



Ipsos MMI

# Norsk Medieindeks 2012.v

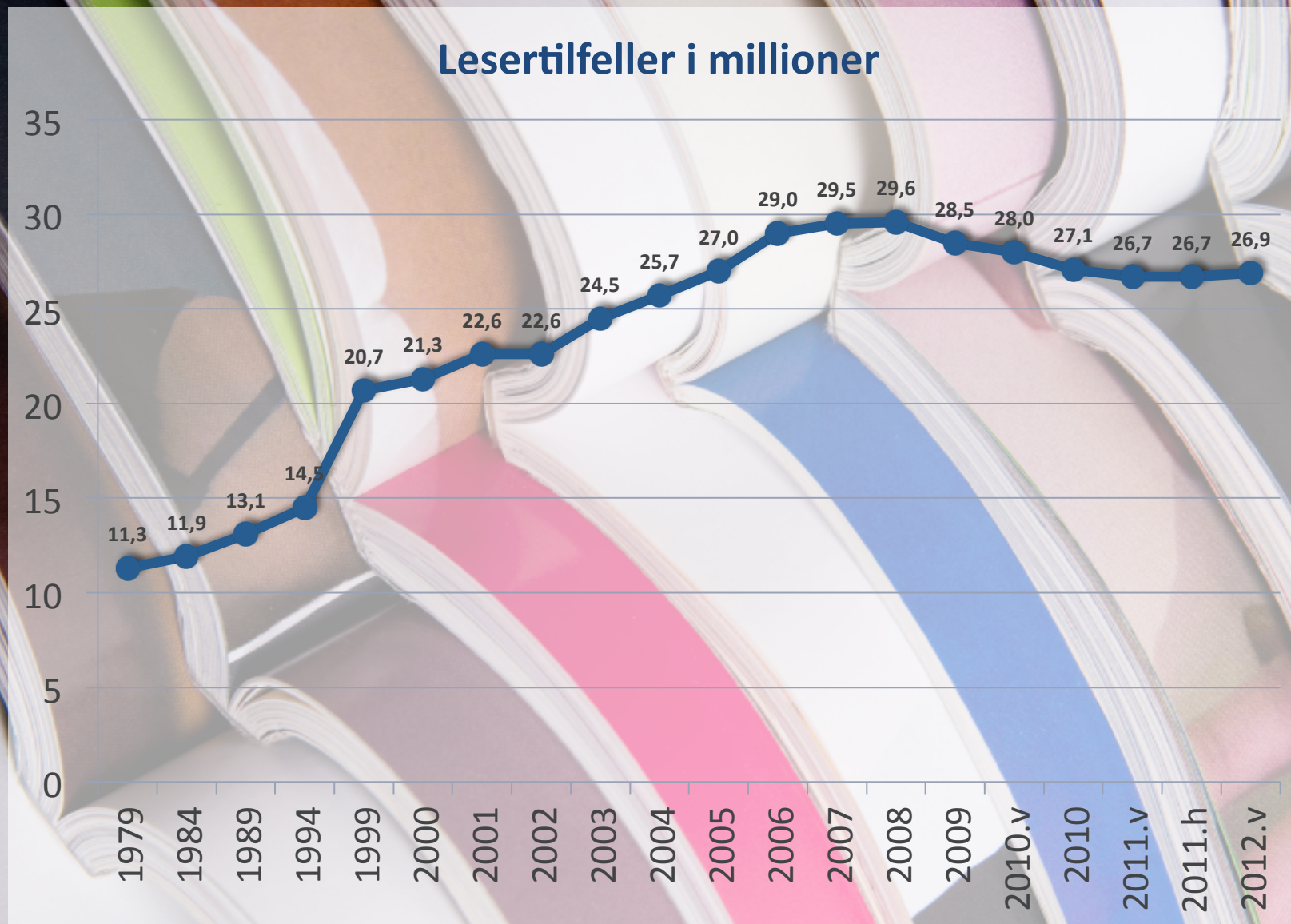
Lesertall for ukeblader,  
magasiner og tegneserier

