



**BOOKS AND PAMPHLETS PRODUCTION FOR THE PERIOD
JANUARY - SEPTEMBER 2010
AND CONTINUED EDITIONS IN 2010**

The National Statistical Institute represents data on the publishing production in the country (books and pamphlets) and continued editions (newspapers and periodicals). Data source is the National Library "St. St. Cyril and Methodius". Main indicators and coverage are designed in accordance with methodological requirements of UNESCO. The NSI's survey on publishing activity covers two main domains:

- Published books and pamphlets - because of the introduction of the informatics system in the National Library "St. St. Cyril and Methodius", the survey covers first nine months of 2010 (period January - September) and the data for the rest three months of 2010 will be included in the survey in 2011.
- Published continued editions (newspapers and periodicals).

Published books and pamphlets for the period January - September 2010

For the first nine months of 2010 there are published 4 126 books with circulation 2 709 thousands and 448 pamphlets with circulation 511 thousands

1. Published books and pamphlets for the period January - September 2010

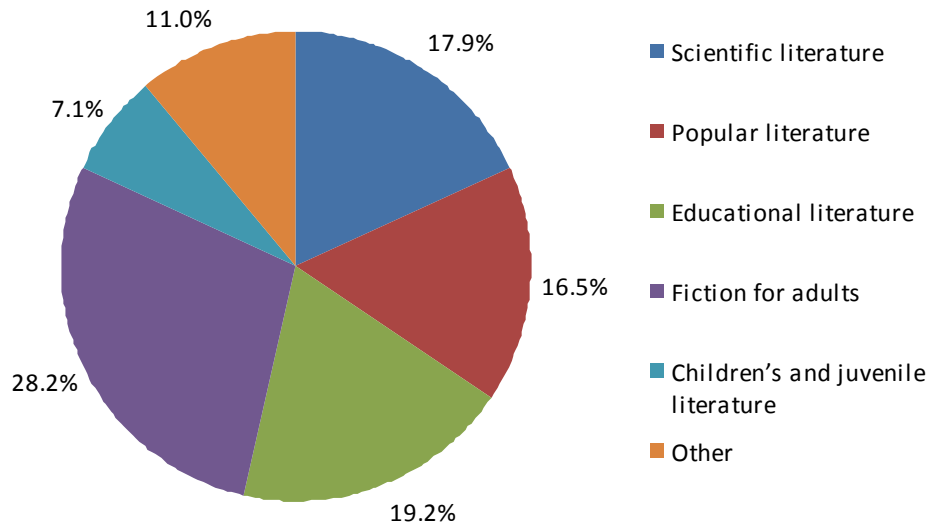
	Titles - number	Circulation - thousands
Total	4614	3220
New titles and new editions	4146	2811
Reprints	468	409

With the unique 10 digital ISBN number (International Standard Book Number) for the period January - September 2010 are registered 3 994 books and 504 pamphlets, or 97.4% of all editions, which has made it easier for their use abroad.

The distribution of books and pamphlets according to the Target group (classification group for distribution of the books) is one of the main characteristic of the editions.



Figure 1. Published titles by Target groups



For the period January - September 2010 the largest number of publications are within sections: Fiction for adults (28.2%), Educational literature (19.2%) and Scientific literature (17.9%).

The relative share of the circulation of Fiction for adults in the first 9 months of 2010 is 21.0%, of the Scientific literature - 9.3%, Educational literature - 23.4% of the total issued products. Popular literature included 763 titles, with circulation of 515 thousands, representing 16.5% of all publications and 16.0% of the total circulation.

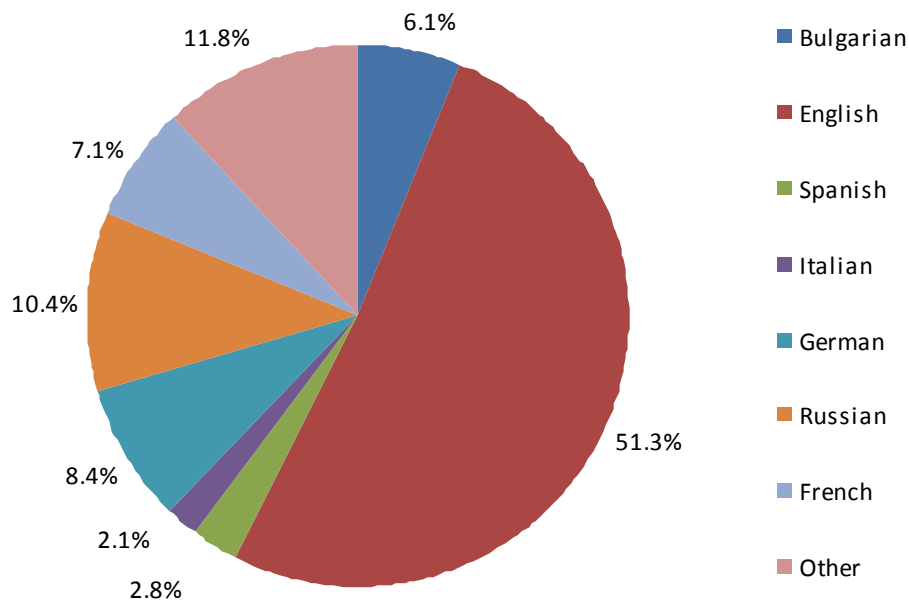
The number of titles of Children's and juvenile literature in the first 9 months of 2010 is 327, with circulation of 513 thousands. Of those children fictions included 223 titles, with circulation of 343 thousand copies, or 4.8% of the issued productions and 10.7% of total circulation.

