

YAZILI BASIN DURUM RAPORU

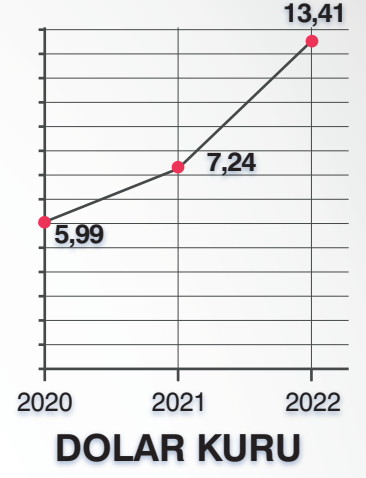
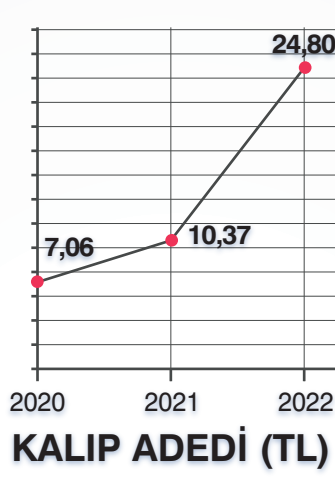
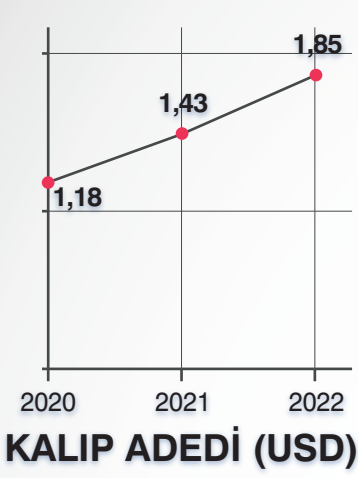
ŞUBAT 2022

Mustafa ARSLAN

- MALİYETLERDE OLAĞANÜSTÜ ARTIŞ
- ÖRNEK İLLERDE ARALIK-OCAK GELİR GİDER KARŞILAŞTIRMASI
RESMİ İLAN GİDERLERİ FAZLASIYLA KAMUYA GERİ DÖNÜYOR; DEVLETİMİZ
BİR CEBİNDEN VERDİĞİNİ ARTISIYLA DİĞER CEBİNE KOYUYOR
- GAZETE VE FİKİR İŞÇİSİ SAYILARINDA SON DURUM
- NEDEN RESMİ İLAN VERİLMELİ?

MALİYET ARTIŞLARI

KALIP MALİYETLERİ



2021 ARTIŞ ORANI

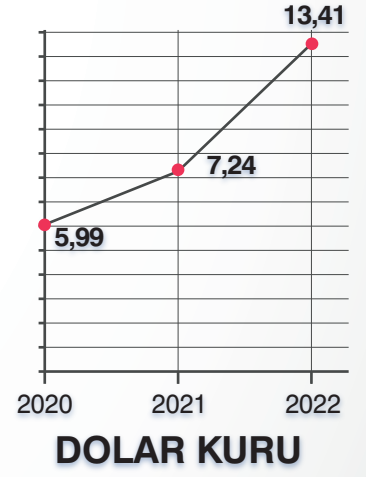
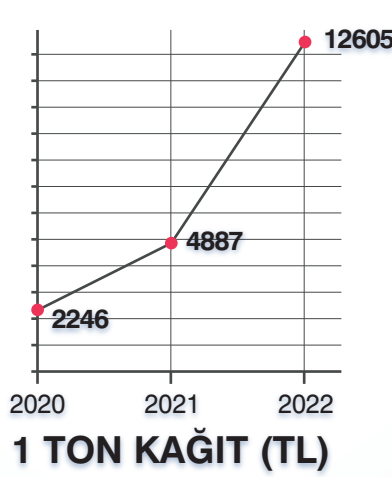
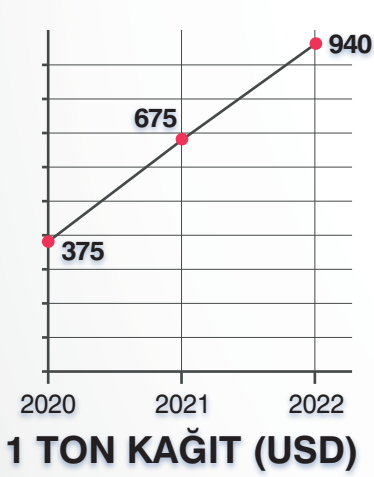
%47

