

Annoncestatistik dagblade 2014 - 2016

Omsætning 1.000 kr.

Regionale og lokale dagblade

| | 2014 | | | 2015 | | | 14/15 | 2016 | | | 15/16 | 14/16 |
|-------------|---------|-----------|---------|---------|-----------|---------|-------|--------|-----------|---------|-------|-------|
| | Rubrik | Tekstside | Total | Rubrik | Tekstside | Total | | Rubrik | Tekstside | Total | | |
| Jan kvartal | 38.554 | 69.636 | 108.190 | 29.651 | 73.513 | 103.164 | -5% | 21.257 | 57.306 | 78.563 | -24% | -27% |
| Apr kvartal | 37.991 | 74.549 | 112.540 | 28.089 | 77.546 | 105.635 | -6% | 20.022 | 61.179 | 81.201 | -23% | -28% |
| 1. halvår | 76.545 | 144.185 | 220.730 | 57.740 | 151.059 | 208.799 | -5% | 41.279 | 118.485 | 159.764 | -23% | -28% |
| Jul kvartal | 32.800 | 59.836 | 92.636 | 23.541 | 64.446 | 87.987 | -5% | 17.750 | 52.276 | 70.026 | -20% | -24% |
| Okt kvartal | 34.808 | 76.439 | 111.247 | 23.028 | 74.276 | 97.304 | -13% | 17.286 | 60.754 | 78.040 | -20% | -30% |
| 2. halvår | 67.608 | 136.275 | 203.883 | 46.569 | 138.722 | 185.291 | -9% | 35.036 | 113.030 | 148.066 | -20% | -27% |
| Helår | 144.153 | 280.460 | 424.613 | 104.309 | 289.781 | 394.090 | -7% | 76.315 | 231.515 | 307.830 | -22% | -28% |

Landsdækkende dagblade

| | 2014 | | | 2015 | | | 14/15 | 2016 | | | 15/16 | 14/16 |
|-------------|---------|-----------|---------|---------|-----------|---------|-------|---------|-----------|---------|-------|-------|
| | Rubrik | Tekstside | Total | Rubrik | Tekstside | Total | | Rubrik | Tekstside | Total | | |
| Jan kvartal | 60.071 | 155.360 | 215.431 | 52.307 | 155.896 | 208.203 | -3% | 44.938 | 127.512 | 172.450 | -17% | -20% |
| Apr kvartal | 67.782 | 169.259 | 237.041 | 54.544 | 163.404 | 217.948 | -8% | 45.448 | 145.178 | 190.626 | -13% | -20% |
| 1. halvår | 127.853 | 324.619 | 452.472 | 106.851 | 319.300 | 426.151 | -6% | 90.386 | 272.690 | 363.076 | -15% | -20% |
| Jul kvartal | 48.991 | 127.016 | 176.007 | 42.434 | 118.925 | 161.359 | -8% | 33.671 | 105.595 | 139.266 | -14% | -21% |
| Okt kvartal | 64.386 | 187.557 | 251.943 | 47.501 | 175.071 | 222.572 | -12% | 37.103 | 166.595 | 203.698 | -8% | -19% |
| 2. halvår | 113.377 | 314.573 | 427.950 | 89.935 | 293.996 | 383.931 | -10% | 70.774 | 272.190 | 342.964 | -11% | -20% |
| Helår | 241.230 | 639.192 | 880.422 | 196.786 | 613.296 | 810.082 | -8% | 161.160 | 544.880 | 706.040 | -13% | -20% |

Alle dagblade

| | 2014 | | | 2015 | | | 14/15 | 2016 | | | 15/16 | 14/16 |
|-------------|---------|-----------|-----------|---------|-----------|-----------|-------|---------|-----------|-----------|-------|-------|
| | Rubrik | Tekstside | Total | Rubrik | Tekstside | Total | | Rubrik | Tekstside | Total | | |
| Jan kvartal | 98.625 | 224.996 | 323.621 | 81.958 | 229.409 | 311.367 | -4% | 66.195 | 184.818 | 251.013 | -19% | -22% |
| Apr kvartal | 105.773 | 243.808 | 349.581 | 82.633 | 240.950 | 323.583 | -7% | 65.470 | 206.357 | 271.827 | -16% | -22% |
| 1. halvår | 204.398 | 468.804 | 673.202 | 164.591 | 470.359 | 634.950 | -6% | 131.665 | 391.175 | 522.840 | -18% | -22% |
| Jul kvartal | 81.791 | 186.852 | 268.643 | 65.975 | 183.371 | 249.346 | -7% | 51.421 | 157.871 | 209.292 | -16% | -22% |
| Okt kvartal | 99.194 | 263.996 | 363.190 | 70.529 | 249.347 | 319.876 | -12% | 54.389 | 227.349 | 281.738 | -12% | -22% |
| 2. halvår | 180.985 | 450.848 | 631.833 | 136.504 | 432.718 | 569.222 | -10% | 105.810 | 385.220 | 491.030 | -14% | -22% |
| Helår | 385.383 | 919.652 | 1.305.035 | 301.095 | 903.077 | 1.204.172 | -8% | 237.475 | 776.395 | 1.013.870 | -16% | -22% |