



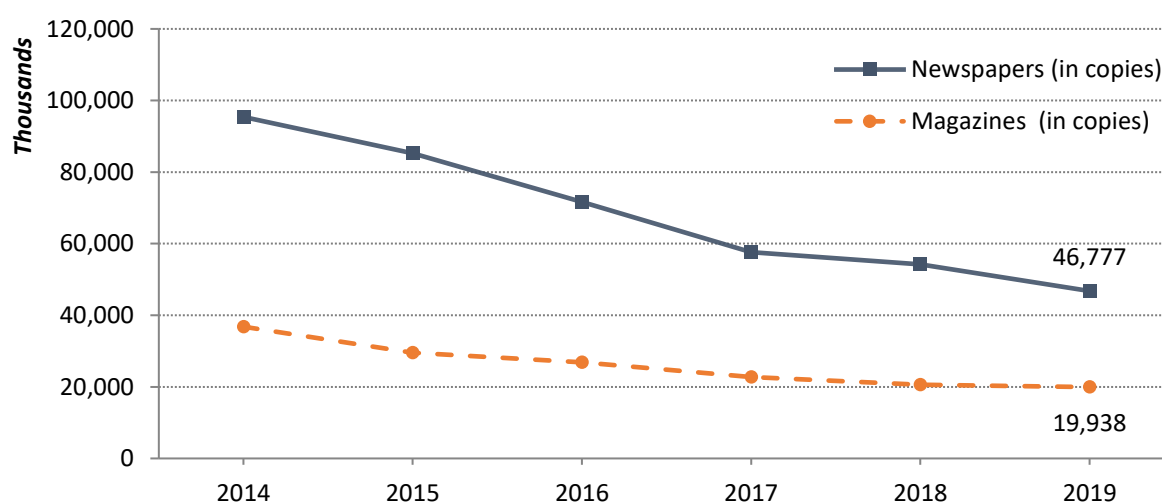
PRESS RELEASE

SURVEY ON DAILY AND PERIODICAL PRESS: 2019

The Hellenic Statistical Authority (ELSTAT) announces the results of the Survey on Daily and Periodical Press for the year 2019. More specifically:

- In 2019 compared with 2018, a decrease of 13.7% is recorded in the total sales of newspapers and a similar trend is observed in the sales of all types of newspapers. A significant decrease, in absolute values, is observed in the sales of political newspapers (11.3%) and in the sales of sports newspapers (18.2%). In 2018 compared with 2017, a decrease of 5.9% had been observed in the total sales of newspapers (Table 2, Graph 2).
- In 2019 compared with 2018, a decrease of 3.2% 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 children-comics and sports magazines which increased by 56.9% και 4.6%, respectively. The most significant decrease, in absolute values, is recorded in the sales of general interest magazines (19.4%). In 2018 compared with 2017, a decrease of 9.4% had been observed in the total sales of magazines (Table 3, Graph 3).

Graph 1. Sales of newspapers and magazines (in copies), 2014 – 2019



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Table 1. Sales of newspapers and magazines, 2014 - 2019

	2014	2015	2016	2017	2018	2019
Newspapers (in copies)	95,404,106	85,222,397	71,641,595	57,614,541	54,208,108	46,776,501
Annual change (%)		-10.7	-15.9	-19.6	-5.9	-13.7
Magazines (in copies)	36,801,123	29,518,379	26,856,559	22,731,970	20,596,291	19,938,136
Annual change (%)		-19.8	-9.0	-15.4	-9.4	-3.2

Table 2. Sales of newspapers (in copies), by category, 2017 - 2019

Newspapers	2017	2018	2019	Change % 2018/2017	Change % 2019/2018
Total	57,614,541	54,208,108	46,776,501	-5.9	-13.7
Political newspapers (total)	40,334,928	38,849,575	34,448,439	-3.7	-11.3
Daily titles	23,548,309	24,009,734	22,039,764	2.0	-8.2
Morning titles	5,039,181	5,225,872	4,896,165	3.7	-6.3
Evening titles	18,509,128	18,783,862	17,143,599	1.5	-8.7
Weekly-monthly titles	16,786,619	14,839,841	12,408,675	-11.6	-16.4
Financial newspapers	1,081,976	1,150,168	764,197	6.3	-33.6
Sports newspapers (total)	14,698,748	12,932,808	10,584,748	-12.0	-18.2
Daily titles	9,622,671	8,858,927	6,948,570	-7.9	-21.6
Weekly titles	5,076,077	4,073,881	3,636,178	-19.7	-10.7
Other newspapers (total)	1,498,889	1,275,557	979,117	-14.9	-23.2
General interest	312,641	280,820	233,176	-10.2	-17.0
Religious	355,874	265,558	225,898	-25.4	-14.9
Other categories	830,374	729,179	520,043	-12.2	-28.7

