

Revenue from Printing and Publishing.—One of the industrial groups for which information is collected by the DBS in its annual Census of Manufactures is the printing, publishing and allied industries group which includes establishments engaged primarily in the publishing and printing of newspapers, magazines, periodicals, books, almanacs, maps, guides and the like, as well as establishments printing such publications for publishers, publishing firms that do no printing, and engraving, stereotyping and allied industries. Of interest in connection with press statistics is the amount of revenue received by these industries from advertising and from subscriptions or sales, which is given for the years 1964 and 1965 in Table 16. Additional data on manufacturing activity of this industrial group are included in Chapter XVI on Manufactures.

16.—Revenue from Advertising and from Subscriptions or Sales of Newspapers, Periodicals and Books, 1964 and 1965

Classes	1964*			1965		
	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.....	195,894	71,520	267,414	220,822	79,652	300,474
Retail.....	101,654	113,294
Classified.....	43,164	49,155
National.....	51,076	58,393
Newspapers, national weekend.....	17,935	10,104	28,039	17,394	10,495	27,889
Local.....	2,764	2,365
National.....	15,181	15,029
Newspapers, weekly, semi-weekly, tri-weekly, etc.....	26,256	6,301	32,557	29,466	6,986	36,452
Local.....	20,539	23,323
National.....	5,717	6,143
Controlled distribution weekly newspapers....	922	76	998	1,495	221	1,715
Local.....	855	1,195
National.....	66	299
Magazines of general circulation.....	17,818	8,748	26,566	19,651	8,965	28,615
Telephone and city directories ²	34,461	2,037	36,498	34,790	1,533	36,323
Trade, technical, professional and financial pub- lications.....	26,400	6,825	33,224	29,931	6,552	36,483
Agricultural publications.....	5,551	949	6,501	4,230	709	4,939
Religious publications.....	463	3,250	3,714	583	3,243	3,826
School and collegiate publications.....	50	826	877	176	954	1,131
Fraternal publications.....	375	418	794	372	413	785
Juvenile publications.....	31	378	409	31	139	170
All other periodicals.....	1,424	2,669	4,093	1,840	2,915	4,756
Totals, Newspapers and Periodicals.....	327,550	114,101	441,651	360,781	122,777	483,558
Books—						
Books published and printed.....	...	10,941	10,941	...	12,343	12,343
Books published only.....	...	19,620	19,620	...	22,501	22,501
Totals, Books.....	...	30,561	30,561	...	34,844	34,844

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 Includes telephone directories published by telephone companies.