

**Table 1101. Newspaper Publishers—Estimated Revenue, Expenses, and Inventories: 2004 and 2005**

[In millions of dollars (48,366 represents \$48,366,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51111. 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. Minus sign (-) indicates decrease]

Item			Percent change 2004-05
	2004	2005	
<b>Operating revenue</b> <sup>1</sup> . . . . .	<b>48,366</b>	<b>49,717</b>	<b>2.8</b>
Breakdown of revenue by media type:			
Print . . . . .	41,104	42,468	3.3
Online . . . . .	1,808	2,092	15.7
Other media . . . . .	749	451	-39.8
<b>Operating expenses</b> . . . . .	<b>39,920</b>	<b>40,978</b>	<b>2.7</b>
Personnel costs . . . . .	19,407	19,807	2.1
Gross annual payroll . . . . .	15,355	15,680	2.1
Employer's cost for fringe benefits . . . . .	3,771	3,882	2.9
Temporary staff and leased employee expense . . . . .	282	245	-13.1
Expensed materials, parts and supplies (not for resale) . . . . .	4,379	4,369	-0.2
Expensed equipment . . . . .	97	98	1.0
Expensed purchase of other materials, parts and supplies . . . . .	4,282	4,270	-0.3
Expensed purchased services . . . . .	3,054	3,223	5.5
Expensed software . . . . .	80	89	11.3
Expensed electricity and fuels (except motor fuel) . . . . .	292	335	14.7
Lease and rental payments . . . . .	537	560	4.3
Purchased repair and maintenance . . . . .	383	380	-0.8
Purchased advertising and promotional services . . . . .	617	660	7.0
Purchased printing services . . . . .	1,145	1,200	4.8
Other operating expenses . . . . .	13,080	13,579	3.8
Depreciation and amortization charges . . . . .	2,031	2,048	0.8
Government taxes and license fees . . . . .	377	382	1.3
All other operating expenses . . . . .	10,672	11,149	4.5
<b>Inventories at end of year</b> . . . . .	<b>688</b>	<b>713</b>	<b>3.6</b>
Finished good . . . . .	(S)	33	(S)
Work-in-process . . . . .	15	17	13.3
Materials, fuels, supplies etc. . . . .	644	663	3.0

S Data do not meet publication standards. <sup>1</sup> Includes other types of revenue (e.g., printing services) not shown separately.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2007).