

Table 3.1.1. Newspaper Publishers (NAICS 51111)—Estimated Revenue and Inventories for Employer Firms: 2001 Through 2004

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004	2003	2002	2001	Percent change		
					2004/2003	2003/2002	2002/2001
REVENUE							
Total	48,599	47,443	46,402	46,039	2.4	2.2	0.8
SOURCES OF REVENUE							
Newspapers, print, total	42,670	41,756	41,105	41,139	2.2	1.6	-0.1
Subscriptions and sales	9,149	9,383	9,213	9,094	-2.5	1.9	1.3
Advertising	33,521	32,372	31,892	32,045	3.5	1.5	-0.5
Newspapers, internet, total	902	718	583	401	25.6	23.1	45.6
Subscriptions and sales	S	S	S	S	S	S	S
Advertising	716	554	455	296	29.2	21.8	53.9
Newspapers, other media, total	103	149	161	150	-30.8	-7.3	6.9
Subscriptions and sales	S	S	60	52	S	S	16.1
Advertising	67	94	101	99	-28.0	-7.1	2.1
Contract printing services	1,622	1,628	1,708	1,728	-0.3	-4.7	-1.2
Distribution of flyers, inserts, samples, etc. .	1,251	1,163	996	908	7.5	16.8	9.6
Graphic design services	S	S	S	S	S	S	S
Market research	4	S	2	2	S	S	-10.5
Archival sales services	26	25	22	24	3.2	13.5	-6.3
Sale or licensing of rights to content	77	73	44	67	5.9	64.0	-33.9
Rental or sale of mailing lists	7	7	S	13	-2.9	S	S
Non-newspaper publishing	200	361	298	252	-44.5	20.9	18.3
Publishing services for others	21	19	12	11	13.2	56.2	15.2
Other services revenue	1,705	1,536	1,450	1,335	11.0	6.0	8.6
BREAKDOWN OF REVENUE							
General newspapers	41,461	40,926	40,272	40,553	1.3	1.6	-0.7
Specialized newspapers	1,166	1,049	1,141	1,136	11.1	-8.0	0.4
Other newspapers	S	647	S	NA	S	S	NA
INVENTORIES AT END OF YEAR							
Total	754	762	700	730	-1.0	8.9	-4.2
Finished goods and work-in-process	90	106	78	62	-14.4	35.0	26.7
Materials, supplies, fuel, etc	664	656	621	668	1.2	5.6	-7.0

NA Not available. S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.1 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.2. Periodical Publishers (NAICS 51112)—Estimated Revenue and Inventories for Employer Firms: 2001 Through 2004

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004	2003	2002	2001	Percent change		
					2004/2003	2003/2002	2002/2001
REVENUE							
Total	41,760	39,560	39,757	40,189	5.6	-0.5	-1.1
SOURCES OF REVENUE							
Periodicals, print, total	31,020	29,931	31,119	31,763	3.6	-3.8	-2.0
Subscriptions and sales	12,231	12,126	13,276	13,381	0.9	-8.7	-0.8
Advertising	18,788	17,805	17,844	18,382	5.5	-0.2	-2.9
Periodicals, internet, total	1,528	1,446	1,329	1,312	5.7	8.8	1.3
Subscriptions and sales	994	1,071	915	888	-7.2	17.1	3.0
Advertising	S	374	S	S	S	S	S
Periodicals, other media, total	2,932	2,647	2,405	2,209	10.8	10.0	8.9
Subscriptions and sales	2,863	2,573	2,329	2,119	11.3	10.5	9.9
Advertising	S	73	76	S	S	-3.5	-15.3
Contract printing services	700	643	706	944	8.9	-9.0	-25.2
Distribution of flyers, inserts, samples, etc. .	S	S	121	108	S	S	12.7
Graphic design services	S	S	S	S	S	S	S
Sale or licensing of rights to content	S	300	281	247	S	6.8	13.6
Rental or sale of mailing lists	170	168	172	164	1.6	-2.6	5.1
Publishing services for others	S	321	S	347	S	S	S
Other services revenue	4,485	3,906	3,215	3,035	14.8	21.5	5.9
BREAKDOWN OF REVENUE							
General interest periodicals	16,812	16,396	16,693	17,004	2.5	-1.8	-1.8
Special interest periodicals	17,169	16,051	16,695	18,280	7.0	-3.9	-8.7
Other periodicals	S	1,576	S	NA	S	S	S
INVENTORIES AT END OF YEAR							
Total	1,708	1,578	1,711	1,672	8.2	-7.7	2.3
Finished goods and work-in-process	1,243	1,183	1,282	1,251	5.0	-7.7	2.4
Materials, supplies, fuel, etc	466	S	429	421	S	S	2.0

NA Not available. S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.2 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.3. Book Publishers (NAICS 51113)—Estimated Revenue and Inventories for Employer Firms: 2001 Through 2004

