

# Annoncestatistik dagblade 2017 - 2019

## Regionale og lokale dagblade

Oms. 1.000 kr.	2017			2018			17/18	2019			18/19	17/19
	Rubrik	Tekstside	Total	Rubrik	Tekstside	Total		Total	Rubrik	Tekstside		
1. Kvartal	15.270	49.924	65.194	14.139	45.745	59.884	-8%	15.137	41.129	56.266	-6%	-14%
2. Kvartal	15.529	60.040	75.569	12.988	46.136	59.124	-22%	13.895	44.773	58.668	-1%	-22%
1. Halvår	<b>30.799</b>	<b>109.964</b>	<b>140.763</b>	<b>27.127</b>	<b>91.881</b>	<b>119.008</b>	<b>-15%</b>	<b>29.032</b>	<b>85.902</b>	<b>114.934</b>	<b>-3%</b>	<b>-18%</b>
3. Kvartal	13.057	49.102	62.159	13.401	38.932	52.333	-16%	-	-	-	-	-
4. Kvartal	13.439	59.768	73.207	12.187	49.295	61.482	-16%	-	-	-	-	-
2. Halvår	<b>26.496</b>	<b>108.870</b>	<b>135.366</b>	<b>25.588</b>	<b>88.227</b>	<b>113.815</b>	<b>-16%</b>	-	-	-	-	-
Helår/År til dato	<b>57.295</b>	<b>218.834</b>	<b>276.129</b>	<b>52.715</b>	<b>180.108</b>	<b>232.823</b>	<b>-16%</b>	<b>29.032</b>	<b>85.902</b>	<b>114.934</b>	<b>-51%</b>	<b>-58%</b>

## Landsdækkende dagblade

Oms. 1.000 kr.	2017			2018			17/18	2019			18/19	17/19
	Rubrik	Tekstside	Total	Rubrik	Tekstside	Total		Total	Rubrik	Tekstside		
1. Kvartal	34.035	117.582	151.617	26.348	104.056	130.404	-14%	21.147	95.374	116.521	-11%	-23%
2. Kvartal	35.692	120.796	156.488	28.565	112.830	141.394	-10%	23.164	103.213	126.377	-11%	-19%
1. Halvår	<b>69.727</b>	<b>238.378</b>	<b>308.105</b>	<b>54.913</b>	<b>216.885</b>	<b>271.798</b>	<b>-12%</b>	<b>44.311</b>	<b>198.586</b>	<b>242.897</b>	<b>-11%</b>	<b>-21%</b>
3. Kvartal	30.016	92.142	122.158	20.991	82.507	103.499	-15%	-	-	-	-	-
4. Kvartal	28.562	140.098	168.660	21.421	119.503	140.925	-16%	-	-	-	-	-
2. Halvår	<b>58.578</b>	<b>232.240</b>	<b>290.818</b>	<b>42.413</b>	<b>202.011</b>	<b>244.423</b>	<b>-16%</b>	-	-	-	-	-
Helår/År til dato	<b>128.305</b>	<b>470.618</b>	<b>598.923</b>	<b>97.326</b>	<b>418.896</b>	<b>516.221</b>	<b>-14%</b>	<b>44.311</b>	<b>198.586</b>	<b>242.897</b>	<b>-53%</b>	<b>-59%</b>

## Alle dagblade

Oms. 1.000 kr.	2017			2018			17/18	2019			18/19	17/19
	Rubrik	Tekstside	Total	Rubrik	Tekstside	Total		Total	Rubrik	Tekstside		
1. Kvartal	49.305	167.506	216.811	40.487	149.801	190.288	-12%	36.284	136.503	172.787	-9%	-20%
2. Kvartal	51.221	180.836	232.057	41.553	158.966	200.518	-14%	37.059	147.986	185.045	-8%	-20%
1. Halvår	<b>100.526</b>	<b>348.342</b>	<b>448.868</b>	<b>82.040</b>	<b>308.766</b>	<b>390.806</b>	<b>-13%</b>	<b>73.343</b>	<b>284.488</b>	<b>357.832</b>	<b>-8%</b>	<b>-20%</b>
3. Kvartal	43.073	141.244	184.317	34.392	121.439	155.832	-15%	-	-	-	-	-
4. Kvartal	42.001	199.866	241.867	33.608	168.798	202.407	-16%	-	-	-	-	-
2. Halvår	<b>85.074</b>	<b>341.110</b>	<b>426.184</b>	<b>68.001</b>	<b>290.238</b>	<b>358.238</b>	<b>-16%</b>	-	-	-	-	-
Helår/År til dato	<b>185.600</b>	<b>689.452</b>	<b>875.052</b>	<b>150.040</b>	<b>599.004</b>	<b>749.044</b>	<b>-14%</b>	<b>73.343</b>	<b>284.488</b>	<b>357.832</b>	<b>-52%</b>	<b>-59%</b>