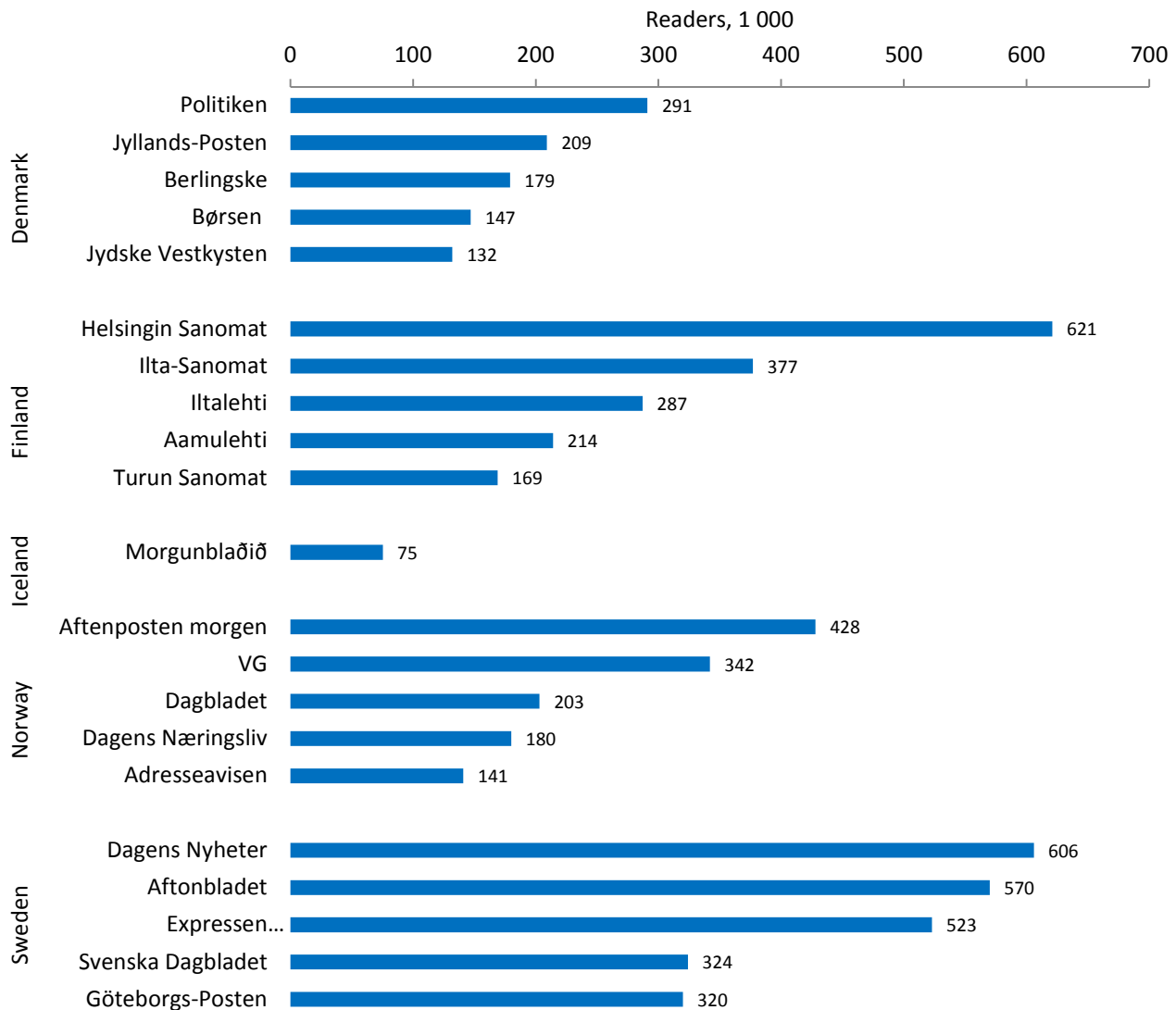


Top five daily newspapers by number of readers and country 2016 (thousands)



Note: Average readership per day for the whole week (the days on which issues are published). Denmark and Sweden: not including Sunday editions. Norwegian data refer to reading print copies only.

Sources: Kantar TNS Denmark (Index Danmark), MediaAuditFinland, Statistics Finland, CapacentGallup, Gallup and Statistics Iceland, Kantar TNS Norway (Forbruker & Media) /medianorway's database, Kantar Sifo (ORVESTO Konsument).