

Table 1134. Publishing Industries—Estimated Revenue by Source and Media Type: 2005 to 2009

[In millions of dollars (260,956 represents \$260,956,000,000). 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 and Appendix III]

Source of revenue and media type	2005	2006	2007	2008	2009
Publishing industries (except Internet) ¹	260,956	269,890	282,223	284,242	263,689
Newspaper publishers	49,401	48,949	47,563	43,919	36,338
General newspapers	42,405	41,963	39,947	36,808	29,633
Subscription and sales	8,708	8,674	8,288	8,323	8,105
Advertising space	33,697	33,289	31,659	28,485	21,528
Specialized newspapers	1,836	1,877	2,091	2,029	1,829
Subscription and sales	(S)	(S)	(S)	(S)	(S)
Advertising space	1,559	1,538	1,724	1,678	1,488
Other operating revenue	5,160	5,109	5,525	5,082	4,876
Printing services	1,525	1,401	1,371	1,271	1,246
Distribution services	2,135	2,009	1,956	1,681	1,546
All other	1,500	1,699	2,198	2,130	2,084
Print newspapers	42,102	41,756	39,874	36,473	29,885
Online newspapers	1,537	1,449	1,655	2,045	1,320
Other media newspapers	602	635	509	319	257
Periodical publishers	42,778	44,757	46,003	44,985	39,060
General interest periodicals	21,270	22,592	22,516	20,802	17,097
Subscription and sales	7,191	7,445	7,730	6,795	6,179
Advertising space	14,079	15,147	15,146	14,007	10,918
Professional and academic periodicals	7,990	7,955	8,156	7,510	6,308
Subscription and sales	4,793	4,830	4,781	4,166	4,061
Advertising space	3,197	3,125	3,375	3,344	2,247
Other periodicals	2,624	2,651	3,029	2,853	2,516
Subscription and sales	1,176	1,172	998	819	681
Advertising space	1,448	1,479	2,031	2,034	1,835
Other operating revenue	10,894	11,559	12,302	13,820	13,139
Printing services for others	1,237	1,183	1,183	1,179	1,018
Licensing of rights to content	374	426	451	442	409
All other	9,283	9,950	10,668	12,199	11,712
Print	29,170	29,697	30,047	26,974	22,030
Online	2,191	2,893	2,780	3,237	2,906
Other media	523	608	874	954	985
Book publishers	27,006	26,701	27,807	28,032	27,222
Books, print	23,356	22,995	23,580	23,825	22,738
Textbooks	9,977	10,126	10,697	11,162	9,891
Children's books	2,604	2,388	2,627	2,515	2,522
General reference books	1,017	860	792	751	625
Professional, technical, and scholarly books	2,979	2,997	2,916	3,127	3,838
Adult trade books	6,779	6,624	6,548	6,270	5,862
All other operating revenue	3,650	3,706	4,227	4,207	4,484
Print books	21,618	21,255	21,526	21,592	20,597
Online books	(S)	862	1,005	1,139	1,286
Other media books	860	878	1,049	1,094	855
Directory and mailing list publishers	18,461	17,617	18,515	18,371	16,670
Directories	13,110	12,594	12,632	11,730	10,136
Subscription and sales	332	318	315	330	274
Advertising space	12,778	12,276	12,317	11,400	9,862
Database and other collections	3,247	3,068	3,779	4,121	4,282
Subscription and sales	2,590	2,416	2,884	2,946	2,950
Advertising space	657	652	895	1,175	1,332
Other operating revenue	2,104	1,955	2,104	2,520	2,252
Rental or sale of mailing lists	566	542	693	705	625
All other	1,538	1,413	(S)	1,815	(S)
Print directories, databases, and other collections of information	12,431	12,126	12,153	11,349	9,843
Online directories, databases, and other collections of information	3,134	2,767	3,390	3,805	3,908
Other media directories, databases, and other collections of information	792	769	868	697	667

S Figure does not meet publication standards. ¹ Includes other industries not shown separately.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.