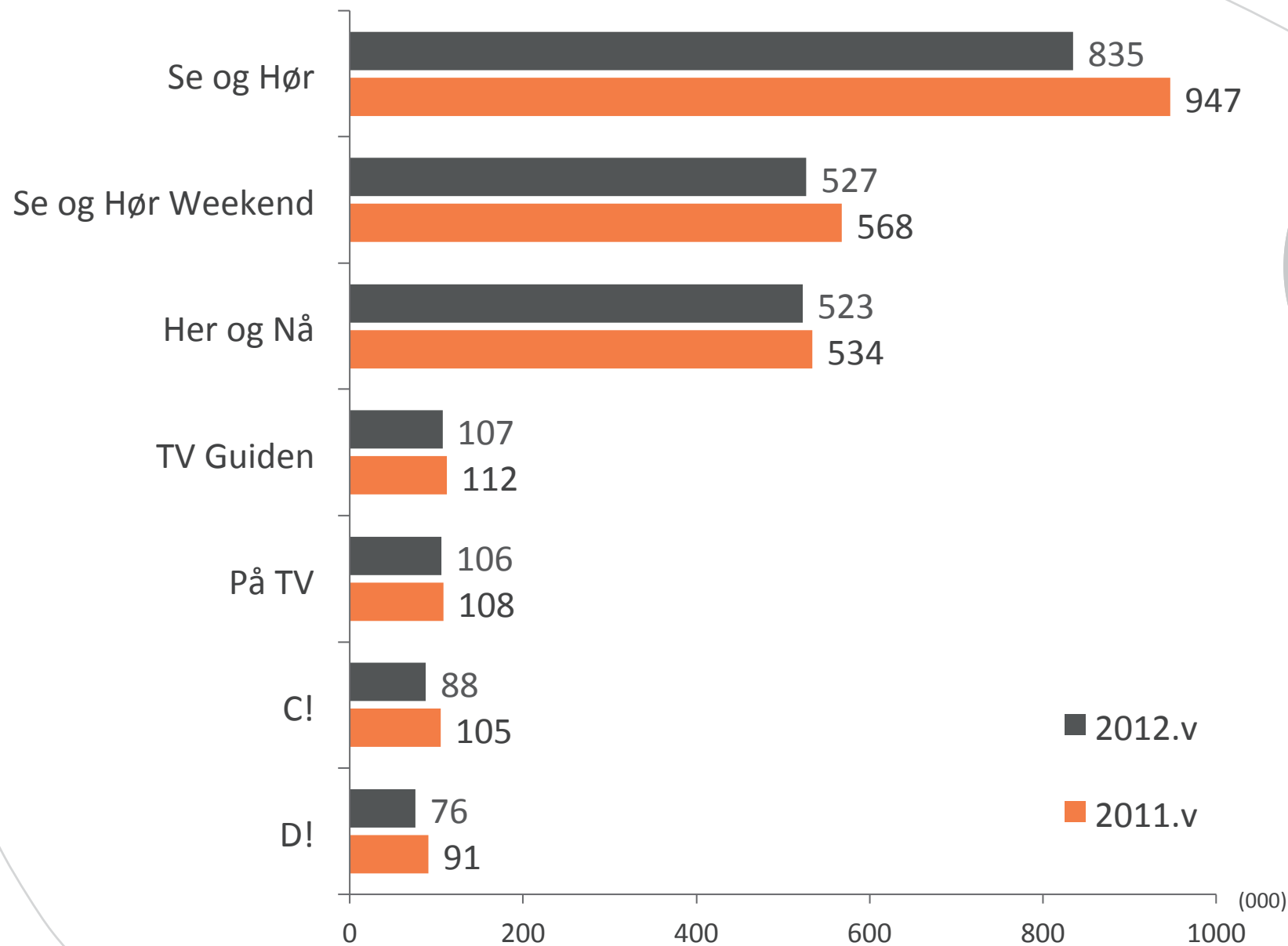


# Stabil utvikling?

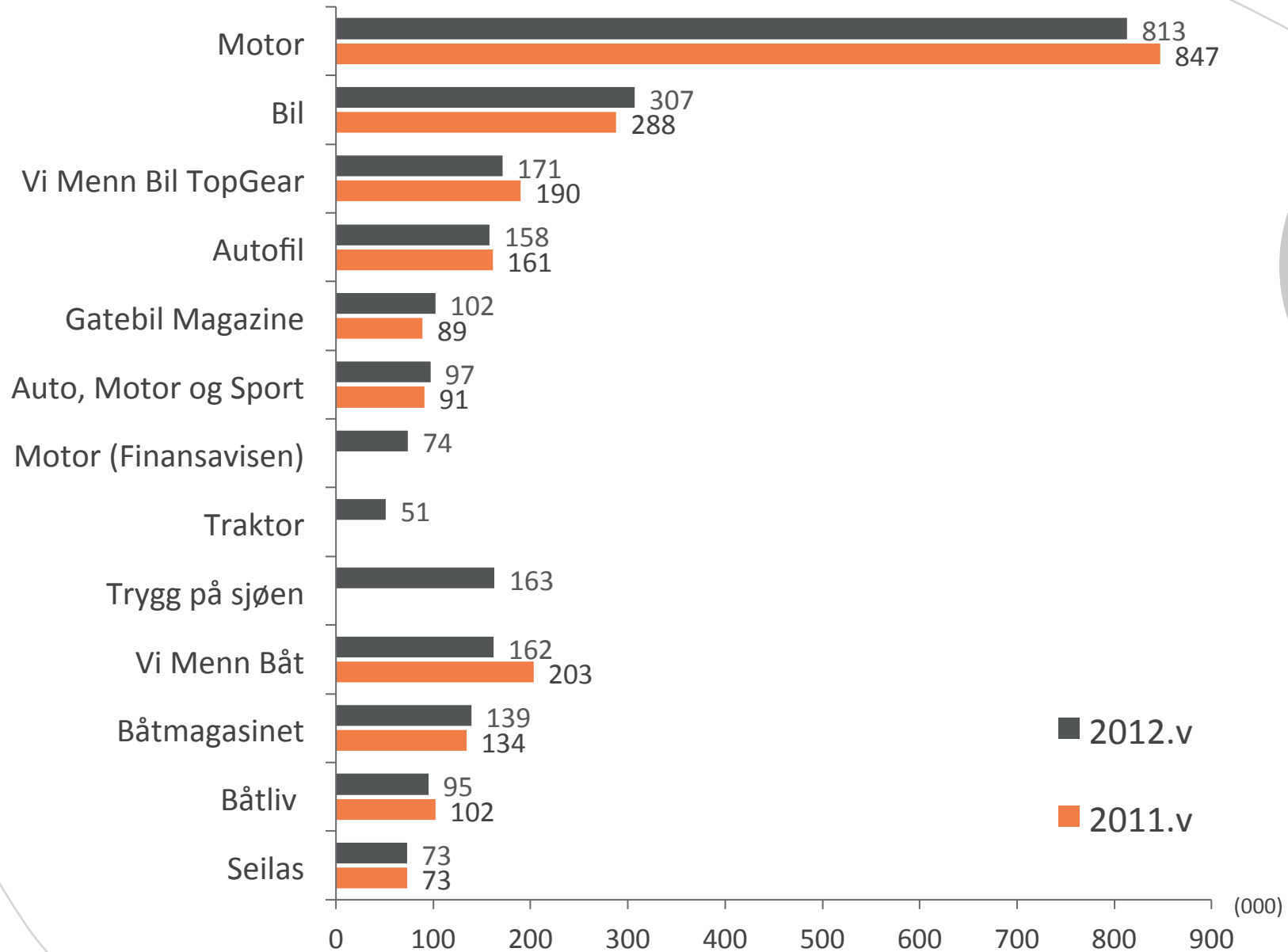
Med nye titler/ aktører – økning på 240.000

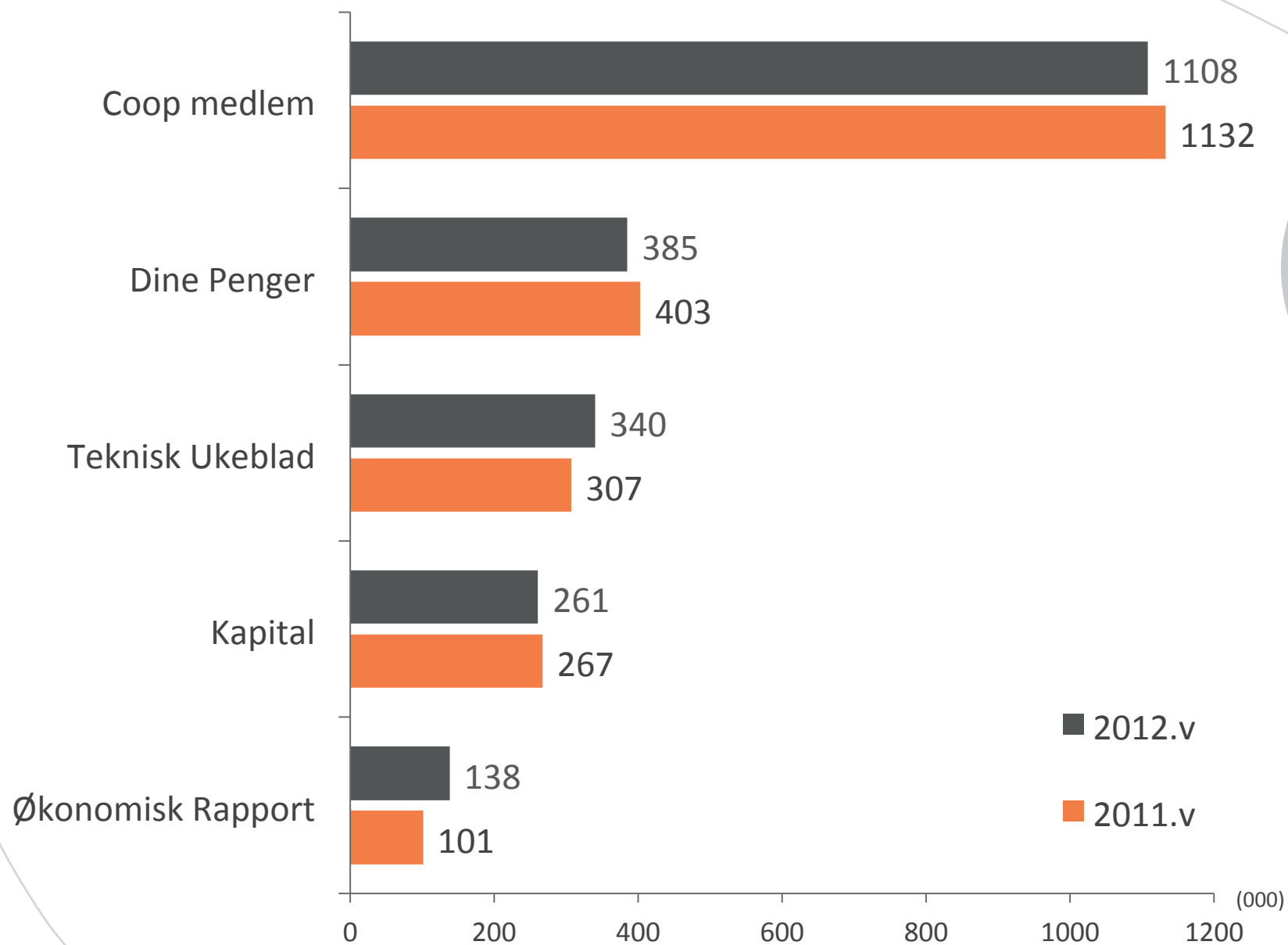
På sammenlignbare titler – nedgang på 450.000



