



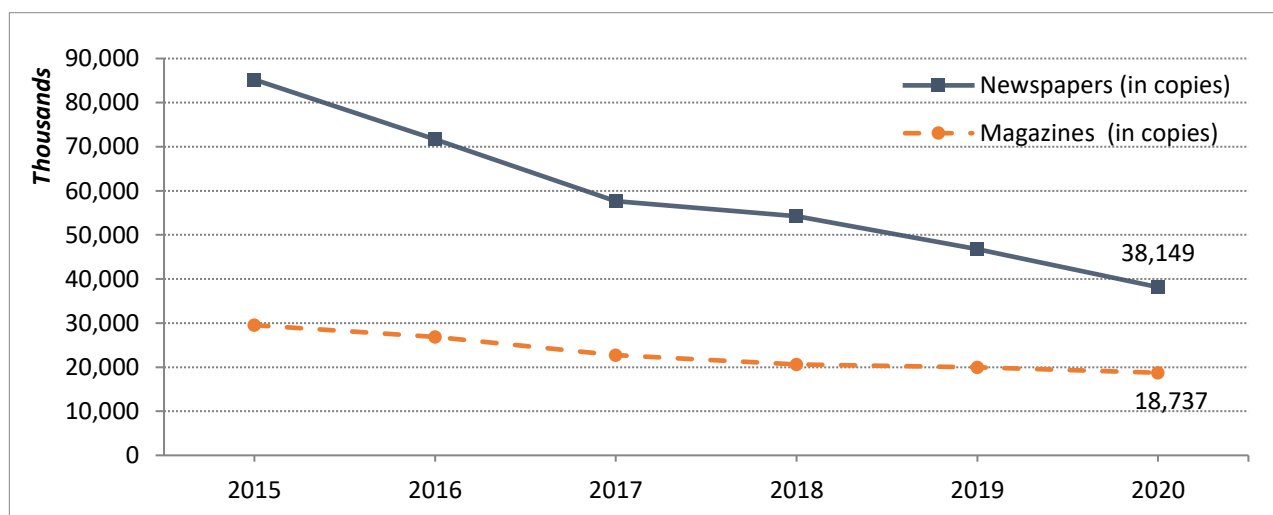
PRESS RELEASE

SURVEY ON DAILY AND PERIODICAL PRESS: 2020

The Hellenic Statistical Authority (ELSTAT) announces the results of the Survey on Daily and Periodical Press for the year 2020. More specifically:

- In 2020 compared with 2019, a decrease of 18.4% is recorded in the total sales of newspapers and a similar trend is observed in the sales of all individual categories of newspapers. A significant decrease of 13.5% is observed in the sales of political newspapers and a decrease of 34.8% is observed in the sales of sports newspapers. In 2019 compared with 2018, a decrease of 13.7% had been observed in the total sales of newspapers (Table 2, Graph 2).
- In 2020 compared with 2019, a decrease of 6.0% is recorded in the total sales of magazines. More specifically, a decrease is observed in the sales of all types of magazines, with the exception of leisure-entertainment and other magazines, which increased by 2.2% και 78.5%, respectively. Regarding the categories with the highest sales volume, the most significant decreases are recorded in the sales of children-comics magazines and general interest magazines, by 24.0% and 25.1%, respectively. In 2019 compared with 2018, a decrease of 3.2% had been observed in the total sales of magazines (Table 3, Graph 3).

Graph 1. Sales of newspapers and magazines (in copies), 2015 – 2020



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Table 1. Sales of newspapers and magazines, 2015 - 2020

	2015	2016	2017	2018	2019	2020
Newspapers (in copies)	85,222,397	71,641,595	57,614,541	54,208,108	46,776,501	38,148,635
Annual change (%)		-15.9	-19.6	-5.9	-13.7	-18.4
Magazines (in copies)	29,518,379	26,856,559	22,731,970	20,596,291	19,938,136	18,737,410
Annual change (%)		-9.0	-15.4	-9.4	-3.2	-6.0