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004	2003	2002	2001	Percent change		
					2004/2003	2003/2002	2002/2001
REVENUE							
Total	26,786	26,058	26,926	25,831	2.8	-3.2	4.2
SOURCES OF REVENUE							
Books, print, total	22,271	21,600	22,208	20,996	3.1	-2.7	5.8
Books, internet, total	1,497	1,439	1,390	1,484	4.0	3.5	-6.3
Books, other media, total	800	808	982	810	-0.9	-17.8	21.2
Sale or licensing of rights to content	266	228	272	295	16.7	-16.2	-7.9
Contract printing services	222	S	233	184	S	S	26.4
Fulfillment services	169	148	143	140	13.7	3.9	2.3
Rental or sale of mailing lists	S	S	7	S	S	S	S
Publishing services for others	S	57	51	37	S	11.3	39.3
Other services revenue	1,499	1,545	1,640	1,876	-3.0	-5.8	-12.6
BREAKDOWN OF REVENUE							
Books, print, total	22,271	21,600	22,208	20,996	3.1	-2.7	5.8
Textbooks	7,349	7,276	7,706	7,196	1.0	-5.6	7.1
Children's books	S	S	2,817	2,682	S	S	5.0
General reference books	S	1,810	1,698	1,617	S	6.6	5.0
Professional, technical and scholarly books	S	3,118	3,414	3,051	S	-8.7	11.9
Adult trade books	5,778	5,602	5,502	5,428	3.1	1.8	1.4
Other books	S	S	1,071	1,021	S	S	4.9
Books, internet, total	1,497	1,439	1,390	1,484	4.0	3.5	-6.3
Textbooks	112	S	120	109	S	S	10.1
Children's books	S	S	S	S	S	S	S
General reference books	39	S	34	S	S	S	S
Professional, technical and scholarly books	1,269	1,219	1,164	1,258	4.1	4.7	-7.5
Adult trade books	S	S	64	60	S	S	7.0
Other books	S	S	S	S	S	S	S
Books, other media, total	800	808	982	810	-0.9	-17.8	21.2
Textbooks	S	S	147	149	S	S	-1.5
Children's books	S	S	104	51	S	S	104.1
General reference books	47	44	36	27	7.1	22.4	31.3
Professional, technical and scholarly books	321	349	435	284	-8.1	-19.9	53.1
Adult trade books	87	S	170	220	S	S	-22.8
Other books	S	S	91	79	S	S	S
INVENTORIES AT END OF YEAR							
Total	3,981	4,177	4,281	4,050	-4.7	-2.4	5.7
Finished goods and work-in-process	3,835	4,034	4,112	3,896	-4.9	-1.9	5.5
Materials, supplies, fuel, etc	146	144	169	154	1.4	-15.1	9.8

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.3 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.4. Database and Directory Publishers (NAICS 51114)—Estimated Revenue and Inventories for Employer Firms: 2001 Through 2004

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004	2003	2002	2001	Percent change		
					2004/2003	2003/2002	2002/2001
REVENUE							
Total	20,249	19,181	18,992	18,933	5.6	1.0	0.3
SOURCES OF REVENUE							
Directories, databases, and other collections of information, print, total	14,101	13,504	13,471	13,594	4.4	0.2	-0.9
Subscriptions and sales	719	745	713	795	-3.5	4.5	-10.3
Advertising	13,382	12,759	12,758	12,799	4.9	Z	-0.3
Directories, databases, and other collections of information, internet, total ..	786	760	596	496	3.4	27.5	20.2
Subscriptions and sales	S	S	S	S	S	S	S
Advertising	548	479	315	276	14.4	52.0	14.0
Directories, databases, and other collections of information, other media, total	1,659	1,456	1,809	1,795	13.9	-19.5	0.8
Subscriptions and sales	1,617	1,414	1,767	1,734	14.3	-20.0	1.9
Advertising	42	42	42	S	0.5	0.9	S
Rental or sale of mailing lists	1,340	1,344	1,333	1,205	-0.3	0.9	10.5
Contract printing services	S	S	S	230	S	S	S
Sale or licensing of rights to content	S	S	S	112	S	S	S
Publishing services for others	71	65	33	35	9.0	98.8	-7.1
Other services revenue	1,962	1,717	1,440	1,465	14.3	19.2	-1.7
INVENTORIES AT END OF YEAR							
Total	S	S	S	428	S	S	S
Finished goods and work-in-process	S	S	S	406	S	S	S
Materials, supplies, fuel, etc	S	S	S	22	S	S	S

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. Z Less than .05 percent.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.4 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.5. Greeting Card Publishers (NAICS 511191)—Estimated Revenue and Inventories for Employer Firms: 2001 Through 2004

