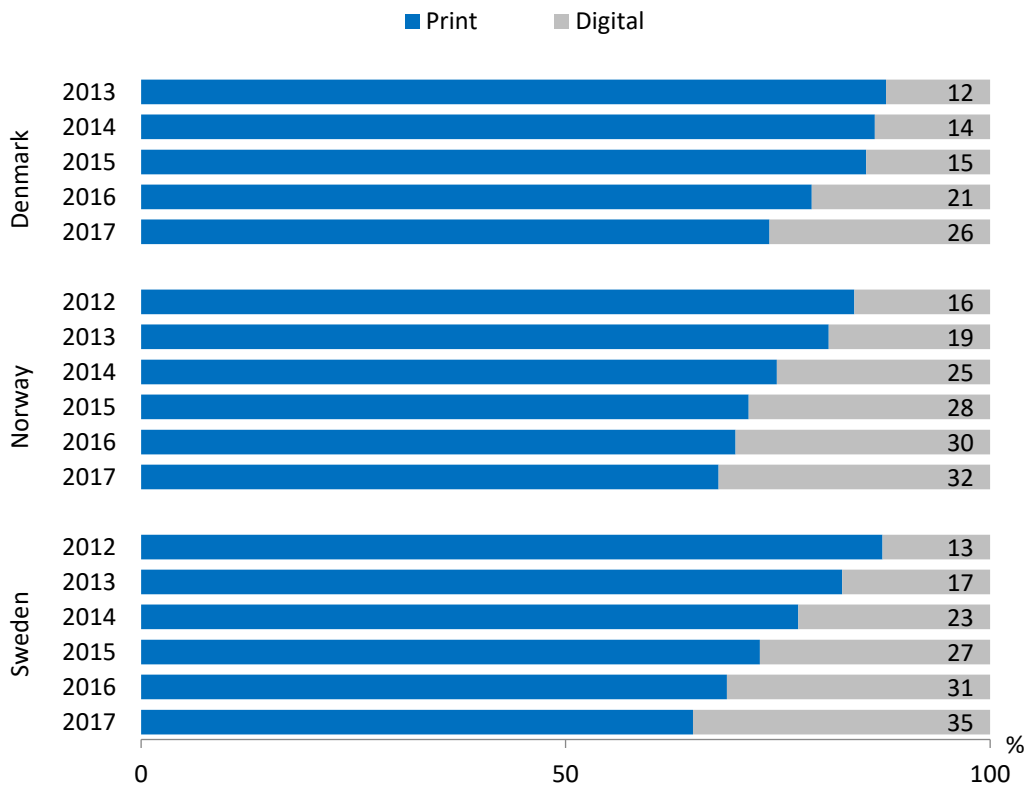


Newspaper advertising revenue breakdown by print and digital sales 2012-2017 (per cent)



Sources: Association of Danish Media, Norwegian Media Authority, medianorway, Swedish Press and Broadcasting Authority, IRM, Swedish Media Publishers' Association.

[Association of Danish Media \(Dagbladenes Branchenøgletal\)](#)

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

[medianorway](#)

[Swedish Press and Broadcasting Authority \(reports: Medieekonomi\)](#)

[Latest update: 6 December, 2018]