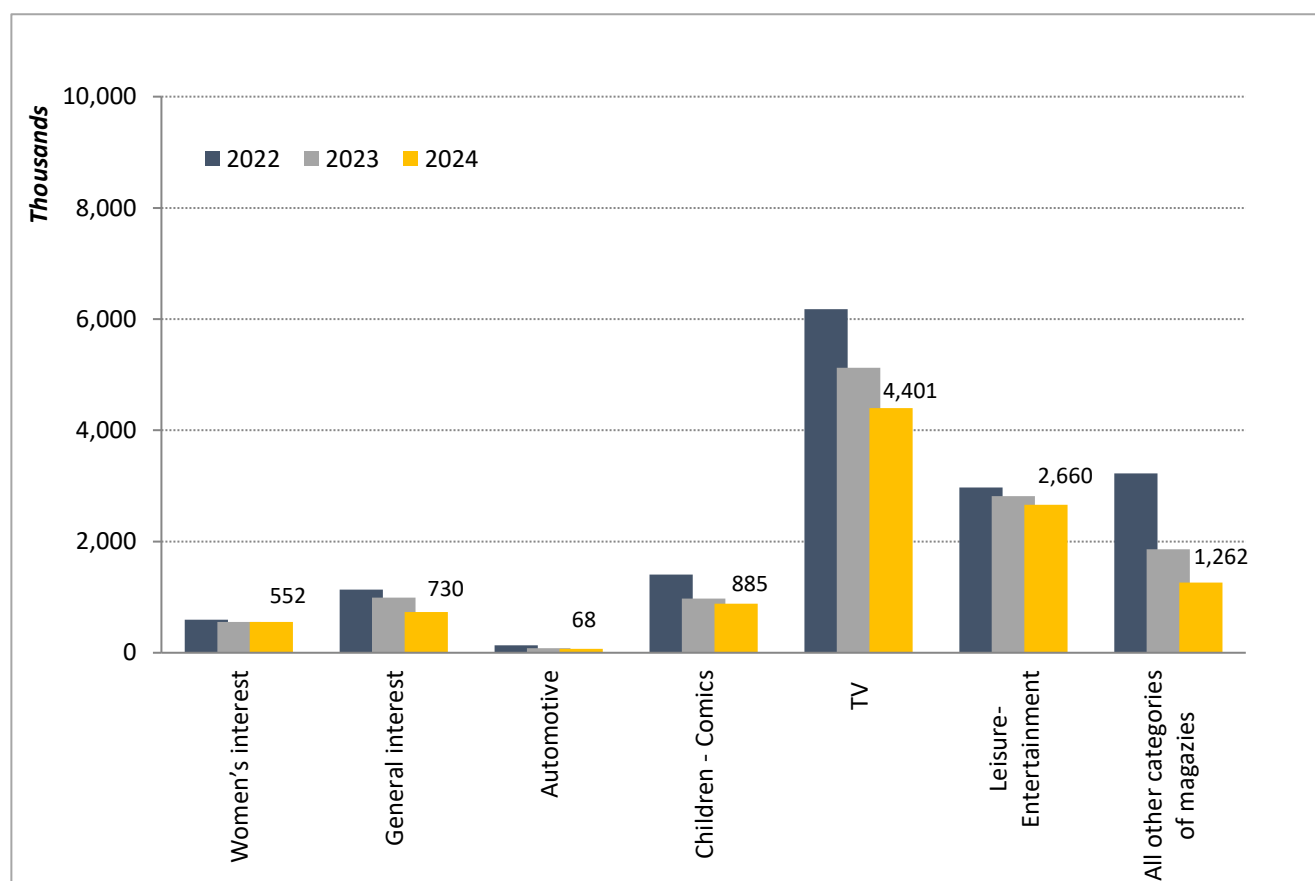
**Graph 2. Sales of newspapers (in copies), by category, 2022 - 2024**



**Table 3. Sales of magazines (in copies), by category, 2022 - 2024**

Magazines	2022	2023	2024	Change % 2023/2022	Change % 2024/2023
<b>Total</b>	<b>15,640,590</b>	<b>12,407,979</b>	<b>10,558,360</b>	<b>-20.7</b>	<b>-14.9</b>
Women's interest	594,225	553,064	551,688	-6.9	-0.2
General interest	1,135,755	991,674	730,320	-12.7	-26.4
Automotive	131,503	81,745	68,345	-37.8	-16.4
Children - Comics	1,408,340	975,862	884,900	-30.7	-9.3
TV	6,176,036	5,124,814	4,401,150	-17.0	-14.1
Sports	21,216	13,352	18,827	-37.1	41.0
Leisure-Entertainment	2,969,148	2,817,415	2,659,612	-5.1	-5.6
Military	59,957	44,415	38,554	-25.9	-13.2
Other magazines	3,144,410	1,805,638	1,204,964	-42.6	-33.3

**Graph 3. Sales of magazines (in copies), by category, 2022 - 2024**



## 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 2024.

### **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](http://www.statistics.gr)) at:  
<http://www.statistics.gr/en/statistics/-/publication/SCI09/->