

**Table 1133. Publishing Industries—Estimated Revenue by Source and Media Type: 2005 to 2008**

[In millions of dollars (267,801 represents \$267,801,000,000). 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, Section 15 and Appendix III]

Source of revenue and media type	2005	2006	2007	2008
<b>Publishing industries (except Internet) <sup>1</sup> . . . . .</b>	<b>267,801</b>	<b>280,794</b>	<b>295,768</b>	<b>300,365</b>
<b>Newspaper publishers . . . . .</b>	<b>49,594</b>	<b>49,239</b>	<b>47,914</b>	<b>43,918</b>
General newspapers . . . . .	41,270	40,730	39,239	35,949
Subscription and sales . . . . .	8,692	8,673	8,308	8,184
Advertising space . . . . .	32,578	32,056	30,931	27,765
Specialized newspapers . . . . .	2,505	2,270	2,449	2,361
Subscription and sales . . . . .	(S)	(S)	(S)	(S)
Advertising space . . . . .	2,225	1,930	2,080	2,007
Other operating revenue . . . . .	5,818	6,239	6,226	5,609
Printing services . . . . .	1,394	1,317	1,231	1,126
Distribution services . . . . .	2,105	2,035	1,925	1,620
All other . . . . .	2,318	2,887	3,069	2,863
Print newspapers . . . . .	41,654	40,953	39,538	35,841
Online newspapers . . . . .	1,526	1,418	1,645	2,017
Other media newspapers . . . . .	595	629	504	451
<b>Periodical publishers . . . . .</b>	<b>44,241</b>	<b>46,827</b>	<b>48,692</b>	<b>47,505</b>
General interest periodicals . . . . .	21,985	23,627	23,847	22,152
Subscription and sales . . . . .	7,372	7,722	7,730	7,109
Advertising space . . . . .	14,612	15,905	16,116	15,042
Professional and academic periodicals . . . . .	7,793	7,829	8,119	7,376
Subscription and sales . . . . .	4,260	4,330	4,335	3,671
Advertising space . . . . .	3,533	3,499	3,784	3,705
Other periodicals . . . . .	3,751	3,839	4,178	3,918
Subscription and sales . . . . .	2,046	2,074	1,869	1,723
Advertising space . . . . .	1,705	1,764	2,309	2,196
Other operating revenue . . . . .	10,713	11,533	12,548	14,059
Printing services for others . . . . .	1,303	1,260	1,273	1,269
Licensing of rights to content . . . . .	394	454	485	477
All other . . . . .	9,016	9,819	10,789	12,314
Print . . . . .	30,671	31,567	32,209	28,913
Online . . . . .	2,307	3,080	2,993	3,507
Other media . . . . .	550	646	942	1,026
<b>Book publishers . . . . .</b>	<b>27,909</b>	<b>28,240</b>	<b>29,344</b>	<b>30,284</b>
Books, print . . . . .	24,270	24,504	24,990	25,888
Textbooks . . . . .	9,999	10,346	10,985	11,982
Children's books . . . . .	3,072	3,097	3,114	3,320
General reference books . . . . .	1,273	1,081	958	903
Professional, technical, and scholarly books . . . . .	3,166	3,256	2,920	3,195
Adult trade books . . . . .	6,760	6,725	7,013	6,488
All other operating revenue . . . . .	3,639	3,736	4,353	4,396
Print books . . . . .	22,775	22,948	23,096	23,769
Online books . . . . .	(S)	775	936	1,084
Other media books . . . . .	733	782	958	1,035
<b>Directory and mailing list publishers . . . . .</b>	<b>19,413</b>	<b>18,886</b>	<b>19,764</b>	<b>20,098</b>
Directories . . . . .	13,789	13,520	13,403	12,866
Subscription and sales . . . . .	361	365	367	381
Advertising space . . . . .	13,428	13,154	13,036	12,485
Database and other collections . . . . .	3,426	3,297	4,097	4,502
Subscription and sales . . . . .	2,736	2,598	3,147	3,227
Advertising space . . . . .	690	698	949	1,275
Other operating revenue . . . . .	2,198	2,070	2,264	2,730
Rental or sale of mailing lists . . . . .	582	556	730	740
All other . . . . .	1,616	1,514	(S)	1,990
Print directories, databases, and other collections of information . . . . .	13,063	12,993	12,854	12,422
Online directories, databases, and other collections of information . . . . .	3,319	3,000	3,700	4,186
Other media directories, databases, and other collections of information . . . . .	833	824	946	760

S Figure does not meet publication standards. <sup>1</sup> Includes other industries not shown separately.

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.