

## IVW-Auflagenstatistik - 4. Quartal 2020

| Tageszeitungen                | Aktuell      | Vorquartal          | Differenz      | %            | Vorjahr            | Differenz      | %            |
|-------------------------------|--------------|---------------------|----------------|--------------|--------------------|----------------|--------------|
| <b>Verbreitung</b>            | 14.408.569 * | 14.457.011 *        | -48.442        | -0,34        | 15.235.065 *       | -826.496       | -5,42        |
| <b>Verkauf</b>                | 14.062.730 * | 14.192.196 *        | -129.466       | -0,91        | 14.892.804 *       | -830.074       | -5,57        |
| <b>Abonnement</b>             | 10.403.687 * | 10.412.899 *        | -9.212         | -0,09        | 10.747.359 *       | -343.672       | -3,20        |
| <b>Einzelverkauf</b>          | 2.311.453 *  | 2.442.802 *         | -131.349       | -5,38        | 2.618.359 *        | -306.906       | -11,72       |
| <b>Lesezirkel</b>             |              |                     |                |              |                    |                |              |
| <b>Bordexemplare</b>          | 172.993 *    | <b>143.934 *</b>    | <b>29.059</b>  | <b>20,19</b> | 406.915 *          | -233.922       | -57,49       |
| <b>Sonstiger Verkauf</b>      | 1.174.597 *  | 1.192.561 *         | -17.964        | -1,51        | <b>1.120.171 *</b> | <b>54.426</b>  | <b>4,86</b>  |
| <b>Wochenzeitungen</b>        |              |                     |                |              |                    |                |              |
| <b>Verbreitung</b>            | 1.764.493 *  | <b>1.734.400 *</b>  | <b>30.093</b>  | <b>1,74</b>  | <b>1.719.010 *</b> | <b>45.483</b>  | <b>2,65</b>  |
| <b>Verkauf</b>                | 1.679.958 *  | <b>1.654.356 *</b>  | <b>25.602</b>  | <b>1,55</b>  | <b>1.636.990 *</b> | <b>42.968</b>  | <b>2,62</b>  |
| <b>Abonnement</b>             | 1.499.223 *  | <b>1.473.373 *</b>  | <b>25.850</b>  | <b>1,75</b>  | <b>1.440.687 *</b> | <b>58.536</b>  | <b>4,06</b>  |
| <b>Einzelverkauf</b>          | 73.133       | 81.905              | -8.772         | -10,71       | <b>71.487</b>      | <b>1.646</b>   | <b>2,30</b>  |
| <b>Lesezirkel</b>             |              |                     |                |              |                    |                |              |
| <b>Bordexemplare</b>          | 3.733 *      | 3.781 *             | -48            | -1,27        | 25.894 *           | -22.161        | -85,58       |
| <b>Sonstiger Verkauf</b>      | 103.869 *    | <b>95.297 *</b>     | <b>8.572</b>   | <b>9,00</b>  | <b>98.922 *</b>    | <b>4.947</b>   | <b>5,00</b>  |
| <b>Publikumszeitschriften</b> |              |                     |                |              |                    |                |              |
| <b>Verbreitung</b>            | 67.111.168 * | 68.553.128 *        | -1.441.960     | -2,10        | 84.618.459 *       | -17.507.291    | -20,69       |
| <b>Verkauf</b>                | 59.333.827 * | 61.760.010 *        | -2.426.183     | -3,93        | 78.932.641 *       | -19.598.814    | -24,83       |
