

**Documentation of statistics for  
Newspapers and Magazines 2018**

## 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, and whether they are published on a weekday or Sunday. Magazines are distributed on topics and publication frequencies. Scientific 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 readership figures for the daily newspapers are stated after the day of publication and geographical coverage (nationwide or regional / local) in the table [AVISLAES](#). 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 indicated by the date of publication and geographical coverage (nationwide or regional / local) in the table [DAYBLAD2] 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 [FAGBLAD](#) and [MAGASIN1](#). The statistics contain, for every six months from 2007 onwards, information on the number of individual newspapers, readership and gross coverage by geography and publication day for newspapers. In addition, the statistics include scientific journals and magazines broken down by frequency of publication, gross coverage and category.

## 2.2 Classification system

For scientific journals and magazines are industry and subject for individual journals respectively based on [MEDIA database / Danish Media](#) categorization of the individual titles. The scientific 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 Weekend newspaper 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 'Infrequent 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 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**

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**

The burden of reporting is not calculated for this statistic as participation in the statistics is voluntary.

## **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. Data is collected by a sample survey that includes 12,000 representative selected respondents aged 12 years and over. Statistics Denmark's task in relation to readership for daily newspapers is only to quality check and publish the data compiled by Index Denmark / Gallup Media. For scientific journals and magazines, Statistics Denmark aggregates the readerships to gross coverage. Data is tabulated for the final results published in the StatBank.

#### **3.1 Source data**

The statistics is based on official, industry-recognized readership measurements for the print media in Denmark, which Index Denmark / Gallup Media compiles. Statistics Denmark receives special runs for the daily readership directly from Index Denmark / Gallup, but collects figures for gross coverage, etc. For daily newspapers, scientific journals and magazines from Gallup's website [tns Gallup](#), where readership for single titles is published semiannually.

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

The official readership from Index Denmark / Gallup is published quarterly based on 6 months collection of reading frequency information. In practice, this means that the frequency-based readership illustrates the average reading for a period of half a year.

#### **3.3 Data collection**

Index Denmark / Gallup is a questionnaire survey based on approx. 24,000 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 are primarily quality assurance and 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 detailed review of the statistical processing.

## 5.3 Non-sampling error

Not compiled for this statistic. Referring to [the original sources] ([http://www.tns-gallup.dk/da/reports?field\\_report\\_type\\_target\\_id\\_1=7&field\\_report\\_year\\_target\\_id=All&keys=](http://www.tns-gallup.dk/da/reports?field_report_type_target_id_1=7&field_report_year_target_id=All&keys=)) for a detailed 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 3 - 4 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 2007. Comparable statistics are available for Nordic daily newspapers based on statistics in [the Nordic StatBank](#). At European level, there is a comparison 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

Newspapers and magazines circulation numbers are comparable from 2007 onwards. Older data based on circulation are available in Statistical Yearbook. In the 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. There has been a minor revision of FAGBLAD in connection to the update 25. April 2019, where numbers from 2010 have been revised.

### 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 culture.

### 7.4 Coherence - internal

Not relevant for this statistic.

## 8 Accessibility and clarity

The statistics are published in [New from Statistics Denmark](#). 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. Theme publications etc. may be published at other times of the day. The National Statistician can decide that such publications may be released before their official publication time, e.g. to the media and other stakeholders.

### **8.4 News release**

The statistics are published in [News from Statistics Denmark regarding daily newspapers and magazines](#) (in Danish only).

### **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:

- [FAGBLAD](#): Scientific journal by key figures, publishing frequency, industry, readership interval and time
- [DAGBLAD2](#): Daily newspaper by key figures, publication day, geographical coverage, readership interval and time
- [MAGASIN1](#): Magazines by key figures, publishing frequency, subject, readership interval and time
- [AVISLAES](#): Readership by release, 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](mailto:hhu@dst.dk)

### **9.1 Contact organisation**

Statistics Denmark

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Science, Technology and Culture, Business Statistics

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