



## PUBLISHING PRODUCTION (PUBLISHED BOOKS AND PAMPHLETS AND CONTINUED EDITIONS IN 2012)

The National Statistical Institute provides data for the published books and pamphlets, continued editions (newspapers, magazines, bulletins and periodicals) and for the electronic publications. The data source is the National Library "St. St. Cyril and Methodius" and the main indicators are in accordance with the methodological requirements of UNESCO.

### Published books and pamphlets in 2012

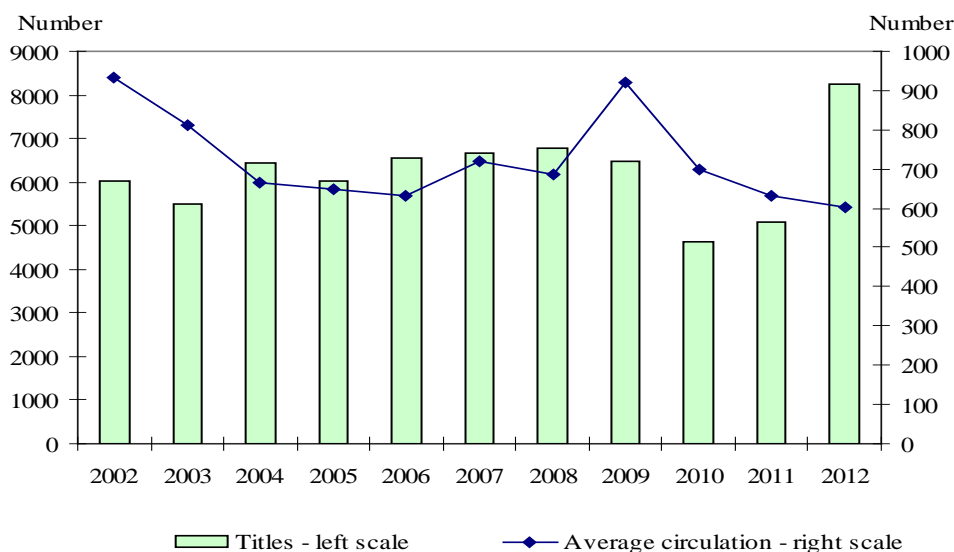
In 2012 there were published 7 213 books with circulation of 4 100 thousands and 1 050 pamphlets with circulation of 882 thousands.

#### 1. Published books and pamphlets in 2012

	Titles - number	Circulation - thousands
<b>Total</b>	<b>8263</b>	<b>4982</b>
New titles	6916	4202
Reprints	1347	780

With the unique 10 digital ISBN number (International Standard Book Number) during 2012, there were registered 6 127 books and 723 pamphlets, or 82.9% from all editions, which had made it easier their use abroad.

**Figure 1. Published titles books, pamphlets and average circulation per one book and pamphlet for the period 2002-2012**

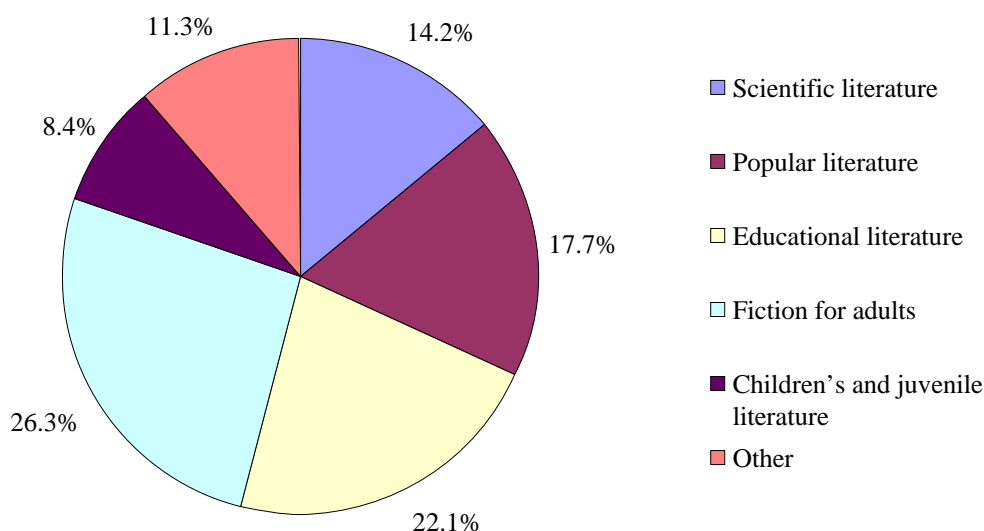




The average circulation and the total number of published books and pamphlets had changed dynamically over the years. For the period 2002 - 2012 was registered an increase in the total number of issued titles of books and pamphlets with 37.3%. At the same time the average circulation decreased from 933 in 2002 to 603 in 2012, or by 35.4%.

