

**Documentation of statistics for  
Newspapers and Magazines 2021**

## 1 Introduction

The purpose of the statistics for newspapers and magazines is to shed light on the development of the readership and the number of magazines, trade journals and daily newspapers in Denmark. Previously, the statistics were based on circulation figures from Dansk Oplagskontrol, but from 2017 it is based on readership numbers from Index Denmark / Gallup with time series beginning in 2007.

## 2 Statistical presentation

Daily newspapers and magazines are annual statements of readership and the number of different categories of newspapers and magazines. Newspapers are divided according to whether their reach is nationwide or local / regional. Magazines are distributed on topics and publication frequencies. Trade journals are divided according to the Danish media industry classification, e.g. agriculture or communication.

### 2.1 Data description

As of 2007, the statistics contain information on the number of publications, readership, categories, weekday and geographical coverage for Danish newspapers and magazines. Until 2014, the statistics were based on circulation figures from Dansk Oplagskontrol, and these data can be found in the now completed statistics bank tables. In 2017, four new tables were launched to illustrate the distribution of printed media based on the official industry-recognized measurements from Index Denmark / Gallup. Readership figures denote the number of unique persons above the age of 12 that has read a minimum of 2 minutes in one of the printed media in the relevant category. The weekly readership figures for the daily newspapers are stated after geographical coverage (nationwide or regional / local) in the table [AVISLAES1](#). The gross coverage indicates how many readers the individual newspaper or magazine publication has. For a single media, there is a coincidence between readership and gross coverage. When aggregating multiple media, gross coverage shows the total number of read individual titles. It is not an expression of the total number of readers, as the individual reader can read more than one publication. For daily newspapers, the number of individual titles and their gross coverage is divided between readership ranges and indicated by geographical coverage (nationwide or regional / local) in the table [DAGBLAD3] For scientific journals and magazines, the number of individual titles and their gross coverage is divided between readership ranges specified by industries or topics shown in the tables [FAGBLAD2](#) and [MAGASIN2](#). The statistics contain annually from 2018 and onwards, information on the number of individual newspapers, weekly readership and gross coverage by geography for newspapers. In addition, the statistics include scientific journals and magazines broken down by frequency of publication, gross coverage and category. From 2007 to 2018, all figures were published covering 6-month intervals.

## 2.2 Classification system

For trade journals and magazines are industry and subject for individual journals respectively based on [MEDIA database / Danish Media](#) categorization of the individual titles. The trade journals are categorized according to the following industries:

1.0 Agriculture, gardening, forestry and fishing 2.0 Manufacturing and industrial company 3.0 Construction company 4.0 Wholesale trade, retail and shopping 5.0 Transportation and communication 6.0 Service, consultancy and economy 7.0 Public company and education 8.0 Health, treatment and education 9.0 leisure, associations and ideal business company

Magazines, which are in the industry 10.0 Consumer-oriented media, are categorized in the following subjects: 10.1 Car, boat and mc 10.2 Travel, geography and tourism 10.3 Private Economy and Popular Science 10.4 Food, home and furnishing 10.5 Culture, city and amusement 10.6 Fashion, design and lifestyle 10.7 Electronic, photo and entertainment 10.8 Leisure, sport and hobby 10.9 Health, well-being, family and kids

Publishing frequency: For magazines and scientific journals, the release rate specifies whether the individual titles are published 'weekly' or 'less frequent than weekly'

Readership interval: Daily newspapers and magazines are categorized by the number of readers divided into different intervals.

## 2.3 Sector coverage

Not relevant for this statistic.

## 2.4 Statistical concepts and definitions

Newspaper: Newspaper: Publications that are published 5-7 days a week and that contain articles in journalistic genres such as news items, interviews, reports and opinion pieces.

Trade journal: Periodical publication containing articles on a more or less professionally delimited topic.

Magazine: Periodical publication containing articles on cultural, academic or scientific topics, etc. often within a specific subject.

## 2.5 Statistical unit

Daily newspapers, trade journals and magazines.

