


Tabloid Dailies as the Market Leader of the Slovak Daily Press

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Annotation

The paper deals with the question of when Slovak tabloids became the market leader of Slovak daily newspapers. It analyses the results of the audit of the sold circulation of the Slovak daily newspapers Nový čas and Plus JEDEN DEŇ in the period from December 2006 to December 2023 and compares them with the sold circulation of other Slovak daily newspapers involved in the audit during that period. In total, this article monitored the development of the sold circulation of seven Slovak daily newspapers, namely two tabloid newspapers Nový čas and Plus JEDEN DEŇ and five non-tabloids, namely Hospodárske noviny, Korzár, Pravda, SME and Új Szó. The comparison presented in this post is based on data from the Audit Bureau of Circulations, which is publicly available online. The aim of this study is to find out when the tabloid Plus JEDEN DEŇ ranked second as the best-selling Slovak periodical with daily periodicity, the tabloid daily Nový čas, and how this trend developed. The question of the position of the daily newspaper Plus JEDEN DEŇ as the second best-selling Slovak newspaper with daily periodicity was analyzed on two levels. In the first case, the paper focuses on the question of in which year the daily Plus JEDEN DEŇ became the second best-selling daily in terms of average monthly circulation sold. In the latter case, this article finds out in which month in which year the second highest position in the daily newspaper Plus JEDEN DEŇ sold circulation within its actual monthly circulation settled. The development of the trend of the leading position of Slovak tabloids on the Slovak daily press market is also monitored in this study on two levels, i.e. how the Plus JEDEN DEŇ ranked on the market of Slovak daily newspapers during the years 2007-2023 within the average monthly circulation sold and also how the Plus JEDEN DEŇ ranked on the market of Slovak daily newspapers during individual months in the period 2006-2023 in terms of actual monthly circulation sold.

Key words: Plus JEDEN DEŇ, print circulation, Nový čas, tabloid dailies.

Introduction

The tabloid press in Slovakia has no long-term history compared to the worldwide emergence and development of tabloids. It is linked to the change of social, economic and

political conditions in Slovakia or the former Czechoslovakia after 1989. These changes enabled the resumption of private publication of periodicals, which had been stopped by law for decades, as well as the resumption of the publication of periodicals without dependence on the ruling political party, etc. (Tušer, 2011, online). In 1991, thanks to these changes, the first tabloid daily newspaper *Nový čas* was established in Slovakia. Despite several efforts to publish competitive tabloids, these tabloids were the only tabloids with daily periodicity on the Slovak market until September 2006¹ (Lincényi & Kohuťár, 2009). Since April 2000, when the Audit Bureau of Circulations has been auditing printed and sold circulation of Slovak print media, *Nový čas* has been the best-selling newspaper with daily periodicity in Slovakia, up to the present (Kancelária pre overovanie nákladov tlače, ©2015a, online; Kancelária pre overovanie nákladov tlače, ©2015b, online)².

In September 2006, the second Slovak tabloid newspaper, the periodical *Plus JEDEN DEŇ*, which has been part of the Slovak print media market until now, began to be published. The first data on the marketability of this daily did not indicate that it would be a competitive periodical within the daily press, as out of the six daily newspapers involved in the nationwide verification of print circulation, it was ranked 4th with its sold circulation. In 2006, however, the first data on the volume sold of this periodical were given only as of December 2006, so it was not possible to estimate the trend of subsequent development from the volume sold, since data for that year were available for only one month.

The present study looks at the development of the sold circulation of the daily newspaper *Plus JEDEN DEŇ* from December 2006 to December 2023. Its aim is to find out when this tabloid periodical came second in sales after the tabloid daily *Nový čas*, which, as we have already mentioned, is until now the best-selling daily newspaper in Slovakia. It deals with the development of the average monthly sales of daily newspapers involved in the verification of print circulation during individual years in the period 2007-2023, as well as the development of the actual sold circulation of Slovak daily newspapers involved in the verification of print circulation, according to individual months in the period December 2006-December 2023.

Slovak Daily Press in the 20s of the 21st Century

When considering the current Slovak daily press, as well as the market in which it operates, it should be noted even in the first decades of the 21st century that the development of print media in Slovakia to its present form was slower than in other, specifically liberal democratic countries, such as France, Germany, Great Britain or the USA. The development of the Slovak press as a result not only of journalistic but also economic or entrepreneurial activity dates back to the end of the 20th century, while in some other countries within the same period, periodicals published in this way had already had more than a century of history.

The later development of mass or commercial media production in Slovakia was determined by the political, social and economic situation in Slovakia (not only) in the 20th century (Veveřková, 2014). After the establishment of the first Czechoslovak Republic in 1918,

¹Among the attempts to publish a competitive tabloid daily, Lincényi and Kohuťár include e.g. the newspaper / daily *Trháj*, respectively *Nový Trhák* (1997 – 2000) or the daily newspaper *24 hodín* (2005 – 2006). (Lincényi & Kohuťár, 2009)

²In 2000, when the Audit Bureau of Circulations began to collect and publish data on printed and sold print loads, *Nový čas* was not only the best-selling of 7 nationwide daily newspapers involved in the verification of the circulation, but also achieved the highest monthly sold circulation among all periodicals involved in the verification of print costs in Slovakia through the Audit Bureau of Circulations. (Kancelária pre overovanie nákladov tlače, ©2015a)

it seemed that the Slovak media and their publication would follow the trend of other European liberal democratic countries. The Czechoslovak Republic defined itself as democratic and at the same time supporting private entrepreneurship, and the economy was one of the best in the world until 1929: „Even though Czechoslovakia's economic structure and productivity could not match that of the USA or the developed Western European countries where capitalism had taken roots much earlier, its tenth place on the list of the world's most productive economies, together with a stable and respected currency, gave it further hope for the future.“ (Šrámek, online)³ This economic, social and political environment enabled the development of the Czech and Slovak press: „The establishment of the Czechoslovak Republic in 1918 enabled a great quantitative and qualitative development of Slovak journalism. While in 1918 a total of 23 periodicals were published in Slovak, in 1938 there were already 221 titles of Slovak newspapers and magazines. Of these, there were 10 daily newspapers, 62 weeklies, 17 bi weeklies, 132 monthly magazines and other magazines with a less frequent frequency“ (Serafinová & Vatrál, 2005, pp. 33)⁴.