Distribution of books and pamphlets according to the characteristic “Target groups”<sup>1</sup> is an essential feature of the publications reflecting their distribution by thematic areas.

**Figure 2. Published titles of books and pamphlets by “Target groups” in 2012**



In 2012 the largest relative share of titles was within sections: Fiction for adults (26.3%), Educational literature (22.1%) and Popular literature (17.7%).

The relative share of the circulation of Fiction for adults was 22.3%, of the Educational literature – 22.9% and of Popular literature – 18.9% from the total issued production. The Scientific literature included 1 174 titles, with circulation of 358 thousands, which represented 14.2% from all publications and 7.2% from the total circulation.

The number of published books with Children's and juvenile literature was 694, with circulation of 929 thousands. Of those Children fictions included 436 titles, with circulation of 473 thousand copies, or 5.3% from the all issued productions and 9.5% from the total circulation.

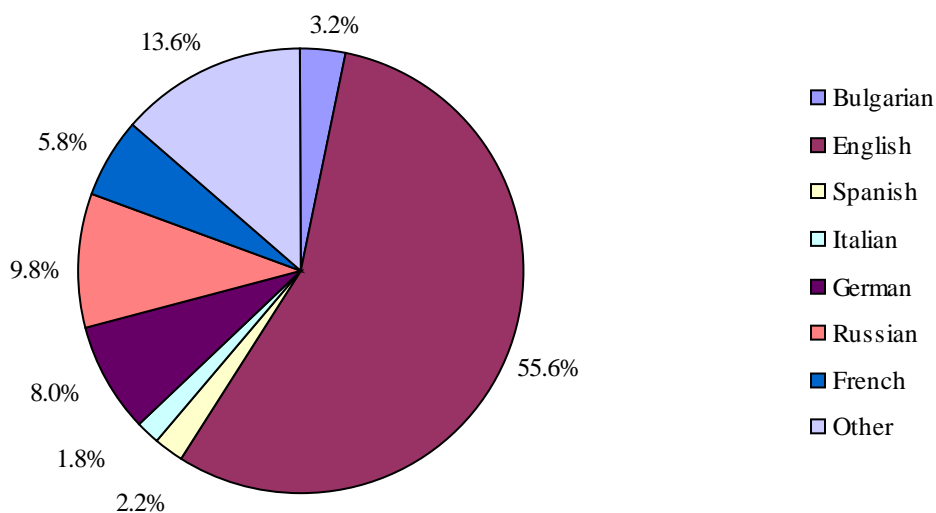
In 2012 the titles of the original literature were 6 089 titles, or 73.7% from the total number of published books and pamphlets. The share of the circulation for this type of literature was 60.0%.

<sup>1</sup> Classification group for distribution of books and pamphlets.



The relative share of translated publications in 2012 was 26.3% (2 174 titles) from the total number of issued books and pamphlets, and the share of the circulation was 40.0%.

**Figure 3. Published titles translated literature by the original language for 2012**



From circulation of the entire issued translated literature (1 994 thousands) with the highest relative share were translated titles from English language 68.1% (1 358 thousands). They were followed by translated editions from German - 6.1% (122 thousands), from Russian - 5.8% (116 thousands), from French – 4.4% (87 thousands) and Spanish - 2.4% (48 thousands).

