



PUBLISHING PRODUCTION
(CONTINUED EDITIONS IN 2011 AND BOOKS AND PAMPHLETS PRODUCTION FOR
THE PERIOD OCTOBER 2010 - DECEMBER 2011)

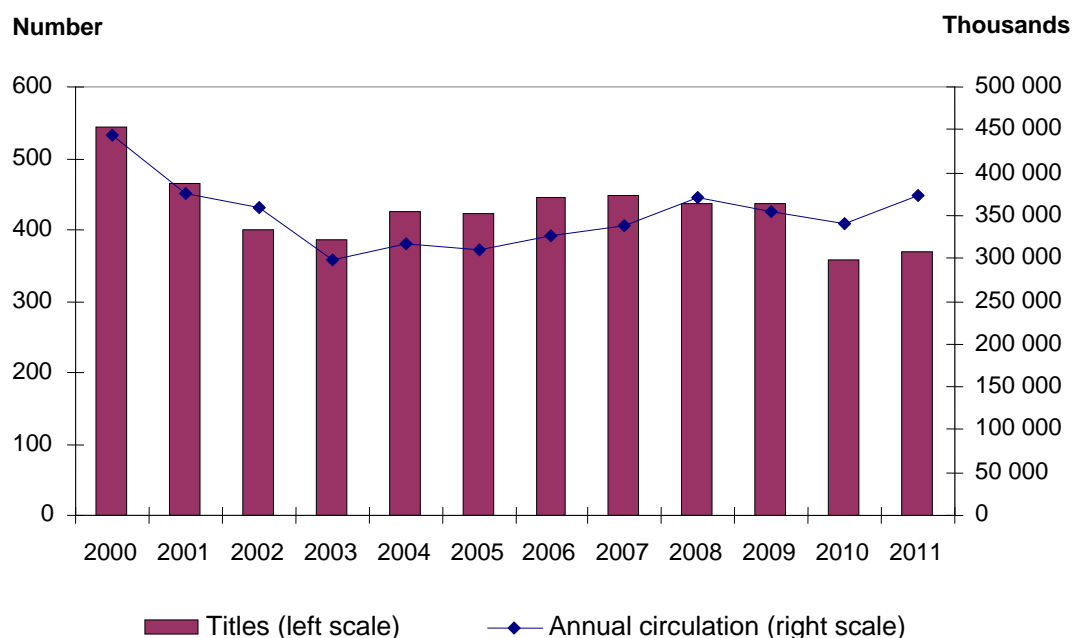
The National Statistical Institute represents data on the publishing production in the country (books and pamphlets) and continued editions (newspapers and periodicals). Data source is the National Library "St. St. Cyril and Methodius". Main indicators and coverage are designed in accordance with methodological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

- Published continued editions (newspapers and periodicals).
- Published books and pamphlets - because of the introduction of the new informatics system in the National Library "St. St. Cyril and Methodius", the survey covers the rest three months of 2010 (October - December) and 2011.

Published continued editions (newspapers and periodicals)

In 2011, there are published 369 newspapers with an annual circulation of 373 111 thousands, which equals to 51 newspapers per capita, or with 6 more than in 2010 (Figure 1). In comparison with the previous year the number of titles (independent or published as one or more physical units) increased by 2.8% (10 titles more) and their circulation - by 9.5% (32 299 thousands more).