This trend of development of Slovak periodicals was slowed down or, as it turned out later, even stopped by further events in Europe and the world, especially by the Great Depression and subsequently the Second World War. The Czechoslovak Republic ceased to exist during World War II and Slovakia created an independent, but fascist and subordinate state to Hitler's Germany, under whose sole control was also the publication of the Slovak press. After the end of the war in 1945, the Czechoslovak Republic was restored, and a period occurred to what Serafinová and Vatrál referred to as the controlled democracy of post-war Czechoslovakia: „However, the new state was no longer a pre-war parliamentary democracy. The political system of the National Front, an artificial coalition of communists with other parties, allowed the Soviet-oriented communists to control and direct these parties, which acted inconsistently, and to win the support of parties espousing or flirting with Marxist ideology“ (Serafinová & Vatrál, 2005, pp. 113)⁵. The trend of power takeover in the country by representatives of the Communist Party was completed in February 1948. The Czechoslovak Republic became part of the Eastern Block of Europe and the press came under the control of the Communist Party or state. The financing of periodicals became dependent on the ruling party, as well as their publication, which was possible only through state-authorized publishing houses. Conditions for publishing advertisements and advertising in the press very limited and state-controlled, too, which also significantly limited the income of editorial offices and made it impossible to publish the press commercially in Slovakia or throughout Czechoslovakia (Veverková, 2014). From 1949, private entrepreneurship was made impossible, and from 1953 until the nineties of the 20th century, the distribution of the press was possible only through the state Postal Newspaper Service (known by the acronym PNS), which had a monopoly position in the country. (Šefčák & Duhajová,

³ Translation from the original: „I přesto, že strukturou a produktivitou hospodářství se Československo nemohlo rovnat USA či rozvinutým západoevropským zemím, v nichž kapitalismus zapustil kořeny daleko dříve, desáté místo na žebříčku nejvýkonnějších ekonomik světa spolu se stabilní a respektovanou měnou mu dávalo další naděje do budoucna.“ (Šrámek, online)

⁴ Translation from the original: „Vznik Československej republiky v roku 1918 umožnil veľký kvantitatívny a kvalitatívny rozvoj slovenského novinárstva. Kým v roku 1918 vychádzalo dohromady 23 periodík v slovenčine v roku 1938 to už bolo 221 titulov slovenských novín a časopisov. Z nich bolo 10 denníkov, 62 týždenníkov, 17 dvojtyždenníkov, 132 mesačníkov a ďalších časopisov s redšou periodicitou.“ (Serafinová & Vatrál, 2005, pp. 33)

⁵ Translation from the original: „Nový štát však už nebol predvojnovou parlamentnou demokraciou. Politický systém Národného frontu, umelá koalícia komunistov s ďalšími stranami umožňovala komunistom orientovaným na Sovietsky zväz kontrolovať a usmerňovať tieto strany, ktoré postupovali nejednotne a získať si podporu strán hlásiacich sa k marxistickej ideológii resp. s ňou koketujúcich“ (Serafinová & Vatrál, 2005, pp. 113).

1999) These political, social and economic factors caused that the development of mass commercially published press in the territory of today's Slovakia stopped for several decades.

The change occurred after 1989, specifically after the events known in the territory of today's Slovakia as the Velvet Revolution and related to the fall of the communist regime not only in Czechoslovakia but also in Eastern Europe. The Slovak media (and therefore also the Slovak press) began to reflect the change in political, social and economic formation of the country in their publishing practices: "After the change of the social and political system in 1989, initially in the conditions of the Czech and Slovak Federal Republic, since 1993 within the Slovak Republic, there have been sharp movements in the sphere of media" (Tušer, 2011, pp. 94)⁶. According to Tušer (2011), after the split of the Czech and Slovak Federal Republics in 1993, the media space first had to deal with the division of the so-called federal media. In the case of the press, however, this was not a major problem, as: „The Slovak and Czech press, long before the establishment of the Slovak Republic, respected national borders, (...)“ (Tušer, 2011, pp. 98)⁷ The starting points for the development of the Slovak press after 1993 into its current form were not very suitable. Not only did the overall development of periodicals in Czechoslovakia slow down, or in terms of commercial publishing it completely stopped due to first fascist and later communist totalitarianism, but according to the experts, the Slovak press within the original Czechoslovakia lagged behind Czech periodicals for about 20 years. It was expected that this aspect would have a destructive character for the development of Slovak print media after the establishment of the independent Slovak Republic. As Andrej Tušer (2011) also notes, this prediction did not come true and: „(...) in the Slovak Republic, the periodical press began to develop at a solid level“ (Tušer, 2011, pp. 98)⁸.

Nowadays, there are 1432 print media registered in Slovakia (Ministerstvo kultúry Slovenskej republiky, ©2008-2010a, online). Out of this number, 9 print media have a daily periodicity, namely these are the following newspapers: Új Szó, Šport, Pravda, Korzár, Hospodárske noviny, SME, Plus JEDEN DEŇ, Nový čas, Denník N. These periodicals are territorially or thematically diverse. The daily newspaper Korzár is a regional medium, the newspaper Új Szó is regional and also published in Hungarian, the daily newspaper Šport is thematically specialized in sporting events and news, Hospodárske noviny lists economy and politics as its content focus. The daily newspaper Nový čas is identified as a newspaper for the general public, Plus JEDEN DEŇ is identified as a social media and other periodicals (Pravda, SME and Denník N) have various areas in their content focus, which we have called "universal" for the purposes of this article (Ministerstvo kultúry Slovenskej republiky, ©2008-2010b, online). Another difference, which cannot be read from the list of periodicals maintained by the Ministry of Culture of the Slovak Republic, is the identification of Slovak daily newspapers within the tabloid vs. non-tabloid categorization. The tabloid media are the periodicals Nový čas and Plus JEDEN DEŇ. Other daily newspapers on the list are considered non-tabloid.

⁶ Translation from the original: „Po zmene spoločenského a politického systému v roku 1989, spočiatku v podmienkach Českej a Slovenskej federatívnej Republiky, od roku 1993 v rámci Slovenskej republiky, nastali prudké pohyby vo sfére médií“ (Tušer, 2011, pp. 94).