## 2.6 Statistical population

The statistics include the printed media in the form of daily newspapers and magazines (scientific journals and magazines).

## 2.7 Reference area

Denmark.

## **2.8 Time coverage**

The statistics cover the period from 2007 and onwards with the latest time series beginning in 2018. Older time series may be found in Statistical Yearbook.

## **2.9 Base period**

Not relevant for this statistic.

## **2.10 Unit of measure**

Gross coverage and reading is given in 1000 units / persons. Daily newspaper is given as numbers of newspapers.

## **2.11 Reference period**

Calendar year. In previous tables, the periods H1 and H2 refer to the calendar year's 1st and 2nd half.

## **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**

There is no separate burden of reporting for this statistic as it based on the results other surveys.

## **2.15 Comment**

Other information can be found on the [subject pages](#) or available on request to Statistics Denmark.

## **3 Statistical processing**

The statistics are based on official, industry-recognized readership measurements for the printed media that Index Denmark/Gallup compiles and where quality assurance is performed by the Index Denmark Methodology Committee . Data is collected by a sample survey that annually includes 25,000 representative respondents aged 12 years and over. Statistics Denmark publish the data compiled by Index Denmark/Gallup in interactive tabular format. For newspapers, trade journals and magazines, Statistics Denmark aggregates the readerships to gross coverage.

### **3.1 Source data**

The statistics is based on official, industry-recognized weekly readership measurements for the print media in Denmark, which Index Denmark / Gallup compiles. Statistics Denmark receives special runs for the weekly readership directly from Index Denmark / Gallup, but collects figures for gross coverage, etc. For [daily newspapers, trade journals and magazines](#) from [Kantar Gallup's website](#), where readership for individual publications are published annually. Index Denmark / Gallup is a questionnaire survey based on approx. 25,000 annual telephone interviews and 22,000 web-based or postal interviews. The composition of the Index Denmark / Gallup universe aims at a very high degree of representativeness. Before the interviews, Denmark is divided into geographic strata, which corresponds to a proportion of the Danish population. After the interviews, the collected data is weighed on geography, sex, age, education and number of people in the household, so the interviews are representative of the Danish population. Readership generally says something about frequency and coverage, i.e. how often respondents are in contact with the media in question. How much of the individual edition of a printed media that is read, in what context it is read, or how thorough this reading is, is not included in the data.

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

The official readership from Index Denmark / Gallup is published annually based on collection of reading frequency information. In practice, this means that the frequency-based readership illustrates the average reading for a period of one year.

### **3.3 Data collection**

Index Denmark / Gallup is a questionnaire survey based on approx. 25,000 annual telephone interviews and 22,000 web-based or postal interviews.

### **3.4 Data validation**

Data is subjected to a quality check, which includes a comparison of new data with previous time series and calculation of control numbers, where these also occur in the reported data in order to prevent clerical errors.

### **3.5 Data compilation**

Data has been selected, collected and processed by Index Danmark/ Gallup, see [the original sources](#). Statistics Denmark codes the individual titles by publishing frequency and geographical coverage, as well as by industry / subject by referring to [Mediedatabasen/Danske Medier](#). Then, readership for the individual titles are aggregated (gross coverage) for the different groups.

### **3.6 Adjustment**

No further corrections to data are made.

## **4 Relevance**

The statistics are expected to meet the needs of several user groups for a comprehensive and easily accessible overview of readership for daily newspapers and the development of the printed media.

### **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**

The statistics are established and developed continuously in collaboration with the Ministry of Culture.

### **4.3 Data completeness rate**

Not relevant for this statistic.

## **5 Accuracy and reliability**

The statistics is based on a survey based on a sample of respondents and readership figures are therefore subject to uncertainty. Readership figures say nothing about the thoroughness of reading, and reflects the respondents' own perception of their media usage. The statistics are based on official, industry-recognized readership measurements from Index Denmark/Gallup. In addition to the statistical uncertainty in the measurement of readership figures in the original sources, typing, coding and calculation errors in the data processing can be sources of uncertainty.

