

Table 1096. Periodical Publishers—Estimated Revenue, Expenses, and Inventories: 2004 to 2006

[In millions of dollars (42,290 represents \$42,290,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51112. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15. See also Appendix III]

Item	2004	2005	2006
Operating revenue ¹	42,290	44,051	46,287
Sources of revenue:			
General interest periodicals	23,519	24,117	25,902
Subscription and sales	8,267	8,092	8,479
Advertising space	15,252	16,025	17,423
Professional and academic periodicals	7,658	7,882	7,926
Subscription and sales	4,229	4,423	4,464
Advertising space	3,429	3,459	3,462
Other periodicals	4,254	4,680	4,732
Subscription and sales	2,156	2,336	2,355
Advertising space	2,098	2,344	2,377
Other operating revenue	6,859	7,373	7,727
Printing services for others	982	904	858
Licensing of rights to content	235	294	418
All other	5,642	6,176	6,451
Breakdown of revenue by media type:			
Print	32,909	33,834	34,841
Online	2,052	2,299	3,061
Other media	470	545	658
Operating expenses	34,614	37,695	36,105
Personnel costs	13,274	14,668	14,342
Expensed materials, parts and supplies (not for resale)	1,435	1,535	1,368
Expensed purchased services	6,936	7,537	7,725
Other operating expenses	12,969	13,955	12,669
Inventories at end of year	1,639	1,913	1,804
Finished goods	1,100	1,270	1,225
Work-in-process	128	154	150
Materials, fuels, supplies, etc.	411	489	429

¹ Includes other types of revenue (i.e., printing services) not shown elsewhere.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).