

**Table 1097. Publishing Industries—Estimated Revenue by Source and Media Type: 2004 to 2007**

[In millions of dollars (256,301 represents \$256,301,000,000). 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). See also Appendix III]

Source of revenue and media type	2004	2005	2006	2007
<b>Publishing industries (except internet) <sup>1</sup></b>	<b>256,301</b>	<b>269,715</b>	<b>282,880</b>	<b>297,709</b>
<b>Newspaper publishers</b>	<b>48,366</b>	<b>49,958</b>	<b>49,601</b>	<b>48,274</b>
General newspapers	40,810	42,080	41,564	40,083
Subscription and sales	8,884	9,207	9,276	8,918
Advertising space	31,926	32,873	32,289	31,165
Specialized newspapers	2,439	2,524	2,637	2,574
Subscription and sales	(S)	(S)	(S)	(S)
Advertising space	2,149	2,242	2,294	2,202
Other operating revenue	5,117	5,354	5,400	5,617
Printing services	1,310	1,404	1,326	1,240
Distribution services	2,024	2,094	2,022	1,911
All other	1,783	1,856	2,052	2,466
Print newspapers	41,319	42,468	42,118	40,638
Online newspapers	1,308	1,537	1,450	1,728
Other media newspapers	621	600	633	291
<b>Periodical publishers</b>	<b>42,290</b>	<b>44,315</b>	<b>46,948</b>	<b>49,292</b>
General interest periodicals	21,420	22,451	24,025	25,062
Subscription and sales	7,467	7,497	7,856	8,211
Advertising space	13,952	14,954	16,168	16,851
Professional and academic periodicals	6,878	7,009	7,083	7,882
Subscription and sales	3,785	3,924	3,985	4,343
Advertising space	3,093	3,085	3,098	3,540
Other periodicals	3,819	4,176	4,247	3,823
Subscription and sales	1,933	2,081	2,111	1,870
Advertising space	1,886	2,095	2,136	(S)
Other operating revenue	10,173	10,679	11,593	12,524
Printing services for others	887	896	858	808
Licensing of rights to content	237	298	377	333
All other	9,049	9,485	10,358	11,384
Print	29,886	31,113	32,042	32,684
Online	1,848	2,063	2,765	3,271
Other media	382	460	548	813
<b>Book publishers</b>	<b>27,904</b>	<b>27,904</b>	<b>28,237</b>	<b>29,296</b>
Books, print	24,475	24,330	24,600	24,891
Textbooks	9,554	10,038	10,408	10,450
Children's books	3,117	3,082	3,104	3,249
General reference books	1,848	1,415	1,331	972
Professional, technical, and scholarly books	2,745	3,261	3,335	3,044
Adult trade books	7,210	6,535	6,421	7,176
All other operating revenue	3,429	3,574	3,637	4,405
Print books	23,241	23,013	23,163	23,501
Online books	620	654	705	585
Other media books	614	664	731	805
<b>Directory and mailing list publishers</b>	<b>18,040</b>	<b>19,413</b>	<b>18,915</b>	<b>19,890</b>
Directories	13,195	13,873	13,660	13,790
Subscription and sales	340	365	358	329
Advertising space	12,855	13,509	13,301	13,461
Database and other collections	2,894	3,337	3,174	3,828
Subscription and sales	2,323	2,684	2,550	2,853
Advertising space	572	653	624	975
Other operating revenue	1,951	2,203	2,082	2,272
Rental or sale of mailing lists	495	583	557	731
All other	1,456	1,620	1,525	(S)
Print directories, databases, and other collections of information	13,127	13,685	13,483	13,380
Online directories, databases, and other collections of information	2,540	3,243	3,038	3,586
Other media directories, databases, and other collections of information	423	282	313	652

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

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009). See <http://www.census.gov/services/>.