

# Newspaper Publishers: 2002

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## 2002 Economic Census

*Information*

Industry Series



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U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



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-- Not applicable for this report.

**Table 1. Summary Statistics for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab-lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini-strative records <sup>1</sup>	Estimated <sup>2</sup>
51111	Newspaper publishers .....	8 574	45 660 343	13 569 971	3 374 502	398 803	1.9	7.2
511110	Newspaper publishers .....	8 574	45 660 343	13 569 971	3 374 502	398 803	1.9	7.2

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

1997 NAICS code	Kind of business		Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
51111	Newspaper publishers .....	2002..	8 617	45 887 871	13 666 392	400 692
		1997..	8 758	41 601 011	11 789 095	403 355
511110	Newspaper publishers .....	2002..	8 617	45 887 871	13 666 392	400 692
		1997..	8 758	41 601 011	11 789 095	403 355

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 3. Product Lines by Kind of Business for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
51111		Newspaper publishers .....	8 574	X	45 660 343	X	100.0	87.7
	31000	Newspapers - Print - Subscriptions and sales: General newspapers . . .	6 831	43 146 285	9 932 296	23.0	21.8	86.1
	31001	Daily .....	2 525	40 088 939	8 854 443	22.1	19.4	X
	31002	Other than daily .....	4 599	9 475 356	1 077 853	11.4	2.4	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers .	983	3 171 111	436 960	13.8	1.0	85.2
	31011	Daily .....	89	373 208	71 155	19.1	.2	X
	31012	Other than daily .....	912	2 863 957	365 805	12.8	.8	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .	383	2 940 069	79 447	2.7	.2	81.7
	31021	Daily .....	180	2 752 346	66 822	2.4	.1	X
	31022	Other than daily .....	212	295 271	12 625	4.3	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers .....	109	494 502	11 872	2.4	Z	81.9
	31031	Daily .....	11	22 648	235	1.0	Z	X
	31032	Other than daily .....	98	471 854	11 637	2.5	Z	X
	31040	Newspapers - Other media- Subscriptions and sales: General newspapers <sup>3</sup> .....	151	1 940 108	123 281	6.4	.3	87.6
	31041	Daily <sup>3</sup> .....	94	1 774 636	21 607	1.2	Z	X
	31042	Other than daily <sup>3</sup> .....	57	165 472	101 674	61.4	.2	X
	31050	Newspapers - Other media- Subscriptions and sales: Specialized newspapers <sup>3</sup> .....	46	138 351	25 112	18.2	.1	86.9
	31051	Daily <sup>3</sup> .....	7	18 801	8 560	45.5	Z	X
	31052	Other than daily <sup>3</sup> .....	40	124 438	16 552	13.3	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers . . .	6 265	42 109 795	29 392 801	69.8	64.4	87.0
	31061	Daily .....	2 255	39 158 319	25 867 429	66.1	56.7	X
	31062	Other than daily .....	4 549	12 491 028	3 525 372	28.2	7.7	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers .....	1 257	7 306 111	1 117 743	15.3	2.4	86.3
	31071	Daily .....	113	1 322 406	189 871	14.4	.4	X
	31072	Other than daily .....	1 165	6 369 468	927 872	14.6	2.0	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers .....	1 567	23 534 711	327 834	1.4	.7	86.8
	31081	Daily .....	1 151	22 791 720	317 133	1.4	.7	X
	31082	Other than daily .....	438	1 303 588	10 701	.8	Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers .....	103	477 151	18 721	3.9	Z	85.3
	31091	Daily .....	12	34 765	1 989	5.7	Z	X
	31092	Other than daily .....	93	444 834	16 732	3.8	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers <sup>3</sup> .....	406	4 048 703	197 249	4.9	.4	87.2