Table 2. Sales of newspapers (in copies), by category, 2018 - 2020

Newspapers	2018	2019	2020	Change % 2019/2018	Change % 2020/2019
Total	54,208,108	46,776,501	38,148,635	-13.7	-18.4
Political newspapers (total)	38,849,575	34,448,439	29,797,449	-11.3	-13.5
Daily titles	24,009,734	22,039,764	18,521,850	-8.2	-16.0
Morning titles	5,225,872	4,896,165	4,032,588	-6.3	-17.6
Evening titles	18,783,862	17,143,599	14,489,262	-8.7	-15.5
Weekly-monthly titles	14,839,841	12,408,675	11,275,599	-16.4	-9.1
Financial newspapers	1,150,168	764,197	706,597	-33.6	-7.5
Sports newspapers (total)	12,932,808	10,584,748	6,900,259	-18.2	-34.8
Daily titles	8,858,927	6,948,570	4,748,746	-21.6	-31.7
Weekly titles	4,073,881	3,636,178	2,151,513	-10.7	-40.8
Other newspapers (total)	1,275,557	979,117	744,330	-23.2	-24.0
General interest	280,820	233,176	187,381	-17.0	-19.6
Religious	265,558	225,898	220,813	-14.9	-2.3
Other categories	729,179	520,043	336,136	-28.7	-35.4

Graph 2. Sales of newspapers (in copies), by category, 2018 - 2020

