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US Collection

Newspaper Publishing: United States

August 2018



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About This Report

Scope & Method

This report forecasts to 2022 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

To illustrate historical trends, total revenue and the various segments are provided in annual series from 2007 to 2017.

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.

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 publishers, 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

Table 7 | NAICS & SIC Codes Related to Newspaper Publishing

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		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

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Resources

The Freedonia Group

Freedonia Industry Studies

Global Industrial Enzymes, January 2018

Freedonia Focus Reports

Advertising Services: United States

Books: United States

Commercial Printing: United States

Communication Services: United States

Internet Content & Search: United States

Music Production & Publishing: United States

Paper & Paperboard: United States

Paper Industry Machinery: 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

NetNewsCheck

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