

ARAŞTIRMA MAKALESİ / RESEARCH ARTICLE

Press Geography in Türkiye: Mapping the Distribution of Press Organizations by City

Türkiye’de Basın Coğrafyası: Şehirlere Göre Basın Kuruluşlarının Dağılımının
Haritalandırması

Şule DEMİR* 
Deniz SAHİL** 
Tuğçe Esin AKGÜL*** 

Abstract

This study examines the spatial distribution of press organizations in Türkiye within the framework of physical and human geography, socioeconomic and cultural variables, and proposes the concept of “press geography” as an interdisciplinary theoretical approach. In the study, data on printed publications that received official announcements from the Press Announcement Institution between January 2018 and August 2024 were evaluated using document analysis, and the findings were mapped in ArcGIS and interpreted through descriptive analysis. The analyses show that the geographical distribution of press organizations across Türkiye is shaped not only by physical factors but also by human factors, including economic development levels, cultural structures, and city-level demographic density. It was noted that press operations are primarily concentrated in major cities such as Istanbul, Ankara, Izmir, and Adana, whereas they are restricted in some provinces in the Eastern Anatolia and Black Sea regions. Analyses of content topics and publication dates of print content have provided a solid foundation for the existing

- * Corresponding Author, Lecturer Dr., Osmaniye Korkut Ata University, Osmaniye, Türkiye, E-mail: suledemir@osmaniye.edu.tr, ORCID: 0000-0002-9247-446X
- ** Lecturer, Osmaniye Korkut Ata University, Osmaniye, Türkiye, E-mail: denizsahil@osmaniye.edu.tr, ORCID: 0000-0002-9452-4133
- *** Asst. Prof. Dr., Osmaniye Korkut Ata University, Osmaniye, Türkiye, E-mail: tesinakgul@osmaniye.edu.tr, ORCID: 0000-0002-6790-0420

How to cite this article/Atıf için (APA 7): Demir, Ş., Sahil, D., & Akgül, T. E. (2026). Press geography in Türkiye: Mapping the distribution of press organization by city. *Turkish Review of Communication Studies*, 49, 179-205. <https://doi.org/10.17829/turcom.1634824>

Makale Geçmişi / Article History

Gönderim / Received: 06.02.2025 **Düzeltilme / Revised:** 17.08.2025 **Kabul / Accepted:** 13.10.2025



structure of press geography in Türkiye. The results indicate that the spatial arrangement of press institutions is influenced by the convergence of contemporary geographical factors, social dynamics, and economic frameworks, all of which are interwoven with historical context.

Keywords: Press, Press Geography, Geographical Distribution, Advertisement, City, Türkiye

Öz

Bu çalışma, Türkiye'deki basın kuruluşlarının mekânsal dağılımını fiziki ve beşerî coğrafya unsurlarıyla sosyoekonomik ve kültürel değişkenler çerçevesinde incelemekte ve "basın coğrafyası" kavramını disiplinler arası bir kuramsal yaklaşım olarak önermektedir. Araştırmada Ocak 2018 – Ağustos 2024 tarihleri arasında Basın İlan Kurumu tarafından resmi ilan alan basılı yayınlara ilişkin veriler doküman analizi yöntemiyle değerlendirilmiş, elde edilen bulgular ArcGIS yazılımı aracılığıyla haritalandırılmış ve betimsel analiz tekniğiyle yorumlanmıştır. Analizler, basın kuruluşlarının Türkiye genelindeki coğrafi dağılımının fiziki unsurların yanı sıra şehirlerin ekonomik gelişmişlik düzeyi, kültürel yapısı ve demografik yoğunluğu gibi beşerî faktörler tarafından da şekillendirildiğini göstermektedir. Bu doğrultuda İstanbul, Ankara, İzmir ve Adana gibi büyükşehirlerde basın faaliyetlerinin yüksek yoğunlukta kümelenmesine karşılık Doğu Anadolu ve Karadeniz bölgelerindeki bazı illerde bu faaliyetlerin sınırlı kaldığı gözlemlenmiştir. Basılı yayınların içerik temaları ve yayın periyotları üzerinden gerçekleştirilen analizlerle de Türkiye'deki basın coğrafyasının güncel yapısına dair bütüncül bir çerçeve çizilmiştir. Elde edilen bulgular basın kuruluşlarının mekânsal örgütlenmesinin tarihsel arka planla iç içe geçen güncel coğrafi koşulların, toplumsal dinamiklerin ve ekonomik yapının kesişiminde şekillendiğini görünür kılmaktadır.

Anahtar Kelimeler: Basın, Basın Coğrafyası, Coğrafi Dağılım, Reklam, Şehir, Türkiye

Introduction

Geography is a scientific discipline that examines environmental, human, and economic factors and explores their interrelationships and impacts on human life. The primary objective of this scientific discipline is to analyze the causes and consequences of geographical phenomena, assess their societal impacts, and provide decision-makers with solutions (Doğanay & Doğanay, 2014, pp. 11-14). The intellectual framework of geography has influenced key aspects of human history, including colonization, communication, and transportation. The pivotal influence of location on the evolution of settlement types and communication networks is well established.

The historical evolution of the press in Türkiye has been shaped by both physical and human geographical elements. Until the mid-20th century, newspapers often functioned under the influence of a politician or political party; however, they gradually distanced themselves from these associations to increase readership and advertising revenue (Yıldız, 1996, p. 482). Developments in communication technologies during this period also played an important role in the transformation of the press. In Türkiye, radio [which only broadcasts audio content] began broadcasting in 1927 (Cankaya, 2015, p. 17), and television [which broadcasts visual, audio, and written content] began broadcasting in the 1950s (Tokgöz, 1979, p. 93). Computers began to be used in Türkiye in the 1960s (Karayolları Genel Müdürlüğü, 2025) and became widespread in the 1990s (Vatansever et al., 2000, p. 80). Development of the internet during the same period, and the rise of social media platforms since the 2000s have transformed the media into a multi-layered structure. Today, new journalism

practices continue to exist under various names such as citizen journalism (Rosen, 1999), digital journalism (Deuze, 2003), social media journalism (Hermida, 2010), robot journalism (Latar, 2018), and artificial intelligence journalism (Broussard et al., 2019).

In contemporary times, as communication technologies advance rapidly, physical and human geographical factors remain pivotal in shaping settlement patterns and communication networks, which are influenced by historical and cultural exchanges. Human manifestations shaped by physical geographic factors interact in complex ways with history, economics, sociology, and cultural functions. From the transition of humans to settled life up to the present day, settlement patterns and communication and information networks have been developed within the framework of these interactions. The historical, economic, social, and cultural attributes of cities have facilitated the diversity and strengthening of these networks. Both densely and sparsely inhabited regions, together with factors that facilitate interregional connection and communication, have facilitated the evolution of communication and the attainment of meaning and identity across multiple communicative dimensions (Tolun-Denker, 1977, p. 22). Adams's four-part taxonomy of communication geography methodically categorises the interplay between media and location, underscoring the theoretical depth of the discipline. In this context, *places-in-media* denotes the depiction of locations in media content; *media-in-places* examines the utilisation of media in particular locales and the meanings derived from them; *media-in-spaces* emphasises the geographical distribution of communication infrastructures; and *spaces-in-media* refers to the symbolic and topological spaces created by media (Adams, 2011). The worldwide literature on media geography, from this multidimensional approach, encompasses several communication domains, including television, digital media, audiovisual platforms, consumer behaviours, and media networks. This research focuses on the Turkish context, analysing the geographical distribution of print publications, advertising strategies, and differences between local and national dimensions. In this respect, the concept of "press geography" is defined as a specialised discipline focused on data and techniques, highlighting the influence of physical and human attributes on the quantity, variety, and functioning of press institutions.

Press geography is approached as an interdisciplinary approach that examines the determining factors of the physical and human elements of geography on the distribution, functioning, and effects of media organizations. This concept aims to understand how the production, distribution, and consumption processes of media organizations are shaped by the economic, social, cultural, and technological structures of a particular region. Additionally, the geographical distribution of all media tools, such as newspapers, magazines, television, radio, and digital platforms, and their relationship with regional dynamics are analyzed within the framework of this concept. This proposal aims to evaluate the current state and distribution of media organizations in Türkiye from an interdisciplinary perspective, thereby shaping the study's fundamental objective.

The concept of press geography is a complex analytical domain that necessitates a comprehensive investigation of the spatial distribution of media organisations, alongside the social, economic, and political forces that influence this distribution. In this framework, David Harvey's theory of "spatial justice" provides a theoretical basis for questioning inequalities in access to press services, how media representation is geographically distributed, and how this distribution is intertwined

with power relations (Harvey, 2009). Manuel Castells' theory of the "network society" provides a critical framework for understanding how digitalization has integrated media production into global networks and, at the same time, reshaped local media structures (Castells, 2011). According to Castells, although the circulation of information now appears to be independent of space, the nodes of this circulation are still determined by spatial inequalities. On the other hand, Henri Lefebvre's "production of space" approach argues that the media is a subject that socially constructs, redefines, and ideologically shapes space (Lefebvre, 1991). Therefore, the press is considered a productive actor that constructs the meaning of space in the environment in which it exists. These theoretical frameworks characterize press geography as an interdisciplinary field that must be examined with respect to representation, access, digital network architectures, and power dynamics, extending well beyond mere geographical distribution. These theoretical approaches indicate that press geography is an interdisciplinary research field that must be examined beyond spatial distribution, within the context of representation, access, digital network structures, and power relations.