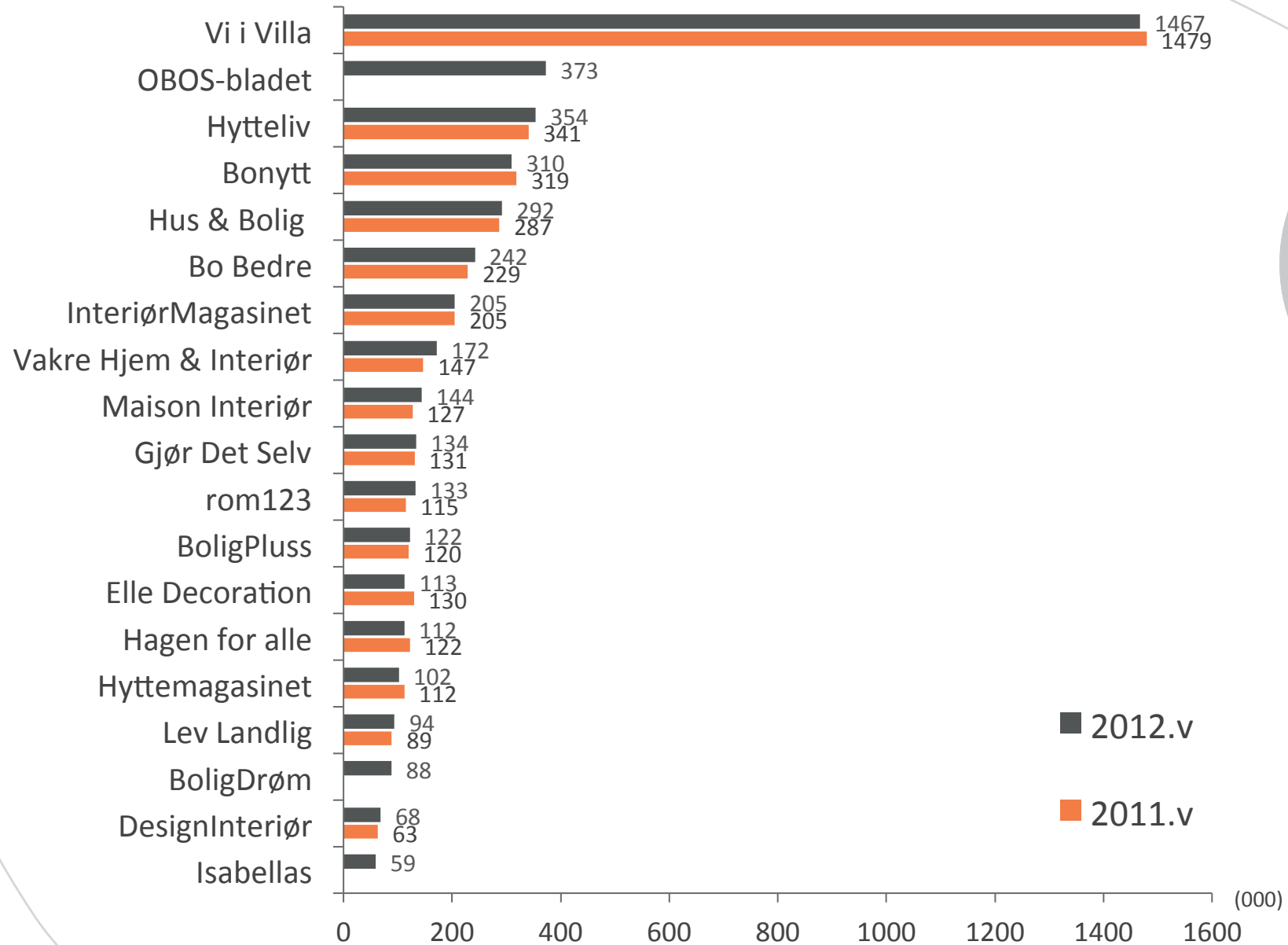


# Bil og båt

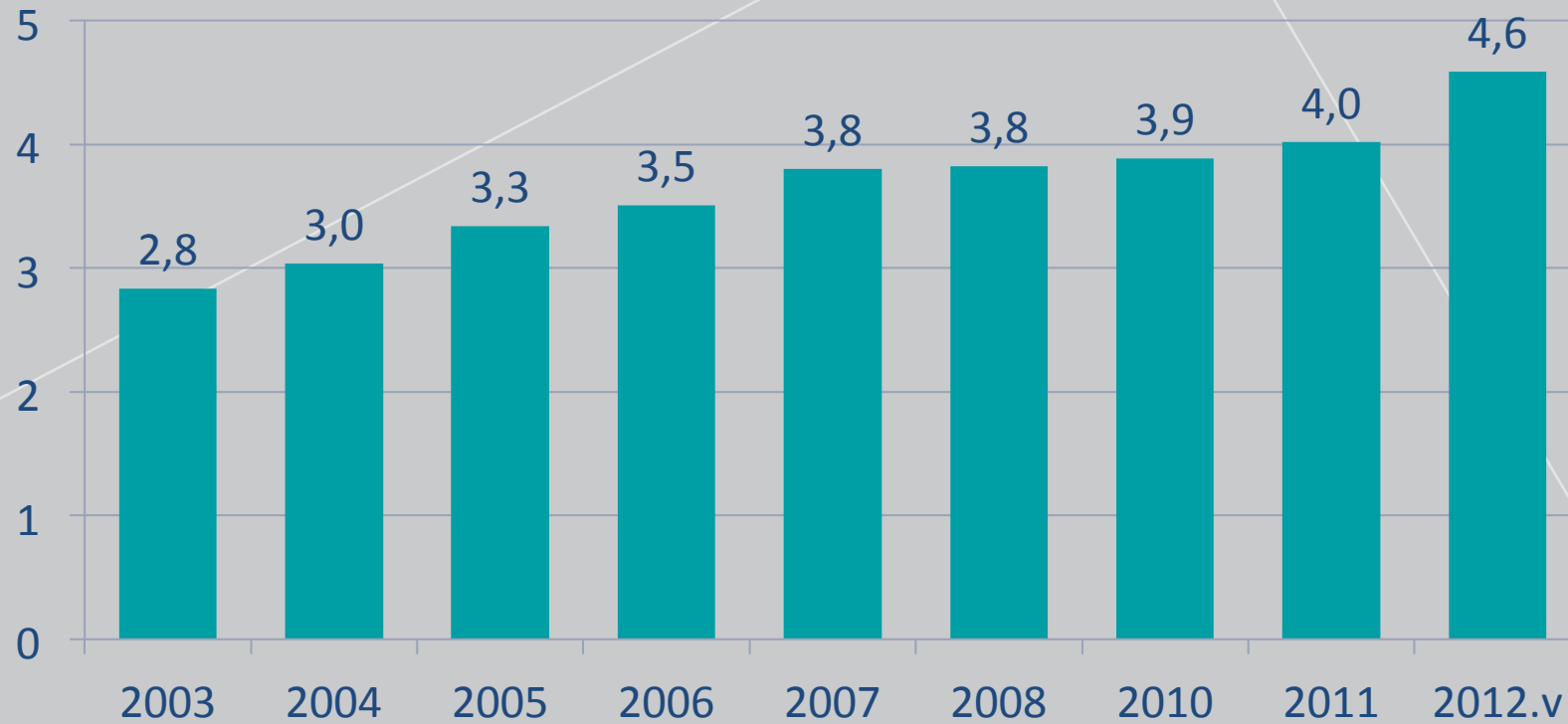




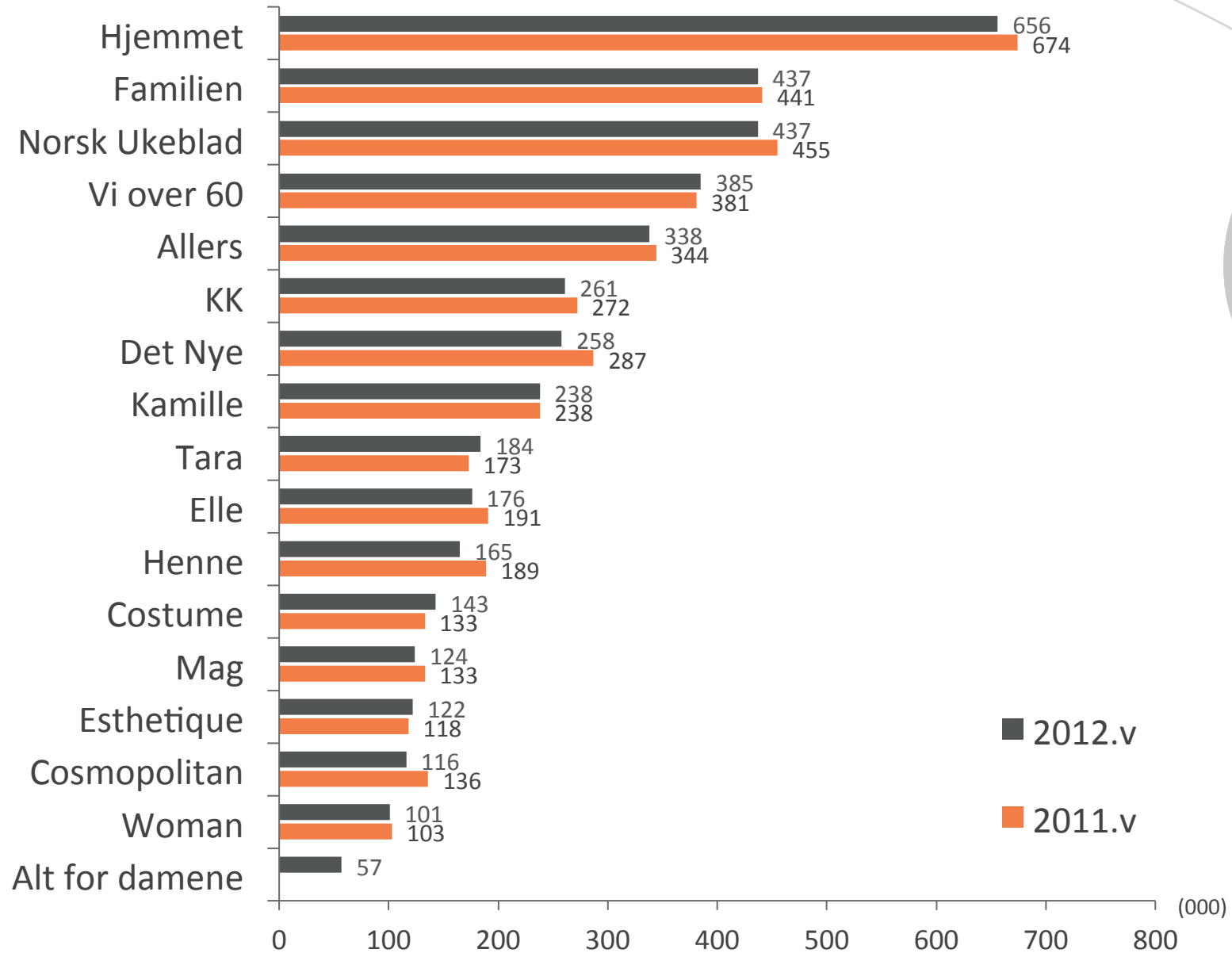
