

**Table 3.1.1. Newspaper Publishers (NAICS 51111)—Estimated Revenue and Inventories for Employer Firms: 2001 Through 2003**

[Estimates are based on data from the 2003 Service Annual Survey and administrative data. Estimates for 2002 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. Except where indicated, estimates have been adjusted using results of the 1997 Economic Census]

Item	2003	2002	2001	Percent change	
				2003/2002	2002/2001
<b>REVENUE</b>					
Total .....	48,591	47,524	47,153	2.2	0.8
<b>SOURCES OF REVENUE</b>					
Newspapers, print, total .....	42,766	42,099	42,134	1.6	-0.1
Subscriptions and sales .....	9,610	9,436	9,314	1.9	1.3
Advertising .....	33,156	32,664	32,820	1.5	-0.5
Newspapers, internet, total .....	735	597	410	23.0	45.6
Subscriptions and sales .....	S	S	S	S	S
Advertising .....	568	466	303	21.8	53.8
Newspapers, other media, total .....	153	165	154	-7.3	6.9
Subscriptions and sales .....	S	61	53	S	16.1
Advertising .....	96	103	101	-7.1	2.1
Contract printing services .....	1,667	1,749	1,770	-4.7	-1.2
Distribution of flyers, inserts, samples, etc. ....	1,191	1,020	930	16.8	9.6
Graphic design services .....	S	S	S	S	S
Market research .....	S	2	2	S	S
Archival sales services .....	26	23	24	13.7	-6.6
Sale or licensing of rights to content .....	74	45	69	64.0	-33.9
Rental or sale of mailing lists .....	7	S	13	S	S
Non-newspaper publishing .....	369	306	258	20.9	18.3
Publishing services for others .....	19	12	11	55.6	15.9
Other services revenue .....	1,574	1,485	1,368	6.0	8.6
<b>BREAKDOWN OF REVENUE</b>					
General newspapers .....	41,916	41,246	41,534	1.6	-0.7
Specialized newspapers .....	1,075	1,169	1,164	-8.0	0.4
Other newspapers .....	662	S	NA	S	NA
<b>INVENTORIES AT END OF YEAR</b>					
Total .....	780	717	748	8.9	-4.2
Finished goods and work-in-process .....	108	80	63	35.1	26.7
Materials, supplies, fuel, etc .....	672	636	685	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 Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.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](http://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 2003**

[Estimates are based on data from the 2003 Service Annual Survey and administrative data. Estimates for 2002 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. Except where indicated, estimates have been adjusted using results of the 1997 Economic Census]

Item	2003	2002	2001	Percent change	
				2003/2002	2002/2001
<b>REVENUE</b>					
Total .....	38,651	38,844	39,266	-0.5	-1.1
<b>SOURCES OF REVENUE</b>					
Periodicals, print, total .....	29,243	30,404	31,033	-3.8	-2.0
Subscriptions and sales .....	11,848	12,971	13,073	-8.7	-0.8
Advertising .....	17,396	17,434	17,960	-0.2	-2.9
Periodicals, internet, total .....	1,412	1,298	1,282	8.8	1.3
Subscriptions and sales .....	1,047	894	868	17.1	3.0
Advertising .....	366	S	S	S	S
Periodicals, other media, total .....	2,586	2,350	2,158	10.0	8.9
Subscriptions and sales .....	2,514	2,276	2,070	10.5	9.9
Advertising .....	72	74	S	-3.6	S
Contract printing services .....	628	690	922	-9.0	-25.2
Distribution of flyers, inserts, samples, etc. ....	S	118	105	S	12.7
Graphic design services .....	S	S	S	S	S
Sale or licensing of rights to content .....	293	274	241	6.7	13.6
Rental or sale of mailing lists .....	164	168	160	-2.7	5.1
Publishing services for others .....	314	S	339	S	S
Other services revenue .....	3,816	3,141	2,966	21.5	5.9
<b>BREAKDOWN OF REVENUE</b>					
General interest periodicals .....	16,019	16,309	16,613	-1.8	-1.8
Special interest periodicals .....	15,683	16,312	17,860	-3.9	-8.7
Other periodicals .....	S	1,431	NA	S	NA
<b>INVENTORIES AT END OF YEAR</b>					
Total .....	1,542	1,671	1,634	-7.7	2.3
Finished goods and work-in-process .....	1,156	1,252	1,223	-7.7	2.4
Materials, supplies, fuel, etc .....	S	419	411	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](http://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 2003**