In addition to informing, educating, and entertaining the public, the press becomes part of the economic structure by accepting advertisements and commercials, thereby interacting with trade and marketing processes. Physical and human geographical factors affecting transportation in Türkiye have also shaped the distribution of press organizations in cities. In particular, large cities such as Istanbul, Izmir, Ankara, and Adana have become centers of attraction for press organizations due to their role as hubs for transportation, communication, and information networks (Taşlıgil, 2010, p. 1). These cities also provide advantages in meeting the economic and logistical needs of the press by being located at the junctions of sea, land, air, and rail networks. On the other hand, while the concentration of media organizations in major cities has largely shaped communication and information processes in these areas, limited media access in rural areas can reinforce regional development disparities.

The press plays an active role in processes such as shaping social consciousness, constructing identity, and representing space in modern societies. In this context, local media can be defined as a form of media that addresses a specific geographical scale and stands out for its community-based news production. In addition to its news-reporting function, local media is important for constructing local identity, creating social memory, and increasing the visibility of local actors (Hess & Waller, 2017). In Türkiye, local media organizations generally play an effective role in shaping public opinion despite limited economic and technical resources (Kurşun, 2007). The media serves as both a mirror of social structure and an active participant in the perpetuation of meaning. In this context, it might be claimed that the media plays a crucial role in shaping spatial perceptions. Adams analyzes the link between media and space by examining how people and groups organize their spatial experiences. According to Adams, media shape processes of belonging, representation, and spatial identity by making certain places visible while rendering others invisible (Adams, 2009). Zook and Graham, on the other hand, emphasize that the media has taken on a role that directly influences the perception of cities and regions through user-generated data production and visual representations in the post-digitalization era (Zook & Graham, 2007). These theoretical approaches clearly demonstrate that

press geography offers a multi-layered perspective that extends beyond the physical distribution of space to encompass its experiential, representational, and symbolic dimensions.

With the digitalization process, the press has also undergone a significant transformation. Traditional journalism practices are being replaced by online news portals, social media-based news feeds, and digital publishing. This transformation is as much a spatial as a technological one. News production and consumption have moved away from being tied to specific physical centers, adopting a multi-centered, distributed, and mobile structure (Couldry & McCarthy, 2004). As a result, the press has moved away from being a structure confined to specific geographical areas, becoming a media ecosystem that transcends borders, gains spatial fluidity, and maintains constant interaction between local and global levels.

This study examines the geographical distribution of media organizations in Türkiye between January 2018 and August 2024, using print publications that carry advertisements. The research, based on developments in the press since the Republican era, employed document analysis, and mapped/analyzed the resulting data using descriptive interpretive techniques. The research analyzes the effects of physical and human geographic factors on the spatial distribution of media organizations in Türkiye, revealing important findings, including concentration in metropolitan areas and limitations in cities. In this context, the study's findings aim to offer an interdisciplinary approach to understanding press geography.

Transformation of the Press in the Republican Period: Developments and Changes in Certain Periods

Press in the First Years of the Republic (1923-1940): Establishment, Development and Limitations

The press was crucial throughout the formation phase of the Republic of Türkiye, and its support was anticipated during the struggle for independence and the consolidation of the dictatorship. Following to World War I and the Armistice of Mudros, the newly formed state advanced in reforming the previous framework after the quest for independence. This process highlighted the Constitution's significance in safeguarding press freedom and access to information, underscoring the press's integral function in a democratic society. Specifically, throughout the National Struggle and the subsequent years, the press was expected to endorse the prevailing political framework. Nevertheless, when the nation's efforts to establish a secular, democratic state encountered resistance, the government enacted the *Takrir-i Sükûn* Law and intensified its regulation of dissenting press through the Independence Courts. Conversely, the 1921 Constitution aimed to ensure journalistic freedom, whereas Article 74 of the 1924 Constitution said that the press was free within legal parameters and would not be subjected to previous censorship (Kopar, 2016, p. 132).

The formation of a national army outside the sultan's forces and the launch of national initiatives were contrary to the policies of the sultan and the Istanbul government, so it was not possible for Istanbul newspapers to support the National Liberation War at first. However, as the War of

Independence progressed, some Istanbul newspapers began to publish articles in support of the National Liberation struggle. On the other hand, a significant portion of the local press in Anatolia's cities far from Istanbul supported the National Struggle. Mustafa Kemal Atatürk proposed publishing a newspaper on September 11, 1919, at the end of the Sivas Congress, to explain the principles of the National Liberation War and the tasks to be carried out to the public. Following some initiatives, the newspaper "İrade-i Milliye," named by Mustafa Kemal and edited by Selahaddin, began publication in Sivas (Özkaya, 1985, p. 587).

The establishment of Anadolu Agency, which began operations in 1920, reflects the new regime's desire to bring communication under order during the process of nation-building. Established during the War of Independence to provide a regular flow of news, neutralize counter-propaganda, and reducing dependence on foreign news agencies, the Anadolu Agency served as the sole source of news for many media outlets for a long time (Adaklı, 2006, p. 103).

The leaders of the National Struggle recognized the importance of the press in the mass struggle and provided newspapers with financial support and various opportunities. They facilitated the supply of materials to newspapers and prevented journalists from being drafted into the army, enabling them to continue their work. This support contributed significantly to the development of the Anatolian press, with a total of 149 periodicals published between 1919 and 1922 (Duman, 2018, p. 111). Examples of these publications include Hakimiyet-i Milliye, İrade-i Milliye, Amâl-i Milliye, Öğüt, Yeni Adana, Ertuğrul, Yeşil Yuva, and Ordu Bucak newspapers (Gülmez, 2022, s. 359–360). Journalists not only informed the public about the fight against the enemy but also reported on politics, economics, and education, thereby opening discussions about the country's future. The fundamental principles of the new state were announced both in Türkiye and abroad through these publications. Mustafa Kemal constantly surrounded himself with journalists, discussing the future of the new state and communicating these ideas to the public through the media. During the National Struggle, the Anatolian press largely supported the struggle. These publications, which were free from the influence of the Istanbul government and the occupying forces, encouraged the public to join the struggle and emphasized the importance of independence by siding with those who supported independence (Duman, 2018, p. 111).

It is stated that the press in Türkiye was highly active during World War I, the Armistice Period, the War of Independence, and the establishment of the republic. It is noted that this liveliness stemmed from the fact that the press mostly reflected opposing political lines in a two-sided structure. It is emphasized that the press operated as ideological newspapers focused on ideological struggles in a limited freedom environment and with low circulation, producing opposing lines of thought on how to achieve social progress and modernization until the end of the 1940s (Kaya, 2016, p. 253). It is noted that Atatürk continued to exercise control over mass communication tools after the establishment of the republic, as he had done during the Armistice Period. It is thought that, because the Turkish Republic is a very young state, potential internal and external interventions, as well as ideological differences, could harm state mechanisms that are not yet fully established. It is stated that, despite the caliphate and sultanate having been recently abolished, there were still those in Istanbul who defended these institutions (Nalcioğlu, 2021, p. 274).

In the early years of the Republic, it is known that newspapers such as *Hakimiyet-i Milliye* and *Yeni Gün* in Ankara, and *Vakit* (Mehmet Asım Us, A. Emin Yalman), *Akşam* (Necmettin Sadak, Kazım Şinasi Dersan, Ali Naci Karacan), *İkdam* (Ahmet Cevdet), *Tanin* (Hüseyin Cahit), and *Tevhid-i Efkâr* (Veli Ebuuzziyya) were among the important publications. In the subsequent period, Ahmet Emin Yalman launched the *Vatan* newspaper, while Yunus Nadi closed *Yeni Gün* and began publishing the *Cumhuriyet* newspaper. It is also noted that magazines such as *Sebilürreşad* and *Aydınlık* were published during this period. The press of the period focused intensively on important issues such as the abolition of the caliphate, the determination of the form of government, the election of the president, the decision on the capital, and the alphabet reform. It is emphasized that no changes were made to the press law inherited from the Ottoman Empire immediately after the proclamation of the Republic, but that martial law and censorship were lifted on October 7, 1923, through a decree of the Council of Ministers of the Turkish Grand National Assembly (TGNA). It is explained that this development was influenced by the end of the occupation of Istanbul on October 2. It is stated that the press criticisms during the early period were expressed clearly and explicitly, but that this period was followed by an intense period of censorship (Nalcioğlu, 2021, p. 274). Following the adoption of the Turkish alphabet based on the Latin alphabet by the TGNA in 1928, it is stated that many newspapers in Anatolia were unable to adapt to this change in a short period of time and were deprived of state support, leading to the closure of many newspapers (Uçak & Erkal, 2019, p. 93).

Press and Power Relations in the Transition to the Multi-Party Period (1940-1960)

It is said that, with the transition to a multi-party system at the end of the 1940s, the Turkish press entered a new era as a result of these changes. One of the distinctive features of this period is the emergence of publications that catered to a wide audience and quickly achieved high circulation, in addition to newspapers and magazines that previously addressed only elite audiences, had limited circulation, and focused more on domestic and foreign policy issues. It is emphasized that the press, which was either pro – or anti-Republican People's Party (RPP) during the single-party regime and split into pro-RPP and pro-Democratic Party (DP) factions with the transition to a multi-party system, has now been replaced by publications that define themselves as “independent” (Adaklı, 2006, p. 111).

