

North American Monthly Printing Shipments 2006 to 2010

with forecasts through 2016

Issue # 62, January 2011

USA data: up to November 2010

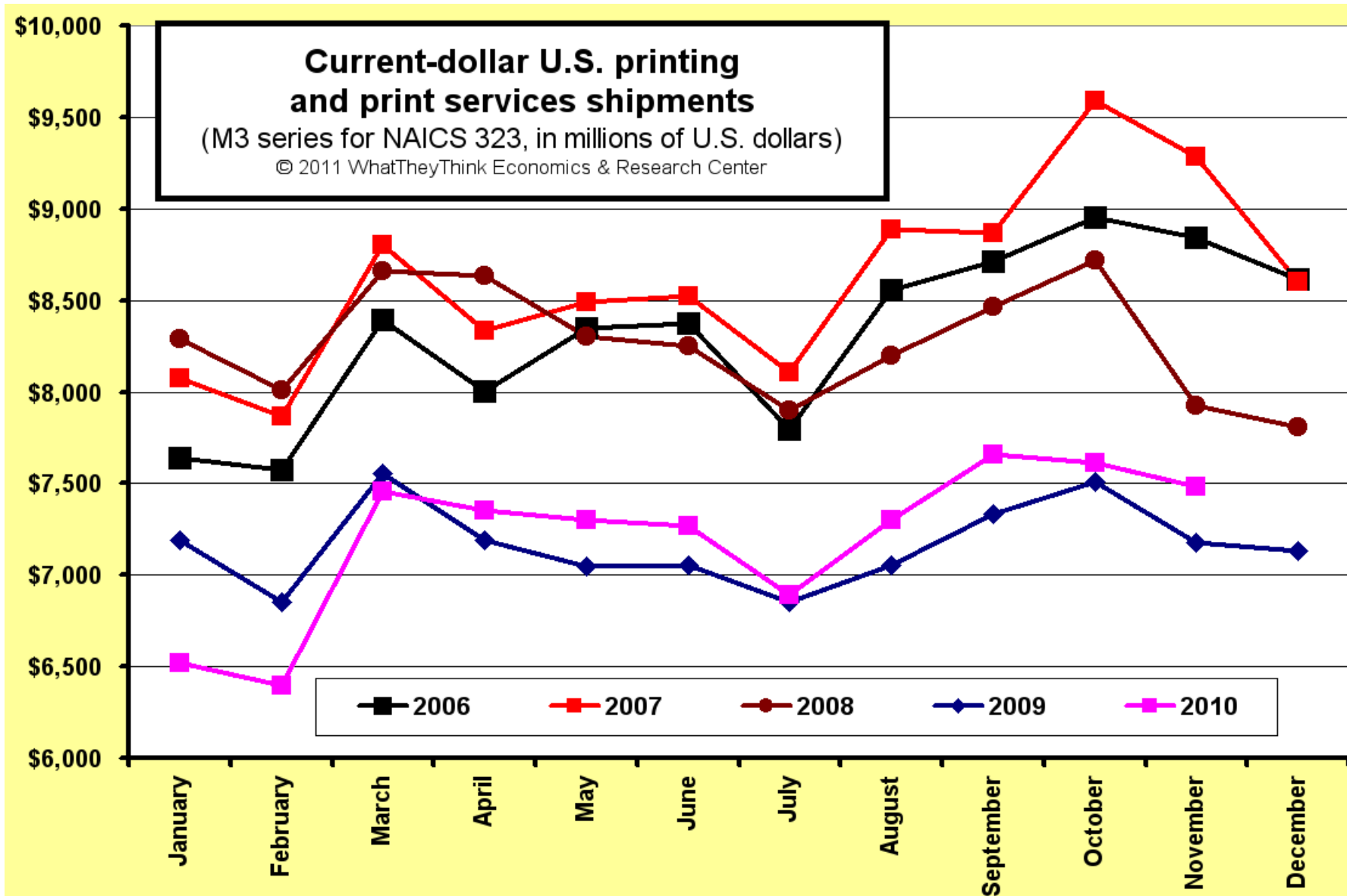
Canada data: up to October 2010

How to Use This Document

- This is a Powerpoint file which can be used in your internal company and client presentations
- The slides have been designed for easy “copy and paste” into your Powerpoint presentations
- The information in these slides are to be treated just as one would use “company confidential” information and are © 2011 WhatTheyThink