⁷ Translation from the original: „Slovenská a česká tlač už dávnejšie pred vznikom Slovenskej republiky rešpektovali národné hranice, (...)“ (Tušer, 2011, pp. 98).

⁸ Translation from the original: „(...) v Slovenskej republike sa začala rozvíjať periodická tlač na solidnej úrovni“ (Tušer, 2011, pp. 98).

Research methods and techniques

The aim of this paper was to find out when the daily newspaper Plus one day reached the second place of sales after the periodical *Nový čas* on the market of Slovak print media with daily periodicity. The partial objectives of the research were to identify trends in the development of the position of Slovak tabloids before and after reaching the full leading position in the daily newspaper market in Slovakia (i.e. before and after the first and second place were taken in the number of copies sold of these periodicals by tabloids). In this context, we have also defined a general research question:

In which year and in which month did the daily newspaper Plus One Day become the second best-selling daily newspaper in Slovakia?

In order to achieve the sub-objective of the research, four specific research questions have been formulated:

1. How did the average monthly circulation of Slovak tabloids develop over the years before reaching their leading position in the market of Slovak daily newspapers?

2. How did the sold circulation of Slovak tabloids develop over the months before reaching their leading position in the Slovak daily press market?

3. How has the average monthly circulation of Slovak tabloids developed over the years after reaching their leading position in the market of Slovak daily newspapers?

4. How did the sold circulation of Slovak tabloids develop over the months after reaching their leading position in the market of Slovak daily newspapers?

A quantitative approach was chosen to answer the research questions. The data for this paper were obtained from the publicly available source of the information on the sold circulation of Slovak periodicals, which is published by the Audit Bureau of Circulations (ABC SR). This institution is the only institution in Slovakia dedicated to nationwide audit of sold and printed circulation of Slovak periodicals. Participation in the audit is voluntary for press publishers and not all Slovak newspapers and magazines are involved in this verification. In the case of daily newspapers, the audit includes *Hospodárske noviny*, *Korzár*, *Plus JEDEN DEŇ*, *Nový čas*, *Pravda*, *SME* and *Új Szó*. (Kancelária pre overovanie nákladu tlače, ©2015b, online) Therefore, two periodicals registered in the list of periodicals published by the Ministry of Culture of the Slovak Republic are not involved in verifying printing costs from Slovak daily newspapers, namely: *Šport* and *Denník N*. (Ministerstvo kultúry Slovenskej republiky, ©2008-2010b)

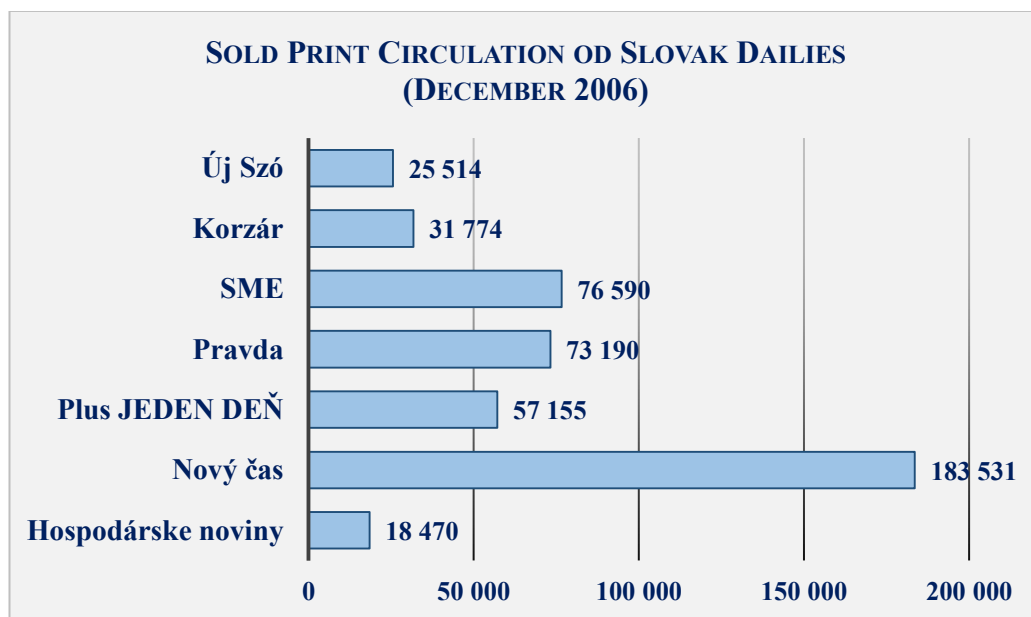
We analyzed the values of the sold circulation of Slovak daily newspapers for the period 2006 – 2023. The year 2006 was chosen as the starting year for the data of this study because in this year the second Slovak tabloid daily (*Plus JEDEN DEŇ*) began to be published, and is still being published till today. The analysis is completed with data on the sold circulation of Slovak daily newspapers as of December 2023 (inclusive), as these are the latest available data at the time of writing.

As part of this article, we focused on the comparison of sold copies of Slovak daily newspapers since December 2006, when, as already mentioned in this article, the first information about the sold circulation of the daily newspaper *Plus JEDEN DEŇ* by the Audit Bureau of Circulations since the beginning of publication of this periodical in September 2006 is available in that month. Since it is not possible to create an annual average of the sold copies of the periodical *Plus JEDEN DEŇ* from the data of one month, for the purpose of equivalence of the compared results, in the case of 2006 this paper focuses only on comparing the sales of Slovak daily newspapers by months of the year, namely only in December 2006. In the years 2007-2023, this article follows the development of both the position of tabloids on the market of

Slovak daily newspapers within individual months of the year, as well as the development of the average monthly sold costs of the examined periodicals for one whole year.