With the beginning of the multi-party era in 1946, the number of newspapers in cities outside Istanbul increased further. It is stated that significant changes began to take place in the history of the Turkish press with the enactment of the 1961 Constitution and the Press Law No. 212, the development of printing technologies, and the establishment of the Press Advertising Agency (Uçak & Erkal, 2019, p. 93). According to the Press Advertising Agency Law, which came into force on January 2, 1961, the organization of the agency was structured around three main groups: the press, the government, and impartial parties. In this structure, the “General Assembly”, which consists of 36 members, 12 from each group, is renewed every two years. Additionally, the “Auditors”, selected with one person from each group; the “Board of Directors”, consisting of two persons; the “General Directorate”, and the “Branches” are also components of the institution. The law explicitly grants the government authority to oversee this institution and also provides the Press Advertising Agency with

broad authority to decide which newspaper advertisements will be published in (Değirmenci, 2010, pp. 119-120).

Following the effective implementation of democracy in 1946, one of the first actions of the new ruling party, which advocated the removal of obstacles to press freedom, was to draft the Press Law No. 5680, that was adopted on July 15, 1950, and entered into force on July 24, 1950. This law encompasses all the qualities that the press should have in a democratic regime. It is stated that journalists gained certain rights and that laws were amended in the period after May 27. During this period, the Press Announcement Institution was established by a special law under the National Unity Government to regulate the distribution of official announcements. The institution emphasizes that it is solely responsible for the distribution of official announcements, whereas private announcements are distributed by private advertising agencies. It is also noted that the institution receives a 15% commission on official announcements and a 10% commission on private announcements, and that it is obliged to use the income obtained for purposes beneficial to the development of the press. However, while it is thought that the institution's involvement in the distribution of private advertisements, based on an exceptional provision, could lead to a significant decline in the revenues of newspapers due to the commissions they are required to pay, it is stated that this is only a hypothesis (Dalbudak, 1996, pp. 31, 40, 42).

Founded by Sedat Simavi on May 1, 1948, Hürriyet Newspaper also catalyzed significant innovation in the press of the time. Following Sedat Simavi's death, his sons, Haldun and Erol Simavi, assumed management of the newspaper in 1953. Hürriyet introduced changes to the style and format of news writing; news articles and columns began to be written in a simple, concise manner that was easier for the public to understand. At the same time, greater importance was given to the use of photographs, with an emphasis on increasing the impact of visual elements in journalism (Aydoğan, 2013, p. 34).

In addition to the innovations mentioned above, Turkish press has acquired certain characteristics during the capitalist development process, despite the intensity of economic, political, and legal interventions increasing and decreasing according to periodic needs, until the emergence of mass journalism in the 1950s. It is noted that newspaper owners were mostly members of the bourgeoisie and intellectuals with strong academic backgrounds, and they played a decisive role in the newspaper's content. These individuals also took on the role of editor-in-chief. In some publications, it was observed that the ownership structure was based on the capital of multiple partners, that these relationships generally progressed within the framework of an intellectual partnership, and that differences in opinion sometimes led to the end of these partnerships (Adaklı, 2006, p. 107).

It is stated that, in 1951, leaving the distribution of official announcements to the Ministry's discretion led to discussions on this issue. The distribution of announcements in favor of the DP-supporting press caused discomfort among opposition circles. It is indicated that newspapers could survive only on advance sales revenues from Istanbul and could not continue to exist without official announcements. It is also reported that during the RPP period, despite its low circulation, the newspaper "Ulus", which was the party's mouthpiece, received the most advertisements, and that the

newspapers “Tanin” and “Memleket”, published in 1947 with the support of the RPP, also received a high proportion of advertisements. After the DP came to power, this balance was reversed: no advertisements were placed in the “Ulus” newspaper, whereas newspapers supporting the DP, such as “Zafer”, “Türk Sesi”, “Son Havadis”, and “Son Posta” received a high volume of advertisements. Additionally, it is stated that the “Milliyet” newspaper, which began publication in 1950, received significant financial support in exchange for promising to support the DP (Koloğlu, 1992, p. 70).

In summary, it is argued that between 1950 and 1960, the press served as a political arena and influenced the agenda. It is stated that the DP government tried to use the press to gain public support during this period, but as the social crisis intensified in the political arena where it tried to fulfill its economic and social promises, the opposition stance of the press also increased. In response to this situation, it is stated that the DP government resorted to repressive legal regulations and methods to silence the press, while providing various forms of support to the press close to the government, such as official advertisements, paper allocations, and covert subsidies. It is indicated that during this period, the relationship between the press and the government could not be established on a healthy foundation, many media outlets resisted the DP’s pressures, and these had significant effects on the change of government (Çakır & Yavalar, 2017, p. 257).

From Autonomy to Control in the Press between 1960-1980: Changing Dynamics of the Press in Türkiye

The military coup that took place on the morning of May 27, 1960, led by Lieutenant General Cemal Gürsel, Commander of the Land Forces, is one of the most significant events in Türkiye’s recent political history. In this context, the new regulation that came into force on December 5, 1960, was welcomed by the press. This regulation, which was echoed in the foreign press as “laws restricting the press during the Menderes era were lifted after the military intervention,” removed the ban on criticism of state officials. The requirement to obtain a license and deposit a guarantee to publish a newspaper was lifted, and it was deemed sufficient to apply to the relevant local authority. Additionally, changes such as the confidentiality of article signatures and lowering the age limit for journalists to 18 were made to facilitate the recruitment of journalists, particularly in Anatolia, where the media faced difficulties in this regard (Alacı & Babaoğlu, 2021, pp. 330-334).

One of the most important innovations in Türkiye in the 1960s was the establishment of the Turkish Radio and Television Corporation (TRT) (Kaya, 2016, p. 256). Established as a structure independent of political power, TRT initially adopted an approach that prioritized science and art. This situation shows that TRT shares similarities with the Social Responsibility Theory that emerged in the late 1940s. However, despite TRT’s legally recognized autonomy during the 1964-1971 period, this autonomy was limited in practice, and TRT lost its authority to communicate directly with other institutions (Değirmenci, 2010, pp. 121-122).

With the rise of neoliberal policies in the 1980s, a wave of privatization swept across global economies. With the adoption of the market mechanism as the regulator of social life, it has become apparent that the primary focus of the market economy is global capital accumulation. During this

process, it is stated that social inequalities have increased, power and authority have concentrated in the hands of global corporations, and the logic of capital accumulation, driven by the pursuit of unlimited profit, has become dominant worldwide. It is noted that privatization policies have also been implemented in areas such as health, education, and communication, which are public goods. While the state has privatized public institutions through various methods, the influence of global holding companies that profit from content production, distribution, and consumption processes in the communication sector has increased (Yaylagül, 2019, p. 415).

Following the 1980 coup, it was observed that the press faced intense economic and freedom-of-expression pressures. Another notable development during this period was the permanent entry of capital into the press sector. For example, following Aydın Doğan's purchase of the *Milliyet* newspaper on October 6, 1980, the Kozanoğlu-Çavuşoğlu group, owners of Hisarbank, also entered the media market by launching the *Güneş* newspaper in February 1982. In the post-coup period, the Turkish media evolved into a structure characterized by fierce competition, privatization, and financial policies, and the growth of powerful companies, while weaker ones were eliminated from the sector. These developments are considered a reflection of the ideology of September 12. This process, which began in 1980, led to the press becoming a market controlled by non-press capital cartels in the 2000s (Değirmenci, 2010, p. 126). Following the January 24 Decisions and the 1980 coup, large capital companies were strengthened by the liberal economy, while small capital press organizations began to close or be sold (Uçak & Erkal, 2019, p. 93).

As a result of economic policies, the "traditional" structure of the media sector has undergone change. In line with the decisions made on January 24, 1980, the removal of state subsidies for newsprint forced businesses operating in the press sector to contend with costs on a scale they had never previously encountered. With the reflection of these economic decisions taken by the state during its transition from a social economy to a liberal economy on the media, a process of elimination began in the press industry, particularly after this date. As a result of this process, financially strong organizations that were able to generate advertising and announcement revenue remained in the market, while others were forced to withdraw from the sector and were replaced by financially strong businesspeople (Kuyucu, 2013, p. 148). With the rise in newspaper prices, the press sector placed greater hope in announcements and advertisements. Although there was a steady increase in official advertisement and advertising revenues distributed through the Press Advertisement Agency, this increase was insufficient to compensate for the loss resulting from the removal of paper subsidies. It is stated that between 1980 and 1989, paper prices increased by an average of 55 percent, which was equivalent to the inflation rate. This situation led to the importance of private advertisements, and the press sector tried to revive the market by engaging in intensive advertising activities on television (Dalbudak, 1996, p. 50).

It is stated that the origins of the conditions that facilitated monopolization in Türkiye date back to the 1950s. Between 1950 and 1980, newspaper publishers with a background in journalism were at the forefront of the Turkish press, while after 1980, the dominance of capital over the press gradually increased. The first external entrant to the press sector was Malik Yolaç, owner of *Akşam* Newspaper, followed by Aydın Doğan, an auto parts dealer, who entered the sector in 1979 by purchasing

75% of Milliyet Newspaper's shares. Asil Nadir's purchase of Günaydın Newspaper in 1988 was considered one of the first signs of an increase in the number of owners coming from outside the media and a trend toward monopolization in Turkish media (Yapar Gönenç, 2002, p. 35). As a result of privatization and deregulation (liberalization) measures, it is stated that public monopolies and public measures and interventions aimed at protecting freedom of thought and expression, one of the fundamental rights of citizens, have been abolished. Along with these developments, it is stated that opportunities for international entrepreneurs have been fully opened, and that the ownership and capital structure of the media sector have changed substantially in line with the evolving legal framework (Kaya, 2016, p. 131).

