

# Periodical Publisher Revenues Canada and USA Report & Database

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## Abstracts

### PERIODICAL PUBLISHER REVENUES CANADA & USA REPORT + DATABASE

The Periodical Publisher Revenues Canada and USA Report & Database gives Market Consumption/Products/Services for Canada and the USA by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered: Canada and the USA.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

WORLD & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS.  
FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

62 Products/Markets covered, 1930 pages, 4000 spreadsheets, 4049 database tables, 4049 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 51112\_L.

## Contents

### PERIODICAL PUBLISHER REVENUES CANADA & USA REPORT + DATABASE

The Market for Periodical Publisher Revenues in Canada and the USA by Products & Services.

This database covers NAICS code: 51112\_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Periodical Publisher Revenues Canada and USA Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

### PRODUCTS & MARKETS COVERED:

#### PERIODICAL PUBLISHER REVENUES

1. Periodical publishers Lines
2. Printing services for others
3. Distribution of flyers, inserts, samples, etc., for others
4. Sale or licensing of rights to content
5. Mailing lists, rental or sale
6. Publishing services for others
7. Books - Print: Professional, technical & scholarly books
8. Books - Print: Adult trade books
9. Periodicals - Print - Subs & sales: Gen interest periodicals
10. Periodicals- Print - Subs & sales: Arts/culture/leisure/ent pdcls
11. Periodicals- Print - Subs & sales: Home & living periodicals
12. Periodicals- Print - Subs & sales: Polit/soc/bus news periodicals
13. Periodicals- Print - Subs & sales: Oth gen interest periodicals
14. Periodicals-Print-Subs & sales:Bus (incl farming)/prof/acad pdcls
15. Periodicals - Print - Subscriptions & sales: Other periodicals
16. Periodicals- Internet - Subs & sales: Gen interest periodicals
17. Periodicals-Internet-Subs & sales: Arts/culture/leisure/ent pdcls
18. Periodicals - Internet - Subs & sales: Home & living periodicals
19. Periodicals-Internet-Subs & sales: Polit/soc/bus news periodicals

20. Periodicals- Internet- Subs & sales: Oth gen interest periodicals
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36. Periodicals - Print - Sale of ad space: Other periodicals
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39. Periodicals-Internet - Sale of ad space:Home & living periodicals
40. Periodicals-Internet-Sale of ad space:Polit/soc/bus news pdcls
41. Periodicals-Internet-Sale of ad space:Oth gen interest pdcls
42. Periodicals-Internet-Sale-Ad space:Bus (incl farm)/prof/acad pdcl
43. Periodicals - Internet - Sale of ad space: Other periodicals
44. Periodicals -Oth media -Sale of ad space:Gen interest periodicals
45. Periodicals-Oth media-Sale-Ad space:Art/culture/leisure/ent pdcl
46. Periodicals-Oth media- Sale of ad space: Home & living pdcls
47. Periodicals-Oth media-Sale of ad space:Polit/soc/bus news pdcls
48. Periodicals-Oth media-Sale of ad space: Oth gen interest pdcls
49. Periodical-Oth media-Sale-Ad space:Bus (incl farm)/prof/acad pdcl
50. Periodicals - Other media - Sale of ad space: Other periodicals
51. Directories - Print - Sale of advertising space
52. Sale of Internet ad space, not specified by type of publication
53. Other publishing, not specified by type of publication
54. Other publishing, excluding periodicals
55. Other Internet publishing, not specified by type of publication
56. Other Internet publishing, excluding periodicals
57. Convention/trade shows/other special event production &/or management
58. Merchandise sales

- 59. Resale of merchandise, not specified by type
- 60. Rental or lease of goods &/or equipment
- 61. All other receipts

#### 59 MARKET RESEARCH CHAPTERS:

1 Administration, 2 Advertising, 3 Buyers - Commercial Operations, 4 Buyers - Competitors, 5 Buyers - Major City, 6 Buyers - Products, 7 Buyers - Trade Cell, 8 Competitive Industry Analysis, 9 Competitor Analysis, 10 Country Focus, 11 Distribution, 12 Business Decision Scenarios, 13 Capital Costs Scenarios, 14 Cashflow Option Scenarios, 15 Cost Structure Scenarios, 16 Historic Industry Balance Sheet, 17 Historic Marketing Costs & Margins, 18 Investment + Cost Reduction Scenarios, 19 Market Climate Scenarios, 20 Marketing Costs, 21 Marketing Expenditure Scenarios, 22 Marketing Margins, 23 Strategic Options Scenarios, 24 Survival Scenarios, 25 Tactical Options Scenarios, 26 Geographic Data, 27 Industry Norms, 28 Major City Market Analysis, 29 Capital Access Scenarios, 30 Market Cashflow Scenarios, 31 Economic Climate Scenarios, 32 Market Investment + Costs Scenarios, 33 Marketing Expenditure Scenarios, 34 Market Risk Scenarios, 35 Market Strategic Options, 36 Market Survival Options, 37 Market Tactical Options, 38 Marketing Expenditure -v- Market Share, 39 Marketing Strategy Development, 40 Markets, 41 Operational Analysis, 42 Overseas Development, 43 Personnel Management, 44 Physical Distribution + Customer Handling, 45 Pricing, 46 Process + Order Handling, 47 Product Analysis, 48 Product Development, 49 Product Marketing Factors, 50 Product Mix, 51 Product Summary, 52 Profit Risk Scenarios, 53 Promotional Mix, 54 Salesforce Decisions, 55 Sales Promotion, 56 Surveys, 57 Targets -Product + Market, 58 Technology, 59 Trade Cell Analysis.

#### SPREADSHEET CHAPTERS:

PRODUCT CONSUMPTION - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

REGIONAL & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 Database tables & Spreadsheets covering business scenarios. 1435 Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 Regional Database tables & Spreadsheets covering business scenarios.

FINANCIAL SPREADSHEETS & DATABASES: 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

62 Products covered for Canada and the USA: 1930 pages, 4000 spreadsheets, 4049 database tables, 4049 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

This report is available as a World Report and 9 Regional Reports: Canada and the USA, Central America (31 countries), South America (13 countries), Europe (45 countries), Eurasia (4 countries), Middle East (19 Countries), Africa (54 countries), Asia (48 countries), and Oceania (20 countries). This report is also available for individual countries.

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