2022 ARTIŞ ORANI

%139

2,5 KATA ÇIKTI

KAĞIT MALİYETLERİ



2021 ARTIŞ ORANI

%118

2 KATA ÇIKTI

2022 ARTIŞ ORANI

%158

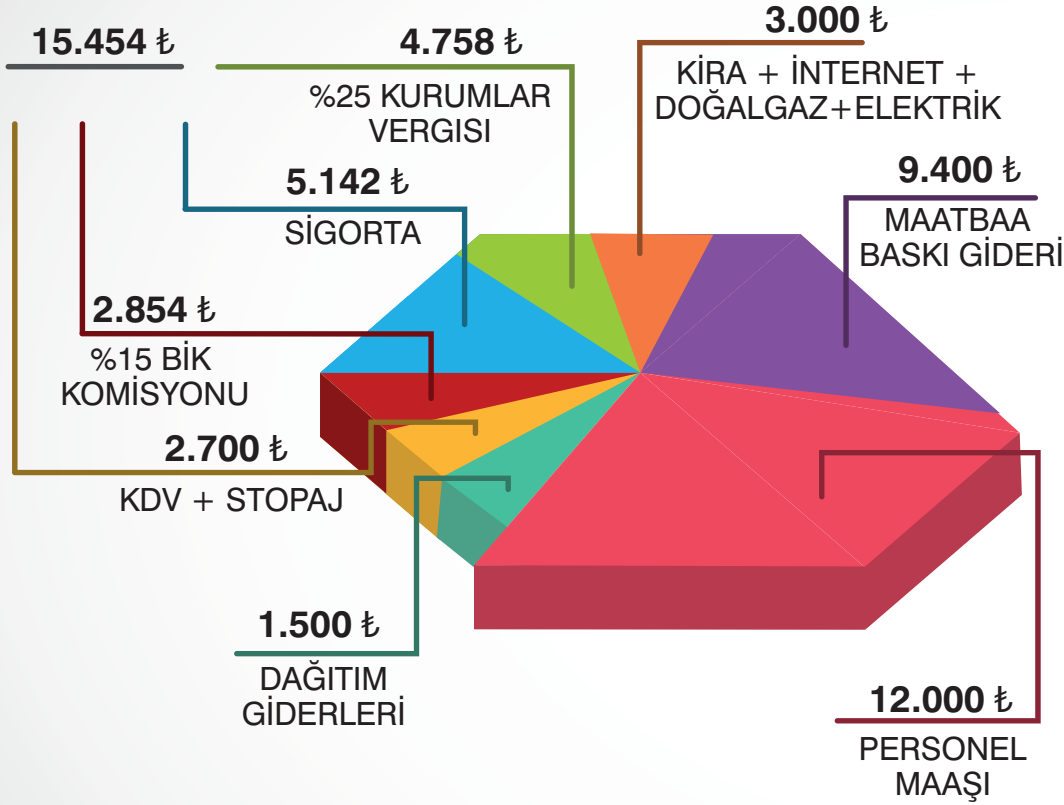
2,5 KATA ÇIKTI

2020-2022
TOPLAM ARTIŞ ORANI

%461

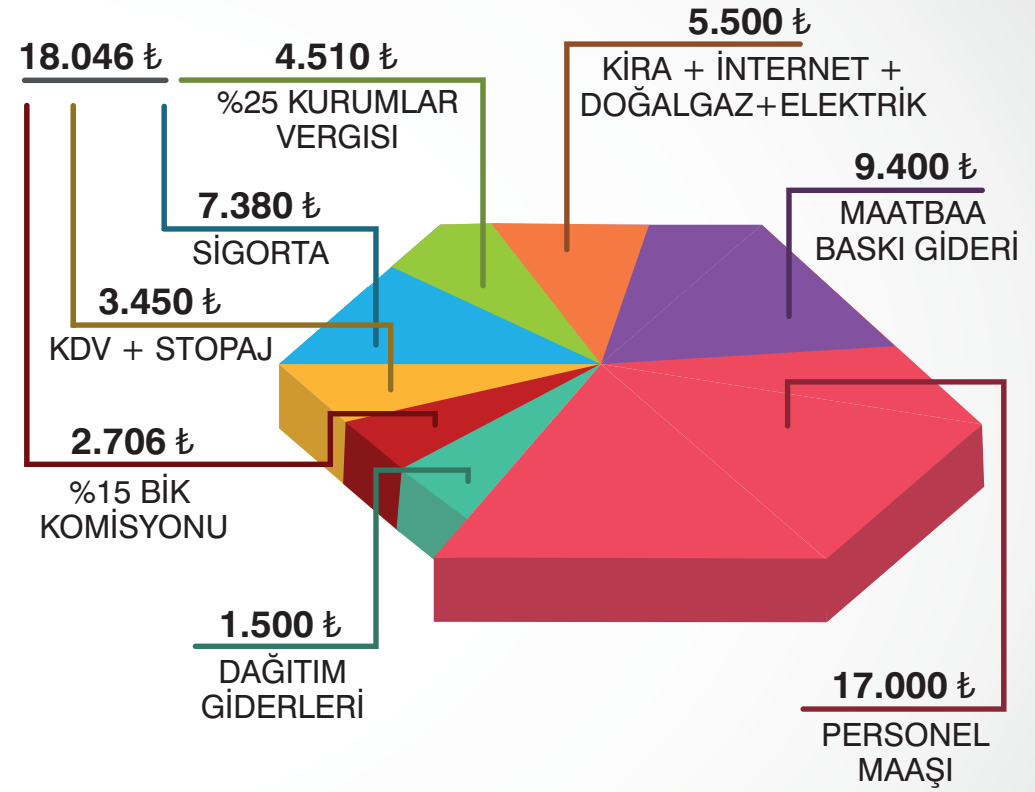
AKSARAY POSTA GAZETESİ

(2021 ARALIK)



TOPLAM GİDER : 41.354 ₺
RESMİ İLAN GELİRİ : 19.031 ₺
ARADAKİ FARK : 22.323 ₺

(2022 OCAK)



TOPLAM GİDER : 51.446 ₺
RESMİ İLAN GELİRİ : 18.040 ₺
ARADAKİ FARK : 33.406 ₺

AKSARAY POSTA GAZETESİ

(2021 ARALIK)

(2022 OCAK)

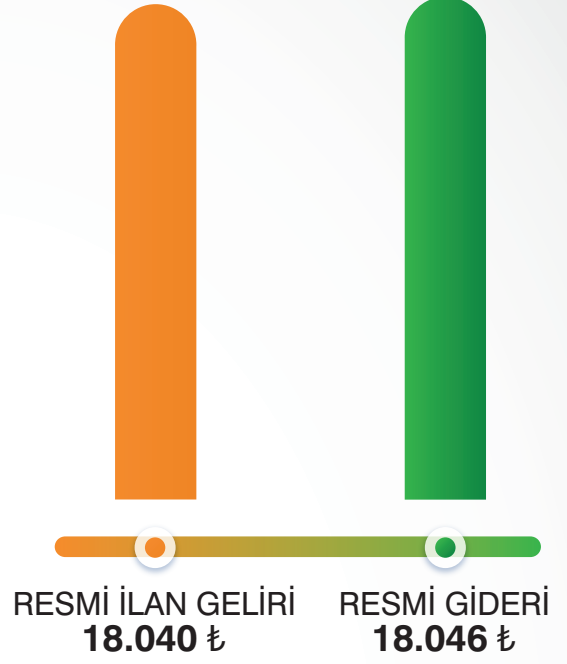
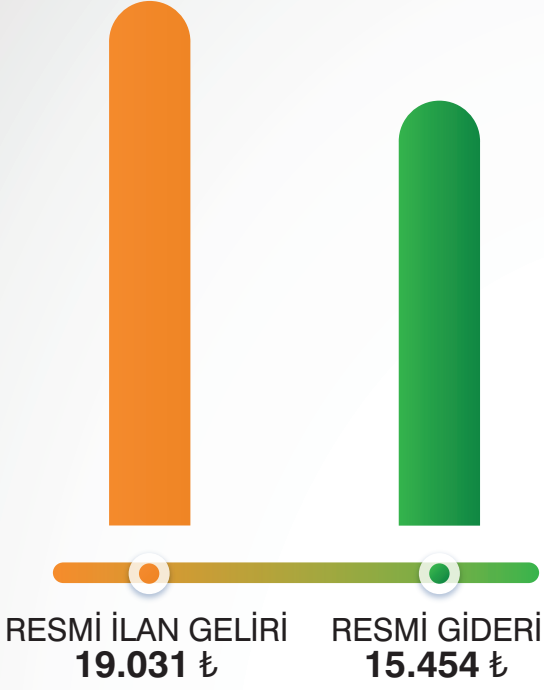
GELİRLER		GİDERLER	
RESMİ İLAN BEDELİ	19.031 ₺	15% BİK KOMİSYONU	2.854 ₺
		SİGORTA	5.142 ₺
		KDV + STOPAJ	1.500 ₺
		%25 KURUMSAL VERGİSİ	4.758 ₺
		KİRA + İNTERNET + DOĞALGAZ+ELEKTRİK	3.000 ₺
		DAĞITIM GİDERLERİ	1.500 ₺
		PERSONEL MAAŞI	12.000 ₺
		MATBAA BASKI GİDERİ	9.400 ₺
		TOPLAM GİDER	41.354 ₺
ARADAKİ FARK: 22.323 ₺			

GELİRLER		GİDERLER	
RESMİ İLAN BEDELİ	18.040 ₺	15% BİK KOMİSYONU	2.706 ₺
		SİGORTA	7.380 ₺
		KDV + STOPAJ	3.450 ₺
		%25 KURUMSAL VERGİSİ	4.510 ₺
		KİRA + İNTERNET + DOĞALGAZ+ELEKTRİK	5.500 ₺
		DAĞITIM GİDERLERİ	1.500 ₺
		PERSONEL MAAŞI	17.000 ₺
		MATBAA BASKI GİDERİ	9.400 ₺
		TOPLAM GİDER	51.446 ₺
ARADAKİ FARK: 33.406 ₺			

AKSARAY POSTA GAZETESİ

(2021 ARALIK)

(2022 OCAK)