	31101	Daily <sup>3</sup> .....	156	3 731 690	157 318	4.2	.3	X
	31102	Other than daily <sup>3</sup> .....	261	623 014	39 931	6.4	.1	X
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers <sup>3</sup> .....	109	319 622	29 678	9.3	.1	79.7
	31112	Other than daily <sup>3</sup> .....	104	284 467	26 651	9.4	.1	X
	31120	Printing services for others .....	3 141	24 593 117	924 604	3.8	2.0	X
	31130	Distribution of flyers, inserts, samples, etc., for others .....	2 524	21 311 965	2 082 070	9.8	4.6	X
	31160	Archival services .....	154	7 211 138	14 155	.2	Z	71.8
	31161	Archival research .....	53	3 677 031	3 313	.1	Z	X
	31162	Archival material .....	121	5 749 008	10 842	.2	Z	X
	31170	Sale or licensing of rights to content .....	80	3 990 714	14 155	.4	Z	X
	31180	Mailing lists, rental or sale .....	105	2 072 523	16 438	.8	Z	X
	31200	Publishing services for others .....	163	1 665 233	23 743	1.4	.1	X
	33800	Other publishing, not specified by type of publication .....	386	4 752 785	85 839	1.8	.2	87.7
	33801	Other publishing, excluding newspapers .....	384	4 748 080	85 370	1.8	.2	X
	33850	Other Internet publishing, not specified by type of publication .....	66	968 912	3 653	.4	Z	87.7
	33851	Other Internet publishing, excluding newspapers .....	64	963 583	3 089	.3	Z	X
	34600	Graphic design services .....	318	3 120 884	39 267	1.3	.1	X
	36250	Market research and public opinion polling services .....	55	733 762	5 479	.7	Z	87.7
	36251	Market research services .....	55	733 762	5 479	.7	Z	X
	37820	Convention, trade shows, and other special event production and/or management .....	250	6 501 576	37 897	.6	.1	X
	39000	Merchandise sales .....	726	3 513 107	26 025	.7	.1	87.7
	39029	Resale of merchandise, not specified by type .....	724	3 508 716	25 447	.7	.1	X
	39250	Rental or lease of goods and/or equipment .....	76	1 720 482	5 023	.3	Z	X
	39500	All other receipts .....	2 887	33 639 801	668 454	2.0	1.5	87.7
	39522	All other receipts .....	2 884	33 316 859	658 895	2.0	1.4	X
51110		Newspaper publishers .....	8 574	X	45 660 343	X	100.0	87.7
	31000	Newspapers - Print - Subscriptions and sales: General newspapers . . .	6 831	43 146 285	9 932 296	23.0	21.8	86.1
	31001	Daily .....	2 525	40 088 939	8 854 443	22.1	19.4	X
	31002	Other than daily .....	4 599	9 475 356	1 077 853	11.4	2.4	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers .	983	3 171 111	436 960	13.8	1.0	85.2
	31011	Daily .....	89	373 208	71 155	19.1	.2	X
	31012	Other than daily .....	912	2 863 957	365 805	12.8	.8	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .	383	2 940 069	79 447	2.7	.2	81.7
	31021	Daily .....	180	2 752 346	66 822	2.4	.1	X
	31022	Other than daily .....	212	295 271	12 625	4.3	Z	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
511110		Newspaper publishers—Con.						
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	109	494 502	11 872	2.4	Z	81.9
	31031	Daily	11	22 648	235	1.0	Z	X
	31032	Other than daily	98	471 854	11 637	2.5	Z	X
	31040	Newspapers - Other media- Subscriptions and sales: General newspapers <sup>3</sup>	151	1 940 108	123 281	6.4	.3	87.6
	31041	Daily <sup>3</sup>	94	1 774 636	21 607	1.2	Z	X
	31042	Other than daily <sup>3</sup>	57	165 472	101 674	61.4	.2	X
	31050	Newspapers - Other media- Subscriptions and sales: Specialized newspapers <sup>3</sup>	46	138 351	25 112	18.2	.1	86.9
	31051	Daily <sup>3</sup>	7	18 801	8 560	45.5	Z	X
	31052	Other than daily <sup>3</sup>	40	124 438	16 552	13.3	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers	6 265	42 109 795	29 392 801	69.8	64.4	87.0
	31061	Daily	2 255	39 158 319	25 867 429	66.1	56.7	X
	31062	Other than daily	4 549	12 491 028	3 525 372	28.2	7.7	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 257	7 306 111	1 117 743	15.3	2.4	86.3
