



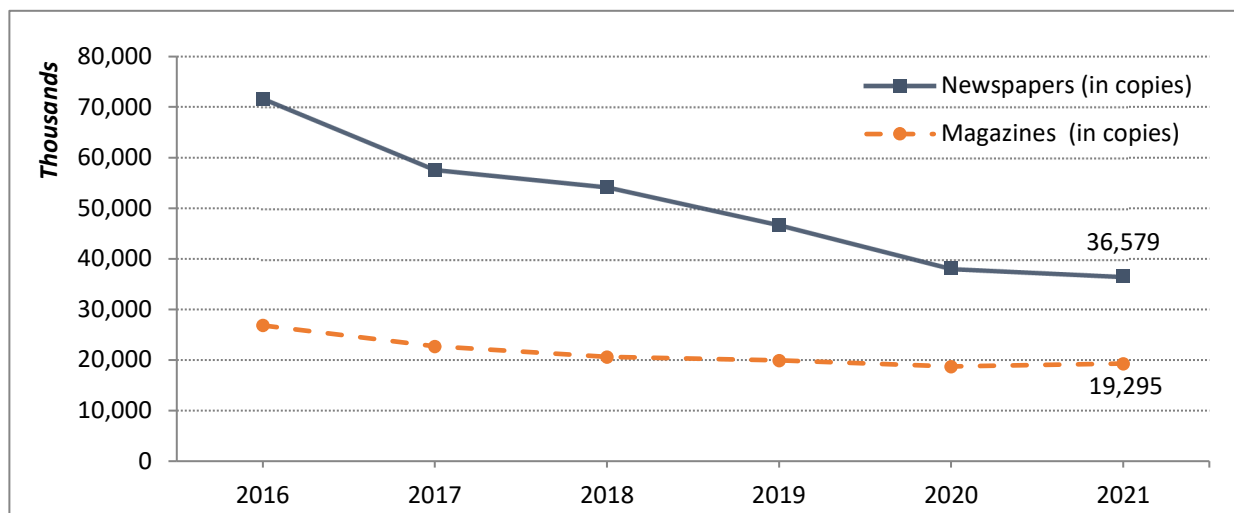
## PRESS RELEASE

### SURVEY ON DAILY AND PERIODICAL PRESS: 2021

The Hellenic Statistical Authority (ELSTAT) announces the results of the Survey on Daily and Periodical Press for the year 2021. More specifically:

- In 2021 compared with 2020, a decrease of 4.1% is recorded in the total sales of newspapers and a similar trend is observed in the sales of all individual categories of newspapers, with the exception of the categories of weekly Sports newspapers and of Religious newspapers, where an increase of 11.5% and 26.5% is recorded, respectively. In 2020 compared with 2019, a decrease of 18.4% had been observed in the total sales of newspapers (Table 2, Graph 2).
- In 2021, compared with 2020, a decrease of 3.0% is recorded in the total sales of magazines. More specifically, an increase is observed in the categories of Children – Comics magazines, of TV magazines, of Military magazines and of Other Magazines, whereas a decrease is observed in all other categories. Regarding the categories with the highest sales volume, the most significant increases are recorded in the sales of Children -Comics magazines and of Other Magazines, by 3.2% and 48.2%, respectively. In 2020 compared with 2019, a decrease of 6.0% had been observed in the total sales of magazines (Table 3, Graph 3).