# Bolig og interiør



## Lesertilfeller i millioner

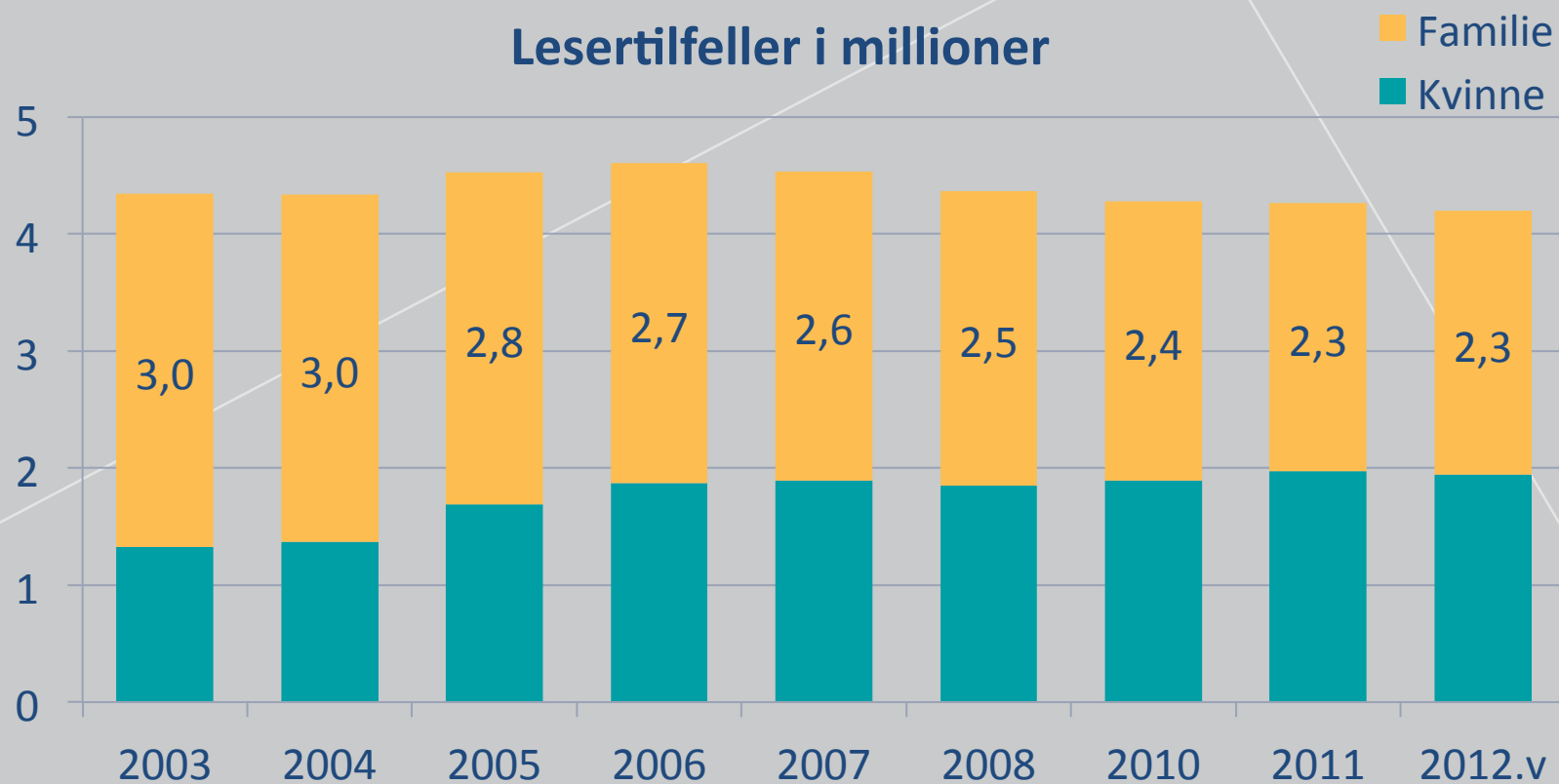


