



PUBLISHING PRODUCTION IN 2015 (PUBLISHED BOOKS AND PAMPHLETS AND CONTINUED EDITIONS)

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

Published Books and Pamphlets in 2015

In 2015 were published 8 221 books with circulation of 3 900 628 and 1 099 pamphlets with circulation of 1 003 029 (Table 1).

1. Published books and pamphlets in 2015

	Titles - in numbers	Circulation - in thousands
Books	8221	3901
New titles	7618	3553
Reprints	603	348
Pamphlets	1099	1003
New titles	1069	972
Reprints	30	31

With the unique identification code ISBN (International Standard Book Number) in 2015 were registered 7 677 books and 1 016 pamphlets, or 93.3% of all editions, which provided an opportunity for trade use in the country and abroad.



Figure 1. Published titles of books and pamphlets and average circulation¹ per one book and pamphlet for the period 2005 - 2015



In comparison with the previous year in 2015 the number of published books and pamphlets increased by 1 805 (24.0%) while the average circulation decreased from 536 in 2014 to 526 in 2015 or by 1.9%.

According the characteristic ‘Target groups’² (thematic areas) the distribution of editions by sections in 2015 was following:

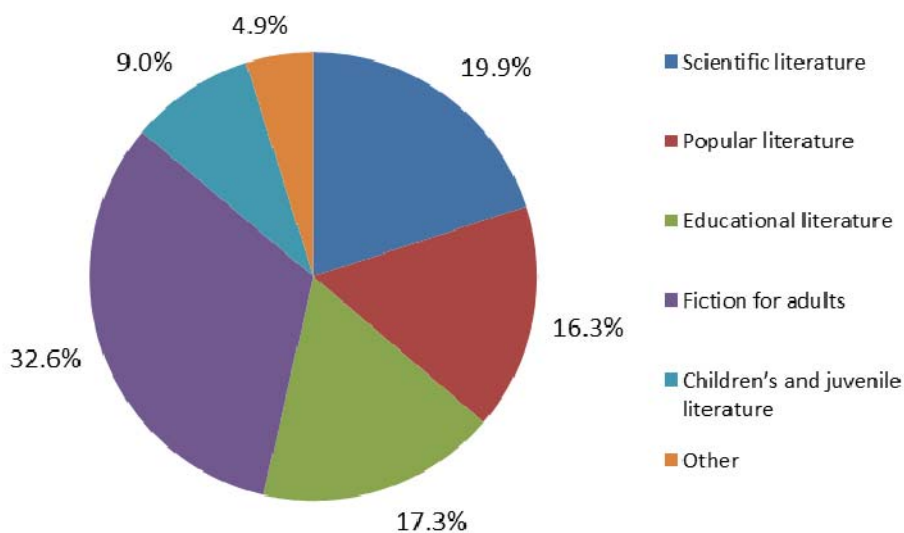
- Fiction for adults - 3 035 titles with circulation of 1 485 thousands;
- Scientific literature - 1 859 titles with circulation of 529 thousands;
- Educational literature - 1 614 titles with circulation of 671 thousands;
- Popular literature - 1 521 titles with circulation of 999 thousands;
- Children’s and Juvenile literature - 837 titles with circulation of 1 002 thousands, of which Children fiction literature was presented with 451 titles with circulation of 420 thousands;
- Other - 454 titles with circulation of 217 thousands. (Figure 2).

¹ The total circulation to the number of published books and pamphlets

² Classification group for distribution of books and pamphlets.



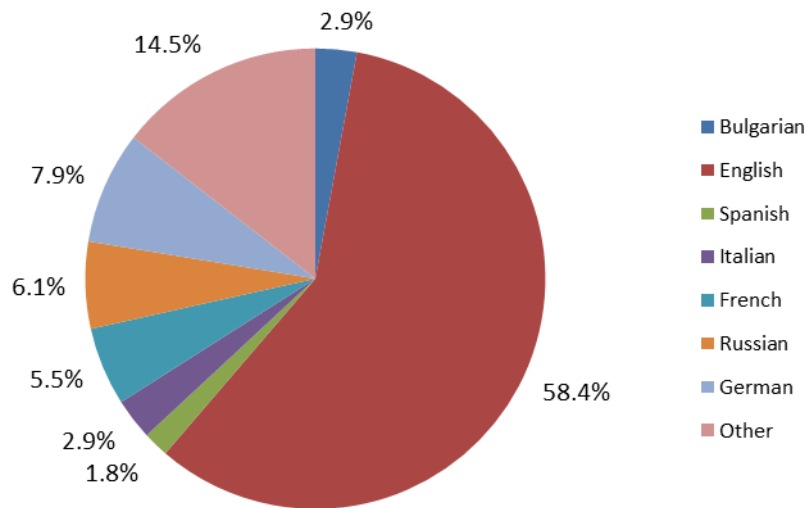
Figure 2. Published titles of books and pamphlets by ‘Target groups’ in 2015



In 2015 the titles published of the original language of writing (including in Bulgarian language) were 6 870 titles, or 73.7% of the total number of published books and pamphlets as the share of the circulation was 53.5%. The titles of translated publications were 2 450 with circulation of 2 278 thousands. Of which more than half of the translated literature was from English (58.4%), followed by the translated editions from German - 7.9%, Russian - 6.1% and French - 5.5% (Figure 3).