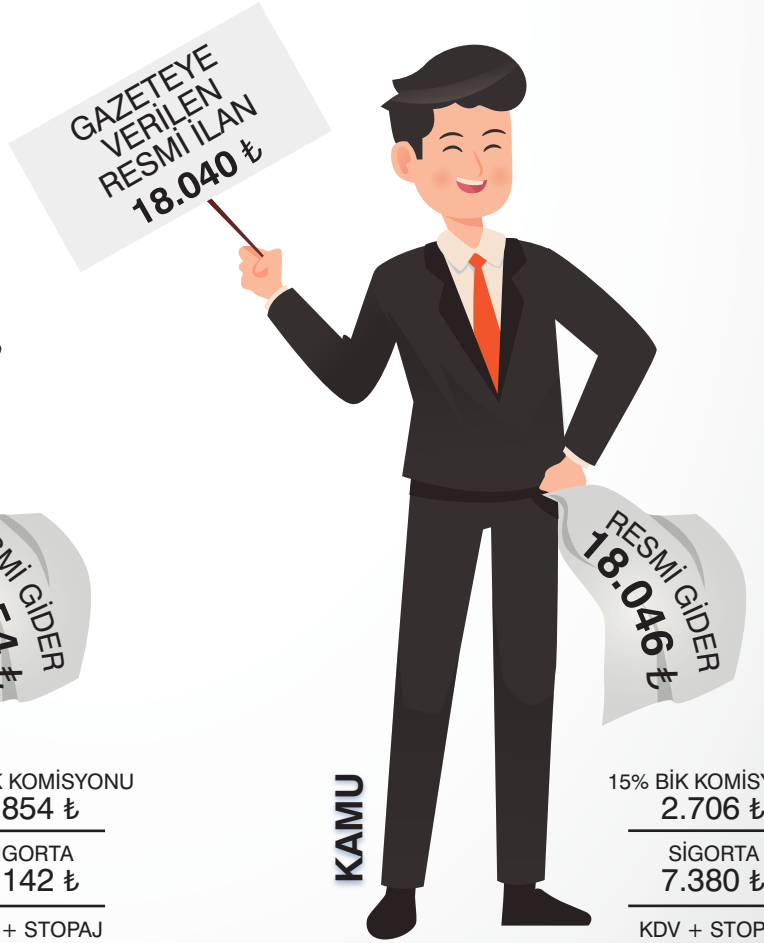
15% BİK KOMİSYONU
2.854 ₺

SİGORTA
5.142 ₺

KDV + STOPAJ
1.500 ₺

%25 KURUMSAL VERGİSİ
4.758 ₺

ARADAKİ FARK : 3.577 ₺



15% BİK KOMİSYONU
2.706 ₺

SİGORTA
7.380 ₺

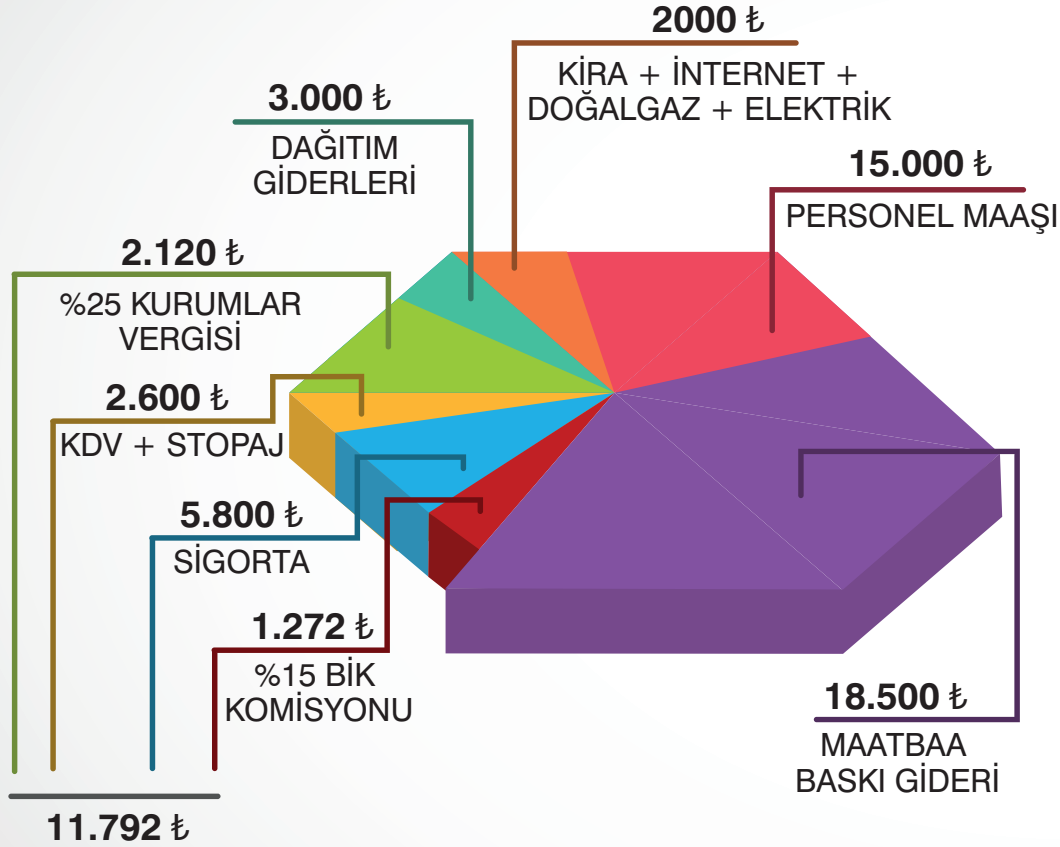
KDV + STOPAJ
3.450 ₺

%25 KURUMSAL VERGİSİ
4.510 ₺

ARADAKİ FARK : 6 ₺

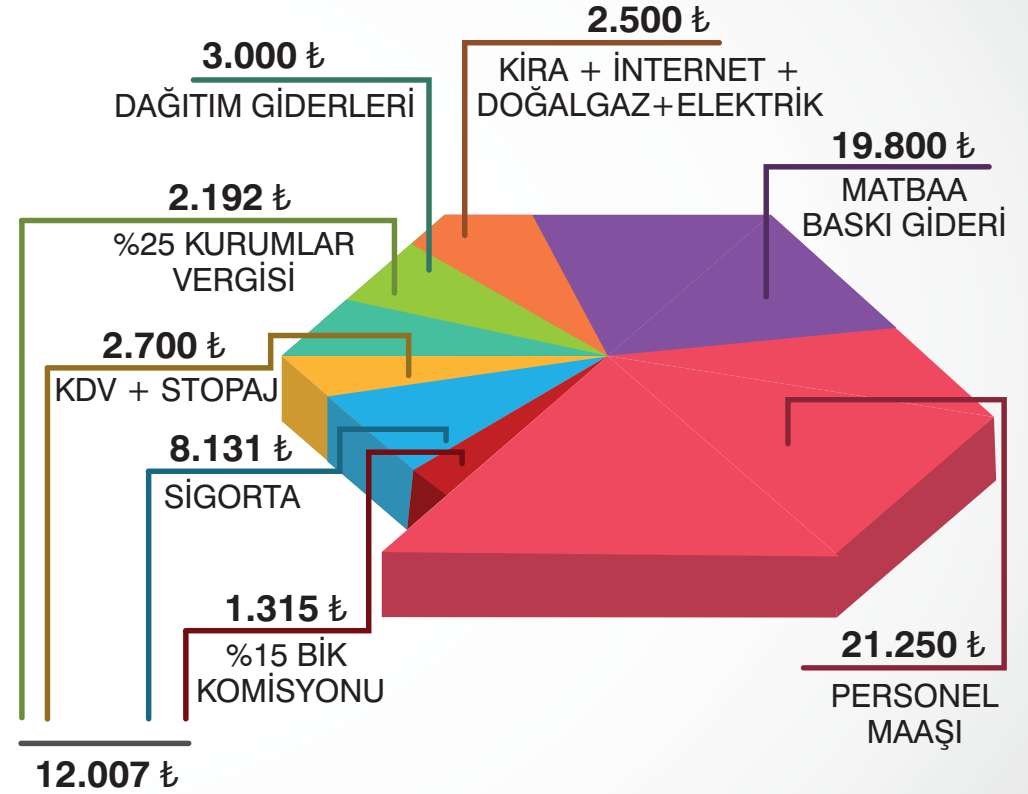
KÜTAHYA GAZETE KIRKÜÇ

(2021 ARALIK)