Figure 1. Published newspapers



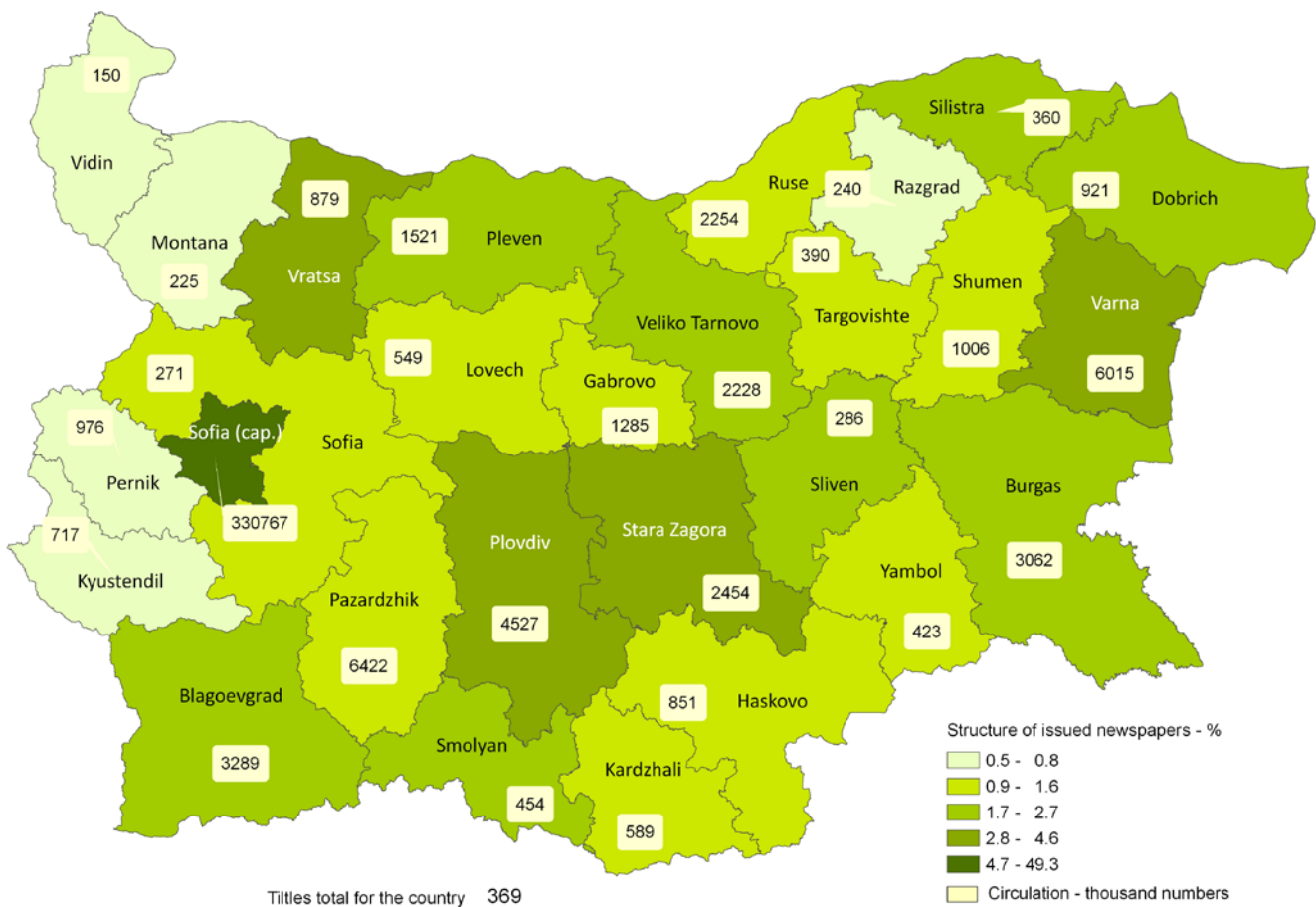


In 2011, there are published 62 daily newspapers with circulation of 231 837 thousands. The share of published titles for daily newspapers formed 16.8% of the total number of the published newspapers and their circulation - 62.1% of the total circulation. In comparison with 2010 the number of titles has increased by 2 and circulation – with 45 045 thousands. In 2011 are published 157 weekly newspapers, or 6.1% more in comparison with 2010. The relative share of circulation for weekly newspapers is 33.7% from the annual circulation and in compassion with the previous year has decreased with 6.9 percentage points.

In 2011, 8 titles of newspapers are issued for children and juvenile, or one number more in comparison with 2010, but circulation has increased about 7 times (from 297 thousands in 2010 to 2 101 thousands in 2011).

The number of published comic newspapers titles was 6 in 2011, and their circulation - 182 thousands and in comparison with the previous year the number of the titles remain unchanged, while the circulation has decreased by 3.2 % (6 thousands).

Figure 2. Structure and circulation of published newspapers by district in 2011





In 2011, according to the number of the published newspapers the leading district was Sofia capital -182 titles (with 12 less in comparison with 2010). The relative share of the titles is 49.3% from the total number of published newspapers in the country, or with 4.7 percentage points less than in the previous year. In 2011, the relative share of the circulation of newspapers published in the capital is 88.7% from the total circulation of newspapers in the country and in comparison with 2010 has increased by 0.4 percentage points.

The relative share of newspapers published in Bulgarian language in 2011 was 95.9%, or 0.5 percentage points less in comparison with 2010. In 2011, 15 titles of newspapers was published in foreign language: 1 in German, English, Turkish and Romanian, 2 in Russian; and 9 in two or more languages.