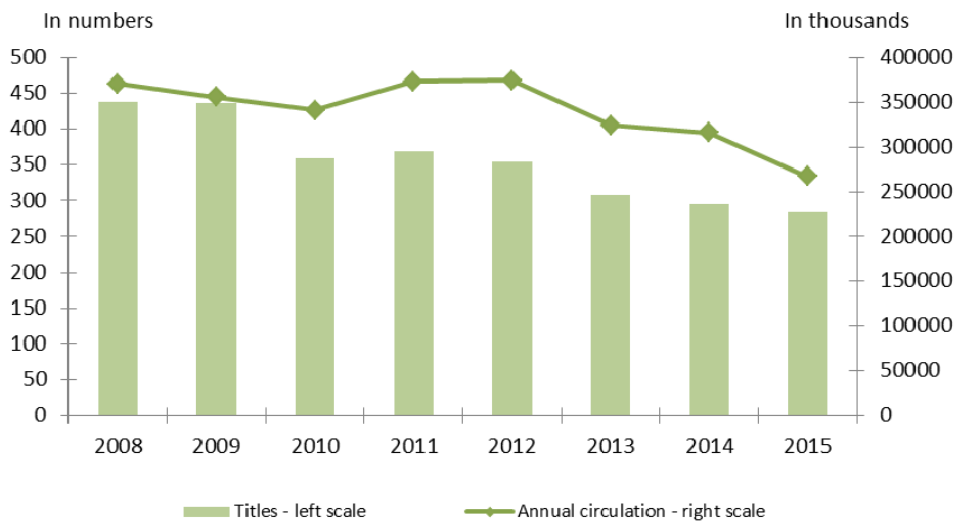
Figure 3. Published titles of translated literature by language of the original in 2015



Published Continued Editions (Newspapers and Periodicals)

In 2015 were published 283 newspapers with an annual circulation of 267 346 thousands, or by 37 newspapers annually per capita. In comparison with the previous year published newspapers decreased by 12 numbers (4.1%) and circulation by 48 366 thousands (15.3%)(Figure 4).

Figure 4. Published newspapers by titles and annual circulation for the period 2008 - 2015





In 2015 published newspapers were distributed by periodicity and circulation as follows:

- 51 daily newspapers forming 18.0% from the titles of all published newspapers with circulation of 159 893 thousands;

- Newspapers issued 2 - 3 times per week were 18 (6.4% from the titles of all published newspapers) with circulation of 5 467 thousands;

- Newspapers issued once per week were 124 (43.8% from the titles of all published newspapers) with circulation of 99 254 thousands;

- Newspapers issued less than once per week were 90 (31.8% from the titles of all published newspapers) with circulation of 2 732 thousands.

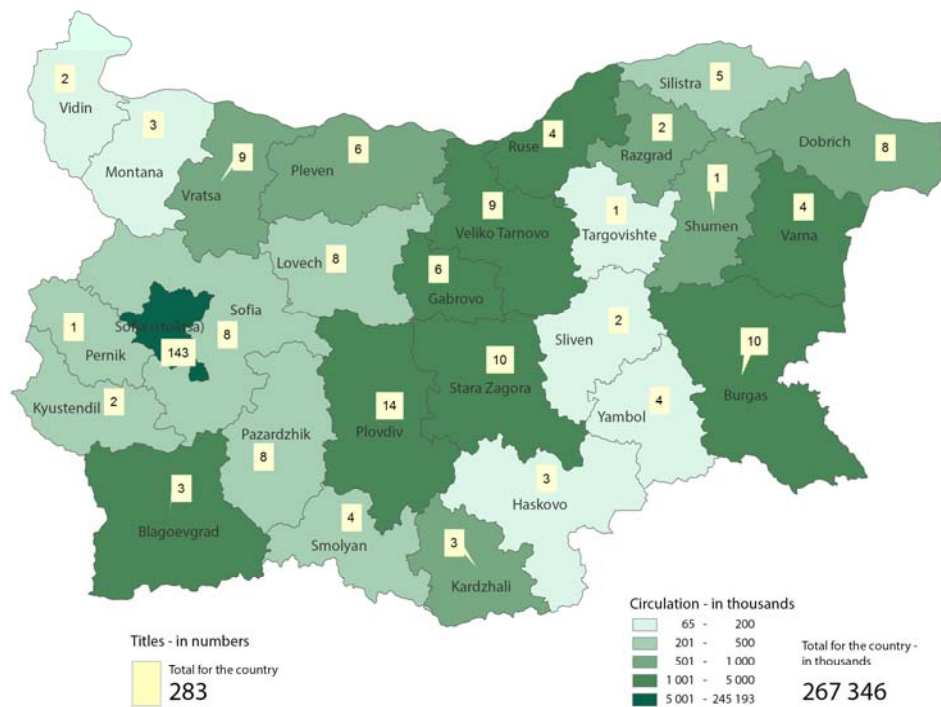
The highest relative share according to the characteristic ‘Target group - serials’¹ were the editions from thematic area ‘Political, philosophical, religious and cultural issues’ - 56.9% (161 titles) as their annual circulation was 111 883 thousands. They were followed by ‘Professional magazines’ - 12.7% (36 titles) with circulation of 10 962 thousands, or 4.1% of circulation of all published newspapers.