TOPLAM GİDER : 46.900 ₺
RESMİ İLAN GELİRİ : 8.481 ₺
ARADAKİ FARK : 38.419 ₺

(2022 OCAK)



TOPLAM GİDER : 57.381 ₺
RESMİ İLAN GELİRİ : 8.769 ₺
ARADAKİ FARK : 48.612 ₺

KÜTAHYA GAZETE KIRKÜÇ

(2021 ARALIK)

(2022 OCAK)

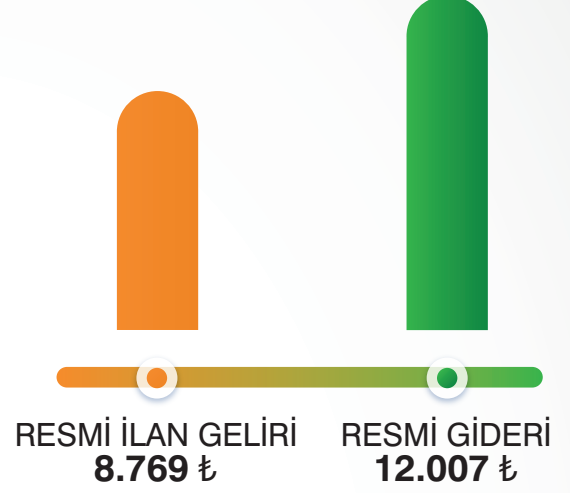
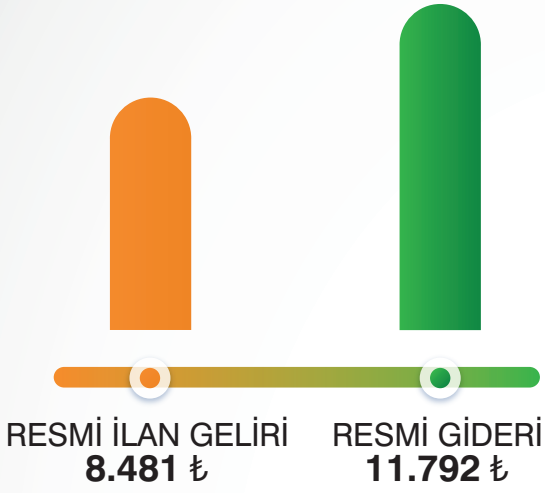
GELİRLER		GİDERLER	
RESMİ İLAN BEDELİ	8.481 ₺	15% BİK KOMİSYONU	1.272 ₺
		SİGORTA	5.800 ₺
		KDV + STOPAJ	2.600 ₺
		%25 KURUMSAL VERGİSİ	2.120 ₺
		KİRA + İNTERNET + DOĞALGAZ+ELEKTRİK	2.000 ₺
		PERSONEL MAAŞI	15.000 ₺
		DAĞITIM GİDERLERİ	3.000 ₺
		MATBAA BASKI GİDERİ	18.500 ₺
		TOPLAM GİDER	46.900 ₺
			11.792 ₺
ARADAKİ FARK: 38.419 ₺			

GELİRLER		GİDERLER	
RESMİ İLAN BEDELİ	8.769 ₺	15% BİK KOMİSYONU	1.315 ₺
		SİGORTA	8.131 ₺
		KDV + STOPAJ	2.700 ₺
		%25 KURUMSAL VERGİSİ	2.192 ₺
		KİRA + İNTERNET + DOĞALGAZ+ELEKTRİK	2.500 ₺
		DAĞITIM GİDERLERİ	3.000 ₺
		PERSONEL MAAŞI	21.250 ₺
		MATBAA BASKI GİDERİ	19.800 ₺
		TOPLAM GİDER	57.381 ₺
			14,338 ₺
ARADAKİ FARK: 48.612 ₺			

KÜTAHYA GAZETE KIRKÜÇ

(2021 ARALIK)

(2022 OCAK)