It can be said that, with a few exceptions, the media is now controlled by large holding companies. The five holding groups that shape the communication system are: Aydın Doğan Group, Dinc Bilgin Group, İhlas Holding, Erol Aksoy, and Uzan Group. It is also emphasized that newspaper and magazine distribution is concentrated in the hands of a distribution monopoly formed by the first three groups (Yapar Gönenç, 2002, p. 35). One of the significant developments that began in the mid-1980s and continued until the mid-1990s is said to have been promotional wars. It is stated that this situation seriously weakened media companies economically. It is noted that the products distributed as promotions imposed high additional costs on newspapers, and that in a competitive environment, all newspapers following similar promotions failed to achieve the expected increase in circulation (Kaban Kadioğlu, 2018, p. 105).

Turkish Press after 1990 and 2000: Digitalization, Monopolization and Global Influences

The advancements that started in the 1980s transformed the media environment in Türkiye throughout the 1990s. By the end of the 1990s, there were approximately 3,500 newspapers and magazines, including 16 national daily newspapers such as Milliyet, Hürriyet, Sabah, and Radikal (Kalsın, 2016, p. 78). Although many sectors faced serious difficulties in accessing advanced technology, a significant portion of the national press was equipped with the world's most advanced technologies. Developments in radio and television are also noteworthy: less than a decade after the public monopoly was lifted, there are approximately 1,150 radio stations, more than 30 of which are national, and 261 television channels, 16 of which are national, 15 regional, and 230 local. During this process, Türkiye began to rank among the top countries worldwide in terms of the number of broadcasting institutions (Kaya, 2016, p. 259). Since the founding of the Republic, there has also been significant development in local journalism, with the number of daily newspapers published in Türkiye rising to 372 in 1990 (Topuz, 2018, pp. 381-382).

With the technological advancements initiated in the late 20th century and the growing use of the internet, online journalism has emerged prominently. It is emphasized that internet journalism involves the presentation of written and photographic news in an electronic environment via internet technology without the need for printing. It is stated that although this type of journalism is similar to traditional journalism in content, it differs markedly in the environment in which it is published. It is seen as an important development that newspapers and magazines meet their readers,

or the new concept of “internet readers”, in a digital environment (Aziz, 2023, p. 94). It is stated that developments in the internet and computer technologies became an important factor in the development of journalism after 1994. It is noted that internet newspapers developed and became widespread worldwide during this period. It is stated that newspapers published on the internet first appeared in the US in 1995; eight major newspapers, including The Washington Post, New York Times, Daily Mirror, and Herald Tribune, established a company called Yeni Yüzyıl Yayın A.Ş. to instantly transfer their print-ready pages online, thereby initiating an organizational era in virtual news publishing (Gürcan, 1999, pp. 18-32).

The advent of the internet and the widespread adoption of digital printing technologies have led to a decline in newspaper costs, prompting consideration of establishing online newspapers and news websites. In this context, the digital publishing era has led to changes in both cost items and in advertising and classified-ad revenues, which are the main sources of income for newspapers. It is stated that the mainstream press has managed to adapt to the digital era thanks to its skilled human resources and support from large capital groups, but that the local press has experienced difficulties in obtaining advertising due to insufficient capital and a lack of expert journalists in its staff. Today, the accelerated flow of news and changes in news topics driven by digital technology have brought different infrastructure and staff requirements to the forefront in newspapers (Uçak & Erkal, 2019, p. 94).

It is said that in the early days of digital journalism, only a small portion of print newspapers were transferred to the internet with very limited interaction capabilities. It is stated that in 1993, only 20 internet newspapers were published worldwide, but by 1996, there were more than 1,300 internet news sources, including news publications, news groups, and newsletters (Narin, 2017, p. 28).

Among traditional newspapers, Milliyet was the first to begin digital publishing in 1996. Following it, Hürriyet and Sabah newspapers also began online publishing in 1997. While Milliyet was the first newspaper to offer its entire content online, Hürriyet began digital publishing on January 1, 1997, and for the first three years, it offered only the newspaper’s online version. Towards the end of 1999, Hürriyet’s website was revamped to include new channels that allowed users to follow not only the newspaper’s news but also developments throughout the day and stock market data. By 2000, independent news sites had begun to proliferate, with Nethaber, Habertürk, and İnternethaber attracting attention. Among these sites, Habertürk’s decision to adopt the internet as its primary publication platform and break away from the traditional structure was a particularly notable example (Aydoğan, 2013, pp. 30-34). Nethaber, established as part of the website of Superonline, one of Türkiye’s largest service providers, is noted for delivering news from Anadolu Agency and Reuters to its visitors. The first website to publish entirely original and independent content was “www.dorduncukuvvetmedya.com,” founded in 2003 by journalist Ahmet Tezcan (Kalsın, 2016, p. 78).

Method

Research Aim and Research Questions

The aim of this study is to examine the geographical distribution of media organizations in Türkiye at the city and regional levels and to assess the relationship between this distribution and historical, social, economic, and physical geographic factors. The study aims to map the press geography of Türkiye based on data related to print publications with advertising space and to analyze the determining factors behind this geographical distribution. Additionally, the study aims to understand the current state of local, national, and international print publications in Türkiye and to evaluate the dynamics of this state in the press geography. Another objective of the research is to identify the points of contact between the disciplines associated with the concept of press geography and to highlight new areas and topics for study. In line with the research objective, the following questions were addressed:

RQ1: What is the geographical distribution of print publications carrying advertisements in Türkiye by city and region?

RQ2: What geographical factors influence the distribution of print publications carrying advertisements in Türkiye in terms of type and content?

RQ3: How do geographical characteristics (physical and human) shape the distribution of press organizations in Türkiye?

Findings and Analysis

In this study, document analysis was used to examine the geographical distribution of media organizations in Türkiye. Documents have long been considered an important source of data in qualitative research. Document types include books, journals, diaries, maps, statistics, legal texts, newspapers, photographs, interviews, and videos (Kıral, 2020). Document analysis is a scientific research method that involves collecting, reviewing, questioning, and analyzing various documents to use them as a primary source of research data (Sak et al., 2021, p. 228).

In the study, 61,023 data points from 1,594 distinct print publications that carried advertisements between January 2018 and August 2024 were examined as individual documents. During this period, the focus was on the distribution of print publications carrying advertisements by city and economic region. The data were classified by variables including the periodical's name, the city of publication, the month and year in which it carried advertisements, the publication frequency, and the types of content. Additionally, information from academic studies, official reports, and literature reviews on the subject was incorporated into the analysis. The collected data was organized in Excel format. The organized data was mapped in ArcGIS software version 10.5 according to criteria such as publication type, content density, and regional distribution. The data was supported by maps and graphs to detail the distribution of press organizations throughout Türkiye. The effects of Türkiye's physical and human geography on press geography were analyzed using descriptive analysis techniques.

The Press Advertising Agency, the primary data source for this study, provides data only on periodicals that carry official announcements and advertisements via open access. Therefore, the data set used in the study does not include periodicals that continue to be published without carrying advertisements. Because all local press organizations in Türkiye are not centralized in a single database and there are no accessible quantitative data on publications that do not carry advertisements, only data from the Press Announcement Institution could be analyzed in this study. Many periodicals that do not carry advertisements but are effective at the local level continue to exist, especially in cities and districts. This situation results in a focus solely on publications that accept advertisements, given the current open data structure, whereas the evaluation of local press organizations that do not accept advertisements remains a separate area of study that could be addressed using different methods and datasets. Supporting examples of such publications with literature reviews and field research emerge as an important need for future studies.

Data were collected on 1,594 distinct advertising spaces in print publications over 80 months, from January 2018 to August 2024. The data collected included the name of the periodical, the location of publication by province, the month and year in which the advertisement appeared, publication frequency, including daily, weekly, biweekly, monthly, bimonthly, quarterly, and semi-annual; and publication content information, including sports, politics, culture, current events, economy, professional, magazine, industry, commercial, art, health, science, opinion, law, music, technology, nature, environment-ecology, and other categories. A total of 61,023 data points on printed publications that carry advertisements were evaluated in the scope of the analysis.

Within the scope of the study, a total of 9,809 printed publications with advertising space were recorded in 2018, 9,421 in 2019, 8,826 in 2020, 10,961 in 2021, 10,912 in 2022, 7,165 in 2023, and 3,929 in the first 8 months of 2024.