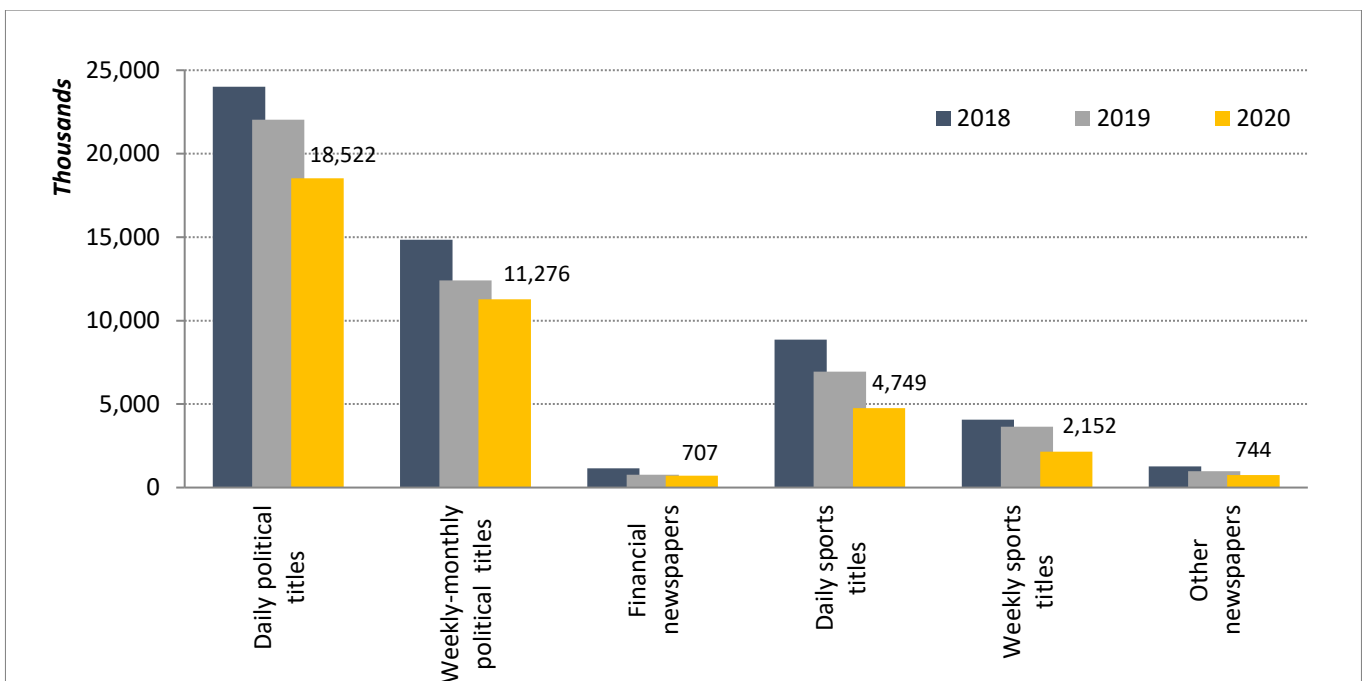
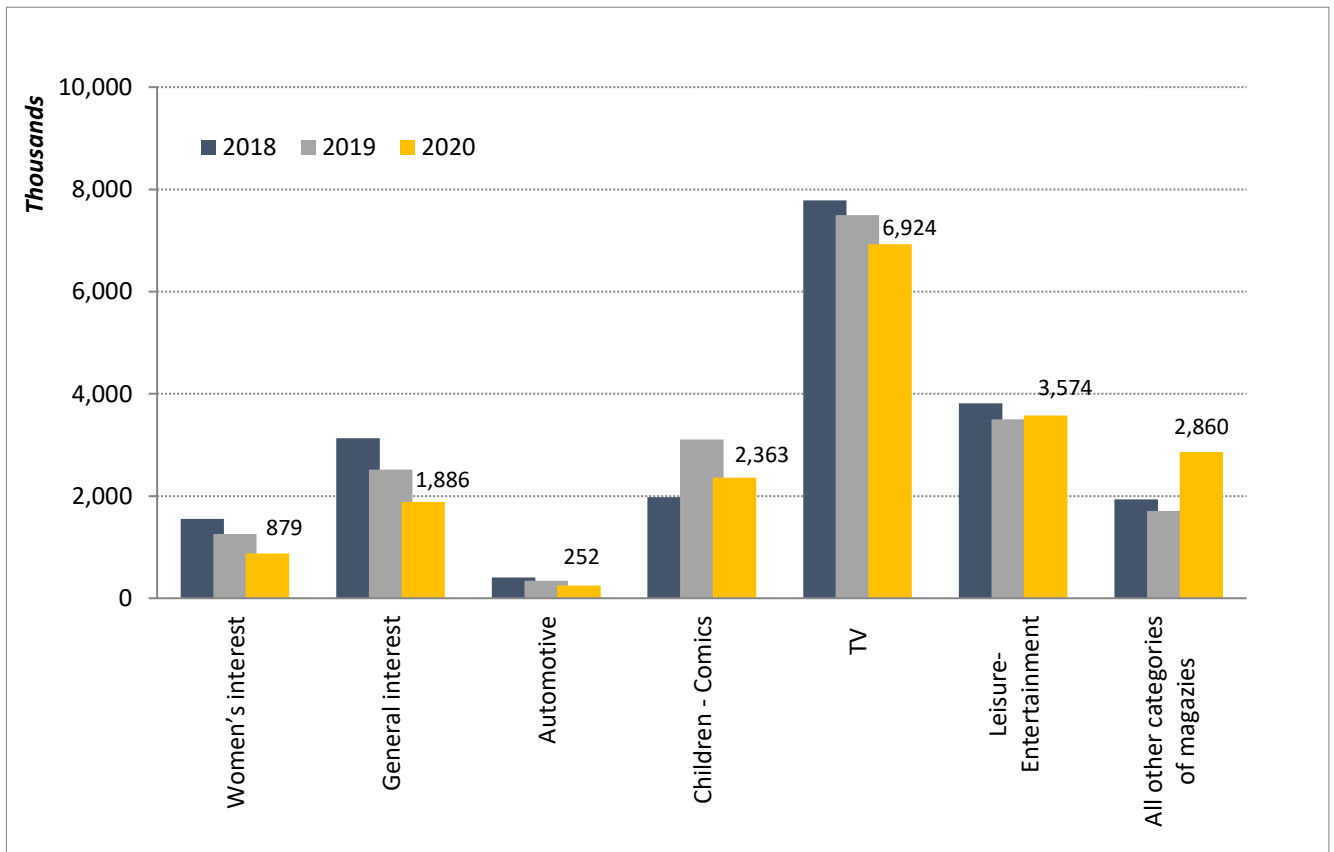


Table 3. Sales of magazines (in copies), by category, 2018 - 2020

Magazines	2018	2019	2020	Change % 2019/2018	Change % 2020/2019
Total	20,596,291	19,938,136	18,737,410	-3.2	-6.0
Women's interest	1,549,666	1,255,228	879,046	-19.0	-30.0
General interest	3,127,753	2,519,793	1,886,301	-19.4	-25.1
Automotive	404,521	346,100	251,968	-14.4	-27.2
Children - Comics	1,981,185	3,107,704	2,362,635	56.9	-24.0
TV	7,783,248	7,498,403	6,923,592	-3.7	-7.7
Sports	87,576	91,597	44,474	4.6	-51.4
Leisure-Entertainment	3,815,395	3,498,965	3,574,243	-8.3	2.2
Military	102,953	85,740	76,004	-16.7	-11.4
Other magazines	1,743,994	1,534,606	2,739,147	-12.0	78.5

Graph 3. Sales of magazines (in copies), by category, 2018 - 2020



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

The survey results refer to year 2020.

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/-](http://www.statistics.gr/en/statistics/-/publication/SCI09/)