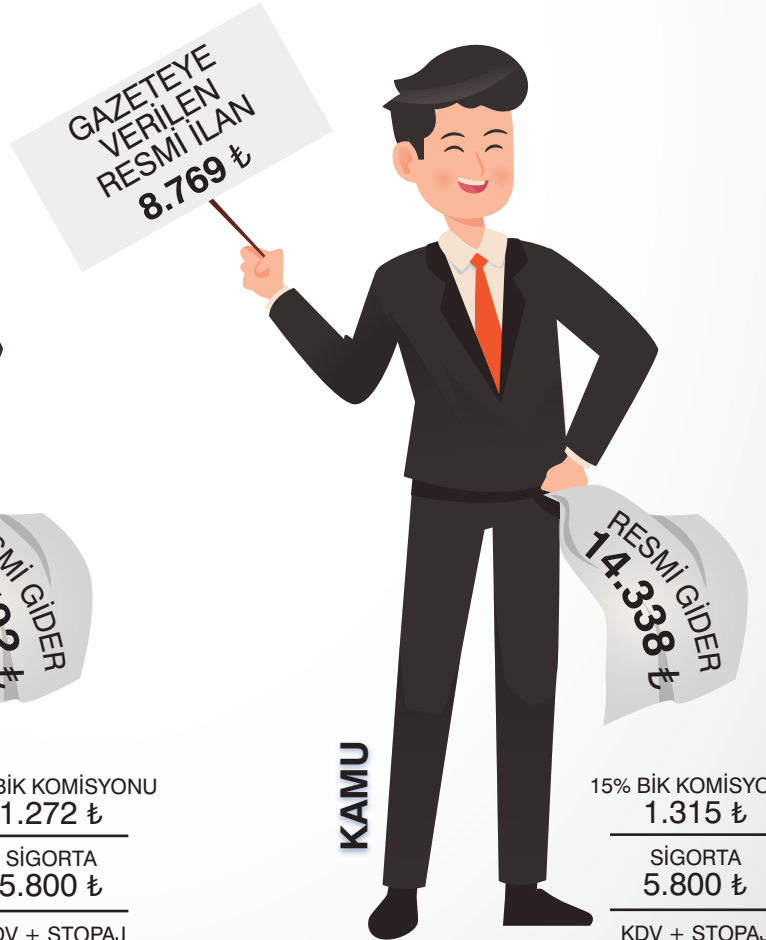
15% BİK KOMİSYONU
1.272 ₺

SİGORTA
5.800 ₺

KDV + STOPAJ
2.600 ₺

%25 KURUMSAL VERGİSİ
2.120 ₺

ARADAKİ FARK : 3.311 ₺



15% BİK KOMİSYONU
1.315 ₺

SİGORTA
5.800 ₺

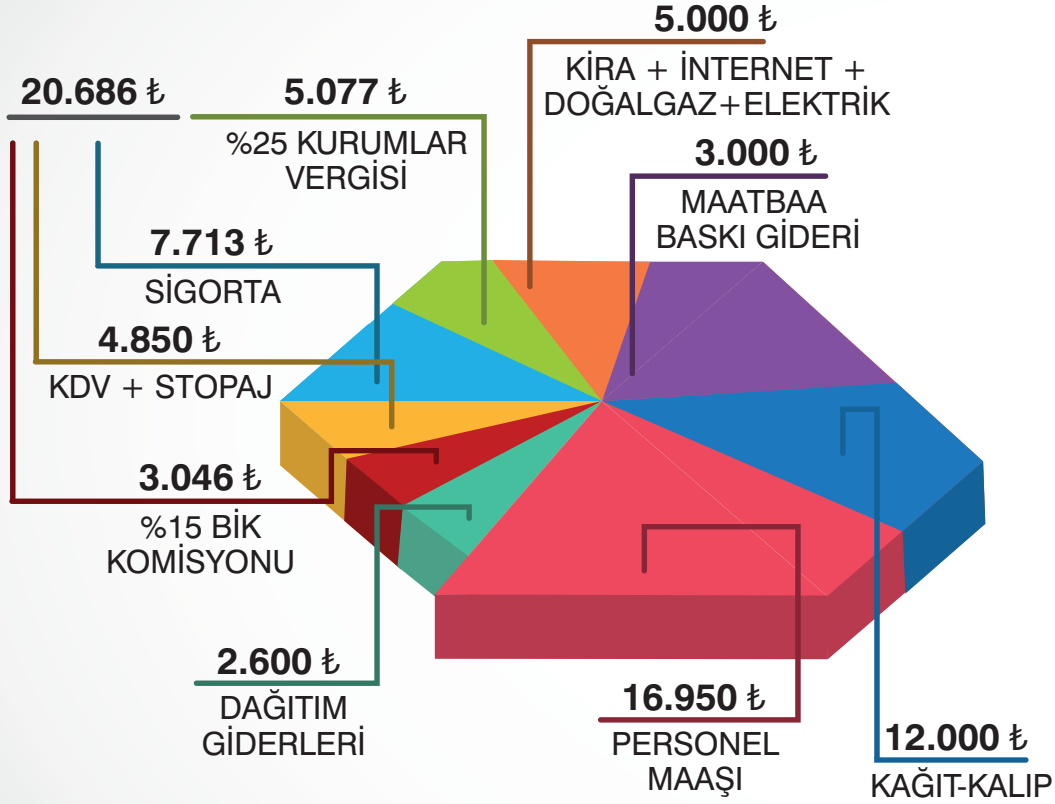
KDV + STOPAJ
2.700 ₺

%25 KURUMSAL VERGİSİ
2.192 ₺

ARADAKİ FARK : 5,569 ₺

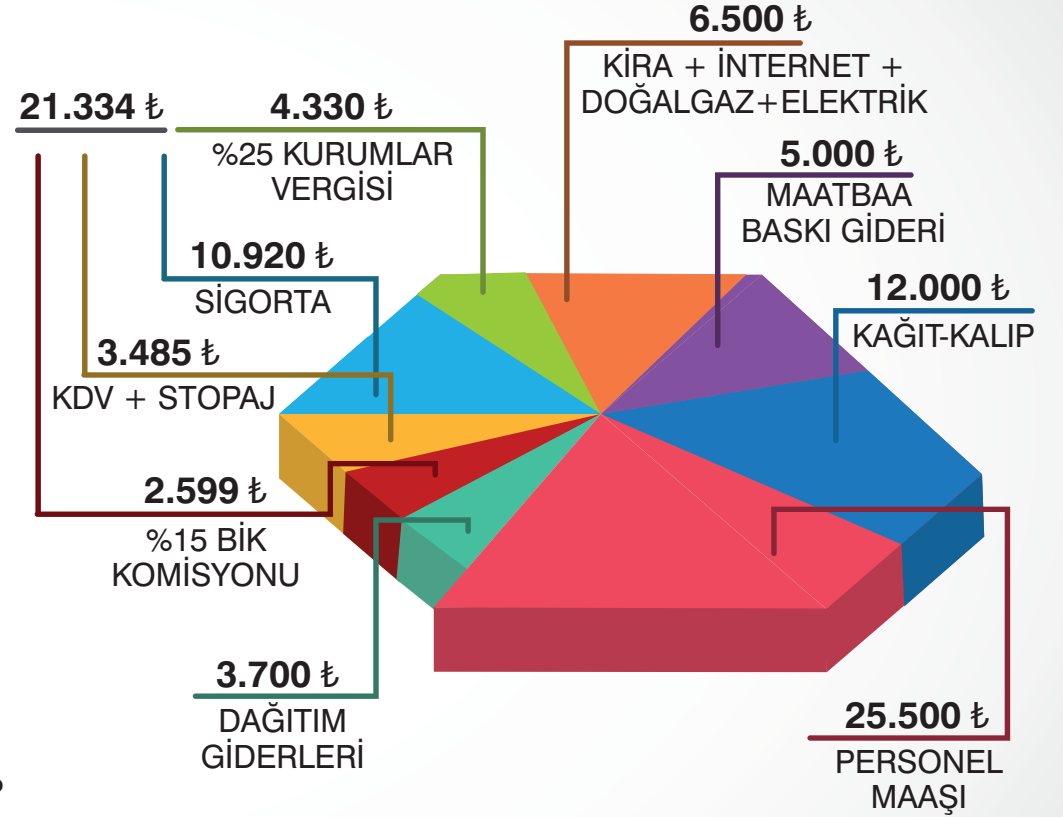
ORDU HAYAT GAZETESİ

(2021 ARALIK)



TOPLAM GİDER : 60.236 ₺
RESMİ İLAN GELİRİ : 20.307 ₺
ARADAKİ FARK : 39.928 ₺

(2022 OCAK)



TOPLAM GİDER : 73.935 ₺
RESMİ İLAN GELİRİ : 17.332 ₺
ARADAKİ FARK : 56.603 ₺

ORDU HAYAT GAZETESİ

(2021 ARALIK)

(2022 OCAK)

GELİRLER		GİDERLER	
RESMİ İLAN BEDELİ	20.307,74 ₺	15% BİK KOMİSYONU	3.046 ₺
		SİGORTA	7.713 ₺
		KDV + STOPAJ	4.850 ₺
		%25 KURUMSAL VERGİSİ	5.077 ₺
		KİRA + İNTERNET + DOĞALGAZ+ELEKTRİK	5.000 ₺
		DAĞITIM GİDERLERİ	2.600 ₺
		PERSONEL MAAŞI	16.950 ₺
		KAĞIT-KALIP	12.000 ₺
		MATBAA BASKI GİDERİ	3.000 ₺
		TOPLAM GİDER	60.236 ₺
		20.686 ₺	
ARADAKİ FARK: 39.928,26 ₺			

GELİRLER		GİDERLER	
RESMİ İLAN BEDELİ	17.332,01 ₺	15% BİK KOMİSYONU	2.599 ₺
		SİGORTA	10.920 ₺
		KDV + STOPAJ	3.485 ₺
		%25 KURUMSAL VERGİSİ	4.330 ₺
		KİRA + İNTERNET + DOĞALGAZ+ELEKTRİK	6.500 ₺
		DAĞITIM GİDERLERİ	3.700 ₺
		PERSONEL MAAŞI	25.500 ₺
		KAĞIT-KALIP	14.500 ₺
		MATBAA BASKI GİDERİ	5.000 ₺
		TOPLAM GİDER	73.935 ₺
		21.334 ₺	
ARADAKİ FARK: 56.602,99 ₺			