Table 1

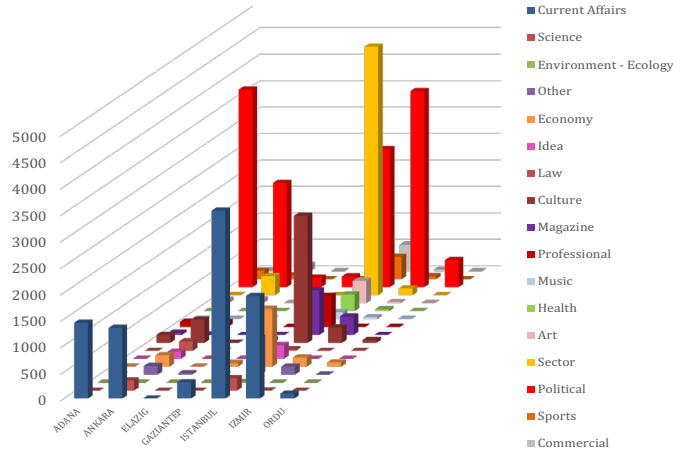
Total Number of Advertisements Given to Printed Publications Receiving Advertisements

Broadcast content	Years							General total	Percentage (%)
	2018	2019	2020	2021	2022	2023	2024		
Politics	4.269	4.162	4.161	5.217	4.911	2.407	1.204	26.331	43,149
Actuality	2.447	2.169	1.843	2.500	2.753	2.044	1.055	14.811	24,271
Sector	907	838	676	797	817	815	542	5.392	8,836
Culture	672	662	629	706	721	594	360	4.344	7,119
Economy	310	302	302	344	369	325	176	2.128	3,487
Magazine	227	251	252	259	239	164	104	1.496	2,452
Sport	232	196	189	208	190	91	48	1.154	1,891
Commercial	165	159	104	140	155	108	56	887	1,454
Art	138	147	126	131	122	104	64	832	1,363

Vocational	131	129	120	129	119	98	64	790	1,295
Science	85	93	60	57	58	60	40	453	0,742
Idea	47	47	37	65	76	77	48	397	0,651
Health	42	59	55	65	60	50	32	363	0,595
Law	36	49	48	52	45	12	8	250	0,410
Music	17	43	26	29	35	14	8	172	0,282
Environment-ecology	1	12	2	0	0	0	0	15	0,025
Technical	11	0	0	0	0	0	0	11	0,018
Nature	5	1	0	0	0	0	0	6	0,010
Other	67	102	196	262	242	202	120	1.191	1,952
General total	9.809	9.421	8.826	10.961	10.912	7.165	3.929	61.023	100,0

As shown in Table 1, advertising space in print media is concentrated in political (43.1%) and current affairs (24.2%) content.

As presented in Table 1, which examines print publications that published various content and carried advertisements between January 2018 and August 2024, there are 19 categories: 18 defined content types and an “other” category for undefined content. This table shows that culture, economy, and magazines are the top three publication content categories in terms of the number of publications. When examining publication content, it is noteworthy that while the rates of increase and decrease vary from year to year, political and current affairs content has decreased significantly since 2023. In 2021 and 2022, however, an increase in these content types was observed. The rise and fall in content types can be attributed to the pandemic, natural disasters, and social events that profoundly affected Türkiye. The reasons for not advertising in Türkiye’s Eastern Anatolia Region and other geographical regions, as well as in some settlements relatively close to the border, can be said to be closely related to the cultural norms of advertising in print media, along with the effects of geographical factors in the western and eastern parts of the country. When focusing on the reasons, the importance of geographical factors and the suitability of the sociocultural context become evident. According to available data, advertising is widespread in cities with communication faculties due to an established culture, whereas in cities such as Tokat and Gümüşhane, such a culture has not yet developed. When focusing on regional distribution and historical processes, cities such as Istanbul in the Marmara region, Izmir in the Aegean region, Adana in the Mediterranean region, and Ankara in the Central Anatolia region stand out due to their geographical locations. Indeed, these major cities correspond to administrative centers, central business districts, transportation hubs, communication hubs, political hubs, and geopolitical hubs. In addition to these factors, the vast hinterlands of these cities, along with the maritime transportation functions of Izmir and Istanbul, and the presence of land, air, and rail transportation hubs in these cities, make them attractive centers not only for various human activities but also for establishing media organizations.

Figure 1*Distribution of the Number of Times Advertisements Were Given to Printed Publications*

In terms of publication content, political and current affairs categories are at the forefront. In İstanbul, located in the TR1 region, the variety of types is relatively more evenly distributed. In Elazığ, in the TRB region, more than 90 percent of the 207 printed publications are in the political category, and approximately 10 percent are in other categories. In İstanbul, Ankara, and İzmir, significant proportions are also observed in genres other than politics and current affairs. Elazığ is the most notable city in this regard. The situation in which both types clearly dominate all content types is also evident in Ordu.

Elazığ and Ordu attribute their leading positions in press density within their respective regions to distinct characteristics that set them apart from other provinces. Elazığ, located at a strategic junction in Eastern Anatolia's road transportation network, functions as a strong regional hub connecting Malatya, Diyarbakır, Bingöl, and Tunceli along a central axis. This centrality facilitates intense flows of trade, education, healthcare, and administrative activities from surrounding provinces, thereby providing the press with a continuous supply of news and content. The city's economy is based on geographically indicated products and a wide range of sectors—including agriculture, commerce, cultural industries, livestock, and food and construction—thereby creating a robust market for advertising and sponsorship. In terms of publication content, more than 90% of Elazığ's 207 registered printed outlets in the TRB region focus on political and current affairs, while only about 10% address other categories. This indicates that the city's press landscape is predominantly shaped by political and contemporary developments, with news content largely driven by regional and local political agendas. Ordu, on the other hand, stands out as a port city on the Black Sea coast, characterized by maritime trade, hazelnut production, and tourism. Its central location on the Black Sea Coastal Highway enhances east-west transportation and distribution networks, facilitating the physical accessibility of the press. These differentiated features make Elazığ the regional leader of

press geography in Eastern Anatolia with its concentration on political and current affairs, while positioning Ordu as the regional leader of the Black Sea with its content diversity and socio-economic dynamism.

The data used in the study requires seven different evaluations when considering Türkiye's geographical regions. However, since the boundaries of the regions do not match the administrative boundaries of the cities within the scope of the study, the cities have been mapped based on provincial boundaries, which can be used for evaluation within the scope of the IBBS. (Kalkınma Ajansları, 2025).

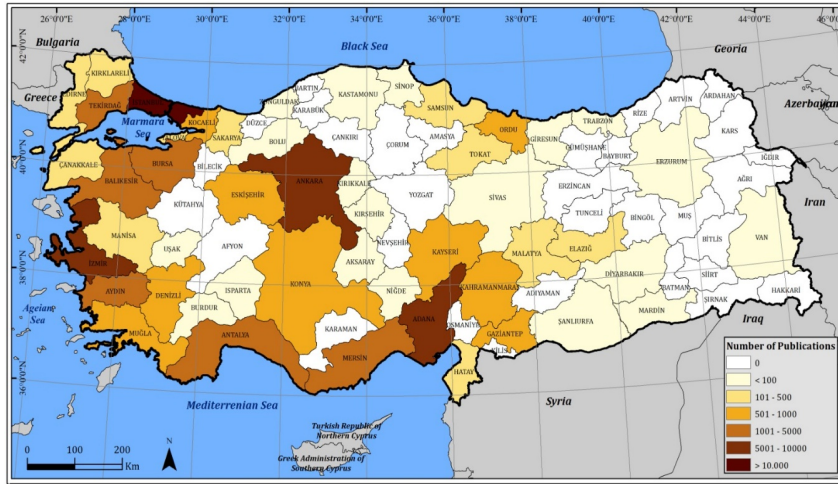
Figure 2

Total Distribution by Classification of Territorial Units for Statistics (NUTS) in Türkiye



According to the economic region classification shown in Figure 2, when looking at regions with 15,000 or more advertisements in print media, Istanbul ranks first among cities. Also, it ranks first as a region under the TR1 region (Figure 2).

When examining regions with 15,000 or more printed publications in advertising space, according to the economic region divisions in Figure 2, Istanbul ranks first within the TR1 region on a city basis. The TR6 and TR3 regions rank second in terms of publication abundance and density. The TR5 region ranks third, while the TR2 and TR4 regions rank fourth among the other economic regions in the Marmara Region outside Istanbul. TRA is the region with the fewest number of media outlets publishing in 2018. The TRC, TR7, TR8, and TR9 regions have a greater distribution in terms of the number of publications in the 500-1000 range among the economic regions. The TRB economic region has the fewest print publications with advertising space, after the Northeast Anatolia region, which has the fewest. When examining Figure 2 and Figure 3, it is observed that the number of publications in Istanbul, Ankara, Izmir, and Adana matches only the TR1 region at the regional level. In contrast, the number of publications is concentrated in the northwest, west, and south of Türkiye within the statistical regions.

Figure 3*Distribution of the Frequency of Advertising Given to Printed Media by Province*

As shown in Figure 3, the number of printed publications with advertising space in Türkiye is concentrated in Istanbul, Ankara, Adana, and Izmir. When considering the factors influencing urbanization movements and urbanization models in Türkiye (Işık, 2005, p. 68), cities with high levels of urbanization and central characteristics that stand out in various functions related to transportation management, industry, and migration are noteworthy. Mersin, Antalya, Aydın, Bursa, and Balıkesir follow these cities. Although the positive effect of proximity on urbanization is widely accepted (Zeren & Kılınc-Savrul, 2012, p. 4762), it is recognized that this is not the case for all cities in which advertisements are published in print media. These cities also encompass many urban functions within the same region, beyond the characteristics of metropolitan municipalities. In addition to its historical, cultural, and socioeconomic importance, Istanbul serves as a provider of services in many areas within its own borders and surroundings, including health, education, industry, and tourism. Furthermore, Istanbul holds national and international geopolitical significance. Ankara is a strategic and geopolitical city with a significant hinterland in politics, society, culture, and the economy, as it is the administrative capital and one of the most important centers of the Republic of Türkiye. The cities named above are hubs of communication and information exchange; therefore, press coverage is extensive and intense.

