

**Documentation of statistics for
Newspapers and Magazines 2019**

1 Introduction

The purpose of the statistics for newspapers and magazines is to shed light on the development of the print media and daily newspapers' readership and the number of printed media in Denmark. Previously, the statistics were based on circulation figures from Dansk Oplagskontrol. Today it is based on readership from Index Denmark / Gallup

2 Statistical presentation

Daily newspapers and magazines are semi-annual statements of readership and the number of printed media for different categories of newspapers and magazines. Newspapers are divided according to whether they are nationwide or local / regional. Magazines are distributed on topics and publication frequencies. Trade journals are divided according to the Danish media industry classification, eg agriculture or communication. The statistics are based on readership measurements from Index Denmark / Gallup and are updated annually.

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. 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

Publication day: A distinction is made between the daily newspapers' publication day, i.e. if they are published on weekdays or Sundays. On weekdays there are at least 5 weekly releases. For newspapers published on Sundays, the publication is once a week (primarily on Sundays), but for example, the newspaper 'Weekendavisen' is published every Friday is included in this category.

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

Readership: The number of unique people over 12 years who in the course of a week have read for at least 2 minutes in at least one of the printed media covered by the relevant category.

Gross coverage: For each of the relevant categories, the number of people over 12 years who have read for at least 2 minutes in the individual titles is summarized. For the individual media there is a coincidence between readership and gross coverage. Gross coverage indicates how many readers each daily newspaper or magazine publisher has. For a single media, there is a coincidence between readership and gross coverage. By aggregating multiple media, gross coverage shows the total number of read single titles. This is not an expression of the total number of readers, as each reader can read more than one release.

2.5 Statistical unit

The statistics include the number and gross coverage of daily newspapers and magazines as well as readership of daily newspapers.

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. 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 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 Media compiles and where quality assurance is performed by the Index Denmark Methodology Committee . Data is collected by a sample survey that annually includes 20,000 representative respondents aged 12 years and over. Statistics Denmark's task in relation to readership for daily newspapers is to publish the data compiled by Index Denmark / Gallup Media 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 Media 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 Gallup's website [tns Gallup](#), where readership for individual publications are published annually.

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. 20,000 annual 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 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.

3.4 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.

3.5 Data compilation

Statistics Denmark's task in relation to the readership figures for daily newspapers is primarily to disseminate the results from the specialized runs that Gallup delivers, which has been selected, collected and processed by Index Media / Gallup. Referring to [the original sources](#) for a detailed review of the statistical processing. In connection with figures for gross coverage for daily newspapers, magazines and scientific journals, Statistics Denmark codes the individual titles by publishing frequency and geographical coverage, as well as by industry / subject by posting in [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 are based on official, industry-recognized readership measurements from Index Denmark / Gallup. The readerships do not say anything about the thoroughness of reading, and data reflects the respondents own perception of their media usage. However, there is not necessarily any difference between self-perception and the real media usage.

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 detailed 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

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

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 real quality measurement has been made, but statistics are based on the official, industry-recognized readership measurements from Index Denmark / Gallup.

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 four months, the annual statistics are expected to be available in May.

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 expected to be 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 at [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

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. Older data based on circulation are available in Statistical Yearbook. In the deactivated table AVISLAES, the Sunday newspaper is not included in the statistics from the second half of 2016. The number of readers reading Sunday newspapers after the second half of 2016 is therefore not comparable to the number of readers reading Sunday newspapers before the second half of 2016.

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 not available.

8.8 Other

Not relevant for this statistic.

8.9 Confidentiality - policy

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

8.10 Confidentiality - data treatment

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

8.11 Documentation on methodology

Reference is made to TNS Gallup's documentation of [methodology](#) and [sampling error](#) - 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 Science, Technology and Culture. The person responsible is Henrik Huusom, tel. +45 3917 3866, e-mail: hhu@dst.dk

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