ORDU HAYAT GAZETESİ

(2021 ARALIK)

(2022 OCAK)



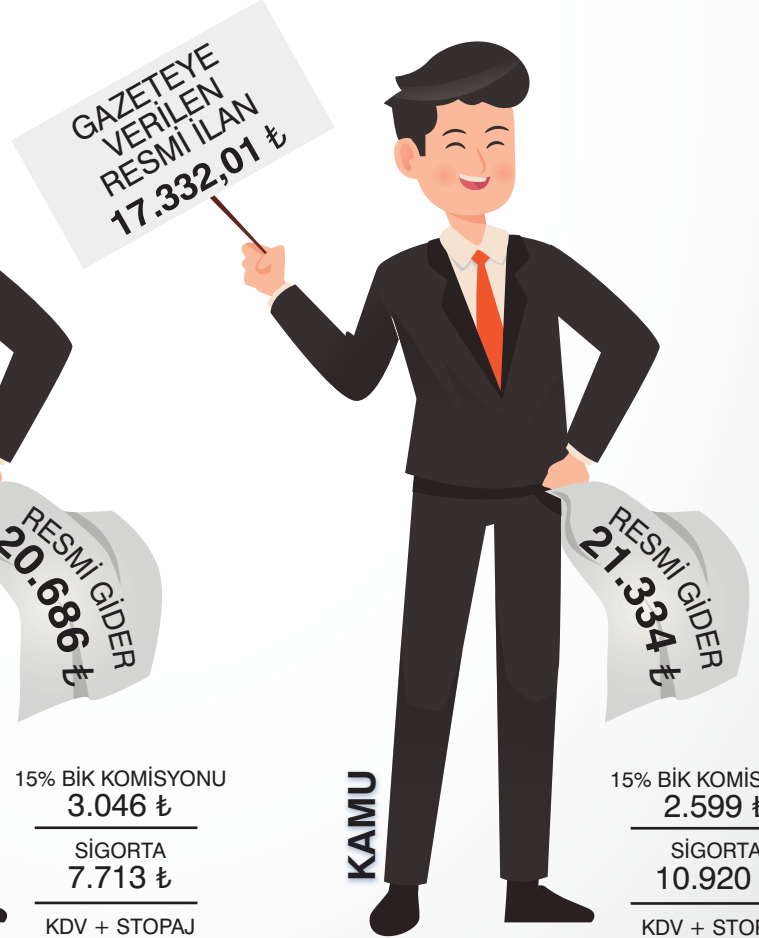
15% BİK KOMİSYONU
3.046 ₺

SİGORTA
7.713 ₺

KDV + STOPAJ
4.850 ₺

%25 KURUMSAL VERGİSİ
5.077 ₺

ARADAKİ FARK : 379 ₺



15% BİK KOMİSYONU
2.599 ₺

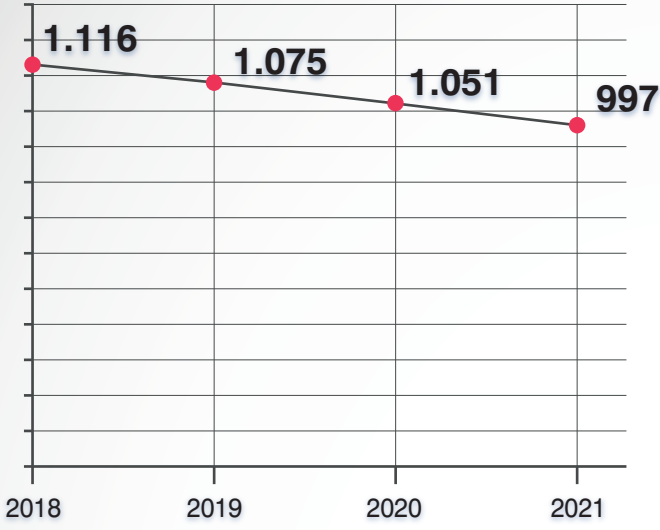
SİGORTA
10.920 ₺

KDV + STOPAJ
3.485 ₺

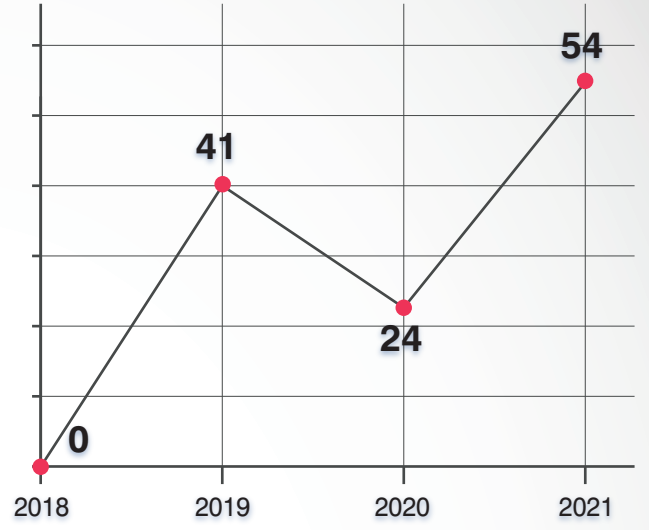
%25 KURUMSAL VERGİSİ
4.330 ₺

ARADAKİ FARK : 4.002 ₺

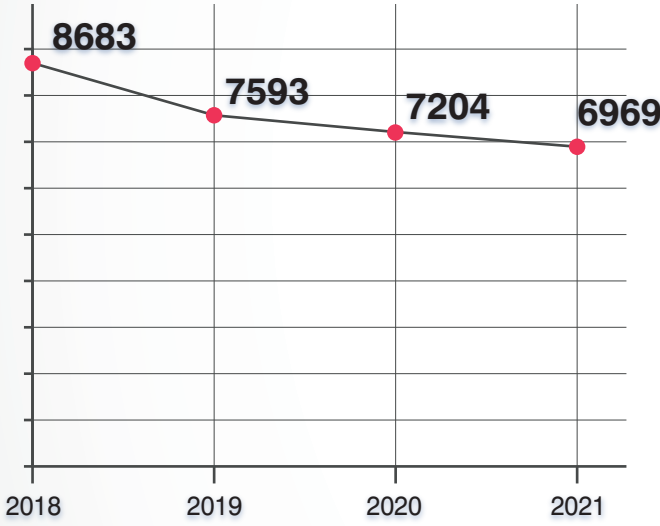
GAZETE KAPANMALARI VE İŞ KAYIPLARI



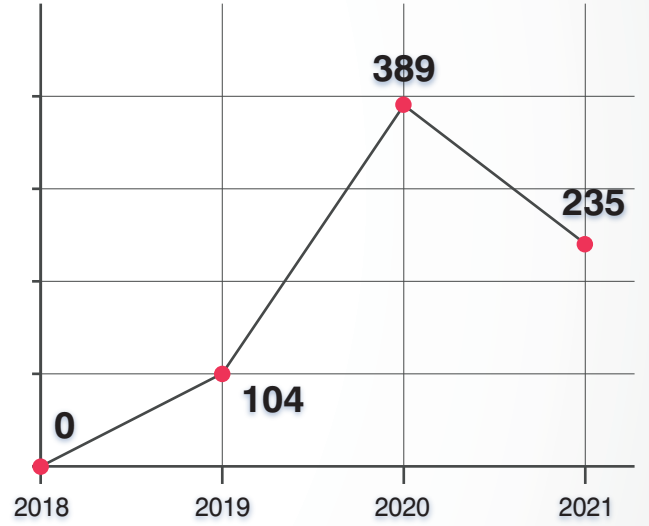
GAZETE SAYISI



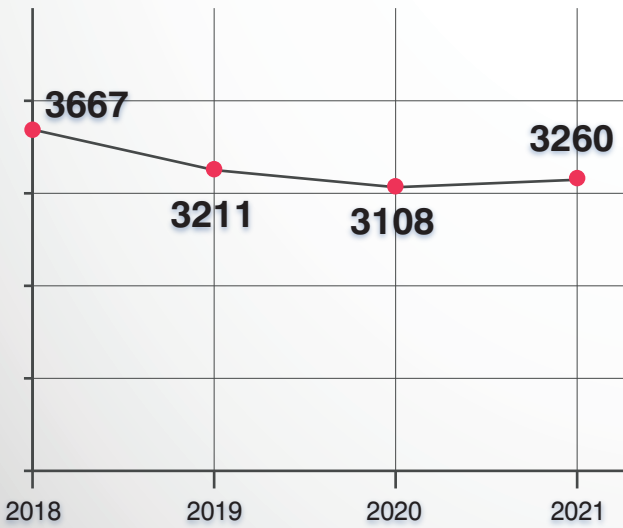