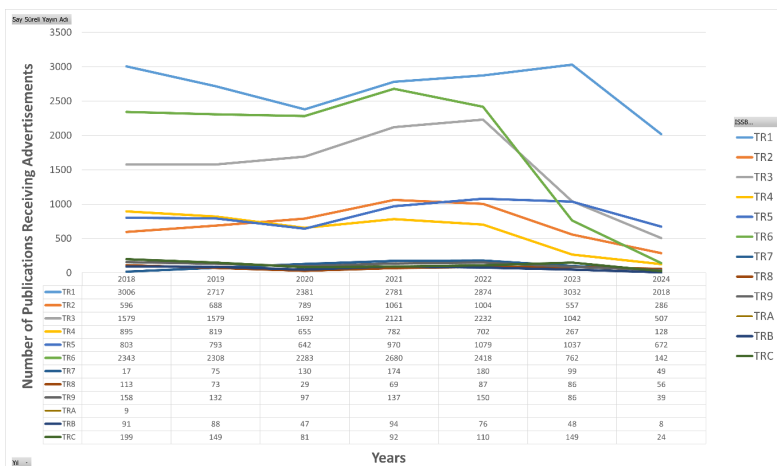
Cities with no print publications carrying advertisements between January 2018 and August 2024 are represented in white on Figure 3. Looking at Figure 3, it should not be concluded that there are no print publications in cities that do not carry advertisements. Many local newspapers continue to publish but do not receive advertisements. The reasons for these publications not receiving advertisements include low circulation, insufficient staff, lack of technical infrastructure, and failure to meet the criteria set by the Press Advertising Agency. Accordingly, 32 cities (Adıyaman, Afyonkarahisar, Ağrı, Amasya, Ardahan, Artvin, Bartın, Batman, Bayburt, Bilecik, Bingöl, Bitlis, Çankırı, Çorum, Düzce, Erzincan,

Gümüşhane, Hakkâri, Iğdır, Karabük, Karaman, Kars, Kilis, Kütahya, Muş, Nevşehir, Osmaniye, Rize, Siirt, Şırnak, Tunceli, Yozgat) do not have any printed publications with advertising space. In 19 cities (Isparta, Şanlıurfa, Bolu, Giresun, Van, Sinop, Sivas, Mardin, Niğde, Trabzon, Zonguldak, Burdur, Erzurum, Uşak, Aksaray, Kastamonu, Kırıkkale, Kırşehir, Diyarbakır), the number of printed publications with advertising space is below 100 (Figure 3). The fact that cities with less than 100 print media advertising spaces are situated on national and regional boundaries suggests that a number of functions are neglected, which may also have an impact on the development of press culture, given the area in which they are situated. However, more thorough research specific to cities or regions is required to address the aetiology of this particular situation.

When considering Türkiye's seven geographical regions, Istanbul stands out for the Marmara Region, Adana for the Mediterranean Region, Izmir for the Aegean Region, Ankara for the Central Anatolia Region, Gaziantep for the Southeastern Anatolia Region, Erzurum for the Eastern Anatolia Region, and Ordu for the Black Sea Region (Figure 3). This situation can be explained by the fact that these cities stand out in terms of their functional characteristics within their respective geographical regions, their levels of development, and the fact that they represent cities where the journalism sector has also developed. Geographical factors such as geology, geomorphology, favorable climate characteristics, soil characteristics, hydrographic characteristics, and the diversity of biogeographical factors act as natural and indirect determinants. Human factors such as settlement, population characteristics, industry, trade, marketing, and transportation are direct determinants that refer to the concept of a central location. Indeed, while the size, nature, functional diversity, and suitable conditions determining transportation and communication channels of a settlement constitute natural developmental factors, in the opposite case, the limiting effect of climate and landforms on settlement, population, economy, social interaction, and transportation are factors that place the settlement at a disadvantage, as seen in the example of Hakkâri city in Figure 3.

Figure 4

Number of Printed Publications with Advertising Space by Year and Region



The graph titled “Number of Printed Publications with Advertising Space by Year and Region” shows the number of printed publications with advertising space in the TR1, TR2, TR3, TR4, TR5, TR6, TR7, TR8, TR9, TRA, TRB, and TRC categories from January 2018 to August 2024.

In 2020, there was a decline in the TR1, TR4, TR5, TR6, TR8, TRB, and TRC regions, while there was an increase in the TR2, TR3, and TR7 regions. However, in 2023, when there was a decline in 9 regions, an increase occurred in the TR1 region. This situation can be attributed to the social, cultural, and economic functions of Istanbul, which has regional status, and the mission it undertakes in this context.

In general, following the rise in the 2020-2021 period, a decline was observed in nine categories in 2023. The sharp decline experienced in 2023 can be said to reflect a transformation caused by economic, sectoral, or strategic factors. Indeed, when considering the social, cultural, and economic issues that arose in neighboring provinces as a result of the February 6 earthquakes, which were described as the disaster of the century and directly and severely affected 11 provinces and 1 district in Türkiye, it is possible to see the effects of this natural disaster not only at the regional level but also throughout the country.

An analysis of historical patterns of increase and decrease yields multiple assumptions. The variations observed in 2018–2019 may be attributed to marketers’ strategic preferences for the medium and seasonal fluctuations in the print publishing industry. The increase from 2020 to 2021 may have been affected by temporary factors such as economic recovery post-COVID-19 pandemic, heightened demand for digital advertising, or sector-specific benefits. The notable decrease in 2023 may be attributed to the earthquakes in Kahramanmaraş on February 6 and Hatay on January 20, the multifaceted impacts of the natural disaster at local, regional, and national levels, global economic uncertainties, reductions in advertising budgets, heightened competition, or shifts in target audience behavior, such as the proliferation of advertising barriers. It is essential to recognize that more extensive data sets and more contextual research are required to ascertain the precise reasons of these trends.

Conclusion

The importance of media organizations is growing at both the global and regional levels. This situation ensures that media organizations in Türkiye play a critical role in the social, political, and economic framework of the country’s current situation and future. Historically, it is clear that media organizations, especially newspapers, have shaped communication and news at the local and global levels in conjunction with information and technology. Taking Türkiye as an example, it is evident that newspapers are not solely dependent on advertising revenue, but also reflect the social, economic, and cultural fabric of cities through the geographical spread of human activities. Media organizations guide geopolitical and strategic interactions between regions by compiling historical documents from the news they gather in specific geographical areas.

The findings of the study reveal that printed publications that carry advertisements in Türkiye are concentrated in cities with a high level of social, cultural, economic, and political development. While

this concentration is observed in hubs such as Istanbul, Ankara, Izmir, and Adana, which perform trade, industry, and communication functions, the situation of local printed publications that do not carry advertisements or are not well-known points to a problem that needs to be considered. This deficiency necessitates new regulations to organize the unique press culture of cities and address the rights and expectations within the sector. In this study, it is anticipated that future research on Türkiye's press geography will pave the way for new regulations regarding institutionalization, rights, working conditions, education, and professional standards for decision-makers.

The existence and development of media organizations are closely related to the socio-economic structure of cities and the characteristics of central business districts. When natural and human geographical conditions are considered alongside factors affecting urbanization dynamics, it is evident that the decline in the number of media outlets and fluctuations in advertising revenue is not independent of these factors. In addition to geographical conditions, sociopsychological and political factors play a decisive role in the number of print publications with advertising space, while the existence of print media organizations that cannot generate advertising revenue in some cities is an important reality that must be taken into account in this field.

This study examines the geographical distribution of print publications with advertising space in Türkiye and reveals the effects of regional and urban social, economic, and cultural differences on the press. Between January 2018 and August 2024, an increase in the number of publications with advertising space was observed in large cities such as Istanbul, while a decrease was seen in cities such as Adana, Izmir, and Mersin. The decrease in political and current affairs content since 2023 can be attributed to the impact of the pandemic, natural disasters, and social events on the field. The absence of advertising practices due to various reasons, such as geographical factors and press culture, limits the development of press organizations, as seen in the example of Eastern Anatolia. Cities in the Marmara, Aegean, and Central Anatolia regions stand out due to their economic and logistical advantages, while limited development in other regions is notable. At this point, the relationship between the press geography and the socio-economic structure and natural conditions of cities emphasizes the necessity of a balanced organization in the press sector.

Another situation is that the control of cities' unique press culture and organization in economic, social, and cultural terms will shed light on the resolution of the sector's rights and expectations regarding problems and solutions. The main reason for addressing the issue from a geographical perspective is that, in addition to the historical significance of some of the printed publications, there is no balanced and equal organization in the geography of Türkiye. In this context, it is clear that some printed publications are global and regional in nature, while others are local. The number of printed publications with advertising space has increased in Türkiye, and it has been observed that social, cultural, economic, political, and policy balances have increased in regional and highly developed cities to date. These publications are concentrated in cities such as Istanbul, Ankara, Izmir, and Adana, which serve as hubs for transportation, communication, trade, industry, wholesale, and retail functions. The current situation not only evokes the concept of a central location but also raises questions about the impact of these locations on urbanization levels.