**Graph 1. Sales of newspapers and magazines (in copies), 2016 – 2021**



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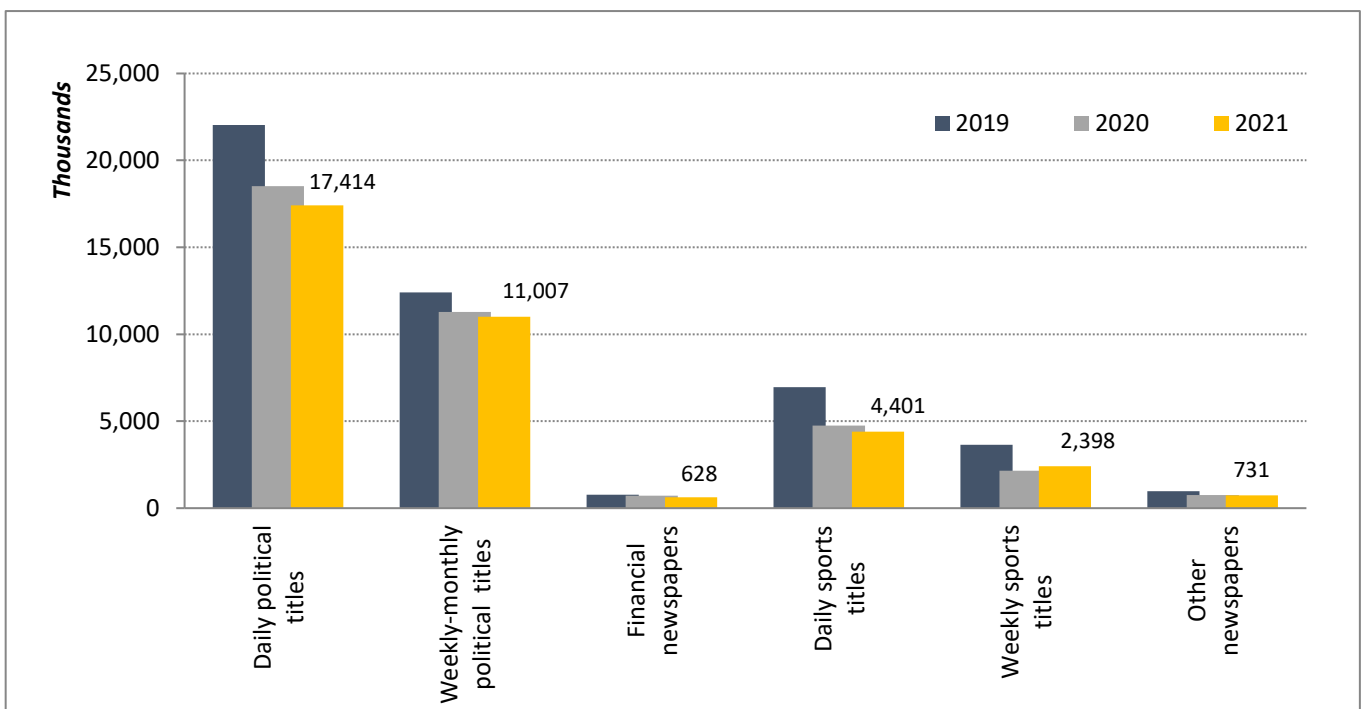
**Table 1. Sales of newspapers and magazines, 2016 - 2021**

	2016	2017	2018	2019	2020	2021
<b>Newspapers (in copies)</b>	71,641,595	57,614,541	54,208,108	46,776,501	38,148,635	36,578,726
<b>Annual change (%)</b>		-19.6	-5.9	-13.7	-18.4	-4.1
<b>Magazines (in copies)</b>	26,856,559	22,731,970	20,596,291	19,938,136	18,737,410	19,295,298
<b>Annual change (%)</b>		-15.4	-9.4	-3.2	-6.0	3.0

**Table 2. Sales of newspapers (in copies), by category, 2019 - 2021**

Newspapers	2019	2020	2021	Change % 2020/2019	Change % 2021/2020
<b>Total</b>	<b>46,776,501</b>	<b>38,148,635</b>	<b>36,578,726</b>	<b>-18.4</b>	<b>-4.1</b>
<b>Political newspapers (total)</b>	<b>34,448,439</b>	<b>29,797,449</b>	<b>28,421,168</b>	<b>-13.5</b>	<b>-4.6</b>
Daily titles	22,039,764	18,521,850	17,414,078	-16.0	-6.0
Morning titles	4,896,165	4,032,588	3,619,445	-17.6	-10.2
Evening titles	17,143,599	14,489,262	13,794,633	-15.5	-4.8
Weekly-monthly titles	12,408,675	11,275,599	11,007,090	-9.1	-2.4
<b>Financial newspapers</b>	<b>764,197</b>	<b>706,597</b>	<b>627,645</b>	<b>-7.5</b>	<b>-11.2</b>
<b>Sports newspapers (total)</b>	<b>10,584,748</b>	<b>6,900,259</b>	<b>6,799,258</b>	<b>-34.8</b>	<b>-1.5</b>
Daily titles	6,948,570	4,748,746	4,401,245	-31.7	-7.3
Weekly titles	3,636,178	2,151,513	2,398,013	-40.8	11.5
<b>Other newspapers (total)</b>	<b>979,117</b>	<b>744,330</b>	<b>730,655</b>	<b>-24.0</b>	<b>-1.8</b>
General interest	233,176	187,381	183,173	-19.6	-2.2
Religious	225,898	220,813	279,253	-2.3	26.5
Other categories	520,043	336,136	268,229	-35.4	-20.2