KAPANAN GAZETE SAYISI



FİKİR İŞÇİSİ SAYISI



FİKİR İŞÇİSİ SAYISI



BASIN KARTLI SAYISI

KAPANAN TOPLAM
GAZETE SAYISI

119

TOPLAM İŞ KAYBI

1728

KONYA YAYIN DAĞILIMINA GÖRE HABER ADETLERİ (2017)

Konya
Büyükşehir Belediye Başkanı
Tahir AKYÜREK

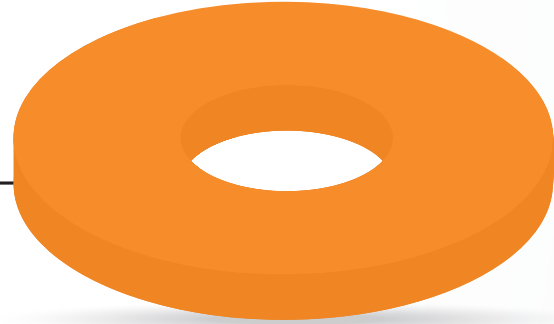
Toplam
9.204



KONYA İLİ YAYIN DAĞILIMINA GÖRE REKLAM EŞDEĞERLERİ (2017)

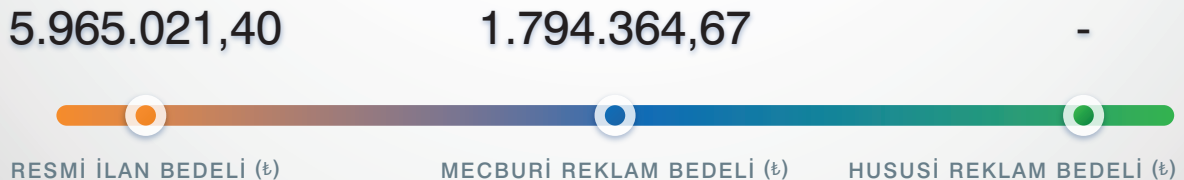
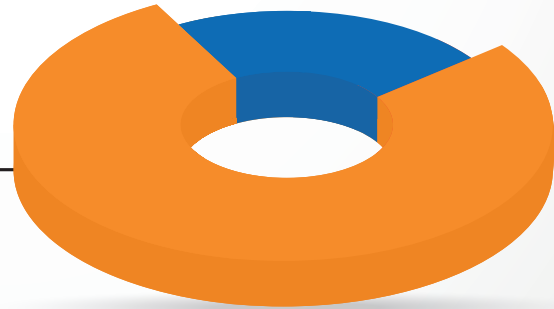
Konya
Büyükşehir Belediye Başkanı
Tahir AKYÜREK

Yerel
19.495.679 ₺

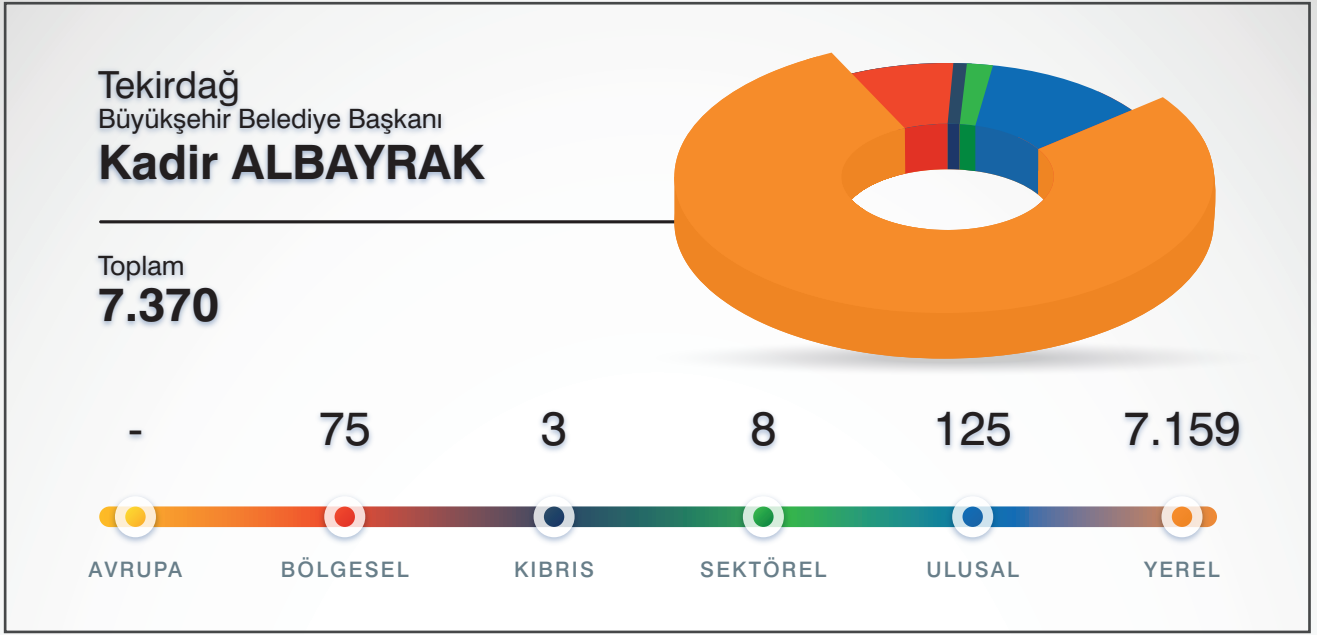


KONYA İLİ RESMİ İLAN VE REKLAM TUTARI (2017)