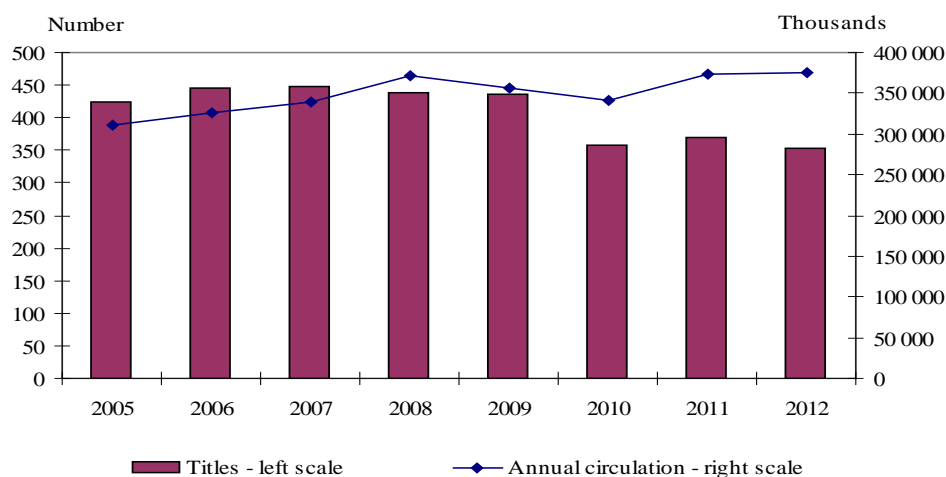
In regional aspect the most of books were published in Sofia (stolitsa) district, as the relative share of published titles (books and pamphlets) was 68.3% from the whole published titles in the country and the share of circulation – 76.7%. It was followed by Plovdiv district with 6.5% from the total number of published titles and circulation of 8.1% from the total circulation and Varna district respectively with 4.6 or 5.9%.

### Published continued editions (newspapers and periodicals)

In 2012, there were published 354 newspapers with an annual circulation of 374 660 thousands, or 51 newspapers annually per capita (the same number as in 2011). In comparison with the previous year the number of titles (independent editions, printed as one or more physical units) of newspapers decreased by 4.1% (15 titles less) while their circulation were increased by 0.4% (1 549 thousands more).



**Figure 4. Published newspapers by titles and annual circulation for the period 2005-2012**



In 2012, there were published 57 daily newspapers with circulation of 230 192 thousands. The titles of daily newspapers formed 16.1% from the total number of published newspapers and their circulation was 61.4% from the total circulation. In comparison with 2011 the number of titles had decreased by 5, and circulation – with 1 645 thousands. In 2012 published titles of weekly newspapers were 155, which was with 2 less in comparison with the previous year. The relative share of circulation of weekly newspapers in 2012 was 33.8% from the annual circulation of all newspapers or had increased with 0.1 percentage points (862 more) in comparison with 2011.

The distribution of publications according to the characteristic “Target group – serials”<sup>2</sup> provides information for their grouping by thematic areas: serials aimed at general public and magazines and bulletins for a specific readership.

