



HELLENIC REPUBLIC

HELLENIC STATISTICAL AUTHORITY

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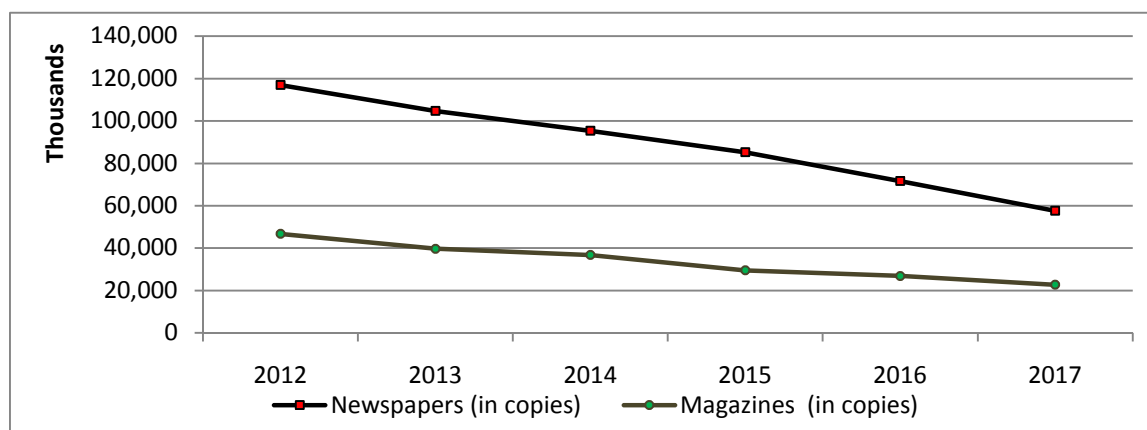
PRESS RELEASE

SURVEY ON DAILY AND PERIODICAL PRESS, 2017

The Hellenic Statistical Authority (ELSTAT) announces the data of the *Survey on Daily and Periodical Press* for the year 2017. More specifically:

- In 2017 in comparison with 2016, a **decrease of 19.6% is recorded in the total sales of newspapers** and in the individual types of newspapers. In 2016 compared with 2015, a decrease of 15.9% had been observed in the corresponding sales of newspapers, while an increase had been recorded only in the sales of “Religious” newspapers, which grew by 13.2% (Table 2, Graph 2). In 2017, no sales were recorded for the “Foreign-languages newspapers”, which were published in Greece and disseminated through the Press Distribution Agencies, on account of the discontinuation of their publication since 2016.
- In 2017 compared with 2016, a **decrease of 15.4% is recorded in the total sales of magazines** and in the individual types of magazines, with the exception of Music magazines which grew by 6.7%. In 2016 compared with 2015, a decrease of 9.0% had been observed in the corresponding sales of magazines, as well as in the individual types of magazines. The most important decrease is recorded in the sales of: a) TV magazines (2017/2016: -12.0% and 2016/2015:-6.3%), b) Leisure-Entertainment magazines (2017/2016: -10.3%, 2016/2015: - 2.6%), c) General interest magazines (2017/2016: -18.8%, 2016/2015: - 5.9%) (Table 3, Graph 3).

Graph 1. Sales of newspapers and magazines in thousand copies (2012-2017)



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Table 1. Sales of newspapers and magazines (2012-2017)

Sales	2012	2013	2014	2015	2016	2017
Newspapers (in copies)	116,964,789	104,733,649	95,404,106	85,222,397	71,641,595	57,614,541
Annual change (%)		-10.5	-8.9	-10.7	-15.9	-19.6
Magazines (in copies)	46,717,544	39,692,337	36,801,123	29,518,379	26,856,559	22,731,970
Annual change (%)		-15.0	-7.3	-19.8	-9.0	-15.4