For the period January - September 2010 the titles of the original literature are 77.3% of the total number of published books and pamphlets (3 567 titles). The relative share of the circulation is 63.3% from the total circulation.

The relative share of translated publications in the first 9 months of 2010 is 22.7% of the total number of issued books and pamphlets, and the share of the circulation is 36.71% (1 183 thousands) from the total circulation.



Figure 2. Published titles of translated literature by the original language for the period January - September 2010



For the first 9 months in 2010 the largest relative share of translated titles is for translations from English with circulation 740 thousands, followed by translations from German with circulation 105 thousands and from Russian language with circulation of 98 thousands.

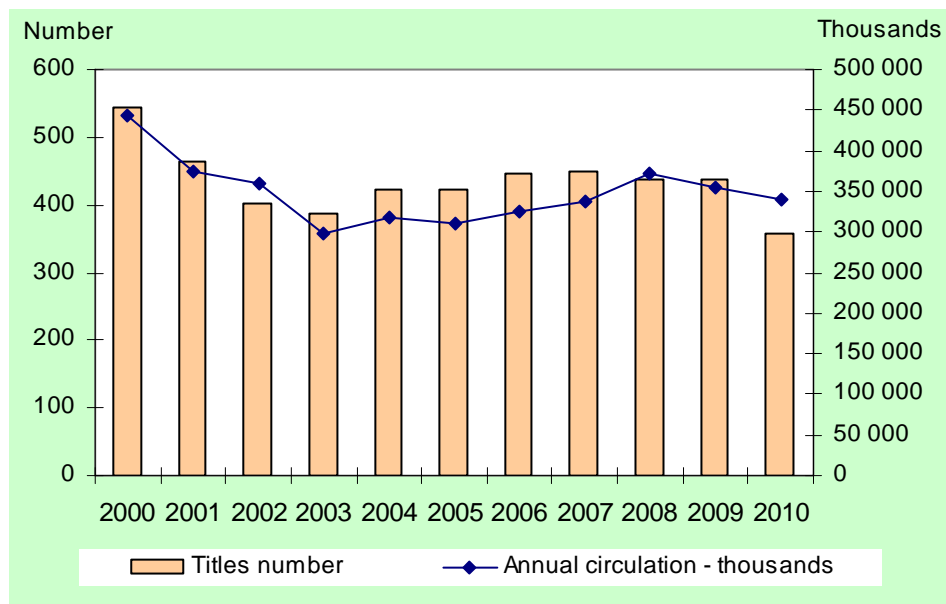
In the regional distribution the most of the books are published in Sofia (capital), as the relative share of titles (books and pamphlets) is 60.8% from the whole published titles in the country with share of circulation 67.4%, followed by districts Varna with 10.2% from the total number of published titles and 6.7% from the total circulation and Plovdiv, respectively with 8.8 and 14.8%.



Published continued editions (newspapers and periodicals)

In 2010, there are published 359 with an annual circulation of 340 812 thousands, which equals to 45 newspapers per capita, or with 2 less than in 2009 (figure 3). In comparison with the previous year the number of titles (independent or published as one or more physical units) decreased by 17.7% and their circulation - by 4.2%.

