

**Documentation of statistics for  
Newspapers and Magazines 2013**

## 1 Introduction

The purpose of the statistics is to describe the scale of circulation for parts of the printed media.

## 2 Statistical presentation

Covering the period from 2007 and onwards, the statistics present the circulation figures of selected newspapers and magazines on weekdays and Sundays, respectively. Also, the number of individual newspapers is presented.

### 2.1 Data description

Covering the period from 2007 and onwards, the statistics present the circulation figures of selected newspapers and magazines on weekdays and Sundays, respectively. The purpose of the statistics is to describe the scale of circulation for parts of the printed media.

The statistics comprise the following StatBank Denmark tables:

- DAGBLAD: Circulation by daily newspaper (2007-)
- DAGBLAD1: Daily newspaper by daily newspapers circulation, day of the week and size of circulation (2007-)
- MAGASIN: Consumer-paid magazines by circulation (2007-)

### 2.2 Classification system

There are no relevant standard classifications for this statistics.

### 2.3 Sector coverage

The statistics cover main parts of the printed media sector.

### 2.4 Statistical concepts and definitions

Circulation numbers: The number of newspapers or magazines that are sold

### 2.5 Statistical unit

- Circulation numbers: The average daily number (in 1 000s) of individual newspapers or magazines
- Newspapers: Number of individual newspapers

### 2.6 Statistical population

Includes only newspapers reporting to The Danish Audit Bureau of Circulation and selected consumer paid magazines

### 2.7 Reference area

Denmark.

## **2.8 Time coverage**

The statistics cover the period from 2007 and onwards. Older time series may be found in Statistical Yearbook.

## **2.9 Base period**

Not relevant for this statistic.

## **2.10 Unit of measure**

1000s

## **2.11 Reference period**

The statistics are compiled for the first 6 months of the calendar year.

## **2.12 Frequency of dissemination**

Annually.

## **2.13 Legal acts and other agreements**

Data is collected from existing accounts and do not require any legal authority to collect data. The data collection is not based on an EU regulation.

## **2.14 Cost and burden**

Response burden is zero, since all information is derived from registers. Data are collected by the Danish Audit Bureau of Circulation.

## **2.15 Comment**

Please refer to the subject page of the statistics [Newspapers and Magazines](#).

## **3 Statistical processing**

The role of Statistics Denmark with respect to this statistics is solely to assure the quality and communicate information that is selected, collected, processed and disseminated by other producers of statistics/data suppliers. Please refer to the original sources for a detailed review of the statistical processing.

### **3.1 Source data**

The Danish Audit Bureau of Circulation.

### **3.2 Frequency of data collection**

Annual.

### **3.3 Data collection**

Data are collected from The Danish Audit Bureau of Circulation.

### **3.4 Data validation**

Only previously published data is communicated. Quality assurance is performed by comparing new data with the previous time series as well as by calculating grand totals for comparisons with reported data. In some instances totals and shares are computed from reported data.

### **3.5 Data compilation**

The role of Statistics Denmark with respect to this statistics is solely to assure the quality and communicate information that is selected, collected, processed and disseminated by other producers of statistics/data suppliers. Please refer to the original sources for a detailed review of the statistical processing. Refer to section on Data description for further details.

### **3.6 Adjustment**

No further corrections to data are made.

## **4 Relevance**

The statistics are assumed to meet the needs of several user groups as to a comprehensive and accessible account of the circulation figures for newspapers and magazines.

### **4.1 User Needs**

The statistics may be relevant for ministries, agencies and a number of interest groups as well as for the general public.

### **4.2 User Satisfaction**

No measures are taken to determine user satisfaction.

### **4.3 Data completeness rate**

Not relevant for this statistic.

## **5 Accuracy and reliability**

The statistics is based on circulation numbers from The Danish Audit Bureau of Circulation which are assessed to be accurate and reliable. A number of newspapers and (non-consumer-paid) magazines do not report to The Danish Audit Bureau of Circulation and this shortcoming is represented in the statistics. No calculations of the magnitude of inaccuracies have been made.

### **5.1 Overall accuracy**

No measurement of the quality of the statistics has been made. The circulation numbers from The Danish Audit Bureau of Circulation are assessed to be accurate and reliable. A number of newspapers and (non-consumer-paid) magazines do not report to The Danish Audit Bureau of Circulation and this shortcoming is represented in the statistics.

### **5.2 Sampling error**

Not relevant for this statistic.

### **5.3 Non-sampling error**

Not relevant for this statistic.

### **5.4 Quality management**

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

### **5.5 Quality assurance**

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

### **5.6 Quality assessment**

The statistics is based on circulation numbers from The Danish Audit Bureau of Circulation which are assessed to be accurate and reliable. A number of newspapers and (non-consumer-paid) magazines do not report to The Danish Audit Bureau of Circulation and this shortcoming is represented in the statistics. No calculations of the magnitude of inaccuracies have been made.

### **5.7 Data revision - policy**

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

### **5.8 Data revision practice**

Only final statistics is published.

## **6 Timeliness and punctuality**

The statistics are expected to be published without delay. Given a processing period of approximately three months, the annual statistics are expected to be available in mid-April.

### **6.1 Timeliness and time lag - final results**

Statistics are published approximately 3 - 4 months after the end of the reference period.

### **6.2 Punctuality**

The statistics is expected to be published without delay.

## **7 Comparability**

Not relevant for this statistic.

### **7.1 Comparability - geographical**

Not relevant for this statistic.

### **7.2 Comparability over time**

Newspapers and magazines circulation numbers are comparable from 2007 onwards. Older data are available in Statistical Yearbook.

### **7.3 Coherence - cross domain**

The figures in the tables from Newspapers and magazines are identical to the figures published by The Danish Audit Bureau of Circulation which serve as sources for Statistic Denmark's figures.

### **7.4 Coherence - internal**

Not relevant for this statistic.

## **8 Accessibility and clarity**

Newspapers and magazines are published through *News from Statistics Denmark* (in Danish only), Statbank Denmark, Statistical Yearbook as well as through the subject page [Newspapers and Magazines](#).

### **8.1 Release calendar**

The publication date appears in the release calendar. The date is confirmed in the weeks before.

### **8.2 Release calendar access**

The Release Calendar can be accessed on our English website: [Release Calendar](#).

### **8.3 User access**

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

### **8.4 News release**

Link to the most recent [News from Statistics Denmark regarding Newspapers and magazines](#) (in Danish only).

### **8.5 Publications**

Selected results are published in [Statistical Yearbook](#).

### **8.6 On-line database**

Detailed data are published annually in StatBank Denmark in online database tables DAGBLAD, DAGBLAD1 and MAGASIN.

### **8.7 Micro-data access**

Not relevant, refer to original source.

### **8.8 Other**

Not relevant for this statistic.

### **8.9 Confidentiality - policy**

The statistics adhere to Statistics Denmark's general guidelines for data confidentiality [Datafortrolighedspolitik i Danmarks Statistik](#) (In Danish only).

### **8.10 Confidentiality - data treatment**

Not relevant for this statistic.

### **8.11 Documentation on methodology**

Refer to the [homepage of The Danish Audit Bureau of Circulation](#) - see *Regulativer* - in Danish only.

### **8.12 Quality documentation**

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## **9 Contact**

The administrative placement of this statistics is in the division of Business Development. The person responsible is Henrik Huusom, tel. +45 3917 3866, e-mail: [hhu@dst.dk](mailto:hhu@dst.dk)

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Statistics Denmark

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