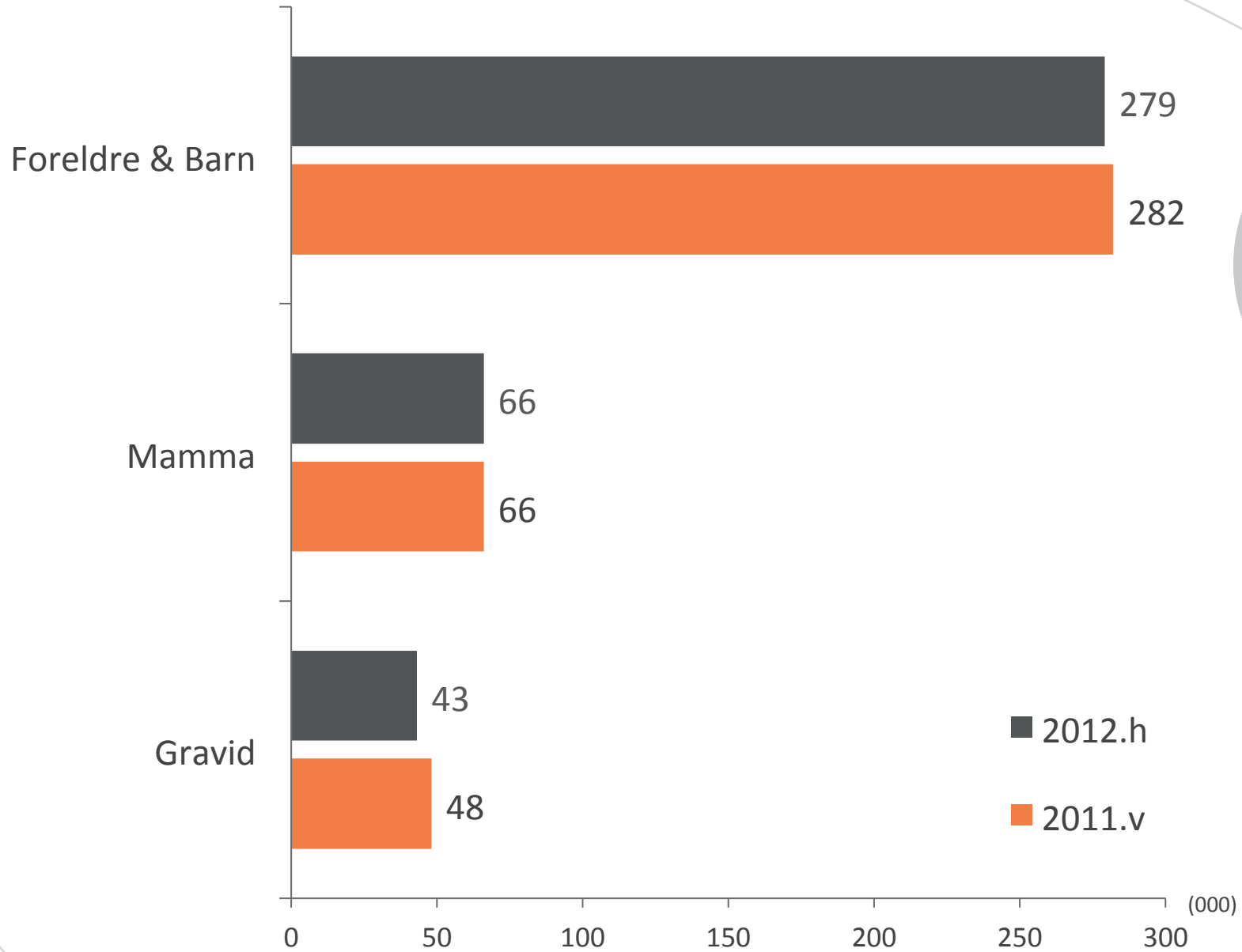
# Kvinne

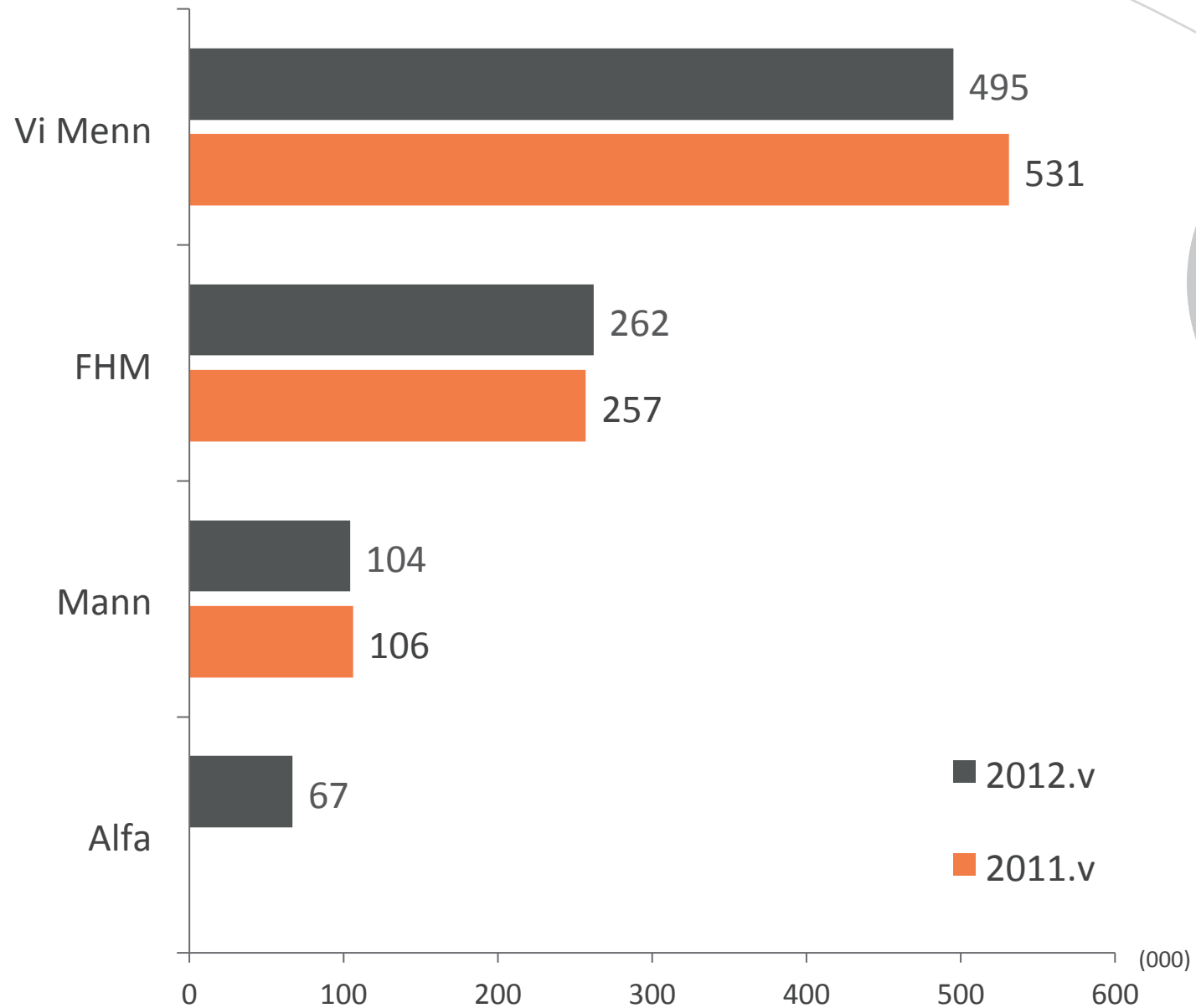




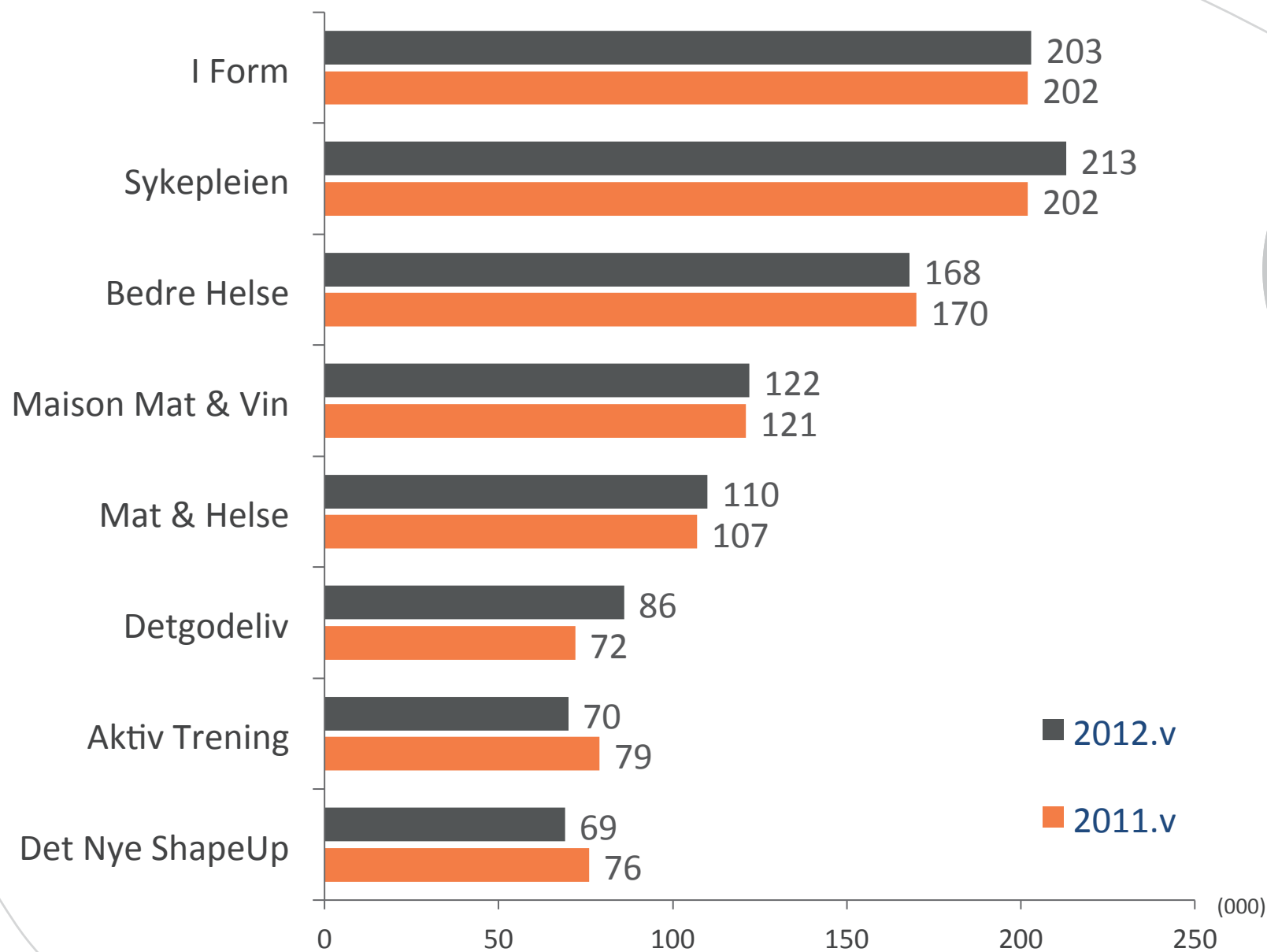
