

17.—Revenue from Advertising and from Subscriptions or Sales of Newspapers, Periodicals and Books, 1962 and 1963

Classes	1962			1963		
	Net Revenue ¹ from—			Net Revenue ¹ from—		
	Advertis- ing	Subscrip- tions and Sales	Total	Advertis- ing	Subscrip- tions and Sales	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Newspapers and Periodicals—						
Newspapers, daily.....	184,054	64,735	248,789	187,619	67,460	255,079
Retail.....	91,294	96,419
Classified.....	40,459	40,074
National.....	52,321	51,126
Newspapers, national weekend.....	17,018	9,283	26,301	17,039	9,466	26,506
Local.....	2,144	2,412
National.....	14,874	14,627
Newspapers, weekly, semi-weekly, tri-weekly, etc.....	24,908	5,931	30,839	24,879	5,740	30,618
Local.....	19,346	19,215
National.....	5,562	5,664
Controlled distribution weekly newspapers....	773	16	789	697	22	719
Local.....	729	655
National.....	44	62
Magazines of general circulation.....	17,875	7,614	25,489	17,320	8,122	25,442
Telephone and city directories.....	32,041	1,800	33,842	32,906	1,876	34,782
Trade, technical, professional and financial pub- lications.....	24,547	5,567	30,114	24,933	5,561	30,494
Agricultural publications.....	5,529	980	6,509	5,617	942	6,559
Religious publications.....	344	4,083	4,427	338	4,046	4,384
School and collegiate publications.....	41	1,170	1,212	44	1,138	1,182
Fraternal publications.....	348	382	730	402	402	804
Juvenile publications.....	25	301	326	29	480	508
All other periodicals.....	1,407	1,567	2,975	1,485	1,838	3,323
Totals, Newspapers and Periodicals.....	308,912	103,430	412,342	313,307	107,092	420,399
Books—						
Books published and printed.....	...	9,763	9,763	...	10,511	10,511
Books published only.....	...	16,027	16,027	...	17,626	17,626
Totals, Books.....	...	25,790	25,790	...	28,137	28,137

¹ Net revenue from advertising excludes commissions paid to recognized advertising agencies and all cash discounts; net revenue from subscriptions and sales excludes commissions paid to indirectly employed sales agents who are not regular employees.