The marked imbalances in spatial distribution make it possible to explain the clustering of advertising and media companies, particularly in large cities, using theoretical concepts such as “geographical centrality” and “urban attractiveness”. Geographic centrality emphasizes the tendency for economic and social resources to concentrate in specific geographic areas (cities), as discussed in Harvey’s work on the spatial organization of urban capital accumulation (Harvey, 1989). In this regard, the concentration of advertising and announcement activities in large cities stems from the characteristics of these cities, such as economic dynamism, high population density, and the centralization of commercial networks. Of course, this situation can be linked to a strong and deep-rooted historical accumulation, the impact of location on the sustainability of settlement, and other geographical advantages. For instance, the advertising revenues of media organizations in Istanbul reflect the demand from advertisers for the advantage of accessing their target audience, which is influenced by the natural and human resources of geographical centralization and local conditions. On the other hand, the concept of “urban attractiveness” can be linked to Florida’s creative class theory (Florida, 2002). It is possible to say that the cultural and economic appeal of cities and the geographical elements that shape their brand value products and identity (Sargin & Demir, 2019) increase the production and consumption of content types such as advertisements and announcements. The findings can be attributed to the fact that media organizations in large cities receive more advertisements due to the high appeal of these cities, which fulfill the function they are intended to serve.

When inequalities in the distribution of advertising and announcements are examined in the context of cause-and-effect relationships, content types, and regional events, it is possible to identify certain types of advertising (e.g., commercial advertisements, cultural event announcements, concerts, rallies, political organizations, etc.) and regional events (e.g., fairs, festivals, harvest seasons) shape this distribution, making the centrality and attractiveness of these cities more visible, both to the relevant audience and to other investments, particularly media investments, directed toward these cities. The increased advertising demand in metropolitan cities can be attributed to factors such as regional events (e.g., international trade fairs or cultural festivals), the GAP project, highway and tunnel industrial investments, city hospitals, and universities. These events intensify the efforts of local and national brands to reach their target audience, thereby increasing the advertising revenues of media organizations. In contrast, media organizations in less attractive or economically less centralized cities receive fewer advertisements due to factors such as limited advertising budgets of local businesses or the scarcity of regional events. This situation can also be supported by Sassen’s theory of global cities (Sassen, 2001). Global or regional centers offer a more favorable environment for advertising and publicity activities due to the intensity of economic and cultural activities. The fact that these cities accept press organizations as a medium of communication and marketing, as well as being structurally linked to the press sector, is one of the primary elements influencing their media intensity. For example, because of their small or medium-sized populations and residential regions, certain metropolitan cities have a comparatively low number of advertising media outlets. This situation can also be attributed to the aforementioned structural and geographical determinants.

Future studies should examine in greater detail the impact of advertising types (e.g., digital advertising, print ads) and regional events on city attractiveness and investigate how these dynamics change in different geographical contexts. Indeed, geographers have utilized newspaper archives to study the historical development of a city, and today, studies emphasize that spatial issues are an important tool for communicating demands to authorities (Erdoğan & Zaman, 2023).

However, some methodological limitations of the study make it difficult to comprehensively analyze the cause-and-effect relationships related to the distribution of advertisements and announcements. Since the data set used in the study only covers periodicals that carry official announcements and advertisements, press organizations that do not carry advertisements but may be influential at the local level are excluded from the scope of the study. The absence of a centralized and openly accessible database on local press outlets that do not receive advertisements in Türkiye has made it difficult to conduct a quantitative analysis of these publications. Therefore, relying solely on official data provided by the Press Announcement Institution as the data source for the study has become a methodological necessity. However, in many cities, especially in small and medium-sized settlements, periodicals operating without advertising revenue attract attention due to their social and cultural impacts. The limited access to such publications and their lack of systematic archiving have made it difficult to include these structures within the current analytical framework. Consequently, evaluations of publications that do not receive advertising revenue emerge as a separate area of study that requires alternative data sources and different methods.

In this context, considering that this study was conducted through print publications with advertising space, the situation of local, regional, or international print publications that do not carry advertisements and are not recognized by the Press Advertising Agency is thought-provoking. This study can be considered a guiding starting point for research based on geographical distribution on the aforementioned publications and other press organs. Therefore, another aspect that enhances the importance of this study is the consideration of printed publications alongside other media outlets at the city level and the increased visibility of topics excluded from this study in new research.

Establishing a robust data structure and a strong archival culture for such studies clearly highlights the need for more comprehensive institutionalization. Understanding the function of print publications in today's societies and their future mission, analyzing the dynamic structure between communities living in cities and the sphere of influence of these publications, and evaluating the relationship between journalism and science, technology, and spatial variability are of great importance. In this regard, the structural organization and development of press organs is vital in terms of meeting the need for qualified human resources in the sector.

On the other hand, it is anticipated that academic institutions supporting interdisciplinary research projects on media-geography interaction and opening postgraduate study areas in this direction will contribute to the production of qualified knowledge in the field. In this regard, archiving press-related data in a regular, transparent, and accessible manner will enhance the quality of future research and create a consistent and sustainable information infrastructure for interdisciplinary studies conducted at the intersection of media and geography. This research was conducted within

the scope of the stated sample size and data set. It is anticipated that future research incorporating advanced spatial statistical analyses or qualitative interviews will contribute to a more in-depth explanation of the subject.

Author Declarations

Peer Review Statement: This article has been evaluated through a double-blind peer review process.

Plagiarism Check: The article was scanned with intihal.net and iThenticate program and found to be in compliance with the journal's plagiarism policy.

Conflict of Interest: The author(s) declares to have no conflict of interest.

Financing and Project Support: No institutional/financial support was received for this study.

Ethics Committee Approval: This study does not require ethics committee approval.

Use of Artificial Intelligence Tools: DeepL artificial intelligence tool was only used for language control and translation purposes in this study. The originality, accuracy, and compliance with publication ethics of the generated content has been verified by the translator.

Author Contributions: Conceptualization: Ş.D.; Methodology: T.E.A.; Software: Ş.D. and D.S.; Validation: Ş.D., D.S. and T.E.A; Formal analysis: D.S.; Investigation: Ş.D., D.S. and T.E.A; Resources: Ş.D. and T.E.A; Data curation: D.S.; Writing – original draft: Ş.D., D.S. and T.E.A; Writing – review and editing: Ş.D., D.S. and T.E.A; Visualization: Ş.D. and D.S.; Supervision: Ş.D., D.S. and T.E.A; Project administration: Ş.D., D.S. and T.E.A

Data Sharing Statement: No new data was generated in this study. Data shared through open access at the Press Advertisement Agency was compiled and analyzed. Data sharing is not applicable to this study.

References

- Adaklı, G. (2006). *Türkiye'de medya endüstrisi: Neoliberalizm çağında mülkiyet ve kontrol ilişkileri*. Ütopya Yayınevi.
- Adams, P. C. (2009). *Geographies of media and communication*. John Wiley & Sons.
- Adams, P. C. (2011). A taxonomy for communication geography. *Progress in Human Geography*, 35(1), 37-57. <https://doi.org/10.1177/030.913.2510368451>
- Alacı, B., & Babaoğlu, R. (2021). 27 Mayıs sürecinde Türkiye'deki basın politikaları [Press policies during the process of 27 May 1960 coup in Turkey]. *Cumhuriyet Tarihi Araştırmaları Dergisi – CTAD [CTAD: Journal of Modern Turkish History Studies]*, 17(33), 317-346.
- Aydoğan, D. (2013). Türkiye'de dijital gazetecilik: Habertürk ve Hürriyet gazeteleri örneği. *Turkish Online Journal of Design Art and Communication*, 3(3), 26-40.
- Aziz, A. (2023). *İletişime giriş*. Nobel Yayıncılık.
- Broussard, M., Diakopoulos, N., Guzman, A. L., Abebe, R., Dupagne, M., & Chuan, C. H. (2019). Artificial intelligence and journalism. *Journalism & Mass Communication Quarterly*, 96(3), 673-695. <https://doi.org/10.1177/107.769.9019859901>