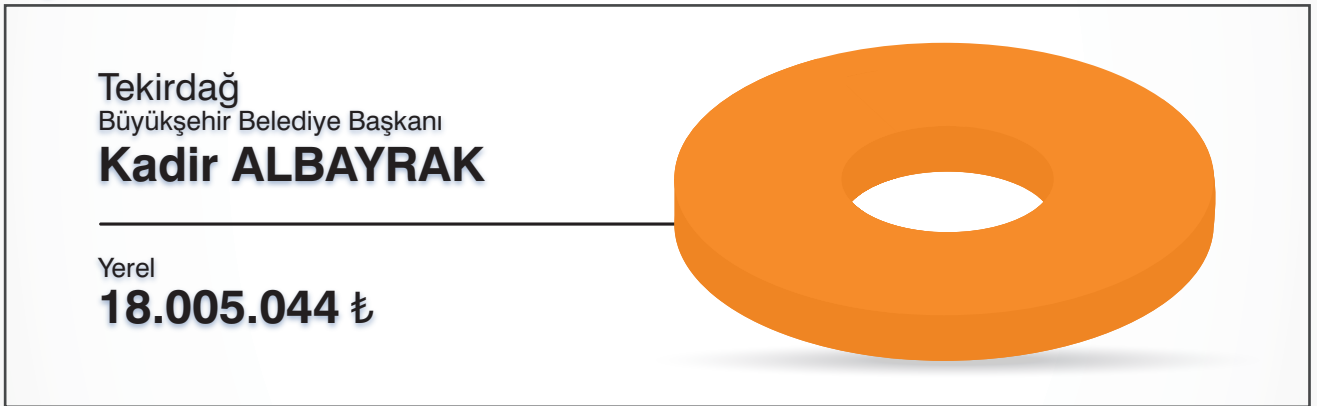
Toplam
7.759.385 ₺



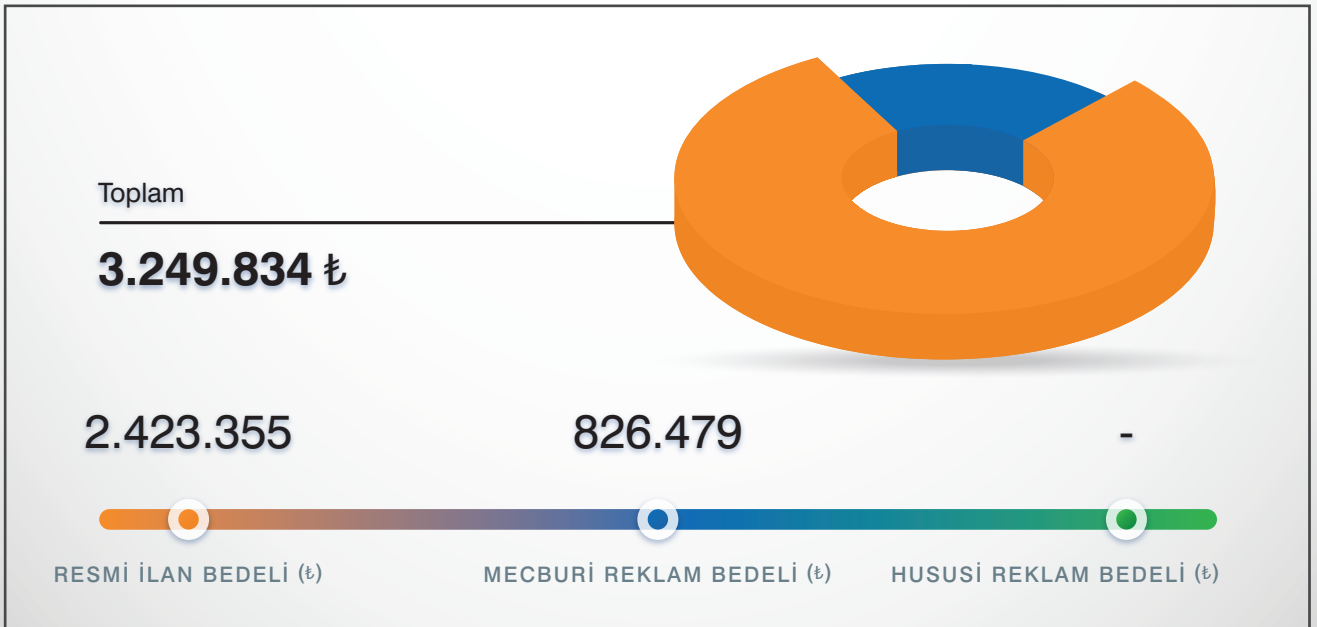
TEKİRDAĞ YAYIN DAĞILIMINA GÖRE HABER ADETLERİ (2018)



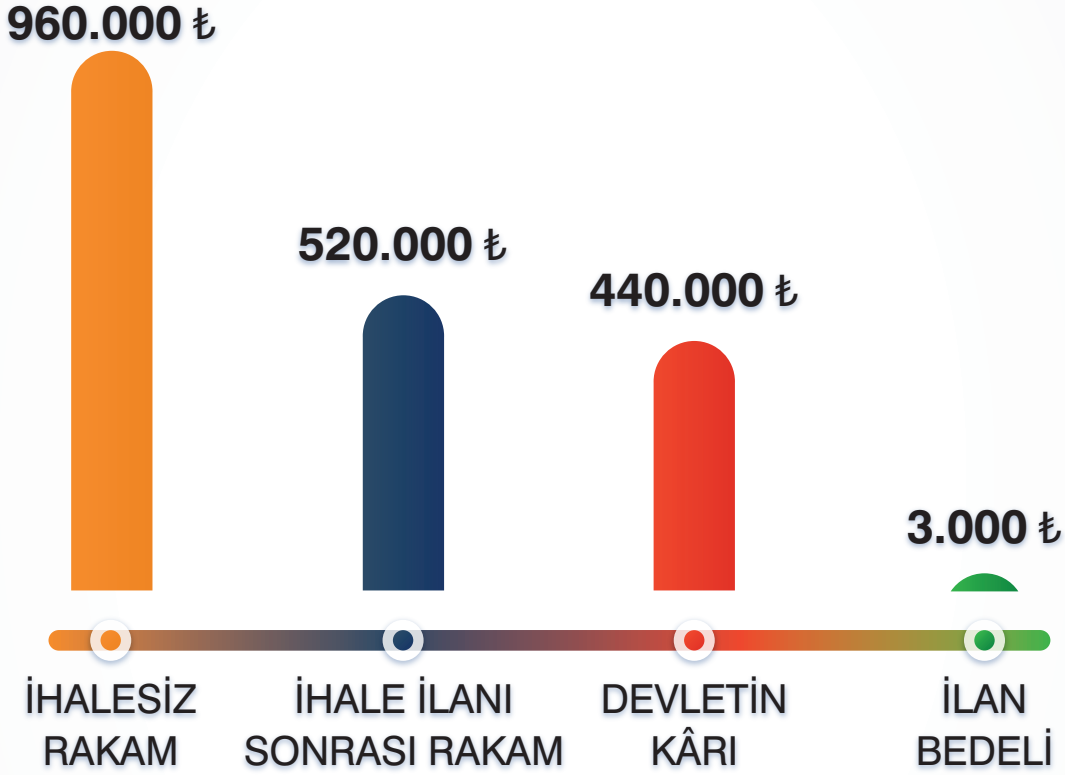
TEKİRDAĞ İLİ YAYIN DAĞILIMINA GÖRE REKLAM EŞDEĞERLERİ (2018)



TEKİRDAĞ İLİ RESMİ İLAN VE REKLAM TUTARI (2018)



RESMİ İLAN NEDEN GEREKLİ KÜTAHYA GAZİ EMET GAZETESİ ÖRNEĞİ



100.000 TL Zarar Tazmini teklif edilmiş, meslektaşımız onurlu mücadelesi ile devleti yaklaşık 10 yıllık ilan bedeline karşılık gelen 440. 000 TL kâra geçirmiştir. 3 bin liralık ilan sayesinde devletimiz ödenen ilan bedelinin 147 katı avantaj elde etmiştir. İlan bir lütuf değil kamu görevinin yerine getirilmesi ve çok yönlü faydadır. Şeffaflık ve denetime açıklıktır. Gri alanların ortadan kalkmasıdır.