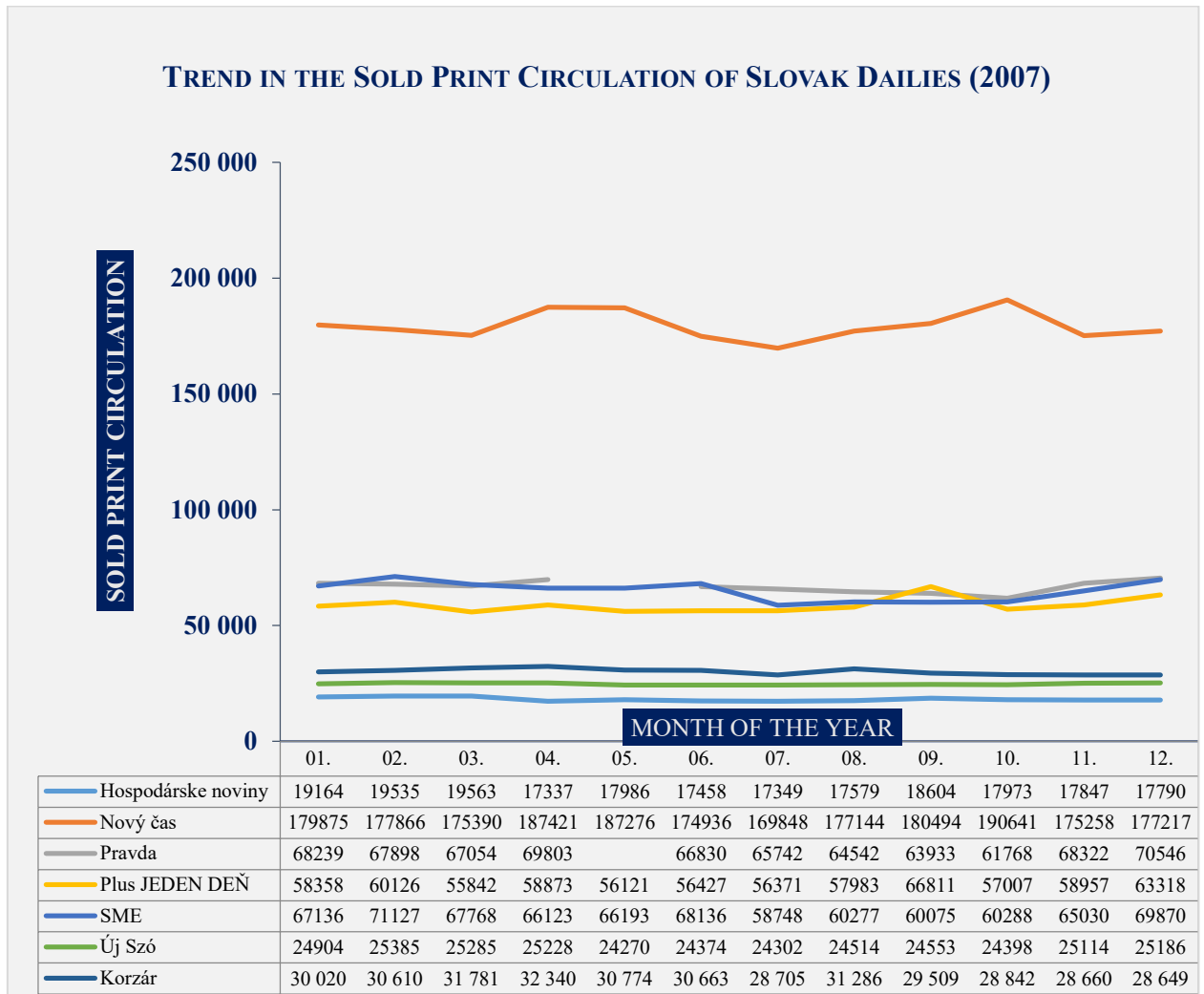
Results and discussions

In December 2006, i.e. in the first month when the sale of this periodical was first audited by the Audit Bureau of Circulations, the sold circulation of the daily newspaper Plus JEDEN DEŇ was in the middle of the ranking compared to other Slovak newspapers with daily periodicity. The best-selling newspaper was the daily newspaper Nový čas, followed by the newspaper SME and the daily Pravda. Hospodárske noviny had the lowest sales rate. The second least sold was the regional daily Új Szó. The fifth position in terms of sales was recorded in the case of the regional newspaper Korzár (Graph Nr. 1)



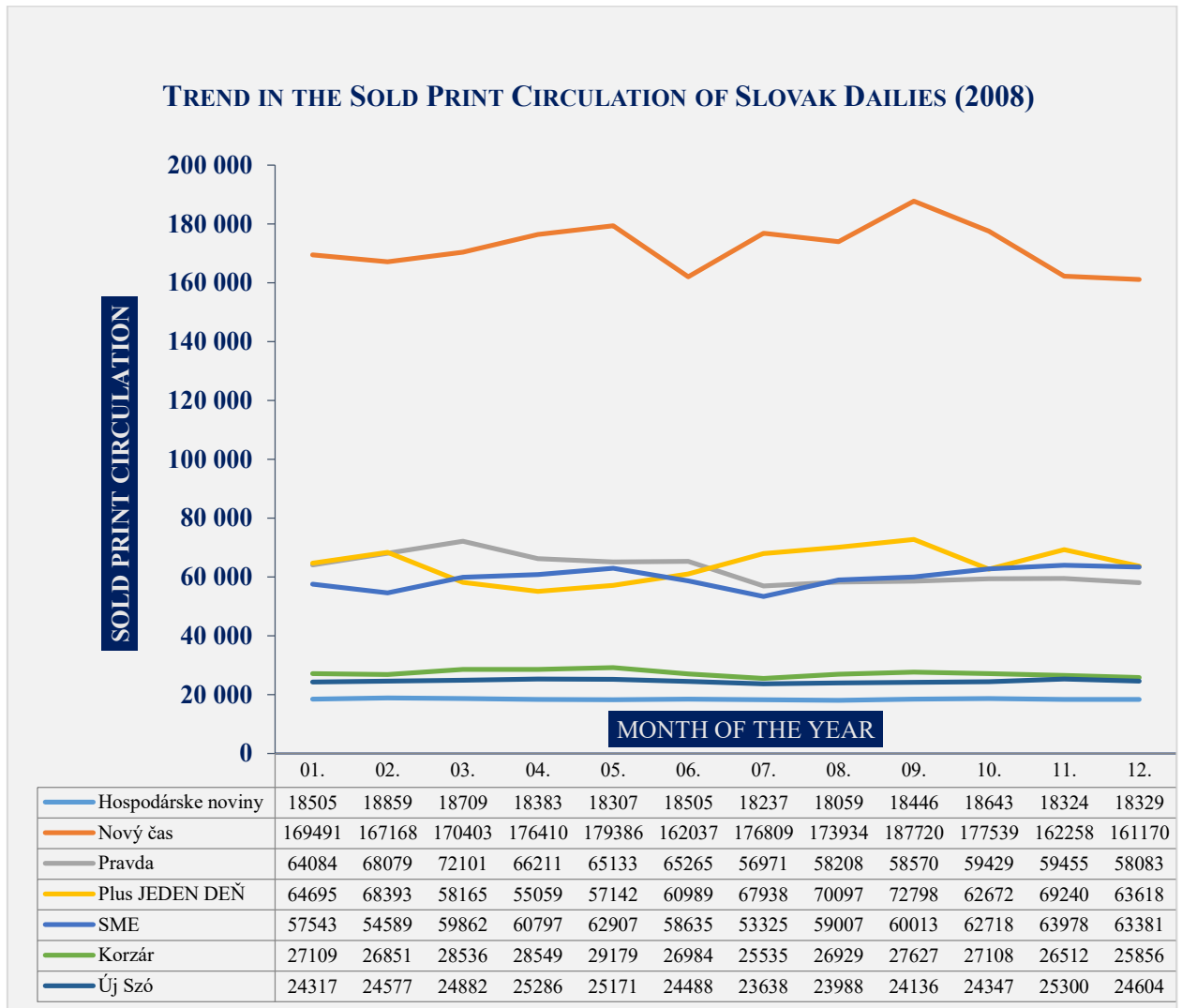
Graph Nr. 1: Sold Print Circulation of Slovak Dailies in December 2006 (Source: own processing according to Kancelária pre overovanie nákladov tlače, ©2015c, online)

