

16.—Revenue from Advertising and from Subscriptions or Sales of Newspapers, Periodicals and Books, 1963 and 1964

Classes	1963			1964		
	Net Revenue ¹ from—			Net Revenue ¹ from—		
	Adver- tising	Subscrip- tions and Sales	Total	Adver- tising	Subscrip- tions and Sales	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Newspapers and Periodicals—						
Newspapers, daily.....	187,619	67,460	255,079	195,894	71,520	267,414
Retail.....	96,419	101,654
Classified.....	40,074	43,164
National.....	51,126	51,076
Newspapers, national weekend.....	17,039	9,466	26,506	15,708	8,021	23,729
Local.....	2,412	1,264
National.....	14,627	13,844
Newspapers, weekly, semi-weekly, tri-weekly, etc.....	24,879	5,740	30,618	23,483	6,301	34,784
Local.....	19,215	21,430
National.....	5,664	7,053
Controlled distribution weekly newspapers.....	697	22	719	922	76	998
Local.....	635	855
National.....	62	66
Magazines of general circulation.....	17,330	8,122	25,442	17,818	8,748	26,566
Telephone and city directories ²	432	1,790	2,221	440	1,932	2,422
Trade, technical, professional and financial pub- lications.....	24,933	5,561	30,494	26,400	6,825	33,224
Agricultural publications.....	5,617	942	6,559	5,551	949	6,501
Religious publications.....	338	4,046	4,384	463	3,250	3,714
School and collegiate publications.....	44	1,138	1,182	50	826	877
Fraternal publications.....	402	402	804	375	418	794
Juvenile publications.....	28	480	508	31	378	409
All other periodicals.....	1,485	1,838	3,323	1,424	2,669	4,093
Totals, Newspapers and Periodicals.....	280,833	107,066	387,838	283,561	111,962	465,523
Books—						
Books published and printed.....	...	9,796	9,796	...	10,941	10,941
Books published only.....	...	17,626	17,626	...	19,620	19,620
Totals, Books.....	...	27,422	27,422	...	30,561	30,561

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.

² Excludes telephone directories published by telephone companies.