

B3.年度首刷再刷占比分析

| 項目   | 年度<br>刷次 | 2015      | 2016      | 2017      | 2018      | 2019      | 2020      | 2021      | 2022      | 2023      | 2024      |
|------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 印量   | 首刷       | 3,004,117 | 2,984,112 | 2,789,255 | 2,816,100 | 3,028,556 | 2,724,700 | 2,660,165 | 2,610,005 | 2,638,990 | 2,822,805 |
|      | 再刷       | 3,435,147 | 3,500,299 | 4,007,022 | 4,186,708 | 5,079,826 | 5,845,974 | 6,341,610 | 4,677,480 | 3,818,947 | 4,359,406 |
|      | 合計       | 6,439,264 | 6,484,411 | 6,796,277 | 7,002,808 | 8,108,382 | 8,570,674 | 9,001,775 | 7,287,485 | 6,457,937 | 7,182,211 |
| 筆數   | 首刷       | 807       | 890       | 889       | 961       | 1,030     | 977       | 973       | 973       | 1,107     | 1,231     |
|      | 再刷       | 2,554     | 3,019     | 3,632     | 3,689     | 4,240     | 4,531     | 4,753     | 3,733     | 3,019     | 3,579     |
| 平均印量 | 首刷       | 3,723     | 3,353     | 3,138     | 2,930     | 2,940     | 2,789     | 2,734     | 2,682     | 2,384     | 2,293     |
|      | 再刷       | 1,345     | 1,159     | 1,103     | 1,135     | 1,198     | 1,290     | 1,334     | 1,253     | 1,265     | 1,218     |
| 印量占比 | 首刷       | 47%       | 46%       | 41%       | 40%       | 37%       | 32%       | 30%       | 36%       | 41%       | 39%       |
|      | 再刷       | 53%       | 54%       | 59%       | 60%       | 63%       | 68%       | 70%       | 64%       | 59%       | 61%       |
| 筆數占比 | 首刷       | 24%       | 23%       | 20%       | 21%       | 20%       | 18%       | 17%       | 21%       | 27%       | 26%       |
|      | 再刷       | 76%       | 77%       | 80%       | 79%       | 80%       | 82%       | 83%       | 79%       | 73%       | 74%       |