In 2015 the highest number of newspapers was published in Sofia (stolitsa) district - 143 titles or 50.5% of all published newspaper in the country (Figure 5).

¹ Classification group for distribution of serials.



Figure 5. Published newspapers (titles and circulation) by districts in 2015



Almost 98% (276 titles) of all newspapers published in 2015 were in Bulgarian language and in foreign languages were 7 - 3 in Turkish, 2 in Russian and by 1 in English and German.

In 2015 were published 541 magazines and 94 bulletins and in comparison with 2014 the number of the magazines increased by 2.5% but the number of bulletins decreased by 12.1%.



2. Published magazines and bulletins by target group (serials) in 2015

Target group (serials)	Titles - in numbers	Circulation - in thousands	
		Annual	Single
Total	635	21400	1695
Serials aimed at general public	211	17969	1269
Illustrated informational magazines	5	878	57
Political, philosophical, religious and cultural publications	62	1432	104
Women's and men's publications and family publications	38	8051	429
Publications for tourism, sports and recreation	6	59	19
Popular historical and geographical publications	3	433	36
Popular scientific and technical publications	5	279	30
Publications for young people and children	35	1481	222
Other publications for general public	57	5356	372
Magazines and bulletins for a specific readership	424	3431	427
Professional Publications	349	2390	324
Trade union, political party publications and etc.	1	2	0
Publications of unions, associations, foundations and etc.	22	72	9
Publications of companies, trade organizations and etc.	4	58	7
Official Publications	1	1	0
Other publications for a specific readership	47	908	87

In 2015 were published 92 magazines and bulletins in foreign languages with an annual circulation of 419 thousands, as the most numerous publications were in English - 82 titles with circulation of 161 thousands, followed by editions in Russian, Turkish, Romanian and German which were by 2 titles respectively with circulation of 232 thousands, 20 thousands, 3 thousands and 2 thousands. According to their periodicity magazines and their circulation were distributed as follows:

- 9 weekly magazines forming 1.7% from titles of all published magazines with circulation of 6 115 thousands;

- Magazines issued 2 - 3 times per month were 12 (2.2% from titles of all published magazines) with circulation of 2 005 thousands;

- Magazines issued once per month were 138 (25.5% from titles of all published magazines) with circulation of 10 978 thousands;



- Magazines issued 5-7 times per year were 93 (17.2% from titles of all published magazines) with circulation of 1 008 thousands;

- Magazines issued 1 - 4 times per year were 289 (53.4% from titles of all published magazines) with circulation of 738 thousands;

In 2015 were published also 108 periodic collections with circulation of 29 thousands and compared to 2014 their number increased by 10, while their circulation decreased by 11.6%.



Methodological notes

The survey of publishing activity is annual and covers the activity of public and private publishers and editorials. The data are provided to NSI by the St. St. Cyril and Methodius National Library (all deposited publications for the year).

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 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 issued 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 has 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 per 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 at Information System 'INFOSTAT' (https://infostat.nsi.bg/infostat/pages/module.jsf?x_2=214) and on the NSI website: (<http://www.nsi.bg/>), Section 'Culture'



Annex

Table 1

Published newspapers by periodicity

Periodicity	2014			2015		
	Titles - in numbers	Annual circulation - in thousands	Single circulation - in thousands	Titles - in numbers	Annual circulation - in thousands	Single circulation - in thousands
Total	295	315712	3298	283	267346	2561
Daily newspapers	55	173257	481	51	159 893	444
Issued 2 - 3 times a week	17	6233	55	18	5 467	48
Issued once a week	127	133392	2565	124	99254	1909
Issued less than once a week	96	2830	197	90	2732	160

Table 2

Published books and pamphlets by topic¹ in 2015

Decimal Classification (topic)	Books		Pamphlets		Editions with ISBN - in numbers	
	Titles - in numbers	Circulation - in thousands	Titles - in numbers	Circulation - in thousands	Book	Pamphlets
Total	8221	3901	1099	1003	7677	1016
Generalities	254	157	329	487	239	325
Philosophy, Psychology	445	301	7	3	419	6
Religion	213	177	15	9	195	11
Social sciences	1617	701	132	114	1491	120
Linguistic	190	70	17	19	176	15
Natural Sciences and Mathematics	235	54	12	3	222	10
Technology, Medicine, Applied sciences	1150	394	50	46	1082	38
Arts and recreation	364	170	43	13	309	16
Literature	3193	1656	461	296	3038	445
Geography/History	560	219	33	12	506	30

¹ Decimal Classification - a National version according to UNESCO classification.