## Lesertilfeller i millioner

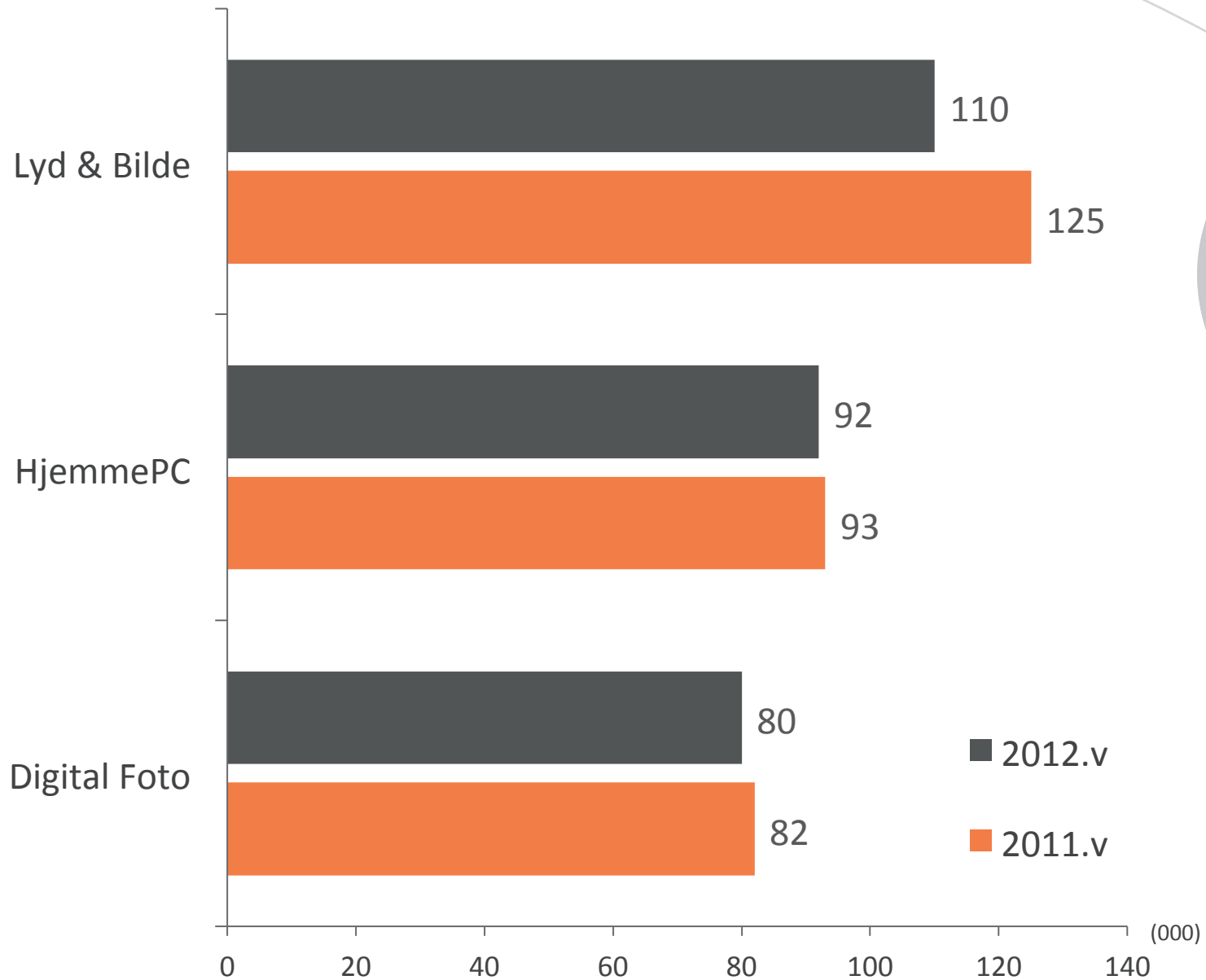




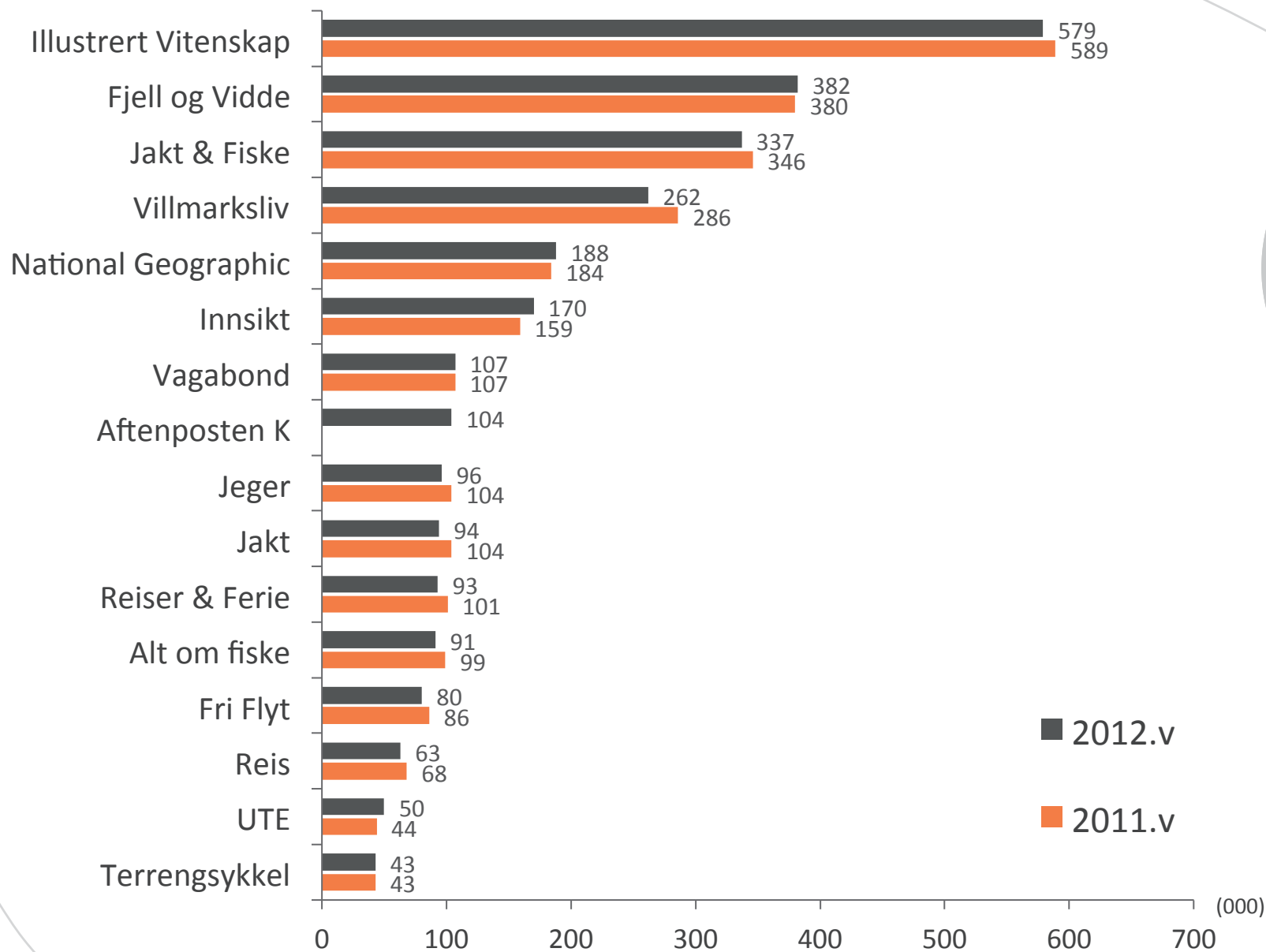