Executive Summary

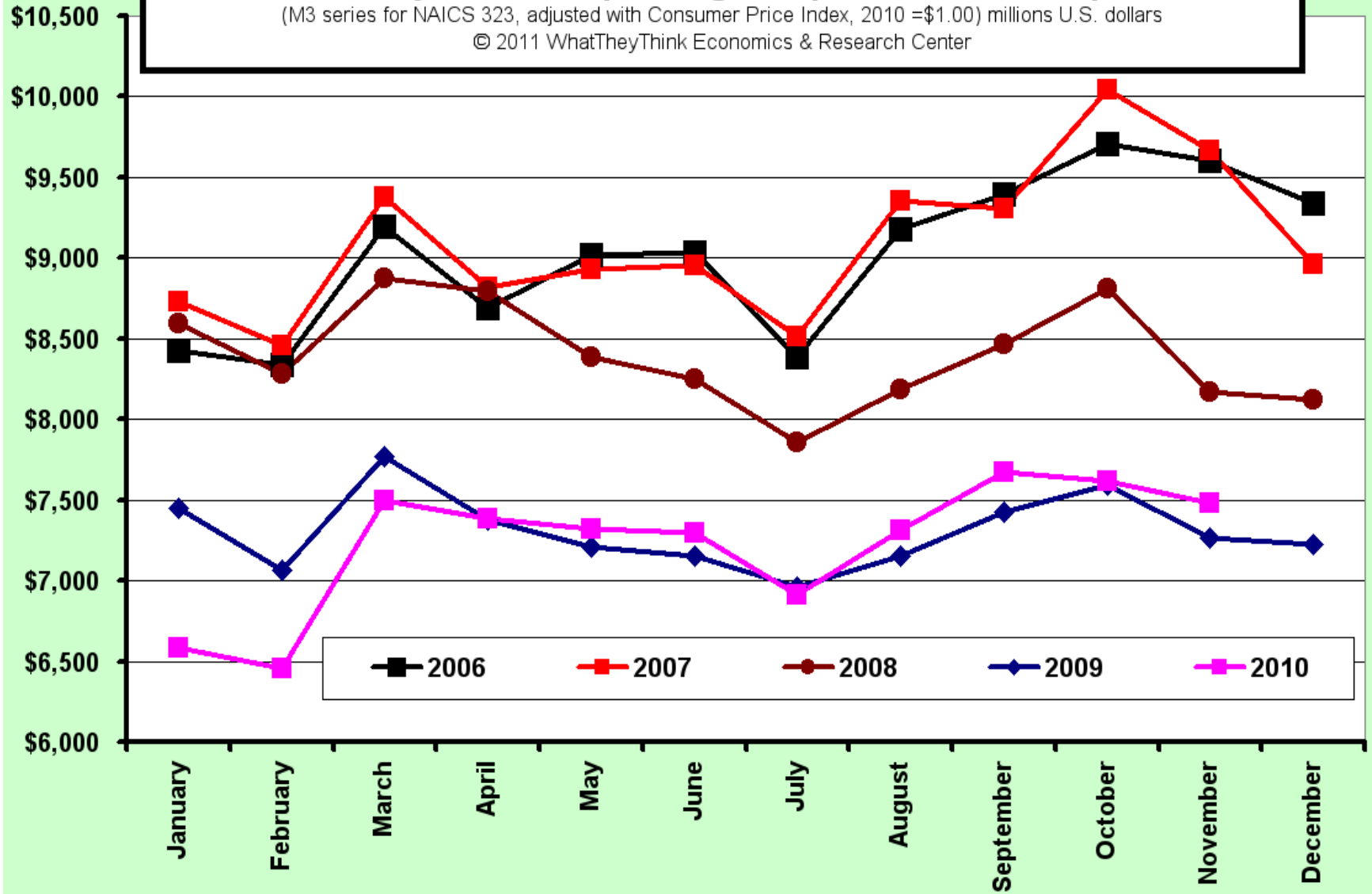
- 8 consecutive months of current dollar increase
 - Has not happened since 2007, Jun '04 – Nov '07
 - That period was 41 months long, with only 2 negative months
 - 8 of 9 months had inflation-adjusted increase
- Nov '10 current \$ shipments \$7.48 billion (+4.2%) +\$303MM vs. Nov '09; +\$220MM real \$ (+3%)
 - Is this an election effect? October made it look so, November implies it was not
- Oct. Canada shipments were C\$791 million
 - Down -7.5% in current C\$ and down -9.7% inflation-adjusted
 - On US\$ basis, up +6% in current, +3.4% inflation-adjusted
- 2010 WTT ERC US comm'l printing likely to finish at \$86.5B for USA, C\$9B for Canada