[Estimates are based on data from the 2003 Service Annual Survey and administrative data. Estimates for 2002 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. Except where indicated, estimates have been adjusted using results of the 1997 Economic Census]

Item	2003	2002	2001	Percent change	
				2003/2002	2002/2001
<b>REVENUE</b>					
Total .....	26,326	27,203	26,096	-3.2	4.2
<b>SOURCES OF REVENUE</b>					
Books, print, total .....	21,822	22,436	21,211	-2.7	5.8
Books, internet, total .....	1,454	1,404	1,499	3.5	-6.3
Books, other media, total .....	816	992	819	-17.8	21.2
Sale or licensing of rights to content .....	230	274	298	-16.2	-7.9
Contract printing services .....	S	235	186	S	26.4
Fulfillment services .....	150	144	141	4.0	2.3
Rental or sale of mailing lists .....	S	7	S	S	S
Publishing services for others .....	58	52	37	11.4	39.3
Other services revenue .....	1,561	1,657	1,896	-5.8	-12.6
<b>BREAKDOWN OF REVENUE</b>					
Books, print, total .....	21,822	22,436	21,211	-2.7	5.8
Textbooks .....	7,351	7,785	7,270	-5.6	7.1
Children's books .....	S	2,846	2,710	S	5.0
General reference books .....	1,829	1,715	1,634	6.6	5.0
Professional, technical and scholarly books .....	3,150	3,449	3,083	-8.7	11.9
Adult trade books .....	5,660	5,558	5,484	1.8	1.4
Other books .....	S	1,082	1,031	S	4.9
Books, internet, total .....	1,454	1,404	1,499	3.5	-6.3
Textbooks .....	S	121	110	S	10.1
Children's books .....	S	S	S	S	S
General reference books .....	S	34	S	S	S
Professional, technical and scholarly books .....	1,231	1,176	1,271	4.7	-7.5
Adult trade books .....	S	65	61	S	7.1
Other books .....	S	S	S	S	S
Books, other media, total .....	816	992	819	-17.8	21.2
Textbooks .....	S	148	150	S	-1.5
Children's books .....	S	105	51	S	104.3
General reference books .....	44	36	27	22.2	31.8
Professional, technical and scholarly books .....	352	440	287	-19.9	53.1
Adult trade books .....	S	172	222	S	-22.8
Other books .....	S	92	80	S	14.4
<b>INVENTORIES AT END OF YEAR</b>					
Total .....	4,220	4,325	4,092	-2.4	5.7
Finished goods and work-in-process .....	4,076	4,154	3,936	-1.9	5.5
Materials, supplies, fuel, etc .....	145	171	156	-15.2	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](http://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 2003**

[Estimates are based on data from the 2003 Service Annual Survey and administrative data. Estimates for 2002 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. Except where indicated, estimates have been adjusted using results of the 1997 Economic Census]

Item	2003	2002	2001	Percent change	
				2003/2002	2002/2001
<b>REVENUE</b>					
Total .....	16,728	16,564	16,512	1.0	0.3
<b>SOURCES OF REVENUE</b>					
Directories, databases, and other collections of information, print, total .....	11,777	11,748	11,856	0.2	-0.9
Subscriptions and sales .....	650	622	693	4.5	-10.3
Advertising .....	11,127	11,126	11,162	Z	-0.3
Directories, databases, and other collections of information, internet, total .....	663	520	433	27.5	20.2
Subscriptions and sales .....	S	S	S	S	S
Advertising .....	418	275	241	52.0	14.0
Directories, databases, and other collections of information, other media, total .....	1,270	1,578	1,566	-19.5	0.8
Subscriptions and sales .....	1,234	1,541	1,513	-20.0	1.9
Advertising .....	37	36	S	0.8	S
Rental or sale of mailing lists .....	1,172	1,162	1,051	0.9	10.5
Contract printing services .....	S	S	201	S	S
Sale or licensing of rights to content .....	S	72	98	S	-26.1
Publishing services for others .....	57	29	31	98.6	-7.1
Other services revenue .....	1,498	1,256	1,278	19.2	-1.7
<b>INVENTORIES AT END OF YEAR</b>					
Total .....	S	S	374	S	S
Finished goods and work-in-process .....	S	S	355	S	S
Materials, supplies, fuel, etc .....	S	S	19	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](http://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 2003**