Figure 3. Published newspapers



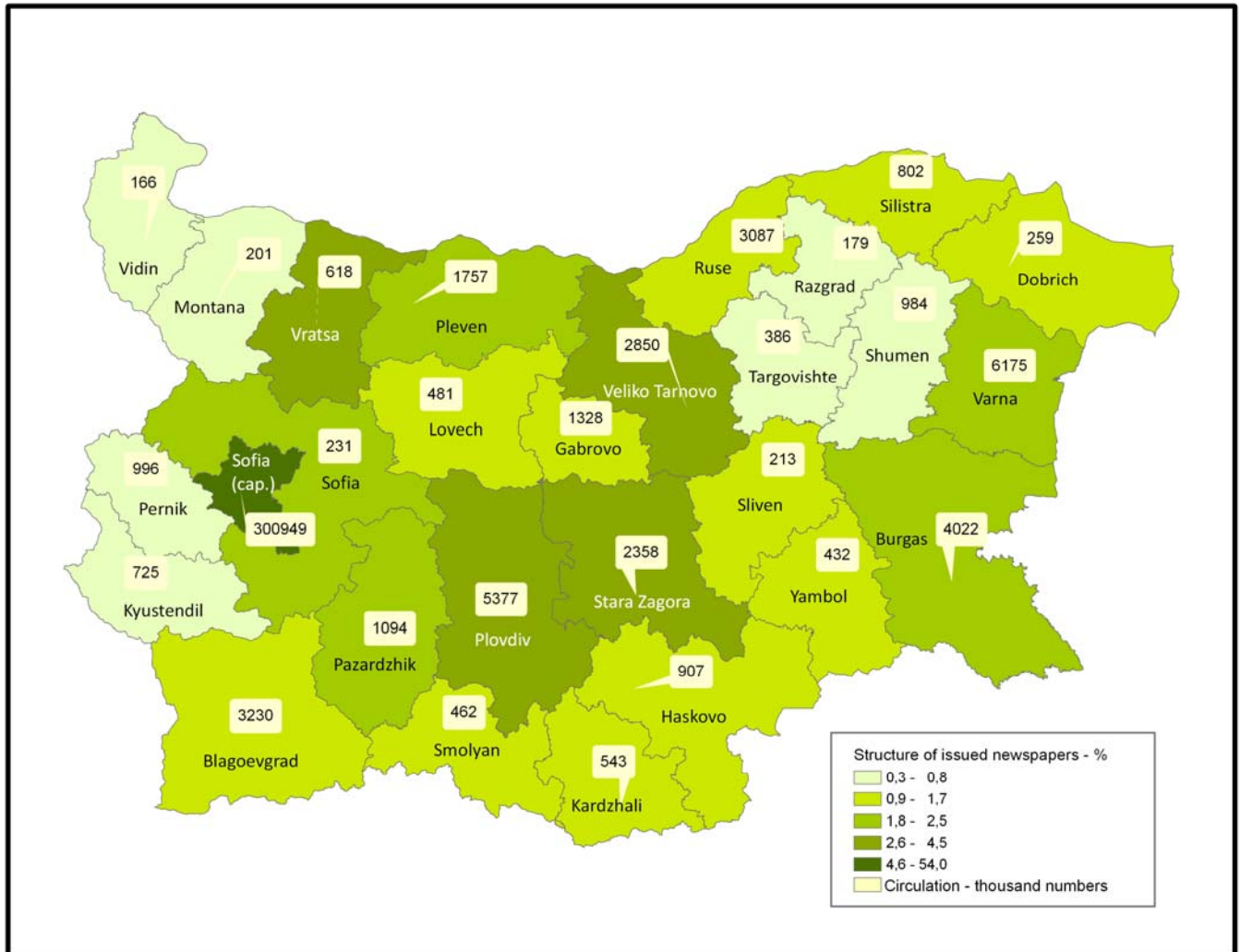
In 2010, there are published 60 daily newspapers with circulation of 185 800 thousands. The share of published titles for daily newspapers formed 16.7% of the total number of the published newspapers and their circulation - 54.8% of the total circulation. In comparison with 2009 the relative share of titles has increased by 1.3 percentage points and the relative share of circulation has decreased by 2.8 percentage points. In 2010 are published 148 weekly newspapers, or 19.1% less in comparison with 2009. The relative share of circulation for weekly newspapers is 40.6% from the annual circulation and in comparison with the previous year has increased with 2.8 percentage points.

In 2010, 7 titles of newspapers are issued for children and juvenile, or 2 more in comparison with 2009, but circulation has decreased about 3 times (from 877 thousands in 2009 to 297 thousands in 2010).

The number of published comic newspapers titles was 6 in 2010, and their circulation - 188 thousands and in comparison with the previous year the number of the titles is one less, while the circulation has increased by 42.4 % (56 thousands).



Figure 4. Published newspapers in 2010 by districts



In 2010, according to the number of the published newspapers the leading district was Sofia-capital -194 titles (with 22 less in comparison with 2009) with relative share 54.0% from the total number of published newspapers in the country, or with 4.5 percentage points more than in the previous year. In 2010, the relative share of the circulation of newspapers published in the capital is 88.6% from the total circulation of newspapers in the country and in comparison with 2009 has increased by 0.3 percentage points.

The relative share of newspapers published in Bulgarian language in 2010 was 96.4%, or 0.3 percentage points more in comparison with 2009. In 2010, 13 titles of newspapers was published in foreign language: 1 in German, Turkish and Spanish, 2 in English and 8 in two or more languages.