The development of cargo sold in 2007 was similar to that in December 2006. The first place in sales was again reached by the daily newspaper Nový čas. In the case of the 2nd-4th positions, the newspapers SME, Pravda and Plus JEDEN DEŇ alternated during the year, while the tabloid daily newspaper from this trio was the second best-selling daily newspaper in Slovakia in September 2007. The least sold were again Hospodárske noviny. However, the position among the regional daily newspapers was exchanged, in favor of the daily Korzár (Graph Nr. 2)



Graph Nr. 2: Trend in the Sold Print Circulation of Slovak Dailies in 2007 (Source: own processing according to Kancelária pre overovanie nákladov tlače, ©2015d, online)

Also in 2008, the 2nd-4th positions were shared by the daily newspapers Plus JEDEN DEŇ, Pravda and SME, but in this case the tabloid newspaper from this three was the second best-selling newspaper (after Nový Čas) for seven months (January-February, July-September, November-December 2008). However, the difference in sales compared to the third best-selling newspaper was mostly minimal and manifested itself in the number of about several hundred units sold. For the last three places, there were no changes compared to 2007 (Graph Nr. 3)

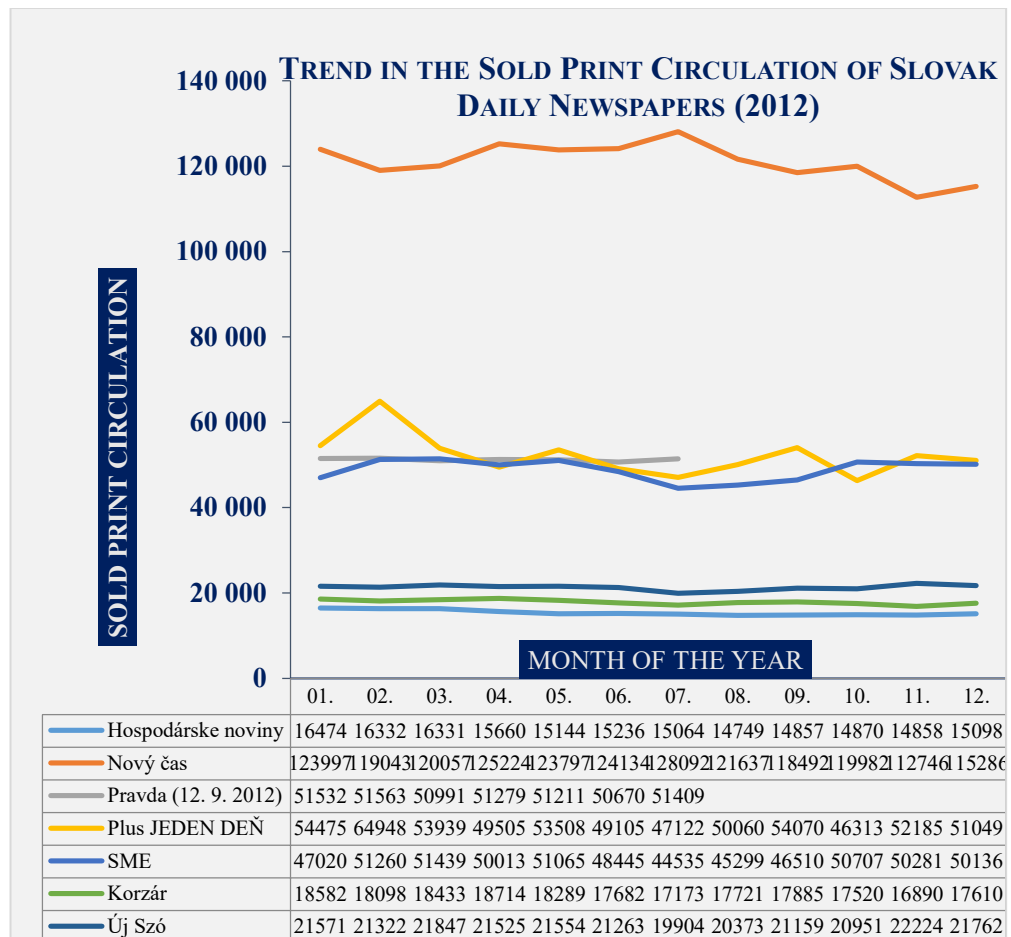


Graph Nr. 3: Trend in the Sold Print Circulation of Slovak Dailies in 2008 (Source: own processing according to Kancelária pre overovanie nákladov tlače, ©2015e, online)

