

Table 1092. Newspaper Publishers—Estimated Revenue, Expenses, and Inventories: 2004 to 2006

[In millions of dollars (48,366 represents \$48,366,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5111. 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	48,366	49,723	48,861
Breakdown of revenue by type of media:			
Print	40,705	41,550	40,979
Online	1,869	2,135	2,128
Other media	406	381	423
Operating expenses	39,998	41,093	42,269
Personnel costs:			
Gross annual payroll	19,451	19,870	19,570
Employer's cost for fringe benefits	15,433	15,756	15,273
Temporary staff and leased employee expense	3,766	3,884	4,056
	251	230	241
Expensed materials, parts and supplies (not for resale):			
Expensed equipment	4,396	4,373	3,969
Expensed purchase of other materials, parts and supplies	83	72	75
	4,313	4,301	3,894
Expensed purchased services:			
Expensed software	3,104	3,313	3,587
Purchased electricity and fuels (except motor fuel)	79	88	96
Lease and rental payments	298	340	355
Purchased repair and maintenance	545	573	587
Purchased advertising and promotional services	369	368	359
Purchased printing services	616	670	675
	1,198	1,274	1,515
Other operating expenses:			
Depreciation and amortization charges	13,047	13,537	15,142
Government taxes and license fees	1,849	1,868	2,004
All other operating expenses	378	386	414
	10,820	11,284	12,724
Inventories at end of year	683	703	687
Finished good	(S)	32	(D)
Work-in-process	(S)	(S)	(D)
Materials, fuels, supplies etc.	626	641	607

S Data do not meet publication standards. D Figure withheld to avoid disclosure pertaining to a specific organization or individual. ¹ Includes other types of revenue (e.g., printing services) not shown separately.

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