Table 2. Sales of newspapers in copies and by category: 2015, 2016 and 2017

Newspapers	2015	2016	2017	Change % 2016/2015	Change % 2017/2016
Total	85,222,397	71,641,595	57,614,551	-15.9	-19.6
Political newspapers (total) ⁽¹⁾	62,035,614	51,201,432	40,334,928	-17.5	-21.2
Daily titles	30,629,406	26,086,818	23,548,309	-14.8	-9.7
Morning titles	5,654,895	5,439,436	5,039,181	-3.8	-7.4
Evening titles	24,974,511	20,647,382	18,509,128	-17.3	-10.4
Weekly-monthly titles	31,406,208	25,114,614	16,786,619	-20.0	-33.2
Financial newspapers	1,694,770	1,519,165	1,081,976	-10.4	-28.8
Classified ads newspapers	977,967	773,609	608,841	-20.9	-21.3
Sports newspapers(total)	18,814,648	16,679,475	14,698,748	-11.3	-11.9
Daily titles	12,495,267	10,914,836	9,622,671	-12.6	-11.8
Weekly titles	6,319,381	5,764,639	5,076,077	-8.8	-11.9
Other newspapers (total)	1,699,398	1,467,914	890,048	-13.6	-39.4
General interest	988,343	769,960	312,641	-22.1	-59.4
Foreign-languages newspapers	34,434	0	0	-100.0	-
Religious	398,648	451,189	355,874	13.2	-21.1
Various types of newspapers	277,973	246,765	221,533	-11.2	-10.2

Graph 2. Sales of newspapers in thousand copies and by category: 2015, 2016 and 2017

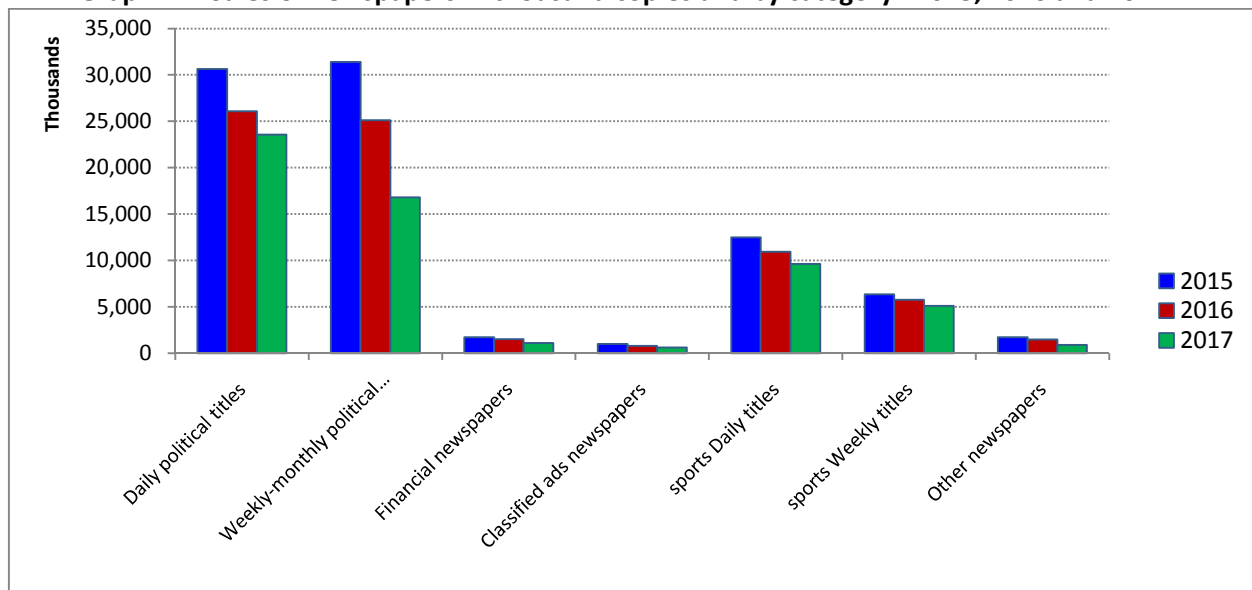
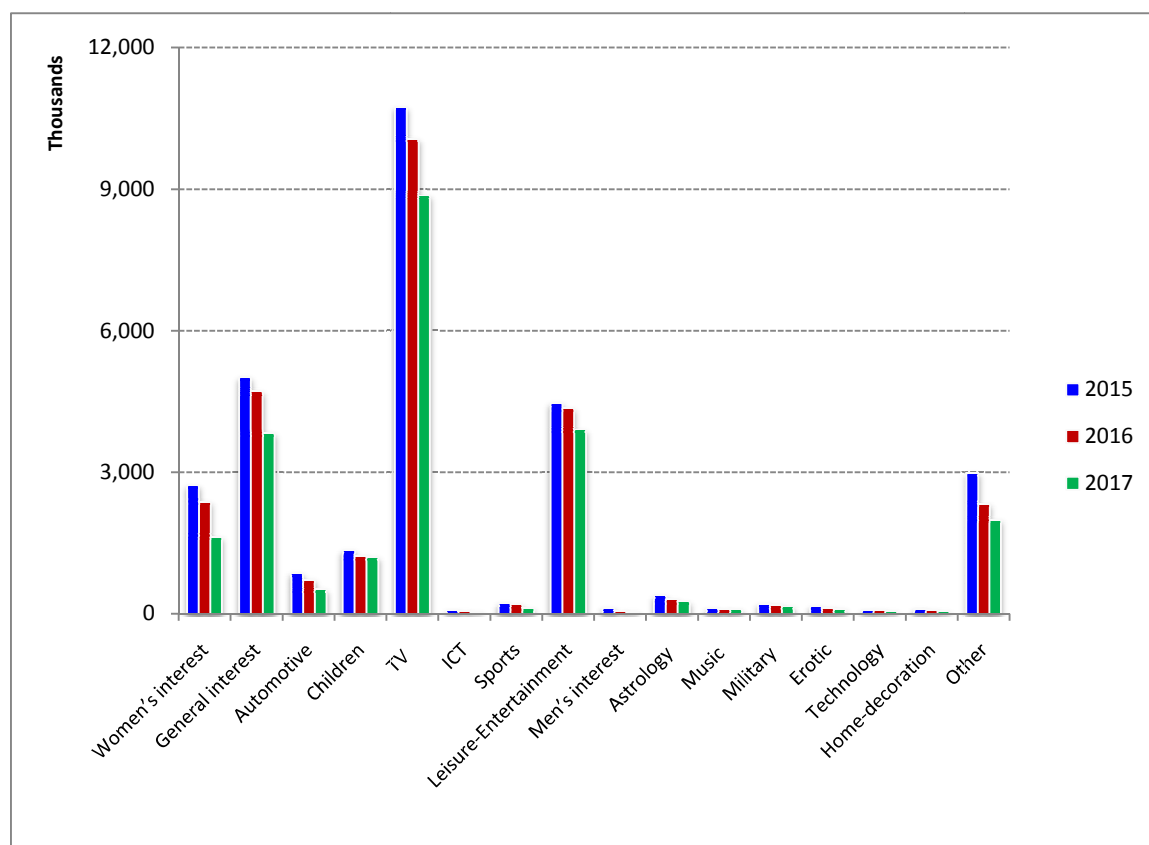