	31071	Daily	113	1 322 406	189 871	14.4	.4	X
	31072	Other than daily	1 165	6 369 468	927 872	14.6	2.0	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 567	23 534 711	327 834	1.4	.7	86.8
	31081	Daily	1 151	22 791 720	317 133	1.4	.7	X
	31082	Other than daily	438	1 303 588	10 701	.8	Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	103	477 151	18 721	3.9	Z	85.3
	31091	Daily	12	34 765	1 989	5.7	Z	X
	31092	Other than daily	93	444 834	16 732	3.8	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers <sup>3</sup>	406	4 048 703	197 249	4.9	.4	87.2
	31101	Daily <sup>3</sup>	156	3 731 690	157 318	4.2	.3	X
	31102	Other than daily <sup>3</sup>	261	623 014	39 931	6.4	.1	X
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers <sup>3</sup>	109	319 622	29 678	9.3	.1	79.7
	31112	Other than daily <sup>3</sup>	104	284 467	26 651	9.4	.1	X
	31120	Printing services for others	3 141	24 593 117	924 604	3.8	2.0	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 524	21 311 965	2 082 070	9.8	4.6	X
	31160	Archival services	154	7 211 138	14 155	2.2	Z	71.8
	31161	Archival research	53	3 677 031	3 313	.1	Z	X
	31162	Archival material	121	5 749 008	10 842	.2	Z	X
	31170	Sale or licensing of rights to content	80	3 990 714	14 155	.4	Z	X
	31180	Mailing lists, rental or sale	105	2 072 523	16 438	.8	Z	X
	31200	Publishing services for others	163	1 665 233	23 743	1.4	.1	X
	33800	Other publishing, not specified by type of publication	386	4 752 785	85 839	1.8	.2	87.7
	33801	Other publishing, excluding newspapers	384	4 748 080	85 370	1.8	.2	X
	33850	Other Internet publishing, not specified by type of publication	66	968 912	3 653	.4	Z	87.7
	33851	Other Internet publishing, excluding newspapers	64	963 583	3 089	.3	Z	X
	34600	Graphic design services	318	3 120 884	39 267	1.3	.1	X
	36250	Market research and public opinion polling services	55	733 762	5 479	.7	Z	87.7
	36251	Market research services	55	733 762	5 479	.7	Z	X
	37820	Convention, trade shows, and other special event production and/or management	250	6 501 576	37 897	.6	.1	X
	39000	Merchandise sales	726	3 513 107	26 025	.7	.1	87.7
	39029	Resale of merchandise, not specified by type	724	3 508 716	25 447	.7	.1	X
	39250	Rental or lease of goods and/or equipment	76	1 720 482	5 023	.3	Z	X
	39500	All other receipts	2 887	33 639 801	668 454	2.0	1.5	87.7
	39522	All other receipts	2 884	33 316 859	658 895	2.0	1.4	X

<sup>1</sup>Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Receipts of establishments reporting product lines as percent of total receipts.

<sup>3</sup>Other media, including CD-ROM, diskette, audio cassette, and microform.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 4. Concentration by Largest Firms for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
51111	Newspaper publishers						
	All firms .....	8 574	45 660 343	100.0	13 569 971	3 374 502	398 803
	4 largest firms .....	257	14 712 144	32.2	3 827 275	969 015	88 798
	8 largest firms .....	421	20 361 362	44.6	5 671 773	1 438 841	130 206
	20 largest firms .....	889	28 413 165	62.2	7 754 245	1 954 413	193 632
	50 largest firms .....	1 385	35 293 127	77.3	9 886 118	2 479 805	254 753
51110	Newspaper publishers						
	All firms .....	8 574	45 660 343	100.0	13 569 971	3 374 502	398 803
	4 largest firms .....	257	14 712 144	32.2	3 827 275	969 015	88 798
	8 largest firms .....	421	20 361 362	44.6	5 671 773	1 438 841	130 206
	20 largest firms .....	889	28 413 165	62.2	7 754 245	1 954 413	193 632
	50 largest firms .....	1 385	35 293 127	77.3	9 886 118	2 479 805	254 753

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.