### **5.1 Overall accuracy**

The statistics are based on official, industry-recognized readership measurements of Index Denmark/Gallup. Referring to [the original sources](#) for a review of the statistical processing.

### **5.2 Sampling error**

Not compiled for this statistic. Referring to [the original sources](#) for a review of the statistical processing.

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

In addition to the statistical uncertainty in the measurement of readership figures in the [original sources](#), typing, coding and calculation errors in the data processing can be sources of uncertainty.

## **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**

No actual quality measurement has been carried out, but the statistics are considered to be relevant for users with an interest in the development of the population's media consumption. It is not possible to identify and quantify the various sources of uncertainty in the available material, but as the statistics are based on the official, industry-recognized measurements of readership figures from Index Denmark/Gallup, accuracy and reliability are considered to be satisfactory. With the annual update of statistical bank tables, the timeliness and availability of statistics is probably satisfactory for the generally interested user, but probably satisfactory for a professional in the media industry, who is therefore referred to other publications of Index Denmark/Gallup's results. It is possible to follow the development within newspapers over time by comparing several StatBank tables, but there are data breaks in relation to methods etc.

## **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 published approximately four months after the end of the reference year. The statistics are published at the announced time.

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

Statistics are published approximately four months after the end of the reference period.

## 6.2 Punctuality

The statistics is published without delay.

## 7 Comparability

The statistics are comparable in their current form since 2018. Furthermore, deactivated tables present comparable data of 6-months intervals in a time series from 2007-2018. Comparable statistics are available for Nordic daily newspapers based on statistics in the Nordic StatBank. At European level, there is a comparative study of the number of readers reading newspapers published by Eurostat.

### 7.1 Comparability - geographical

A comparison of the development of the Nordic newspapers based on storage figures can be seen in [the Nordic Statbank](#). At European level, a comparison of the number of readers reading daily newspapers can be seen at [Eurostat](#).

### 7.2 Comparability over time

Older data on newspapers and magazines based on circulation figures are available in [Statistical Yearbook](#). The statistics are comparable in their current form since 2018. Furthermore, deactivated tables present comparable data of 6-months intervals in a time series from 2007-2018. Newspapers and magazines circulation numbers are comparable from 2007 onwards.

### 7.3 Coherence - cross domain

Statistics for daily newspapers and magazines are included in the radio and TV area, cinemas and films, as well as literature and books in the coverage of Statistics Denmark's coverage of the film, books and media.

### 7.4 Coherence - internal

Not relevant for this statistic.

## 8 Accessibility and clarity

The figures are published in the StatBank under the subject [Daily newspapers and magazines](#). In addition, selected results are included in the publication [Culture](#). See more on the statistics [subject page](#).

### 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**

There is no dedicated News from Statistics Denmark regarding this statistics.

### **8.5 Publications**

Selected results from the statistics are included in the annual publication [Culture](#).

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

The statistics are published in the StatBank under the subject [Daily newspapers and magazines](#) in the following tables:

- [FAGBLAD2](#): Scientific journal by key figures, publishing frequency, industry, readership interval and time
- [DAGBLAD3](#): Daily newspaper by key figures, publication day, geographical coverage, readership interval and time
- [MAGASIN2](#): Magazines by key figures, publishing frequency, subject, readership interval and time
- [AVISLAS1](#): Newspaper readers by key figure, geographical area and time

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

Micro-data is currently not available.

### **8.8 Other**

Not relevant for this statistic.

### **8.9 Confidentiality - policy**

[Data Privacy Policy](#) in Statistics Denmark. (In Danish only) is adhered to.

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

The statistics are published at a level that does not require discretion.

### **8.11 Documentation on methodology**

Not relevant.

## **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 Science, Technology and Culture. The person responsible is Christian Törnfeldt, tel. +45 39 17 34 47, e-mail: cht@dst.dk

### **9.1 Contact organisation**

Statistics Denmark

### **9.2 Contact organisation unit**

Science, Technology and Culture, Business Statistics

### **9.3 Contact name**

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Responsible for the statistics

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N/A