# Mat, helse og livsstil

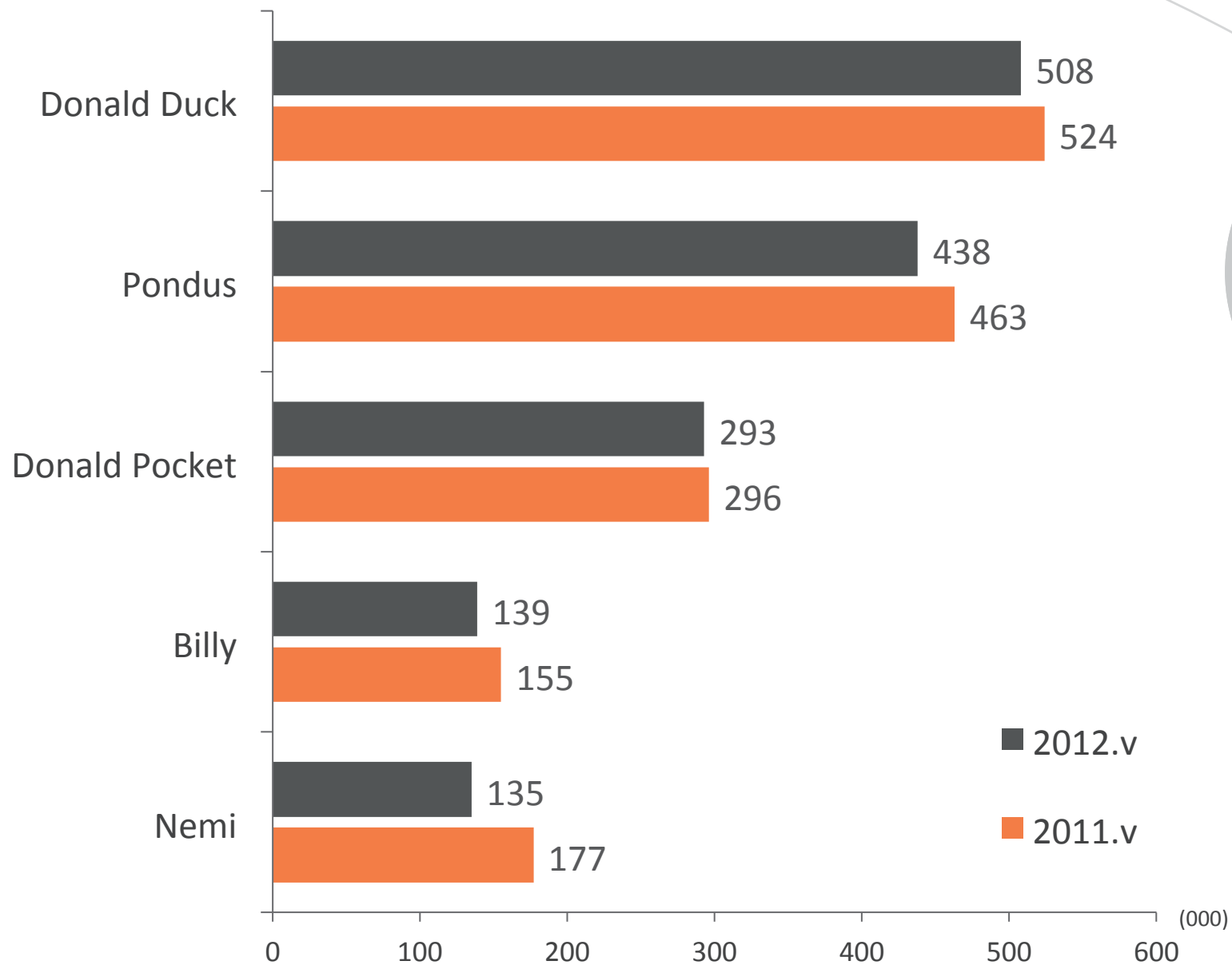


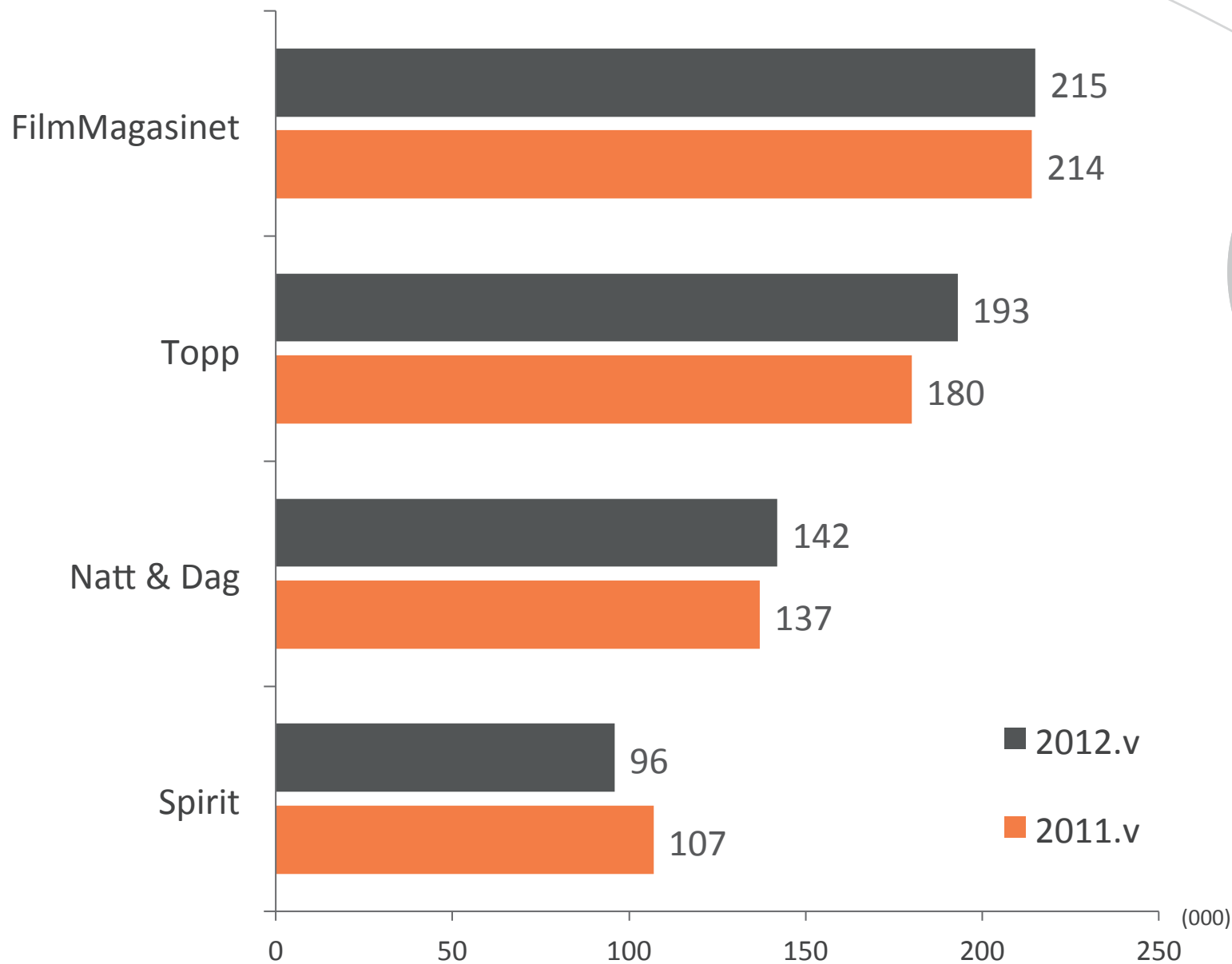


# Sport, reise, friluftsliv