In 2011 were published 559 magazines and 109 bulletins, in comparison with 2010 the number of magazines has decreased by 0.7% (4 less), and the bulletins - by 17.4% (23 less).

Annual circulation of magazines (26 055 thousands) in 2011 has decreased with 12.4% in comparison with 2010, and of bulletins (1 776 thousands) - with 24.6%. The largest relative share from the total published magazines and bulletins in 2011 was those covering socio-political topics - 33.4% of titles and 42.4% of the total circulation. In comparison with previous year the relative share of titles has decreased by 0.3, and circulation by 4.5 percentage points.

In 2011, there were published 95 magazines and bulletins in foreign languages with an annual circulation of 1 945 thousands, the most numerous publications are in English - 55 titles with circulation of 259 thousands, followed by editions of two or more languages - 29 titles with an annual circulation of 1 584 thousands, in Russian - 5 with circulation of 81 thousands, in Turkish - 2 with 16 thousands.

The highest relative share was for magazine's titles appearing from 1 to 4 times per year - 44.5% (249 titles) from all published magazines with circulation of 1 361 thousands, followed by magazines coming out monthly - 27.0% (151 titles), with circulation of 12 791 thousands.

In 2011, there were published 89 periodic collections with circulation of 53 thousands and compared to 2010 their number has increased 1.3 times, but their circulation has decreased 1.5 times.

Published books and pamphlets for the period October 2010 - December 2011

In the observed period from 15 months (October 2010 - December 2011) there are published 4 524 books with circulation 2 717 thousands and 554 pamphlets with circulation 496 thousands.

1. Published books and pamphlets for the period October 2010 - December 2011

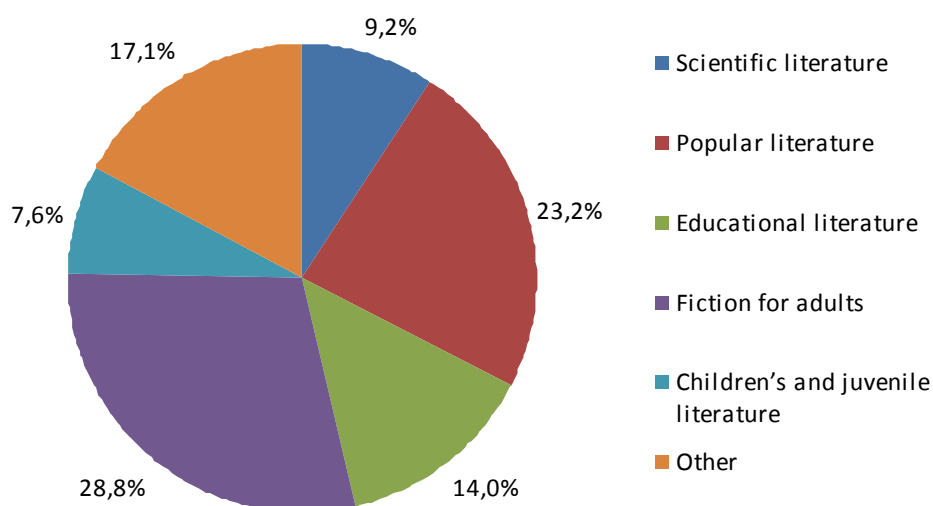
	Titles - number	Circulation - thousands
Total	5 078	3 213
New titles and new editions	4 775	2 997
Reprints	303	216



With the unique 10 digital ISBN number (International Standard Book Number) for the period October 2010 - December 2011 are registered 4 323 books and 493 pamphlets, or 94.8% of all editions, which has made it easier for their use abroad. (Annex, Table 2).

The distribution of books and pamphlets according to the Target group¹ is one of the main characteristic of the editions, reflecting their distribution in thematic areas.

Figure 3. Published titles of books and pamphlets by target groups



For the period October 2010 - December 2011 the largest number of publications are within sections: Fiction for adults (28.8%), Popular literature (23.2%) and Educational literature (14.0%).

The relative share of the circulation of Fiction for adults for the observed period is 30.7%, of the Popular literature - 23.4%, and Educational literature - 9.2% of the total issued products. Scientific literature included 469 titles, with circulation of 142 thousands, representing 9.2% of all publications and 4.4% of the total circulation.