The situation on the Slovak daily press market in 2009 and 2010 was similar to that in 2008. Daily Plus JEDEN DEŇ sales reached second highest levels in six months in 2009 (January-March, May, July, September 2009) and also during six months in 2010 (January-March 2010, May-June, September 2010). The 2010 results suggest changes in the opposite end of the sales ranking. For seven months, the sales of the daily newspaper Új Szó were higher than that of the second Slovak regional newspaper with a daily periodicity Korzár (February-March, May-July, November-December 2010). Even in these years, Hospodárske noviny had the lowest sold circulation among all Slovak dailies. (Kancelária pre overovanie nákladov tlače, ©2015f, online; Kancelária pre overovanie nákladov tlače, ©2015g, online)

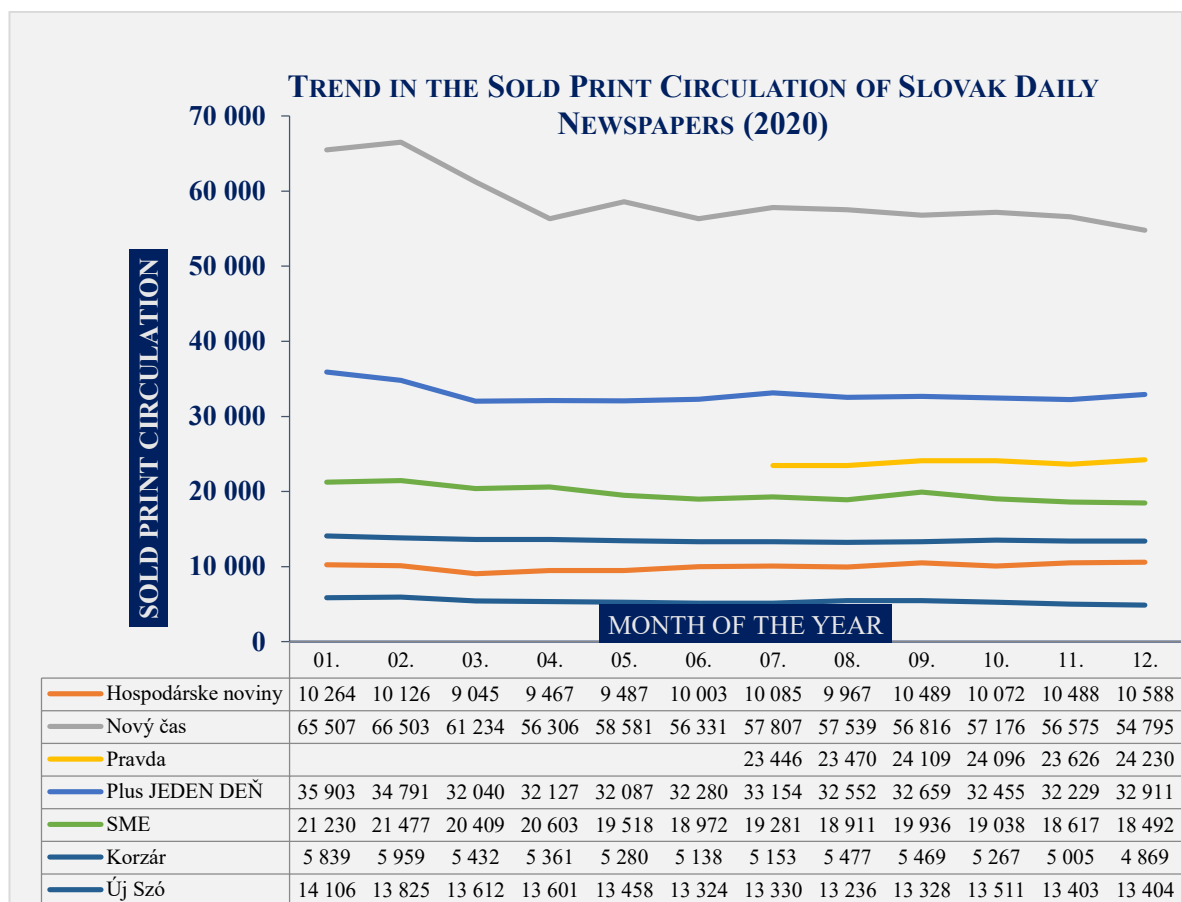
This trend was fully manifested in 2011, when the daily newspaper Új Szó achieved higher sales than the newspapers Korzár and Hospodárske noviny in each month of the year. The first best-selling daily newspaper was again Nový čas and the 2nd-4th positions were occupied by the periodicals Plus JEDEN DEŇ, Pravda and SME. In 2011, however, the tabloid newspaper Plus JEDEN DEŇ was the second best seller for only three months (April, November-December 2011). (Kancelária pre overovanie nákladov tlače, ©2015h, online)

The year 2012 was impacted by the resignation of the daily newspaper Pravda on 12/09 from the verification of printing costs by the Audit Bureau of Circulations. Data on the sold circulation of the daily newspaper Pravda are available only until July 2012. At the same time, the number of sold pieces of the daily newspaper Pravda did not pass the audit from January to July 2012, and the data of Hospodárske noviny, namely from the months January to June 2012, did not pass the audit as well. (Kancelária pre overovanie nákladov tlače, ©2015a, online) In the context of the above stated, the comparison of sales of Slovak daily newspapers in 2012 can only be considered as indicative. The first position on the market, which continued to belong to the daily newspaper Nový čas, remained unchanged. In 2012, the newspaper Plus JEDEN DEŇ recorded the second highest figure for sold circulation during 8 months (January-March, May, August-September, November-December). In the months of August-December 2012, however, the results of sales of the daily newspaper Pravda are no longer recorded. In those months, the second best-selling daily newspaper in Slovakia was only once a periodical other than Plus JEDEN DEŇ, namely the newspaper SME. In the months of April, June and July 2012, the daily newspaper Pravda achieved the second highest sales among the Slovak daily press. In the case of the last three positions on the market of Slovak daily newspapers, there were no changes compared to 2011 (Graph Nr. 4). (Kancelária pre overovanie nákladov tlače, ©2015i, online)



Graph Nr. 4: Trend in the Sold Print Circulation of Slovak Dailies in 2012 (Source: own processing according to Kancelária pre overovanie nákladov tlače, ©2015i, online)