| <b>Abonnement</b>             | 24.890.334 * | 25.132.078 *        | -241.744       | -0,96        | 40.373.022 *       | -15.482.688    | -38,35       |
| <b>Einzelverkauf</b>          | 25.068.395 * | 27.109.549 *        | -2.041.154     | -7,53        | 26.827.146 *       | -1.758.751     | -6,56        |
| <b>Lesezirkel</b>             | 2.559.994    | 2.664.132           | -104.138       | -3,91        | 3.375.268          | -815.274       | -24,15       |
| <b>Bordexemplare</b>          | 521.238 *    | <b>461.571 *</b>    | <b>59.667</b>  | <b>12,93</b> | 1.349.161 *        | -827.923       | -61,37       |
| <b>Sonstiger Verkauf</b>      | 6.293.866 *  | 6.392.680 *         | -98.814        | -1,55        | 7.008.044 *        | -714.178       | -10,19       |
| <b>Fachzeitschriften</b>      |              |                     |                |              |                    |                |              |
| <b>Verbreitung</b>            | 15.806.634 * | <b>15.714.747 *</b> | <b>91.887</b>  | <b>0,58</b>  | 17.656.258 *       | -1.849.624     | -10,48       |
| <b>Verkauf</b>                | 8.468.786 *  | <b>8.303.802 *</b>  | <b>164.984</b> | <b>1,99</b>  | 8.791.143 *        | -322.357       | -3,67        |
| <b>Abonnement</b>             | 7.361.098 *  | <b>7.211.110 *</b>  | <b>149.988</b> | <b>2,08</b>  | 7.683.395 *        | -322.297       | -4,19        |
| <b>Einzelverkauf</b>          | 28.806 *     | 32.181 *            | -3.375         | -10,49       | 50.875 *           | -22.069        | -43,38       |
| <b>Lesezirkel</b>             |              |                     |                |              |                    |                |              |
| <b>Bordexemplare</b>          | 36.145 *     | <b>19.416 *</b>     | <b>16.729</b>  | <b>86,16</b> | <b>30.534 *</b>    | <b>5.611</b>   | <b>18,38</b> |
| <b>Sonstiger Verkauf</b>      | 1.042.737 *  | <b>1.041.095 *</b>  | <b>1.642</b>   | <b>0,16</b>  | <b>1.026.339 *</b> | <b>16.398</b>  | <b>1,60</b>  |
| <b>Kundenzeitschriften</b>    |              |                     |                |              |                    |                |              |
| <b>Verbreitung</b>            | 30.343.555 * | <b>29.398.944</b>   | <b>944.611</b> | <b>3,21</b>  | 47.199.369         | -16.855.814    | -35,71       |
| <b>Verkauf</b>                | 21.510.678 * | 23.111.445          | -1.600.767     | -6,93        | 37.727.323         | -16.216.645    | -42,98       |
| <b>Abonnement</b>             | 936.972      | 1.140.967           | -203.995       | -17,88       | <b>634.755</b>     | <b>302.217</b> | <b>47,61</b> |
| <b>Einzelverkauf</b>          | 14.503       | <b>12.948</b>       | <b>1.555</b>   | <b>12,01</b> | 31.120             | -16.617        | -53,40       |
| <b>Lesezirkel</b>             |              |                     |                |              |                    |                |              |
| <b>Bordexemplare</b>          |              |                     |                |              |                    |                |              |
| <b>Sonstiger Verkauf</b>      | 411.220      | <b>396.847</b>      | <b>14.373</b>  | <b>3,62</b>  | <b>215.065</b>     | <b>196.155</b> | <b>91,21</b> |

