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US Collection

# Newspaper Publishing: United States

February 2022



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# About This Report

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## Scope

This report forecasts to 2022 and 2026 US newspaper publishing revenues in nominal US dollars at the publisher level. Total revenues are segmented by source in terms of:

- advertising space
- subscriptions and sales
- printing services
- distribution services
- other revenue sources such as advertising and marketing services

Advertising, subscription, and sales revenues, as an aggregate, are segmented by media type in terms of:

- print
- digital
- other media types, such as CD-ROM, Blu-ray/DVD, and microfilm

To illustrate historical trends, total revenue and the various segments are provided in annual series from 2011 to 2021.

The scope of this report includes firms that publish newspapers in print or print and digital formats. Firms that exclusively publish digital content are excluded.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Newspaper Publishing: United States* (FF25014) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- licensed national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group

- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

**Table 7 | NAICS & SIC Codes Related to Newspaper Publishing**

NAICS/SCIAN 2017 North American Industry Classification System		SIC Standard Industrial Classification	
511110	Newspaper Publishers	2711	Newspapers: Publishing, or Publishing and Printing
519130	Internet Publishing and Broadcasting and Web Search Portals		

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth

rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Labels*

#### Freedonia Focus Reports

*Advertising Services: United States*

*Books: United States*

*Commercial Printing: United States*

*E-Commerce: United States*

*Labels: United States*

*Lodging Services: United States*

*Pigments: United States*

*Printing Machinery & Equipment: United States*

*Recovered Paper: United States*

#### Freedonia Custom Research

### Trade Publications

*Ad Age*

*Adweek*

*American Printer*

*Editor & Publisher*

*Poynter*

### Agencies & Associations

Alliance for Audited Media

American Press Institute

Association of National Advertisers

Local Media Association

National Newspaper Association

News Media Alliance

Online News Association

Pew Research Center

United States Census Bureau