

# Periodical Publishers Africa Report & Database

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## Abstracts

### PERIODICAL PUBLISHERS AFRICA REPORT + DATABASE

The Periodical Publishers Africa Report & Database gives Market Consumption/Products/Services for 54 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome/Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe. NB: Data Caveats apply to some countries.

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.

AFRICA & 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.

83 Products/Markets covered, 1929 pages, 3984 spreadsheets, 3992 database tables, 298 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 51112.

## Contents

### PERIODICAL PUBLISHERS AFRICA REPORT + DATABASE

The Market for Periodical Publishers in each country by Products & Services.

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

The Periodical Publishers Africa 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 PUBLISHERS

1. Periodical publishers
2. Periodical publishers
3. Farm periodical publishing (receipts from subscriptions, sales & advertising)
4. Farm periodicals (receipts from subscriptions, sales & advertising)
5. Farm periodicals (receipts from subscriptions & single copy sales)
6. Farm periodicals (receipts from advertising)
7. Farm periodicals (receipts from subscriptions, sales & advertising), nsk
8. Specialized business & professional periodical publishing (receipts from subscriptions & single copy sales)
9. Specialized business & professional periodicals (receipts from subscriptions & single copy sales)
10. Manufacturing (excl electronics) business publications (paid circulation, single copy & subscription receipts)
11. Wholesale & retail trade (incl merchandising) business publications (paid circulation, single copy & subscription receipts)
12. Medical & health care business publications (paid circulation, single copy & subscription receipts)
13. Electronics-data management business publications (paid circulation, single copy & subscription receipts)
14. Service (excl data management) business publications (paid circulation, single copy

& subscription receipts)

15. Other business publications, nec (paid circulation, single copy & subscription receipts)
16. Manufacturing (excl electronics) business publications (controlled circulation, single copy & subscription receipts)
17. Wholesale & retail trade (incl merchandising) business publications (controlled circulation, single copy & subscription receipts)
18. Medical & health care business publications (controlled circulation, single copy & subscription receipts)
19. Electronics-data management business publications (controlled circulation, single copy & subscription receipts)
20. Service (excl data management) business publications (controlled circulation, single copy & subscription receipts)
21. Other business publications, nec (controlled circulation, single copy & subscription receipts)
22. Scholarly journals (subscriptions & single copy sales)
23. Other professional journals (subscriptions & single copy sales)
24. Specialized business & professional periodicals (receipts from subscriptions & single copy sales), nsk
25. Specialized business & professional periodical publishing (receipts from advertising)
26. Specialized business & professional periodicals (receipts from advertising)
27. Manufacturing (excl electronics) business publications (paid circulation, advertising receipts)
28. Wholesale & retail trade (incl merchandising) business publications (paid circulation, advertising receipts)
29. Medical & health care business publications (paid circulation, advertising receipts)
30. Electronics-data management business publications (paid circulation, advertising receipts)
31. Service (excl data management) business publications (paid circulation, advertising receipts)
32. Other business publications, nec (paid circulation, advertising receipts)
33. Manufacturing (excl electronics) business publications (controlled circulation, advertising receipts)
34. Wholesale & retail trade (incl merchandising) business publications (controlled circulation, advertising receipts)
35. Medical & health care business publications (controlled circulation, advertising receipts)
36. Electronics-data management business publications (controlled circulation, advertising receipts)

37. Service (excl data management) business publications (controlled circulation, advertising receipts)
38. Other business publications, nec (controlled circulation, advertising receipts)
39. Scholarly journals (advertising receipts)
40. Other professional journals (advertising receipts)
41. Specialized business & professional periodicals (receipts from advertising), nsk
42. General & consumer periodical publishing (receipts from subscriptions)
43. Women's, home & fashion periodicals, incl domestic science, child care, housekeeping, health, gardening, etc. (receipts from subscriptions)
44. General news, business news & regional, metropolitan & city periodicals (receipts from subscriptions)
45. General news periodicals, incl weeklies & biweeklies with news of interest to the general public (receipts from subscriptions)
46. Business news periodicals, concerning business & industry, directed to a broader readership than those in business for a living (receipts from subscriptions)
47. Regional, metropolitan & city magazines (receipts from subscriptions)
48. Special interest periodicals, incl hobby, sports, entertainment, art, photography, science, automotive, aviation, etc. (receipts from subscriptions)
49. General interest periodicals, incl general articles, pictures, fiction, literature, geography, travel, history, humor, etc. (receipts from subscriptions)
50. General & consumer periodicals (receipts from subscriptions), nsk
51. General & consumer periodical publishing (receipts from single copy sales)
52. Comics (receipts from subscriptions & single copy sales)
53. Women's, home & fashion periodicals, incl domestic science, child care, housekeeping, health, gardening, etc. (receipts from single copy sales)
54. General news, business news & regional, metropolitan & city periodicals (receipts from single copy sales)
55. General news periodicals, incl weeklies & biweeklies with news of interest to the general public (receipts from single copy sales)
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61. General & consumer periodical publishing (receipts from advertising)
62. Comics (receipts from advertising)

63. Women's, home & fashion periodicals, incl domestic science, child care, housekeeping, health, gardening, etc. (receipts from advertising)
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68. Special interest periodicals, incl hobby, sports, entertainment, art, photography, science, automotive, aviation, etc. (receipts from advertising)
69. General interest periodicals, incl general articles, pictures, fiction, literature, geography, travel, history, humor, etc. (receipts from advertising)
70. General & consumer periodicals (receipts from advertising), nsk
71. Other periodical publishing, except shopping news, catalogs, or directories, nec
72. Other periodicals, except shopping news, catalogs, or directories, nec
73. Religious periodicals, incl religion, theology, church bulletins, local church papers, etc. (receipts from subscriptions & single copy sales)
74. Religious periodicals, incl religion, theology, church bulletins, local church papers, etc. (receipts from advertising)
75. Magazine & comic supplements for Sunday newspapers (receipts from advertising & copy sales)
76. Other periodicals, nec, except shopping news, catalogs & directories (receipts from subscriptions)
77. Other periodicals, nec, except shopping news, catalogs & directories (receipts from single copy sales)
78. Other periodicals, nec, except shopping news, catalogs & directories (receipts from advertising)
79. Other periodicals, except shopping news, catalogs, or directories, nec, nsk
80. Periodical publishers, nsk, total
81. Periodical publishers, nsk, nonadministrative-record
82. Periodical publishers, nsk, administrative-record

#### 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.

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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.

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

83 Products covered for 54 Countries: 1929 pages, 3984 spreadsheets, 3992 database tables, 298 diagrams & maps.

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