Graph 2. Sales of newspapers (in copies), by category, 2017 - 2019

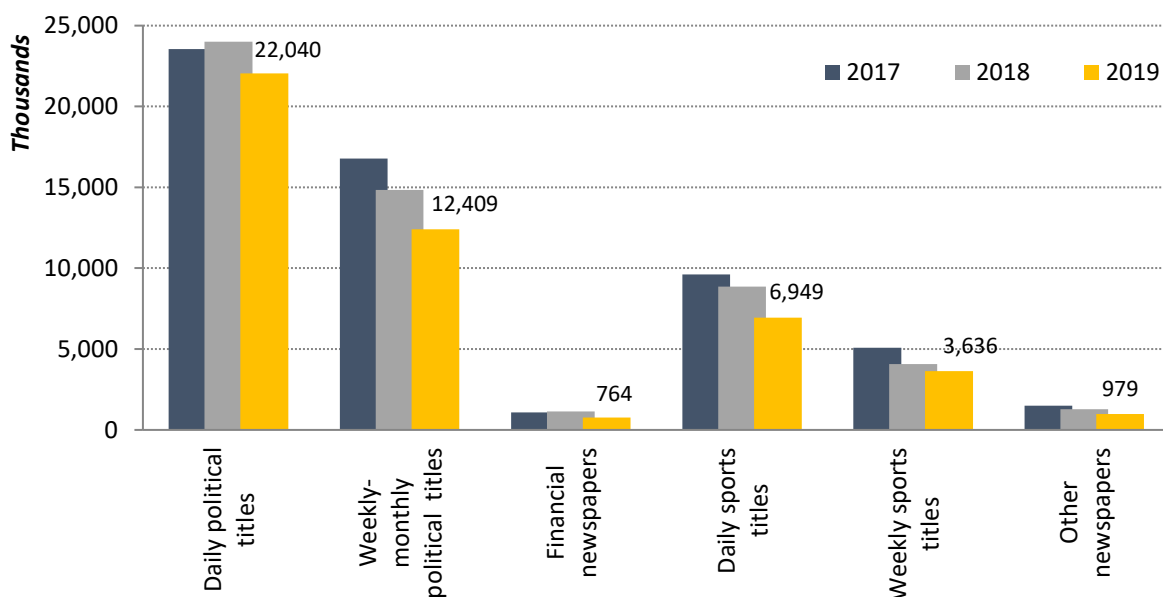
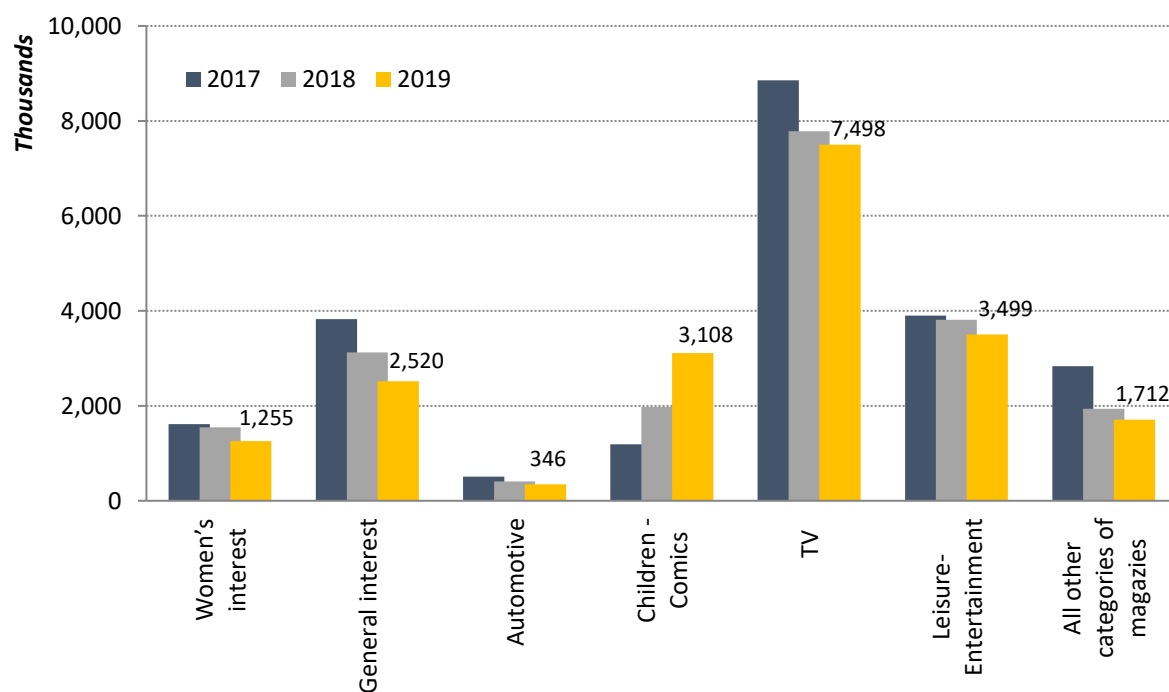


Table 3. Sales of magazines (in copies), by category, 2017 - 2019

Magazines	2017	2018	2019	Change % 2018/2017	Change % 2019/2018
Total	22,731,970	20,596,291	19,938,136	-9.4	-3.2
Women's interest	1,615,842	1,549,666	1,255,228	-4.1	-19.0
General interest	3,822,555	3,127,753	2,519,793	-18.2	-19.4
Automotive	510,857	404,521	346,100	-20.8	-14.4
Children - Comics	1,191,509	1,981,185	3,107,704	66.3	56.9
TV	8,856,066	7,783,248	7,498,403	-12.1	-3.7
Sports	114,125	87,576	91,597	-23.3	4.6
Leisure-Entertainment	3,899,530	3,815,395	3,498,965	-2.2	-8.3
Military	146,684	102,953	85,740	-29.8	-16.7
Other magazines	2,574,802	1,743,994	1,534,606	-32.3	-12.0

Graph 3. Sales of magazines (in copies), by category, 2017 - 2019



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 2019.

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 (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/->