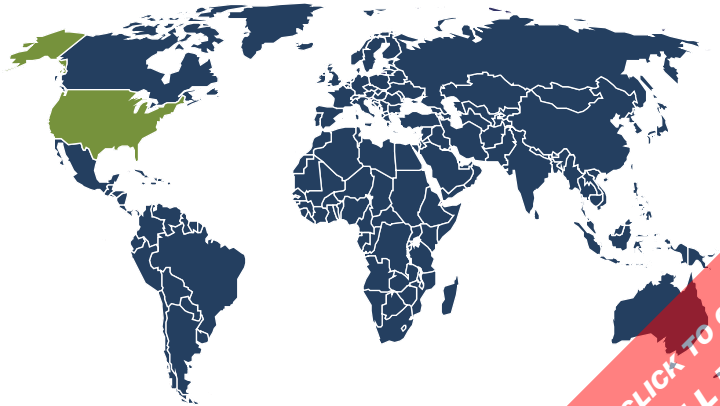




Freedonia Focus Reports  
US Collection

# Newspaper Publishing: United States

October 2016



## Highlights

### Market Environment

Historical Trends | Key Economic Indicators | Leading Newspapers  
News Media Overview

### Segmentation and Forecasts

Revenue Sources

### Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

### Resources

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## ABOUT THIS REPORT

### Scope & Method

This report forecasts US newspaper publishing revenues in US dollars at the publishers' level to 2020. Total revenues are segmented by source in terms of:

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

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.

To illustrate historical trends, total revenue and the various segments are provided in annual series from 2005 to 2015.

This report 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations

- 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

The topic of this report is related to the following industry codes:

| NAICS/SCIAN 2007                              |   | SIC                     |  |
|---|---|-------------------------|--|
| North American Industry Classification System |   | Standard Industry Codes |  |
| 511110  | Newspaper Publishers  | 2711                    | Newspapers: Publishing, or Publishing and Printing |
| 519130  | Internet Publishing and Broadcasting and Web Search Portals |                         |  |

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## RESOURCES

### The Freedonia Group

[www.freedoniagroup.com](http://www.freedoniagroup.com)

#### Related Industry Studies

*3429 Solvents*, July 2016

[see study contents](#)

*3264 World Dyes & Organic Pigments*, April 2015

[see study contents](#)

#### Related Focus Reports

*Advertising Services: United States*

[see report contents](#)

*Books: United States*

[see report contents](#)

*Commercial Printing: United States*

[see report contents](#)

*Communication Services: United States*

[see report contents](#)

*Computers & Peripherals: United States*

[see report contents](#)

*Dyes & Organic Pigments: United States*

[see report contents](#)

*Paper Industry Machinery: United States*

[see report contents](#)

*Paper & Paperboard: United States*

[see report contents](#)

*Printing Machinery & Equipment: United States*

[see report contents](#)

*Recovered Paper: United States*

[see report contents](#)

*Solvents: United States*

[see report contents](#)

#### Freedonia Custom Research

[see capabilities](#)

### Trade Publications

*Advertising Age*

[www.adage.com](http://www.adage.com)

*AdWeek*

[www.adweek.com](http://www.adweek.com)

*American Printer*

[www.americanprinter.com](http://www.americanprinter.com)

*Broadsheet*

[www.broadsheet.org](http://www.broadsheet.org)

*Editor & Publisher*

[www.editorandpublisher.com](http://www.editorandpublisher.com)

*NetNewsCheck*

[www.netnewscheck.com](http://www.netnewscheck.com)

*Poynter*

[www.poynter.org](http://www.poynter.org)

### Agencies & Associations

Alliance For Audited Media

[www.auditedmedia.com](http://www.auditedmedia.com)

American Press Institute

[www.americanpressinstitute.org](http://www.americanpressinstitute.org)

Association of National Advertisers

[www.ana.net](http://www.ana.net)

Local Media Association

[www.localmedia.org](http://www.localmedia.org)

National Newspaper Association

[www.nnaweb.org](http://www.nnaweb.org)

News Media Alliance

[www.newsmediaalliance.org](http://www.newsmediaalliance.org)

Online News Association

[www.journalists.org](http://www.journalists.org)

Pew Research Center

[www.journalism.org](http://www.journalism.org)

United States Census Bureau

[www.census.gov](http://www.census.gov)

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