og vitenskap



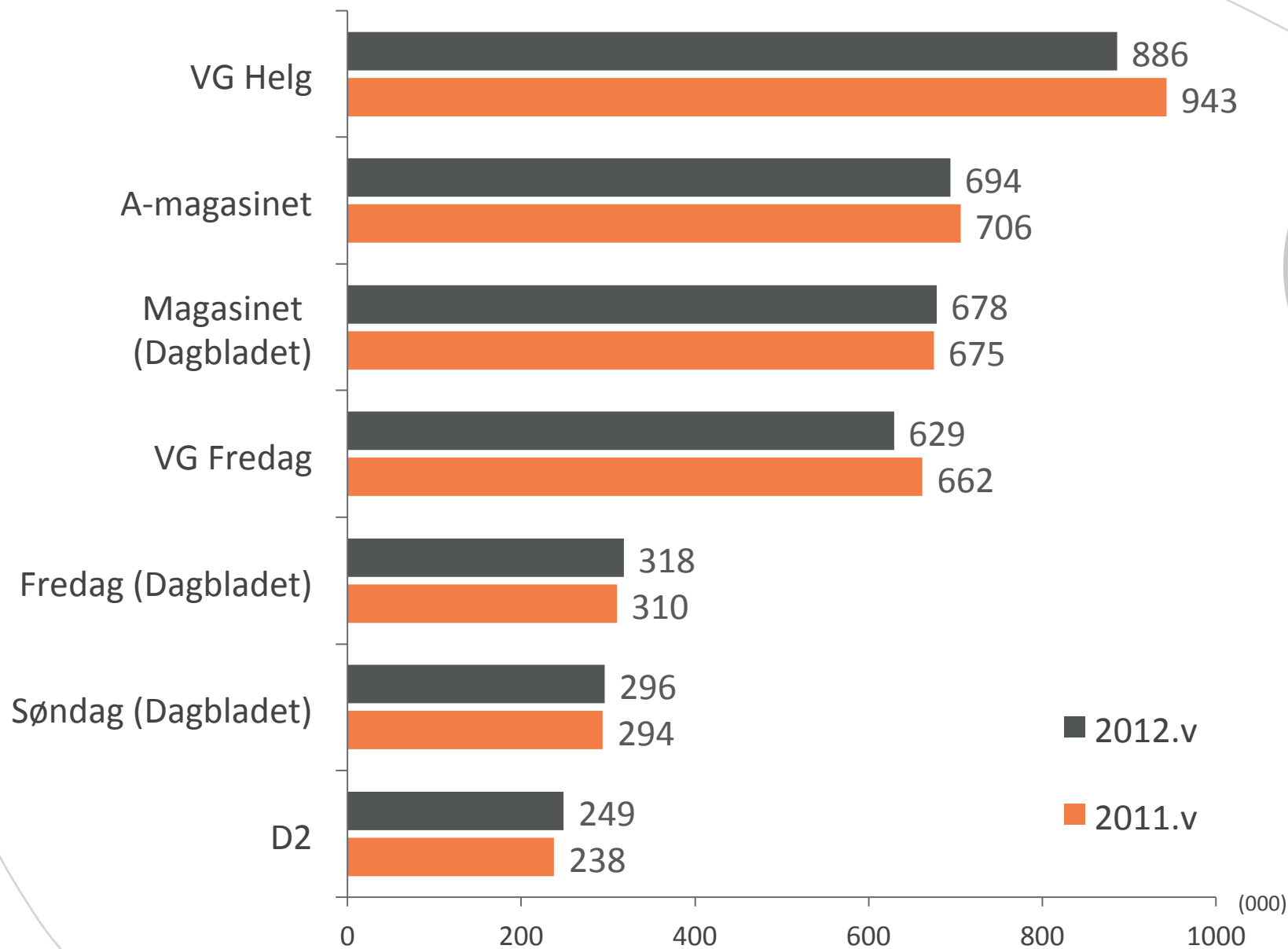
# Tegneserier







# Avismagasiner



# Utvikling - bladkategorier