[Estimates are based on data from the 2003 Service Annual Survey and administrative data. Estimates for 2002 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. Except where indicated, estimates have been adjusted using results of the 1997 Economic Census]

Item	2003	2002	2001	Percent change	
				2003/2002	2002/2001
<b>REVENUE</b>					
Total .....	5,376	5,534	5,389	-2.9	2.7
<b>SOURCES OF REVENUE</b>					
Greeting card publishing .....	3,629	3,753	3,476	-3.3	8.0
Other revenue <sup>1</sup> .....	1,747	1,782	1,914	-2.0	-6.9
<b>INVENTORIES AT END OF YEAR</b>					
Total .....	560	581	644	-3.7	-9.8
Finished goods and work-in-process .....	463	474	510	-2.4	-7.2
Materials, supplies, fuel, etc .....	97	107	134	-9.3	-19.9

<sup>1</sup>Includes 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](http://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 2003**

[Estimates are based on data from the 2003 Service Annual Survey and administrative data. Estimates for 2002 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. Except where indicated, estimates have been adjusted using results of the 1997 Economic Census]

Item	2003	2002	2001	Percent change	
				2003/2002	2002/2001
<b>REVENUE</b>					
Total .....	6,867	6,401	6,708	7.3	-4.6
<b>INVENTORIES AT END OF YEAR</b>					
Total .....	S	S	S	S	S
Finished goods and work-in-process .....	S	S	S	S	S
Materials, supplies, fuel, etc .....	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](http://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 2003**

[Estimates are based on data from the 2003 Service Annual Survey and administrative data. Estimates for 2002 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. Except where indicated, estimates have been adjusted using results of the 1997 Economic Census]

Item	2003	2002	2001	Percent change	
				2003/2002	2002/2001
<b>REVENUE</b>					
Total .....	89,889	88,846	90,591	1.2	-1.9
<b>SOURCES OF REVENUE</b>					
System software publishing, total .....	31,497	31,459	31,842	0.1	-1.2
Operating systems software .....	10,390	10,010	9,217	3.8	8.6
Network software .....	8,493	7,963	7,543	6.6	5.6
Database management software .....	8,077	8,602	9,929	-6.1	-13.4
Development tools and programming languages software .....	3,233	3,535	3,717	-8.5	-4.9
Other systems software .....	1,305	1,348	1,437	-3.2	-6.1
Application software publishing, total .....	38,492	37,473	37,297	2.7	0.5
General business productivity and home use applications .....	19,113	17,940	16,980	6.5	5.7
Cross-industry application software .....	10,561	10,643	11,580	-0.8	-8.1
Vertical market application software .....	7,699	7,717	7,414	-0.2	4.1
Utilities software .....	845	850	943	-0.6	-9.9
Other application software .....	274	323	380	-15.1	-15.0
Custom application design and development services .....	S	S	S	S	S
Customization and integration of packaged software .....	3,357	4,029	4,045	-16.7	-0.4
Information technology consulting services .....	4,743	5,004	5,847	-5.2	-14.4
Application service provisioning .....	S	S	S	S	S
Business process management services .....	322	S	S	S	S
Re-sale of computer hardware and software .....	S	S	S	S	S
Information technology related training services .....	885	1,173	1,245	-24.5	-5.8
Other services revenue .....	8,768	7,459	7,667	17.5	-2.7
<b>BREAKDOWN OF REVENUE</b>					
System software publishing, total .....	31,497	31,459	31,842	0.1	-1.2
Personal computer software .....	7,357	6,767	5,759	8.7	17.5
Enterprise software .....	16,456	16,504	17,931	-0.3	-8.0
Mainframe computer software .....	7,300	7,798	8,153	-6.4	-4.4
Other system software .....	S	S	NA	S	NA
Application software publishing, total .....	38,492	37,473	37,297	2.7	0.5
Personal computer software .....	14,270	13,116	12,218	8.8	7.4
Enterprise software .....	21,403	22,457	23,362	-4.7	-3.9
Mainframe computer software .....	S	S	1,717	S	S
Other application software .....	S	S	NA	S	NA
<b>INVENTORIES AT END OF YEAR</b>					
Total .....	1,811	2,072	1,671	-12.6	24.0
Finished goods and work-in-process .....	1,417	1,691	1,310	-16.2	29.1
Materials, supplies, fuel, etc .....	394	381	361	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](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.1.7 provides estimated measures of sampling variability (coefficients of variation).