

Annoncestatistik dagblade 2017 - 2019

Regionale og lokale dagblade

| Oms. 1.000 | 2017 | | | 2018 | | | 17/18 | 2019 | | | 18/19 | 17/19 |
|------------|---------------|----------------|----------------|---------------|----------------|----------------|-------|---------------|----------------|----------------|-------|-------|
| | Rubrik | Tekstsider | Total | Rubrik | Tekstsider | Total | Total | Rubrik | Tekstsider | Total | Total | Total |
| 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 | 30.799 | 109.964 | 140.763 | 27.127 | 91.881 | 119.008 | -15° | 29.032 | 85.902 | 114.934 | -3° | -18° |
| 3. Kvartal | 13.057 | 49.102 | 62.159 | 13.401 | 38.932 | 52.333 | -16% | 11.471 | 32.782 | 44.253 | -15% | -29% |
| 4. Kvartal | 13.439 | 59.768 | 73.207 | 12.187 | 49.295 | 61.482 | -16% | 12.848 | 40.376 | 53.223 | -13% | -27% |
| 2. Halvår | 26.496 | 108.870 | 135.366 | 25.588 | 88.227 | 113.815 | -16° | 24.319 | 73.158 | 97.477 | -14° | -28° |
| Helår/År t | 57.295 | 218.834 | 276.129 | 52.715 | 180.108 | 232.823 | -16° | 53.351 | 159.060 | 212.411 | -9° | -23° |

Landsdækkende dagblade

| Oms. 1.000 | 2017 | | | 2018 | | | 17/18 | 2019 | | | 18/19 | 17/19 |
|------------|----------------|----------------|----------------|---------------|----------------|----------------|-------|---------------|----------------|----------------|-------|-------|
| | Rubrik | Tekstsider | Total | Rubrik | Tekstsider | Total | Total | Rubrik | Tekstsider | Total | Total | Total |
| 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 | 69.727 | 238.378 | 308.105 | 54.913 | 216.885 | 271.798 | -12° | 44.311 | 198.586 | 242.897 | -11° | -21° |
| 3. Kvartal | 30.016 | 92.142 | 122.158 | 20.991 | 82.507 | 103.499 | -15% | 17.114 | 74.621 | 91.734 | -11% | -25% |
| 4. Kvartal | 28.562 | 140.098 | 168.660 | 21.421 | 119.503 | 140.925 | -16% | 17.386 | 114.663 | 132.049 | -6% | -22% |
| 2. Halvår | 58.578 | 232.240 | 290.818 | 42.413 | 202.011 | 244.423 | -16° | 34.499 | 189.284 | 223.783 | -8° | -23° |
| Helår/År t | 128.305 | 470.618 | 598.923 | 97.326 | 418.896 | 516.221 | -14° | 78.810 | 387.871 | 466.680 | -10° | -22° |

Alle dagblade

| Oms. 1.000 | 2017 | | | 2018 | | | 17/18 | 2019 | | | 18/19 | 17/19 |
|------------|--------|------------|---------|--------|------------|---------|-------|--------|------------|---------|-------|-------|
| | Rubrik | Tekstsider | Total | Rubrik | Tekstsider | Total | Total | Rubrik | Tekstsider | Total | Total | Total |
| 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 | 100.526 | 348.342 | 448.868 | 82.040 | 308.766 | 390.806 | -13° | 73.343 | 284.488 | 357.832 | -8° | -20° |
| 3. Kvartal | 43.073 | 141.244 | 184.317 | 34.392 | 121.439 | 155.832 | -15% | 28.585 | 107.403 | 135.988 | -13% | -26% |
| 4. Kvartal | 42.001 | 199.866 | 241.867 | 33.608 | 168.798 | 202.407 | -16% | 30.233 | 155.039 | 185.272 | -8% | -23% |
| 2. Halvår | 85.074 | 341.110 | 426.184 | 68.001 | 290.238 | 358.238 | -16° | 58.818 | 262.442 | 321.260 | -10° | -25° |
| Helår/År t | 185.600 | 689.452 | 875.052 | 150.040 | 599.004 | 749.044 | -14° | 132.161 | 546.931 | 679.092 | -9° | -22° |