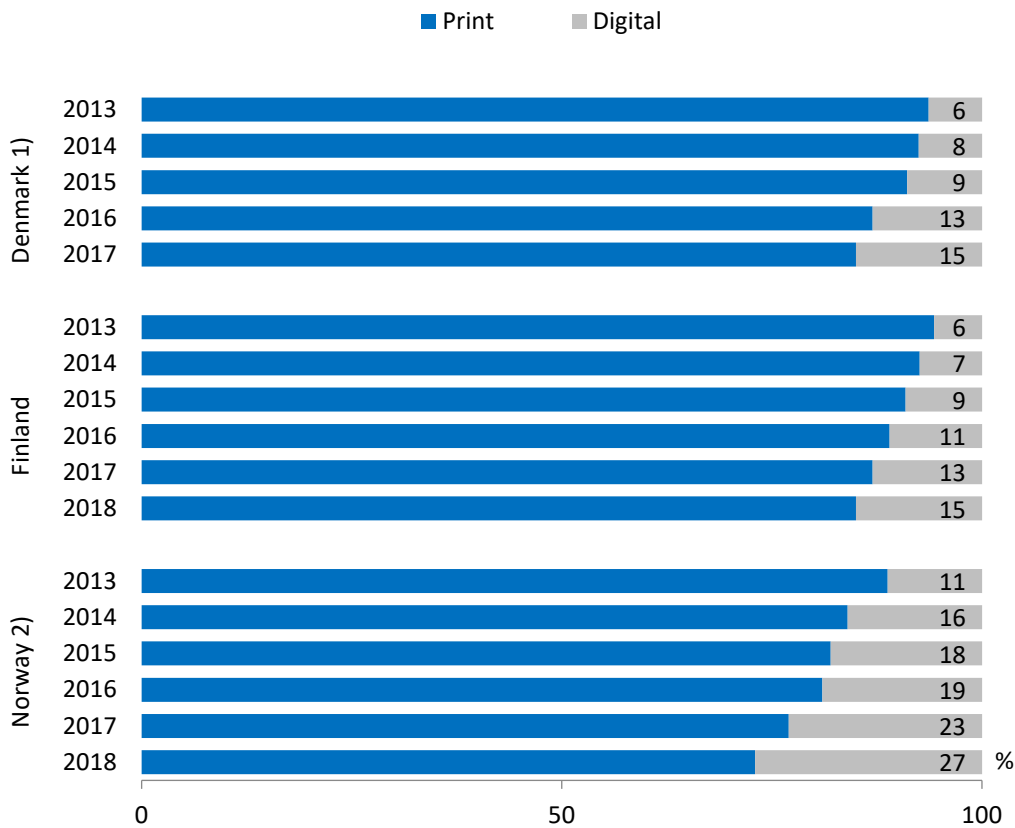


Newspaper revenue breakdown by print and digital sales 2011-2017/2018 (per cent)



¹ Data refer to members of the Association of Danish Media.

² Print = revenue from ad sales in print papers and newspaper sales from print sales + combined print/digital subscriptions.

Digital = revenue from digital ad sales and from sales of digital-only subscriptions.

Note: Share of net revenue: newspaper (circulation) sales and advertising sales.

Sources: Association of Danish Media, Norwegian Media Authority, medianorway,

Find data online:

[Finnish Newspaper Association \(via Statistics Finland's media statistics table service, table 2.7\)](#)

[Norwegian Media Authority \(annual reports: Økonomien i norske medier\)](#)

[medianorway](#)

[Latest update: 18 June, 2020]