

## Press Wholesaler in Figures 2020

	FRG Total	Old Federal States	New Federal States
<b>Wholesale firms 2020</b> <sup>1)</sup>	<b>24</b>	<b>17</b>	<b>7</b>
• number of wholesale firms <i>without an equitable interest of publishers</i>	<b>18</b>	<b>14</b>	<b>4</b>
• <i>with an equitable interest of publishers</i>	<b>6</b>	<b>3</b>	<b>3</b>
• member firms	<b>52</b>	<b>38</b>	<b>14</b>
• Two wholesalers in one distribution area	<b>1</b>	<b>1</b>	<b>0</b>
<b>Presse-Grosso Turnover 2020</b> <sup>1)</sup>			
turnover prices to the retailer without VAT (net prices)	<b>1,762 Bill.</b>	<b>1,430 Bill.</b>	<b>0,332 Bill. €</b>
	<b>- 3,31 %</b>	<b>- 3,62 %</b>	<b>- 1,94%</b>
<i>of which print</i>	<b>1,728 Bill.</b>	<b>1,402 Bill. €</b>	<b>0,326 Bill. €</b>
<i>Compared with 2019</i>	<b>- 3,11 %</b>	<b>- 3,50 %</b>	<b>- 1,43%</b>
<b>Presse-Grosso Sales 2020</b> <sup>1)</sup>			
copies sold	<b>1,219 Bill. Ex.</b>	<b>0,962 Bill. Ex.</b>	<b>0,257 Bill. Ex.</b>
	<b>- 8,68 %</b>	<b>-8,71%</b>	<b>-8,56%</b>
<i>of which print</i>	<b>1,198 Bill. Ex.</b>	<b>0,945 Bill. Ex.</b>	<b>0,253 Bill. Ex.%</b>
<i>compared with 2019</i>	<b>-8,15%</b>	<b>-8,31%</b>	<b>-7,55%</b>
<b>Number of sales points</b>	<b>93.568</b>	<b>76.072</b>	<b>17.496</b>
<b>Population</b>	<b>83,852 Mio.</b>	<b>68,187 Mio.</b>	<b>15,665 Mio.</b>
<b>Distribution area</b>	<b>357.045 sqkm</b>	<b>252.524 sqkm</b>	<b>104.521 sqkm</b>
<b>Number of sales points per 1.000 inhabitants</b>	<b>1,12</b>	<b>1,12</b>	<b>1,12</b>
<b>Average per Grosso firm</b>			
turnover	<b>73,493 Mio. €</b>	<b>84,122 Mill. €</b>	<b>47,495 Mill. €</b>
points of sale	<b>3.899</b>	<b>4.475</b>	<b>2.499</b>
population	<b>3.493.820</b>	<b>4.011.008</b>	<b>2.237.790</b>
distribution area	<b>14.877 sqkm</b>	<b>14.854 sqkm</b>	<b>14.932 sqkm</b>
<b>Weekly sales at point of sale</b>			
turnover prices to the retailer (net)	<b>362,25 €</b>	<b>361,52 €</b>	<b>365,43 €</b>
copy price	<b>484,51 €</b>	<b>483,53 €</b>	<b>488,76 €</b>
<b>sale per inhabitant</b>			
turnover at tax prices to the retailer	<b>21,02 €</b>	<b>20,87 €</b>	<b>21,22 €</b>
copy price	<b>28,11 €</b>	<b>28,05 €</b>	<b>28,39 €</b>
<b>Average selling price</b>	<b>1,45 €</b>	<b>1,49 €</b>	<b>1,29 €</b>
<b>Return/unsold copies in per cent</b>			
in terms of volume	<b>44,96%</b>	<b>45,07%</b>	<b>44,54%</b>
in terms of value	<b>51,65%</b>	<b>51,55%</b>	<b>52,07%</b>
<b>Number of titles</b>			
in the assortment ordered	<b>ca 6.000</b>		
average no. of distributed titles to retailer	<b>ca. 1.850</b>		