- Cankaya, Ö. (2015). *Bir kitle iletişim kurumunun tarihi: TRT 1927-2000*. İmge Kitabevi.
- Castells, M. (2011). *The rise of the network society*. John Wiley & Sons.
- Couldry, N., & McCarthy, A. (2004). *MediaSpace: Place, scale and culture in a media age*. Routledge.
- Çakır, H., & Yavalar, D. E. (2017). Demokrat Parti iktidarı ve basın. [Press in Democratic Party era]. *Manas Sosyal Araştırmalar Dergisi [Manas Journal of Social Studies]*, 6(3), 1-14.
- Dalbudak, Ş. (1996). *Türkiye’de basın işletmeciliğinin doğuşu ve gelişimi* (Publication No. 54454) [Master’s thesis, Marmara University]. Ulusal Tez Merkezi.
- Değirmenci, N. (2010). *Medya ve demokrasi: Türkiye’de siyasal iktidar-toplum ilişkisinde medyanın rolü [Media and democracy: The role of media in the relation between political power and society in Turkey]* (Publication No. 253502) [Doctoral dissertation, Dokuz Eylül University]. Ulusal Tez Merkezi.
- Deuze, M. (2003). What is journalism? *Journalism Studies*, 4(4), 267-283.
<https://doi.org/10.1177/146.488.4905056815>
- Doğanay, H., & Doğanay, S. (2014). *Coğrafya’ya giriş*. Pegem Akademi.
- Doğanay, H., & Orhan, F. (2024). *Türkiye beşerî coğrafyası* (8th edition). Pegem Akademi.
- Duman, H. H. (2018). II. Meşrutiyet ve Mütareke dönemlerinde basın (1908-1918). In H. H. Duman, & C. Pekman, *Türk basın tarihi*. Anadolu Üniversitesi Açıköğretim Yayınları.
- Erdoğan, H., & Zaman, S. (2023). Haber içeriklerine yansıyan turizm problemleri üzerine bir sorgulama: Bursa ili örneği [An inquiry on tourism problems reflected in news content: The case of Bursa province]. *International Journal of Social Inquiry*, 16(2), 655-680. <https://doi.org/10.37093/ijsi.1349789>
- Florida, R. (2002). *The rise of the creative class*. Basic Books.
- Göney, S., & Bayartan, M. (2017). *Şehir coğrafyası II* (1st edition). Beta Basım Yayın.
- Gülmez, N. (2022). 1922 yılında Anadolu basını. In Ö. Arslan (Ed.), *Türk İstiklâl Harbi’nin 100. yılında 1922 yılı gelişmeleri* (pp. 359-408). Türk Ocakları Yayınları.
- Gürçan, H. İ. (1999). *Sanal gazetecilik*. Anadolu Üniversitesi Yayınları.
- Harvey, D. (1989). *The urban experience*. University Press.
- Harvey, D. (2009). *Cosmopolitanism and the geographies of freedom*. Columbia University Press.
- Hermida, A. (2010). Social media and the news. *Journalism Practice*, 4(3), 297-308.
- Hess, K., & Waller, L. (2017). Local journalism in a digital world. *Digital Journalism*, 5(4), 389-403.
- Işık, Ş. (2005). Türkiye’de kentleşme hareketi ve kentleşme modelleri [Urbanisation and urbanisation models in Turkey]. *Ege Coğrafya Dergisi [Aegean Geographical Journal]*, 14(1-2), 57-71.
<https://doi.org/10.29224/insanveinsan.400126>
- Kaban Kadioğlu, Z. (2018). Türkiye’de medya sahipliği ekseninde mülkiyet yapılarındaki değişimin kronolojik analizi (1950-2010) [A chronological analysis of the change in the ownership structure of media in Turkey (1950-2010)]. *İnsan ve İnsan*, 5(16), 100-120. <https://doi.org/10.29224/insanveinsan.400126>
- Kalkınma Ajansları. (2025, January 20). *Kalkınma planlamasında istatistiki bölge birimleri sınıflandırması [Classification of statistical regional units in development planning]*. Retrieved Ocak 20, 2025, from Kalkınma Ajansları [Development Agencies]. <https://ka.gov.tr/sayfalar/kalkinma-planlamasinda-istatistiki-bolge-birimleri-siniflandirmasi—24>
- Kalsın, B. (2016). Geçmişten geleceğe internet gazeteciliği: Türkiye örneği [Online journalism from past to future: The case of Turkey]. *International Journal of Social Science*(42), 75-94.
<https://doi.org/10.9761/JASSS3267>
- Karayolları Genel Müdürlüğü. (2025). Türkiye’de kullanılan ilk bilgisayar [The first computer used in Türkiye]. Retrieved Ocak 20, 2025, from <https://www.kgm.gov.tr/Sayfalar/KGM/SiteTr/Galeri/IlkBilgisayar.aspx>

- Kaya, R. A. (2016). *İktidar yumağı: Medya, sermaye, devlet*. İmge Kitabevi.
- Kıral, B. (2020). Nitel bir veri analizi yöntemi olarak doküman analizi. *Siirt Üniversitesi Sosyal Bilimler Enstitüsü Dergisi [Siirt University Journal of Social Sciences Institute]*, 8(15), 170-189.
- Koloğlu, O. (1992). *Osmanlı'dan günümüze Türkiye'de basın*. İletişim Yayınları.
- Kopar, M. (2016). Cumhuriyetin kuruluş yıllarında basın iktidar ilişkisi (1920-1925) [The relationship between the press and the government during the foundation years of the republic (1920-1925)]. *Cumhuriyet Üniversitesi Fen-Edebiyat Fakültesi Sosyal Bilimler Dergisi [Cumhuriyet University Journal of Social Sciences]*, 40(1), 117-135. <https://dergipark.org.tr/tr/download/article-file/224666>
- Kurşun, A. K. (2007). Türkiye'de yerel basının geleceğine ilişkin bazı öngörüler. In S. Gezgin (Ed.), *Türkiye'de yerel basın* (pp. 381-390). İstanbul Üniversitesi Yayınları.
- Kuyucu, M. (2013). Türkiye'de çapraz medya sahipliği: Medya ekonomisine olumsuz etkileri ve bu etkilerin önlenmesine yönelik öneriler [Cross media ownership in Turkish media industry: The negative effects to Turkish media industry and suggestions to avoid them]. *Selçuk İletişim [Journal of Selcuk Communication]*, 8(1), 144-163.
- Latar, N. L. (2018). *Robot journalism: Can human journalism survive?* World Scientific.
- Lefebvre, H. (1991). *The production of space*. Blackwell.
- Nalcioglu, B. U. (2021). *Türk basın tarihi*. İstanbul Üniversitesi Açık ve Uzaktan Eğitim Fakültesi [Istanbul University Open and Distance Education Faculty].
- Narin, B. (2017). *Gazetecilik 2.0 internet gazeteciliğinde hipermetinsellik*. Gece Kitaplığı.
- Özey, R. (2004). *Dünya denkleminde ortadoğu coğrafyası: "Ülkeler, insanlar, sorunlar"* (3rd edition). Aktif Yayınevi.
- Özkaya, Y. (1985). Milli Mücadele'de 'Anadolu Ajansı'nın kuruluşu ve faaliyetine ait bazı belgeler [Some documents belonging to the establishment and activity of "Anadolu Agency" in national struggle]. *Atatürk Araştırma Merkezi Dergisi [Journal of Atatürk Research Center]*, 1(2), 587-608.
- Rosen, J. (1999). *What are journalists for?* Yale University Press.
- Sak, R., Sak, İ. T., Şendil, Ç. Ö., & Nas, E. (2021). Bir araştırma yöntemi olarak doküman analizi [Document analysis as a research method]. *Kocaeli Üniversitesi Eğitim Dergisi [Kocaeli University Journal of Education]*, 4(1), 227-250. <https://doi.org/10.33400/kuje.843306>
- Sargın, S., & Demir, Ş. (2019). İnsan mekân ilişkisi ölçeğinde kent kimliği ve Gümüşhane örneği [Urban identity and Gümüşhane case in terms of urban geography]. *The Journal of International Scientific Researches*, 3(4), 221-239. <https://doi.org/10.23834/isrjournal.476849>
- Sassen, S. (2001). *The global city: New York, London, Tokyo*. Princeton University Press.
- Taşlıgil, N. (2010). *Türkiye'nin ulaşım coğrafyası* (2nd edition). Çantay Kitabevi.
- Tokgöz, O. (1979). Televizyon reklamları ve çocuklar. *Ankara Üniversitesi SBF Dergisi [Ankara University SBF Journal]*, 34(1), 93-110. https://doi.org/10.1501/SBFder_000.000.1376
- Tolun-Denker, B. (1977). *Yerleşme coğrafyası: Kır yerleşmeleri*. Edebiyat Fakültesi Matbaası.
- Topuz, H. (2018). *II. Mahmut'tan holdinglere Türk basın tarihi*. Remzi Kitabevi.
- Uçak, O., & Erkal, A. (2019). Osmanlı'dan günümüze Türkiye'de yerel basının gelişim süreci [Development process of local press in Turkey from Ottoman period to present time]. *Selçuk İletişim [Journal of Selcuk Communication]*, 12(1), 92-122. <https://doi.org/10.18094/josc.397938>
- Uğur, A., & Aliğaoglu, A. (2024). *Şehir coğrafyası* (9th edition). Nobel Akademik Yayıncılık.

- Vatansever, F., Zengin, A., Ekiz, H., & Demir, Z. (2000). Hesaplamanın tarihi ve bilgisayarların geliřimi [Development of the history of computing and computer]. *Sakarya Üniversitesi Fen Bilimleri Enstitüsü Dergisi [Sakarya University Journal of Science]*, 4(1-2), 73-81.
- Yapar Gönenç, A. (2002). Türk yazılı basınında tekelleřme olgusu. *İstanbul Üniversitesi İletişim Fakültesi Dergisi [Istanbul University Faculty of Communication Journal]*(13), 35-48.
- Yaylagül, L. (2019). Eleřtirel ekonomi politik bakıř aısından medyada tekelleřme sorunu [The problem of concentration in the field of media from a critical political economy perspective]. *İletişim Kuram ve Arařtırma Dergisi [Journal of Communication Theory & Research]* (48), 404-418.
- Yıldız, N. (1996). Demokrat Parti iktidarı (1950-1960) ve basın. *Ankara Üniversitesi SBF Dergisi [Ankara University SBF Journal]*, 51(1), 481-505. https://doi.org/10.1501/SBFder_000.000.1897
- Zeren, F., & Kılınç-Savrul, B. (2012). Türkiye’de řehirleřmeyi etkileyen faktörler: Ekonometri analizi [Analysis of factors affecting urbanization in Turkey: Spatial econometric analysis]. *Yařar Üniversitesi Dergisi [Journal of Yařar University]*, 28(7), 4749-4765.
- Zook, M., & Graham, M. (2007). Mapping DigiPlace: Geocoded internet data and the representation of place. *Environment and Planning B: Planning and Design*, 34(3), 466-482. <https://doi.org/10.1068/b32026>