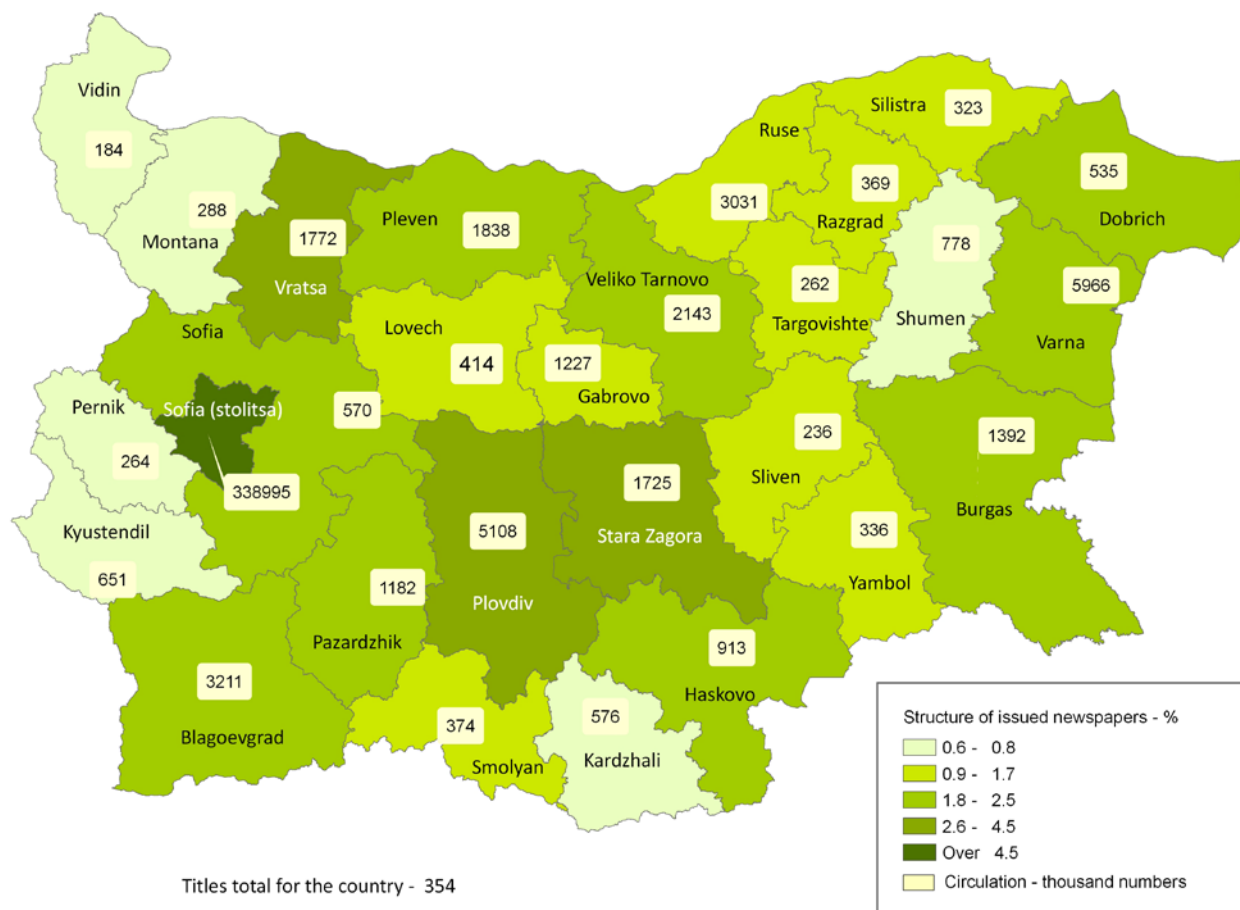
In the number of publications for the serials aimed at general public with the highest relative share were „Political, philosophical, religious and cultural issues” - 53.7% (190 titles) from all publications. Their annual circulation was 173 105 thousands or 46.2% from the circulation of all newspapers. They were followed by the „Publications for tourism, sports and recreation” respectively with 3.4% (12 titles) and circulation of 12 799 thousands or 3.4% of all published newspapers and “Other publications for general public” 15.8% (56 titles) with circulation of 146 345 thousands or 39.1% from the total issued production.

From the number of “Magazines and bulletins for a specific readership” with the highest relative share were “Professional magazines (technical, scientific)” - 12.1% (43 titles) and circulation of 22 471 thousands or 6.0% from the circulation of all published newspapers. They were followed by „Publications of associations, companies, societies, foundations and others” respectively 3.7% (13 titles) and circulation of 3 686 thousands, or 1.0% from the total circulation.

<sup>2</sup> Classification group for distribution of serials



**Figure 5. Published newspapers (titles and circulation) by districts in 2012**



In 2012, according to the number of the published newspapers the leading administrative-territorial district was Sofia (stolitsa) - 181 titles (with 1 less in comparison with 2011). The share of the titles was 51.1% from the total number of published newspaper's titles in the country, which was with 1.8 percentage points more in comparison with the previous year. In 2012 with such percent was increased and the circulation of published newspapers in the capital (from 88.7% in 2011 to 90.5% in 2012).

The relative share of newspapers published in Bulgarian language in 2012 was 96.9%, or with 1 percentage point more in comparison with 2011. During 2012, in foreign languages were published 11 newspapers: 4 in English, 3 in Turkish, 2 in Russian and by 1 in German and Romanian language.

In 2012 there were published 517 titles of magazines and 118 of bulletins and in comparison with 2011 the number of magazines had decreased by 7.5% (42 less), and the bulletins had increased - by 8.3% (9 more).



The annual circulation of magazines (23 099 thousands) in 2012 had decreased with 11.4% in comparison with 2011, and of bulletins (1 776 thousands) - with 43.1%.