In 2010 was published 563 magazines and 132 bulletins, in comparison with 2009 the number of magazines has decreased by 6.6% (40 less), and the bulletins - by 7.1% (10 less).



Annual circulation of magazines (29 744 thousands) in 2010 has increased with 2.8 times in comparison with 2009, and of bulletins (2 355 thousand) - with 3.4 times. The largest relative share from the total published magazines and bulletins in 2010 was those covering socio-political topics - 33.7% of titles and 46.9% of the total circulation.

In 2010, there were published 89 magazines and newsletters in foreign languages with an annual circulation of 1 433 thousands, the most numerous publications are in English - 49 titles with circulation of 352 thousands, followed by editions of two or more languages - 29 titles with an annual circulation of 977 thousands of Russian - 4 with 76 thousands, in Turkish - 3 with 19 thousands.

The highest relative share was for magazine's titles appearing from 1 to 4 times per year - 46.9% from all published magazines with circulation of 2 075 thousands, followed by magazines coming out monthly - 26.8%, with circulation of 13 171 thousands.

In 2010, there were published 68 periodic collections with circulation of 79 thousands and compared to 2009 their number remains unchanged, but their circulation has increased 4 times.



Methodological notes

Statistical survey on publishing activities provides data for published books, pamphlets and serials (newspapers, magazines, bulletin and periodical collection) and electronic publications. Data source for NSI is the National Library "St. St. Cyril and Methodius". In 2010 in the National Library was built a new information system for data entry and for provision of statistical information. The data for books, pamphlets and electronic publications cover the first 9 months of 2010 and the data for the rest three months of 2010 will be included in the survey in 2011. The distribution of the issues by literary groups, volume (printing, publishing and circulation-publishing in sheets) and retails is not covered anymore.

The survey covers the activities of public and private publishing houses and the editorial offices of newspapers and magazines.

The number of books and pamphlets do not include publications with closely departmental purpose, with temporary and advertising character, with a circulation of less than 100 copies and volume less than four pages.

Definitions:

Pamphlets - non-periodical printed publication of at least five but not more than 48 pages, exclusive of the cover pages, published in a particular country and made available to the public.

Book is non-periodical publication of at least 49 pages, exclusive of the cover pages, published in a particular country and made available to the public.

Title - words at the head of a document thus identifying it and normally distinguishing it from other.

Volume - a physical unit of a printed document that contains a number of pages bound together in one and represents a whole or part of a set.

Circulation - total number of copies of a publication, printed from a single title.

Serial - document in print or in non-print form, issued in successive parts, usually having numerical or chronological designations, and intended to be continued indefinitely, whatever its periodicity.

Newspaper - publication which contains news on current events of special or general interest, the individual parts of which are listed chronologically or numerically and appear usually at least once a week.

Periodical – (magazine, bulletin and periodical collection) – serial under the same title published at regular or irregular intervals, over an indefinite period, individual issues in the series being numbered consecutively or each issue being dated.

Annual circulation - the total quantity of copies of all appearance of one title for one year.

Single circulation - the average circulation of circulations of all appearance of one title per year.

More information and data on publishing activities could be found on the website of the NSI:

<http://www.nsi.bg/otrasalen.php?otr=34>

**PUBLISHED BOOK AND PAMPHLET BY UNESCO CLASSIFICATION DIVISIONS
IN THE NINE MONTHS OF 2010¹**

Divisions (subject group)	Books		Pamphlets		Editions with ISBN	
	Titles - number	Circulation - thousands	Titles - number	Circulation - thousands	Book - number	Pamphlets - number
Total	4126	2709	488	511	3994	504
Generalities	28	17	14	19	26	12
Philosophy. Psychology	181	165	44	91	173	42
Religion. Theology	129	84	11	5	123	9
Social sciences	1049	770	83	138	1013	93
Linguistic	139	117	5	3	139	5
Natural Sciences. Mathematics	127	58	6	1	118	4
Technology. Medicine. Applied sciences	530	338	45	30	509	36
Arts and recreation	177	122	9	5	169	6
Literature	1433	881	247	206	1411	277
Geography. History	333	156	24	15	313	20

¹ Decimal Classification - a national version

Table 2

ISSUED NEWSPAPERS BY PERIODICITY

Periodicity	2009			2010		
	Titles - number	Annual circulation - thousands	Single circulation - thousands	Titles - number	Annual circulation - thousands	Single circulation - thousands
Total	436	355600	4798	359	340812	4630
Daily newspapers	67	204865	728	60	186792	640
Issued once a week	183	134403	3103	148	138418	3031
Issued less than once a week	186	16 32	967	151	15602	959