The number of titles of Children's and juvenile literature is 388, with circulation of 558 thousands. Of those children fictions included 210 titles, with circulation of 296 thousand copies, or 4.1% of the issued productions and 9.2% of total circulation.

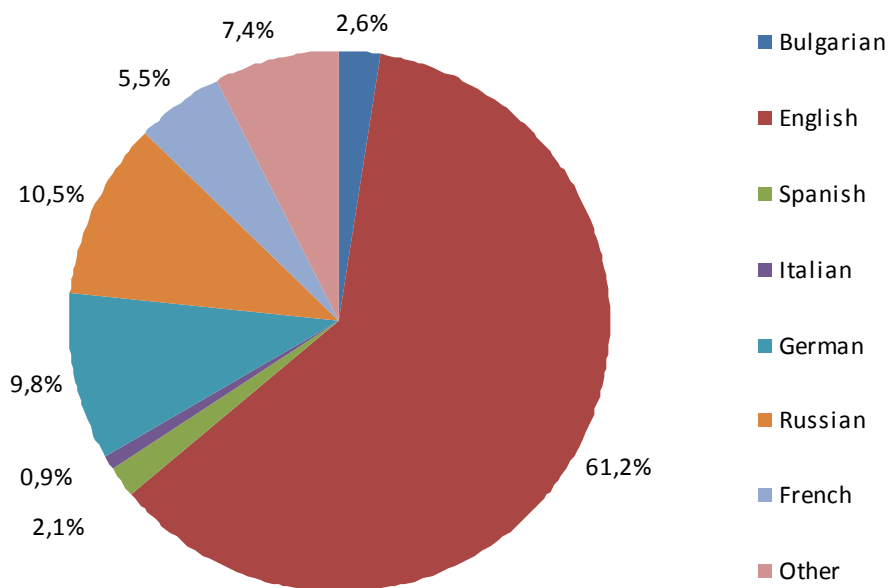
In the observed period (15 months) the titles of the original literature are 3 520 titles, or 69.3% of the total number of published books and pamphlets. The relative share of the circulation is 48.1% from the total circulation.

¹ Classification group for distribution of the books.



The relative share of translated publications for the period October 2010 - December 2011 is 30.7% of the total number of issued books and pamphlets, and the share of the circulation is 51.9%.

Figure 4. Published titles of translated literature by the original language for the period October 2010 - December 2011



From circulation of the entire issued translated literature (1 668 thousands) the largest relative share of translated titles is for translations from English with circulation 72.7% (1 213 thousands), followed by translations from Russian with circulation 130 thousands (7.8%), from German with circulation of 88 thousands (5.3%), from French with circulation of 71 thousands (4.3%) and Spanish language with circulation of 52 thousands (3.1%).

In the regional distribution the most of the books are published in Sofia (capital), as the relative share of titles (books and pamphlets) is 69.5% from the whole published titles in the country with share of circulation 82.9%. Sofia (capital) is followed by Plovdiv district with 7.1% from the total number of published titles and with the same percent from the total circulation, and Veliko Tarnovo with 5.3% or 2.4%.



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. Therefore the data for published books and pamphlets covered the period October 2010 - December 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>.



Annex

Table 1

Published newspapers by periodicity

Periodicity	2010			2011		
	Title - number	Annual circulation - thousands	Single circulation - thousands	Title - number	Annual circulation - thousands	Single circulation - thousands
Total	359	340 812	4 630	369	373 111	4 168
Daily newspapers	60	186 792	640	62	231 837	827
Issued once a week	148	138 418	3 031	157	125 688	2 902
Issued less than once a week	151	15 602	959	150	15 586	439

Table 2

Published books and pamphlets by UNESCO classification divisions for the period October 2010 - December 2011¹

Divisions (subject group)	Books		Pamphlets		Editions with ISBN	
	Titles - number	Circulation - thousands	Titles - number	Circulation - thousands	Book - number	Pamphlets - number
Total	4 524	2 717	554	496	4 323	493
Generalities	155	95	88	129	149	86
Philosophy. Psychology	206	139	4	1	191	3
Religion	75	54	12	6	67	5
Social sciences	820	394	39	23	775	35
Linguistic	114	37	5	3	112	5
Natural Sciences. Mathematics	146	61	17	8	134	15
Technology. Medicine. Applied sciences	778	454	34	23	761	23
Arts and recreation	182	104	9	4	181	7
Literature	1 693	1 196	327	292	1 627	299
Geography/History	355	184	19	8	326	15

¹ Decimal Classification - national version.