The year 2013 can be considered as a turning point on the Slovak daily newspaper market, precisely in the terms of the first two sales positions occupied in each month by the tabloids *Nový čas* (best-seller) and *Plus JEDEN DEŇ* (2nd best-seller). Since this year, the situation in the first two positions on the market of Slovak dailies has not changed until the end of 2023. There was no change even after the editorial office of *Pravda* decided in 2020 to re-engage in the verification of print costs by the Audit Bureau of Circulations. The first data after re-engagement on the sold circulation of the daily newspaper *Pravda* are available as of July 2020. The periodical was the third best-selling Slovak daily newspaper in each month between July and December 2020. After re-engaging in the verification of print circulation, the SME daily moved to the fourth position in terms of the number of editions sold, which during the absence of the newspaper *Pravda* was the third best-selling daily newspaper in Slovakia in verifying print costs from August 2012 to June 2020 (Graph Nr. 5). (Kancelária pre overovanie nákladov tlače, ©2015j, online; Kancelária pre overovanie nákladov tlače, ©2015k, online; Kancelária pre overovanie nákladov tlače, ©2015l, online; Kancelária pre overovanie nákladov tlače, ©2015m, online; Kancelária pre overovanie nákladov tlače, ©2015n, online; Kancelária pre overovanie nákladov tlače, ©2015o, online; Kancelária pre overovanie nákladov tlače, ©2015p, online; Kancelária pre overovanie nákladov tlače, ©2015q, online)

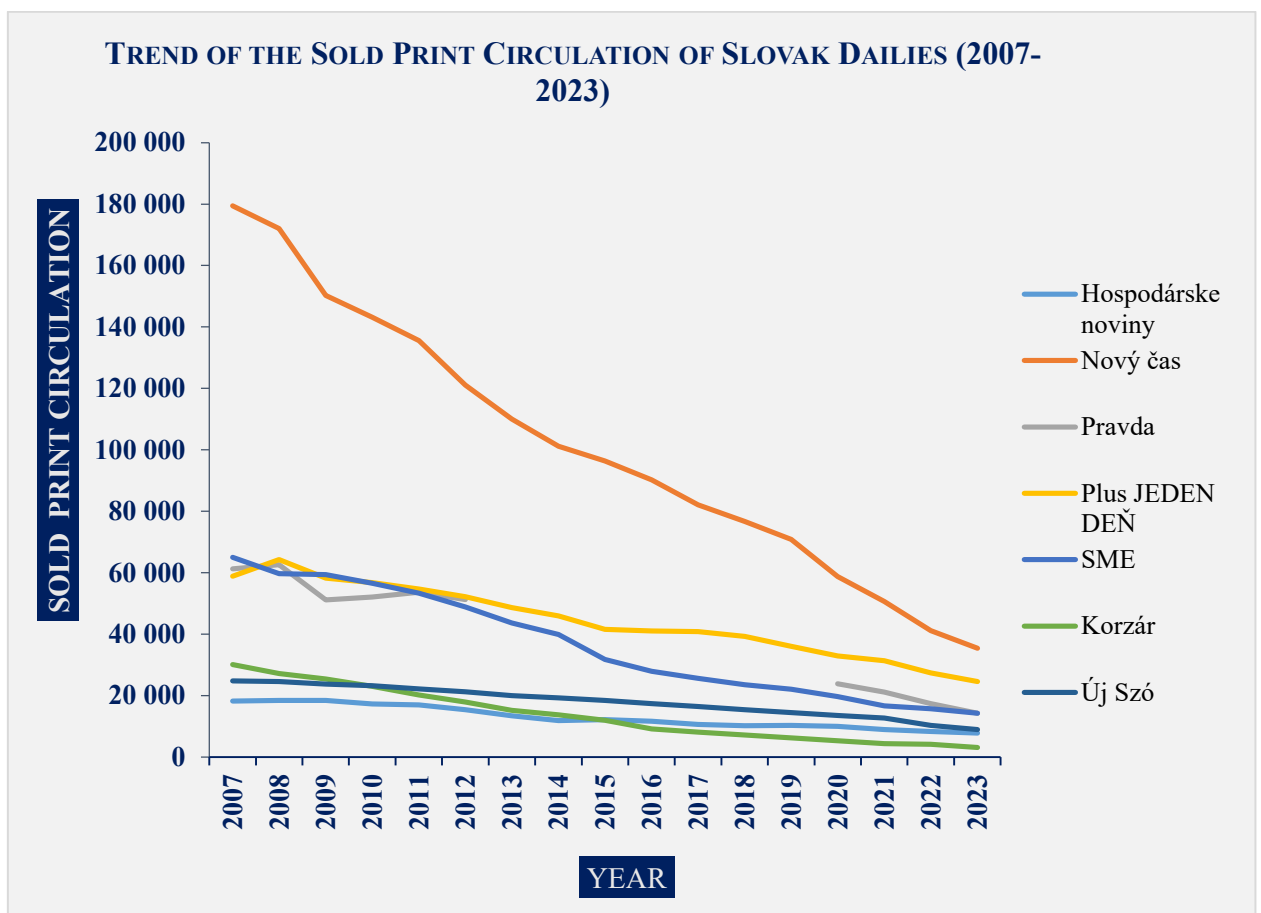


Graph Nr. 5: Trend in the Sold Print Circulation of Slovak Dailies in 2020 (Source: own processing according to Kancelária pre overovanie nákladov tlače, ©2015a, online)

Graph Nr. 5 shows that *Hospodárske noviny* was no longer the least sold daily newspaper in Slovakia in 2020. The change in this situation began in 2015, when they moved from the

lowest position in sales to the second lowest, i.e. ahead of the daily Korzár, for 5 months (February, July, October-December 2015). From 2016 until December 2023, Hospodárske noviny maintained this position in every month. The current state of the Slovak daily newspaper market, valid as of December 2023, more or less follows the trends from the second half of 2020. (Kancelária pre overovanie nákladov tlače, ©2015l, online; Kancelária pre overovanie nákladov tlače, ©2015m, online; Kancelária pre overovanie nákladov tlače, ©2015n, online; Kancelária pre overovanie nákladov tlače, ©2015o, online; Kancelária pre overovanie nákladov tlače, ©2015p, online; Kancelária pre overovanie nákladov tlače, ©2015q, online)

The formation of the trend of occupying leading positions in the market of Slovak press with daily periodicity by only two Slovak tabloids is also evident in terms of comparing the average monthly circulation sold in individual years examined. Although sales of all Slovak daily newspapers have dropped significantly since 2007, the tabloid Nový čas has been the continuous market leader until today (Graph Nr. 6).