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004	2003	2002	2001	Percent change		
					2004/2003	2003/2002	2002/2001
REVENUE							
Total	5,114	5,242	5,397	5,255	-2.4	-2.9	2.7
SOURCES OF REVENUE							
Greeting card publishing	3,416	3,539	3,659	3,389	-3.5	-3.3	8.0
Other revenue ¹	1,698	1,703	1,738	1,866	-0.3	-2.0	-6.9
INVENTORIES AT END OF YEAR							
Total	495	546	566	628	-9.3	-3.7	-9.8
Finished goods and work-in-process	416	451	462	498	-7.8	-2.4	-7.2
Materials, supplies, fuel, etc	79	95	104	130	-16.4	-9.3	-19.9

¹Includes calendar publishing, map and atlas publishing, pattern publishing, other miscellaneous publishing, contract printing, sale of licensing of rights to content, sale of advertising space, rental or sale of mailing lists, and publishing services for others.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.5 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.6. **All Other Publishers (NAICS 511199)—Estimated Revenue and Inventories for Employer Firms: 2001 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004	2003	2002	2001	Percent change		
					2004/2003	2003/2002	2002/2001
REVENUE							
Total	5,579	5,431	5,062	5,305	2.7	7.3	-4.6
INVENTORIES AT END OF YEAR							
Total	S	S	S	S	S	S	S
Finished goods and work-in-process	S	S	S	S	S	S	S
Materials, supplies, fuel, etc	S	S	S	S	S	S	S

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.6 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.7. Software Publishers (NAICS 5112)—Estimated Revenue and Inventories for Employer Firms: 2001 Through 2004

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004	2003	2002	2001	Percent change		
					2004/2003	2003/2002	2002/2001
REVENUE							
Total	112,262	104,721	103,506	105,538	7.2	1.2	-1.9
SOURCES OF REVENUE							
System software publishing, total	38,438	36,694	36,649	37,096	4.8	0.1	-1.2
Operating systems software	13,348	12,105	11,661	10,738	10.3	3.8	8.6
Network software	9,688	9,894	9,277	8,787	-2.1	6.6	5.6
Database management software	9,710	9,409	10,022	11,567	3.2	-6.1	-13.4
Development tools and programming languages software	3,950	3,766	4,118	4,330	4.9	-8.5	-4.9
Other systems software	1,742	1,520	1,571	1,674	14.6	-3.3	-6.1
Application software publishing, total	49,261	44,843	43,656	43,451	9.9	2.7	0.5
General business productivity and home use applications	25,214	22,267	20,900	19,781	13.2	6.5	5.7
Cross-industry application software	13,437	12,303	12,399	13,490	9.2	-0.8	-8.1
Vertical market application software	9,104	8,970	8,991	8,637	1.5	-0.2	4.1
Utilities software	1,185	984	991	1,099	20.4	-0.6	-9.9
Other application software	321	319	S	442	0.6	S	S
Custom application design and development services	S	S	S	S	S	S	S
Customization and integration of packaged software	3,649	3,910	4,693	4,713	-6.7	-16.7	-0.4
Information technology consulting services	5,523	5,526	5,829	6,812	-0.1	-5.2	-14.4
Application service provisioning	S	S	S	S	S	S	S
Business process management services	472	S	S	S	S	S	S
Re-sale of computer hardware and software	S	S	S	S	S	S	S
Information technology related training services	1,139	1,031	1,366	1,451	10.4	-24.5	-5.8
Other services revenue	11,243	10,214	8,690	8,932	10.1	17.5	-2.7
BREAKDOWN OF REVENUE							
System software publishing, total	38,438	36,694	36,649	37,096	4.8	0.1	-1.2
Personal computer software	9,570	8,571	7,884	6,709	11.7	8.7	17.5
Enterprise software	19,668	19,171	19,227	20,889	2.6	-0.3	-8.0
Mainframe computer software	8,762	8,504	9,085	9,498	3.0	-6.4	-4.4
Other system software	S	S	S	NA	S	S	NA
Application software publishing, total	49,261	44,843	43,656	43,451	9.9	2.7	0.5
Personal computer software	17,940	16,624	15,280	14,234	7.9	8.8	7.4
Enterprise software	28,772	25,693	26,162	27,216	12.0	-1.8	-3.9
Mainframe computer software	2,285	2,058	1,663	2,000	11.0	23.8	-16.9
Other application software	S	S	S	NA	S	S	NA
INVENTORIES AT END OF YEAR							
Total	1,974	2,109	2,414	1,947	-6.4	-12.6	24.0
Finished goods and work-in-process	1,477	1,651	1,970	1,526	-10.5	-16.2	29.1
Materials, supplies, fuel, etc	497	459	444	421	8.3	3.4	5.5

NA Not available. S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.7 provides estimated measures of sampling variability (coefficients of variation).