\* enthält ePaper-Verkäufe

## IVW-Auflagenstatistik ePaper - 4. Quartal 2020

| Tageszeitungen                | Aktuell   | Vorquartal | Differenz | %      | Vorjahr   | Differenz | %       |
|-------------------------------|-----------|------------|-----------|--------|-----------|-----------|---------|
| Verbreitung                   | 1.841.859 | 1.877.221  | -35.362   | -1,88  | 1.621.197 | 220.662   | 13,61   |
| Verkauf                       | 1.841.859 | 1.877.221  | -35.362   | -1,88  | 1.621.197 | 220.662   | 13,61   |
| Abonnement                    | 1.008.744 | 982.531    | 26.213    | 2,67   | 852.751   | 155.993   | 18,29   |
| Einzelverkauf                 | 4.115     | 3.526      | 589       | 16,70  | 3.124     | 991       | 31,72   |
| Lesezirkel                    |           |            |           |        |           |           |         |
| Bordexemplare                 | 1.643     | 2.305      | -662      | -28,72 | 2.006     | -363      | -18,10  |
| Sonstiger Verkauf             | 827.357   | 888.859    | -61.502   | -6,92  | 763.316   | 64.041    | 8,39    |
| <b>Wochenzeitungen</b>        |           |            |           |        |           |           |         |
| Verbreitung                   | 233.474   | 214.283    | 19.191    | 8,96   | 172.260   | 61.214    | 35,54   |
| Verkauf                       | 233.474   | 214.283    | 19.191    | 8,96   | 172.260   | 61.214    | 35,54   |
| Abonnement                    | 164.068   | 149.379    | 14.689    | 9,83   | 112.289   | 51.779    | 46,11   |
| Einzelverkauf                 | 582       | 584        | -2        | -0,34  | 602       | -20       | -3,32   |
| Lesezirkel                    |           |            |           |        |           |           |         |
| Bordexemplare                 | 83        | 131        | -48       | -36,64 | 289       | -206      | -71,28  |
| Sonstiger Verkauf             | 68.741    | 64.189     | 4.552     | 7,09   | 59.080    | 9.661     | 16,35   |
| <b>Publikumszeitschriften</b> |           |            |           |        |           |           |         |
| Verbreitung                   | 1.693.470 | 1.684.124  | 9.346     | 0,55   | 1.356.684 | 336.786   | 24,82   |
| Verkauf                       | 1.693.470 | 1.684.124  | 9.346     | 0,55   | 1.356.684 | 336.786   | 24,82   |
| Abonnement                    | 891.629   | 852.754    | 38.875    | 4,56   | 748.177   | 143.452   | 19,17   |
| Einzelverkauf                 | 50.142    | 63.572     | -13.430   | -21,13 | 33.833    | 16.309    | 48,20   |
| Lesezirkel                    |           |            |           |        |           |           |         |
| Bordexemplare                 | 26.112    | 42.271     | -16.159   | -38,23 | 64.818    | -38.706   | -59,71  |
| Sonstiger Verkauf             | 725.587   | 725.527    | 60        | 0,01   | 509.856   | 215.731   | 42,31   |
| <b>Fachzeitschriften</b>      |           |            |           |        |           |           |         |
| Verbreitung                   | 201.966   | 202.097    | -131      | -0,06  | 149.361   | 52.605    | 35,22   |
| Verkauf                       | 201.966   | 202.097    | -131      | -0,06  | 149.361   | 52.605    | 35,22   |
| Abonnement                    | 47.132    | 43.266     | 3.866     | 8,94   | 30.480    | 16.652    | 54,63   |
| Einzelverkauf                 | 255       | 353        | -98       | -27,76 | 338       | -83       | -24,56  |
| Lesezirkel                    |           |            |           |        |           |           |         |
| Bordexemplare                 |           |            |           |        | 334       | -334      | -100,00 |
| Sonstiger Verkauf             | 154.579   | 158.478    | -3.899    | -2,46  | 118.209   | 36.370    | 30,77   |
| <b>Kundenzeitschriften</b>    |           |            |           |        |           |           |         |
| Verbreitung                   |           |            |           |        | 184.136   | -184.136  | -100,00 |
| Verkauf                       |           |            |           |        | 184.136   | -184.136  | -100,00 |
| Abonnement                    |           |            |           |        |           |           |         |
| Einzelverkauf                 |           |            |           |        |           |           |         |
| Lesezirkel                    |           |            |           |        |           |           |         |
| Bordexemplare                 |           |            |           |        |           |           |         |
| Sonstiger Verkauf             |           |            |           |        |           |           |         |