Table 3. Sales of magazines in copies and by category: 2015, 2016 and 2017

Magazines	2015	2016	2017	Change % 2016/2015	Change % 2017/2016
TOTAL	29,518,379	26,856,559	22,731,970	-9.0	-15.4
Women's interest	2,718,464	2,362,295	1,615,842	-13.1	-31.6
General interest	5,001,280	4,706,113	3,822,555	-5.9	-18.8
Automotive	855,361	717,180	510,857	-16.2	-28.8
Children	1,344,089	1,220,431	1,191,509	-9.2	-2.4
TV	10,731,127	10,059,251	8,856,066	-6.3	-12.0
ICT	65,267	46,144	34,348	-29.3	-25.6
Sports	213,474	197,929	114,125	-7.3	-42.3
Leisure-Entertainment	4,460,422	4,345,126	3,899,530	-2.6	-10.3
Men's interest	121,732	45,019	37,147	-63.0	-17.5
Astrology	387,447	305,942	252,686	-21.0	-17.4
Music	115,445	83,757	89,343	-27.4	6.7
Military	206,785	188,242	146,684	-9.0	-22.1
Erotic	147,331	118,918	91,817	-19.3	-22.8
Technology	71,619	65,073	42,519	-9.1	-34.7
Home-decoration	95,786	71,857	45,225	-25.0	-37.1
Other	2,982,750	2,323,282	1,981,717	-22.1	-14.7

Graph 3. Sales of magazines in thousand copies and by category: 2015, 2016 and 2017



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 circulation of newspapers and periodicals 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 2017. The data are collected on a monthly basis.
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 (copies) of newspapers and of magazines.
References	More information on the Survey on Daily and Periodical Press can be found on the website of ELSTAT (www.statistics.gr) under the statistical theme: http://www.statistics.gr/en/statistics/-/publication/SCI09/