Graph Nr. 6: Trend in the Sold Print Circulation of Slovak Dailies in 2007-2023 (Source: own processing according to Kancelária pre overovanie nákladov tlače, ©2015a, online; Kancelária pre overovanie nákladov tlače, ©2015b, online)

As can be seen in Graph Nr. 6, in 2007-2012 the positions on the Slovak print media market were divided into three groups. The first consisted of the lead of Nový čas, in the second there were daily newspapers Plus JEDEN DEŇ, Pravda and SME, which alternately occupied the position of the second best-selling newspaper with daily periodicity. The third group consisted of

the least sold periodicals *Hospodárske noviny*, *Korzar* and *Új Szó*. Since 2014, *Plus JEDEN DEŇ* has begun to consolidate its position as the second best-selling daily newspaper, being evident until December 2023. From 2015-2016, the positions of the least sold daily newspapers stabilized. In 2023, the newspaper *Nový čas* had the highest average monthly circulation sold (35,420 units), followed by *Plus JEDEN DEŇ* (24,531 units), the third best-selling in the annual comparison of average sold circulation was *Pravda* (14,311 units). With only a difference of 63 units sold on average per month, the SME daily lagged behind (14,248 units). This was followed by the daily newspapers *Új Szó* (8,968 pieces), *Hospodárske noviny* (7,760 pieces) and the last *Korzar* (3,089 pieces). (Kancelária pre overovanie nákladov tlače, ©2015b, online)

Conclusion

Although the first issues of the audit of the sold circulation of the daily newspaper *Plus JEDEN DEŇ* from December 2006 did not indicate that this periodical would become the second best-selling newspaper with daily periodicity in Slovakia, this press has been forming its position on the market since 2008, when it became the second best-selling Slovak daily newspaper for the first time in January. *Plus JEDEN DEŇ* retained this position in the following month and was consistently the second best-selling newspaper with daily periodicity in the July-December 2008 period. In 2009-2010, the tabloid daily *Plus JEDEN DEŇ* repeated its 6-7-fold second position in the number of units sold per month. In 2011, this trend partially declined. *Plus JEDEN DEŇ* was the second best-selling Slovak daily newspaper for only 3 months (April, November-December). In 2012, however, *Plus JEDEN DEŇ* reversed this weakening in the market and occupied second place in daily newspaper sales in two-thirds of the year. Since 2013, the newspaper has been the second best-selling daily newspaper consistently every month until December 2023.

In terms of average monthly circulation, *Plus JEDEN DEŇ* came second on the market already in 2008 with a difference of 1,601 monthly average units sold, ahead of the daily *Pravda*. In 2009, it was replaced in the second position in the average monthly sales of the SME newspaper, but in 2010, although with only a difference of 198 pieces of periodicals sold on average per month, *Plus JEDEN DEŇ* again moved to the second position in sales, specifically ahead of the daily SME. Since this year, the daily newspaper *Plus JEDEN DEŇ* has been the second leading newspaper on the Slovak daily newspaper market in terms of the average number of monthly circulations sold, behind the periodical *Nový čas*. (Kancelária pre overovanie nákladov tlače ©2015a, online; Kancelária pre overovanie nákladov tlače ©2015b, online)

Slovak tabloids thus became the leaders of the Slovak print media market in terms of average monthly circulation sold already in 2010. Since 2013, however, this position has been consolidated in sales within individual months and continues to this day.

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Conflict of interest

There is no conflict of interest.

Ethics

The material presented in this article meets all the points and requirements put forward by the Ethics Commission of the Editorial and Publishing Department of the public organization "Scientific and Educational Center "SUCCESSFUL".

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«Tabloid Dailies» як лідер ринку словацької щоденної преси

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Анотація

Стаття присвячена проблемі формування лідерства словацьких таблоїдів на ринку словацьких щоденних газет. Автор аналізує результати аудиту проданого тиражу словацьких щоденних газет «Nový čas» і «Plus JEDEN DEŇ» у період із грудня 2006 року по грудень 2023 року та порівнює їх із проданим тиражем інших словацьких щоденних газет, залучених до аудиту протягом цього періоду. У дослідженні проаналізовано розвиток проданого тиражу семи словацьких щоденних газет, а саме: двох бульварних газет «Nový čas» і «Plus JEDEN DEŇ» та п'яти нетаблоїдних видань («Hospodárske noviny», «Korzar», «Pravda», «SME» та «Új Szó»). Порівняння, наведене в цій публікації, базується на даних Аудиторського бюро циркуляції, які є загальнодоступними в інтернеті. Метою цього дослідження є з'ясування того, коли таблоїд «Plus JEDEN DEŇ» посів друге місце як словацьке періодичне щоденне видання, що мало найбільший показник продажу, і якою була тенденція його розвитку. Питання позиції щоденної газети «Plus JEDEN DEŇ» аналізувалося на двох рівнях. У першому випадку стаття зосереджується на питанні про те, у якому році щоденна газета «Plus JEDEN DEŇ» стала другою щоденною газетою, продаж якої мав найбільший показник за місяць. В останньому випадку ця стаття з'ясовує, у якому місяці й у якому році щоденна газета «Plus JEDEN DEŇ» посіла друге місце за обсягом проданого за місяць тиражу. Розвиток тенденції лідерської позиції словацьких таблоїдів на словацькому ринку щоденної преси також відстежується в цьому дослідженні на двох рівнях: позиціонування «Plus JEDEN DEŇ» на ринку словацьких щоденних газет протягом 2007–2023 років у межах показників середньомісячного проданого тиражу, а також рейтинг «Plus JEDEN DEŇ» на ринку словацьких щоденних газет протягом окремих місяців у період 2006–2023 років щодо фактично проданого місячного тиражу.

Ключові слова: «Plus JEDEN DEŇ», друкований тираж, «Nový čas», бульварні газети.

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