## 2. Issued magazines and bulletins (serials) by target group in 2012

Target group	Titles - number	Circulation - in thousands	
		Annual	Single
<b>Total</b>	<b>635</b>	<b>24 109</b>	<b>2 242</b>
<b>Serials aimed at general public</b>	<b>276</b>	<b>19 571</b>	<b>1 641</b>
of which:			
Political, philosophical, religious and cultural	103	2 158	327
Men's and women's magazines and family press	40	6 498	363
Publications for tourism, sports and recreation	9	293	40
Juvenile, children's, comics ect.	37	2 657	245
<b>Magazines and bulletins for a specific readership</b>	<b>359</b>	<b>4 538</b>	<b>601</b>
of which:			
Professional magazines (technical, scientific)	279	2 461	398
Publications of unions, associations, foundations and others	30	299	41

In 2012, there were published 60 magazines and bulletins in foreign languages with an annual circulation of 490 thousands, as the most numerous publications were in English language - 48 titles with circulation of 439 thousands, followed by editions in Turkish - 35 with circulation of 35 thousands, in Russian - 2 with circulation of 9 thousands, in Italian – 1 with circulation of 4 thousands and others.

The highest relative share was for magazine's titles appeared from 1 to 4 times per year – 49.1% (312 titles) from all published magazines with circulation of 1 248 thousands, followed by magazines coming out monthly – 30.1% (191 titles), with circulation of 12 442 thousands.

In 2012, there were published 99 periodic collections with circulation of 58 thousands and compared to 2011 their number had increased with 11.2%, and their circulation – 9.4%.



## METHODOLOGICAL NOTES ON PUBLISHING ACTIVITY SURVEY

The survey of publishing activity is conducted annually and covers the activity of public and private publishers and editorials.

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

**Pamphlets** is non-periodical printed publication with at least five but not more than 48 pages, published in the country and made available to the public.

**Book** is non-periodical coming out printed document with at least 49 pages, published in the country and made available to the public.

**Title** - word or set of words, usually marked on the document, for using identification and often (but not always) distinguish it from other documents.

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

**Circulation** is the total number of publications, printed from a single title.

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

Since 2012 is applied a new classification group – “Target group – serials”.

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

**Magazine** is serial, which is published under the same title at regular or irregular intervals, over an indefinite period; individual publications are consecutively numbered or dated.

**Bulletin** is publication (in the form of a pamphlets or leaflet) which contains short formal and official materials (legal, information) relating to the activities of the published organization.

**Periodical** is publication which contains research articles, reports and others and it is published usually on behalf of the scientific institution.

**Annual circulation** of the periodical is the total quantity of copies of all appearance of one title per one year.

**Single circulation** is the average circulation from 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>.





## Annex

**Table 1**

### PUBLISHED NEWSPAPERS BY PERIODICITY

Periodicity	2011			2012		
	Titles - number	Annual circulation - thousands	Single circulation - thousands	Titles - number	Annual circulation - thousands	Single circulation - thousands
<b>Total</b>	<b>369</b>	<b>373111</b>	<b>4168</b>	<b>354</b>	<b>374660</b>	<b>4491</b>
Daily newspapers	62	231837	827	57	230192	639
Issued 2-3 times a week	-	-	-	20	7794	72
Issued once a week	157	125688	2902	155	126550	2434
Issued less than once a week	150	15586	439	122	10124	1346

**Table 2**

### PUBLISHED BOOKS AND PAMPHLETS BY TOPIC<sup>1</sup> IN 2012

Decimal Classification (topic)	Books		Pamphlets		Editions with ISBN - number	
	Titles - number	Circulation - thousands	Titles - number	Circulation - thousands	Books	Pamphlets
<b>Total</b>	<b>7213</b>	<b>4100</b>	<b>1050</b>	<b>882</b>	<b>6127</b>	<b>723</b>
Generalities	214	299	183	218	207	161
Philosophy, Psychology	464	311	12	6	442	11
Religion	266	184	29	12	245	23
Social sciences	1405	838	115	189	1303	113
Linguistic	396	247	10	2	283	4
Natural Sciences and Mathematics	296	93	37	11	239	29
Technology. Medicine. Applied sciences	1149	490	85	44	1052	76
Arts and recreation	351	163	26	10	319	22
Literature	2212	1246	532	384	1594	267
Geography/History	460	229	21	7	443	17

<sup>1</sup>Decimal Classification - a national version according to UNESCO classification.