

Table 1105. **Periodical Publishers—Estimated Revenue, Expenses, and Inventories: 2004 and 2005**

[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. Minus sign (-) indicates decrease]

| Item | 2004 | 2005 | Percent change, 2004-05 |
|--|---------------|---------------|-------------------------------|
| Operating revenue ¹ | 42,290 | 45,365 | 7.3 |
| Breakdown of revenue by media type: | | | |
| Print | 29,375 | 30,991 | 5.5 |
| Online | 1,461 | 1,713 | 17.2 |
| Other media | 391 | 428 | 9.5 |
| Operating expenses | 34,583 | 36,294 | 4.9 |
| Personnel | 12,847 | 13,644 | 6.2 |
| Gross annual payroll | 10,370 | 10,925 | 5.4 |
| Employer's cost for fringe benefits | 2,064 | 2,290 | 10.9 |
| Temporary staff and leased employee expense | 413 | 429 | 3.9 |
| Expensed materials, parts and supplies (not for resale) | 1,531 | 1,521 | -0.7 |
| Expensed equipment | 246 | 201 | -18.3 |
| Expensed purchase of other materials, parts and supplies | 1,284 | 1,319 | 2.7 |
| Expensed purchased services | 7,375 | 7,701 | 4.4 |
| Expensed software | 475 | (S) | (S) |
| Expensed electricity and fuels (except motor fuel) | 116 | 136 | 17.2 |
| Lease and rental payments | 1,130 | 1,248 | 10.4 |
| Purchased repair and maintenance | 247 | 297 | 20.2 |
| Purchased advertising and promotional services | 2,358 | 2,519 | 6.8 |
| Purchased printing services | 3,049 | 3,183 | 4.4 |
| Other operating expenses | 12,830 | 13,429 | 4.7 |
| Depreciation and amortization charges | 1,714 | 1,674 | -2.3 |
| Government taxes and license fees | 174 | 190 | 9.2 |
| All other | 10,942 | 11,565 | 5.7 |
| Inventories at end of year | 1,635 | 1,834 | 12.2 |
| Finished good | 1,118 | 1,245 | 11.4 |
| Work-in-process | 110 | 129 | 17.3 |
| Materials, fuels, supplies etc. | 406 | 460 | 13.3 |

S Data do not meet publication standards. ¹ 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).