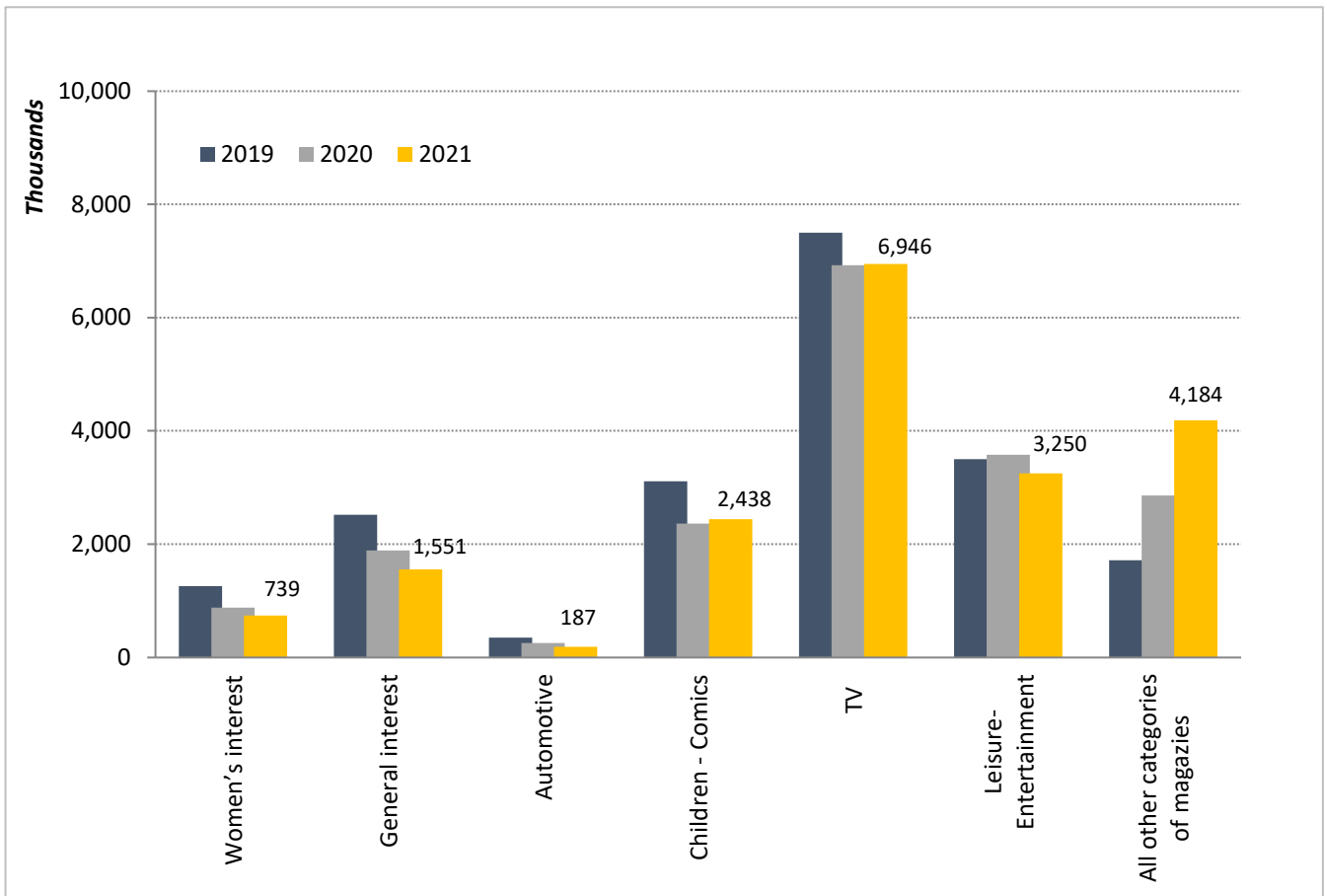
**Graph 2. Sales of newspapers (in copies), by category, 2019 - 2021**



**Table 3. Sales of magazines (in copies), by category, 2019 - 2021**

Magazines	2019	2020	2021	Change % 2020/2019	Change % 2021/2020
<b>Total</b>	<b>19,938,136</b>	<b>18,737,410</b>	<b>19,295,298</b>	<b>-6.0</b>	<b>3.0</b>
Women's interest	1,255,228	879,046	739,173	-30.0	-15.9
General interest	2,519,793	1,886,301	1,551,107	-25.1	-17.8
Automotive	346,100	251,968	187,484	-27.2	-25.6
Children - Comics	3,107,704	2,362,635	2,437,964	-24.0	3.2
TV	7,498,403	6,923,592	6,945,939	-7.7	0.3
Sports	91,597	44,474	44,287	-51.4	-0.4
Leisure-Entertainment	3,498,965	3,574,243	3,249,700	2.2	-9.1
Military	85,740	76,004	80,808	-11.4	6.3
Other magazines	1,534,606	2,739,147	4,058,836	78.5	48.2

**Graph 3. Sales of magazines (in copies), by category, 2019 - 2021**



## 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 2021.

### **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/>