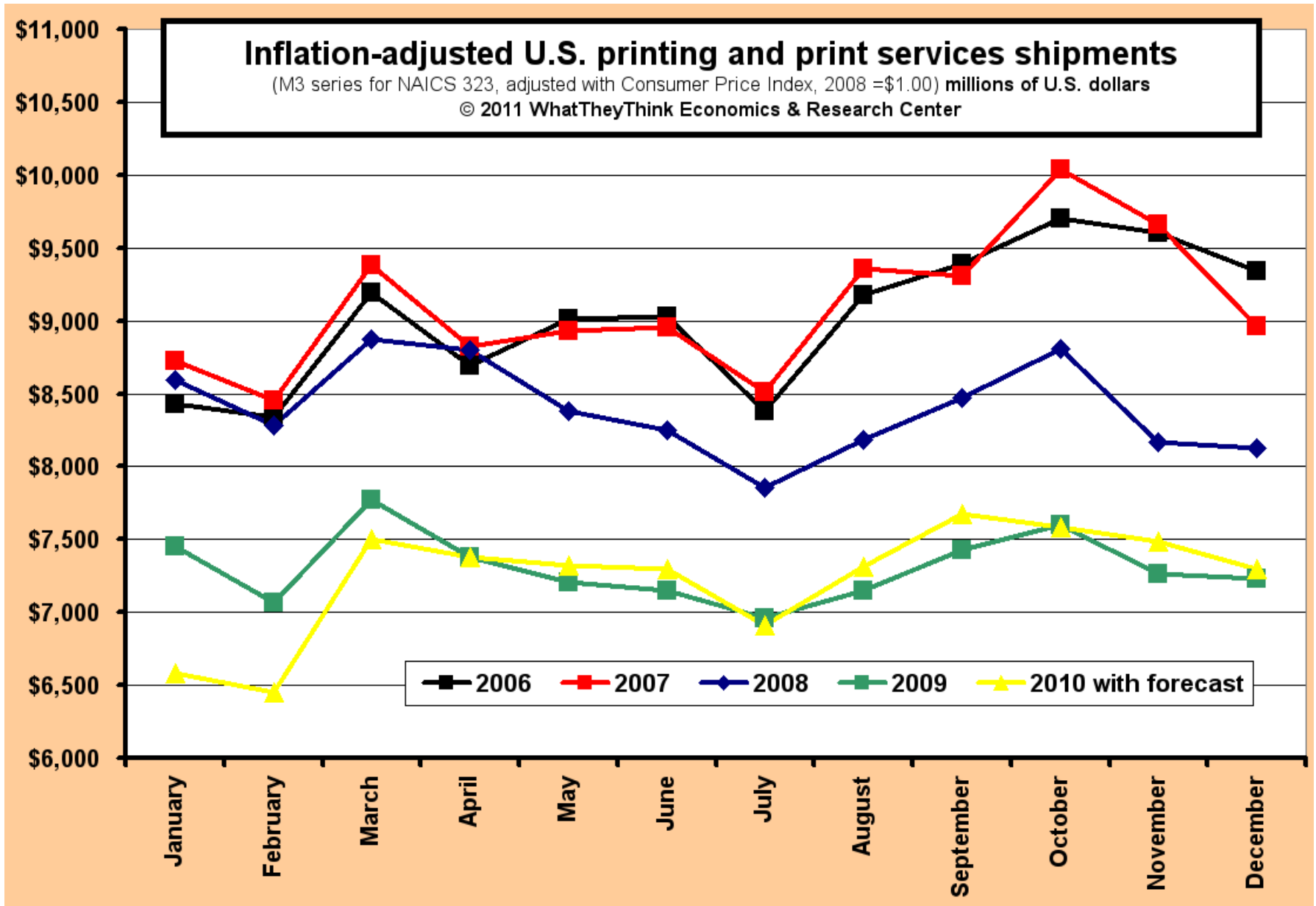


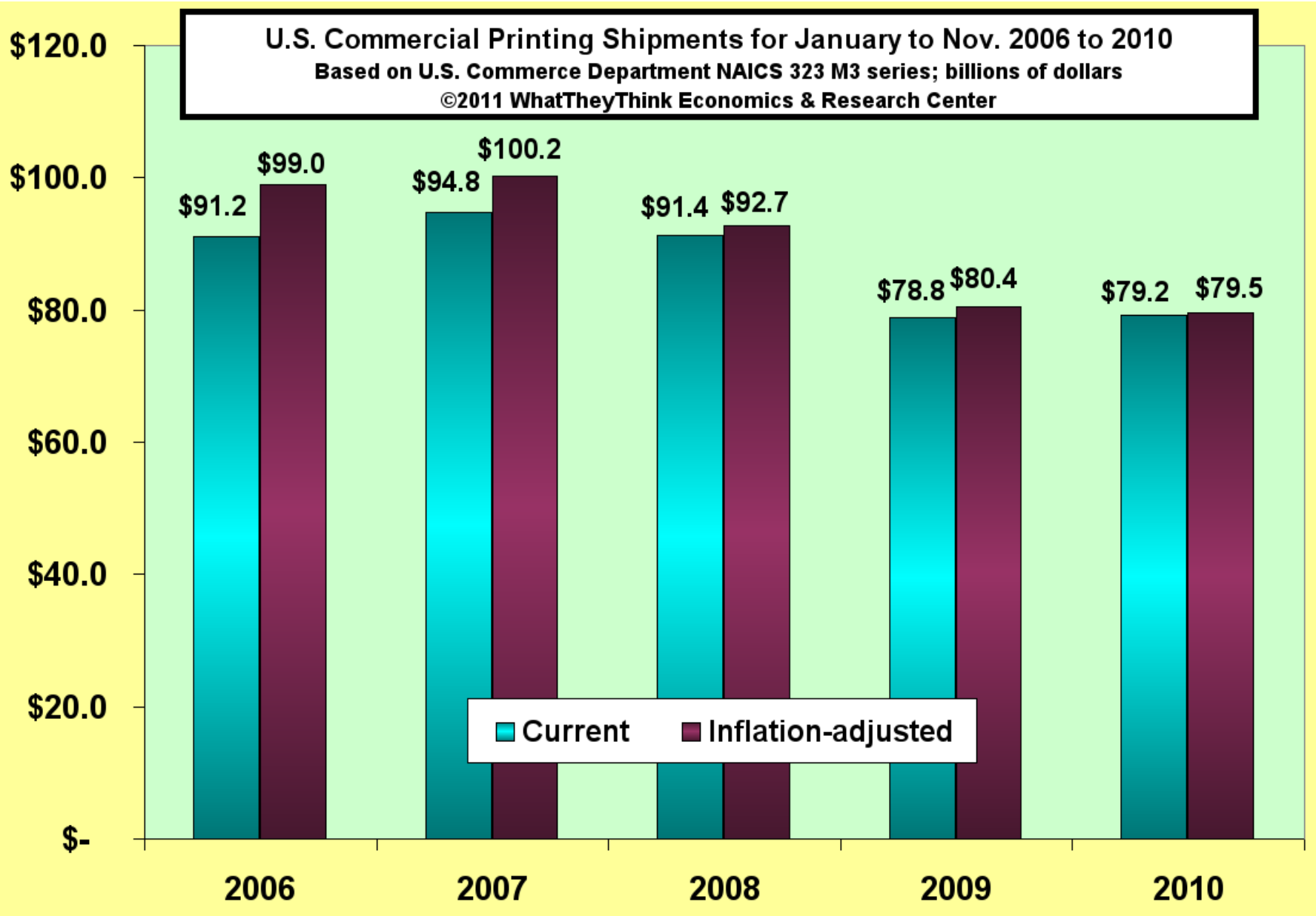
Inflation-adjusted U.S. printing and print services shipments

(M3 series for NAICS 323, adjusted with Consumer Price Index, 2010 = \$1.00) millions U.S. dollars

© 2011 WhatTheyThink Economics & Research Center







Updated U.S. Forecasts (as of 11/2011, in 2010\$)

	FORECASTS BY STATISTICAL MODELS			<i>WTT ERC Qualitative Forecast</i>
	Conservative	Aggressive	GDP (+2.5%)	
2010	\$86.8	\$86.4	\$101.6	\$85.0
2011	\$84.1	\$78.5	\$99.1	\$81.0
2012	\$80.7	\$71.4	\$96.5	\$76.0
2013	\$77.4	\$63.8	\$93.9	\$72.0
2014	\$74.2	\$55.8	\$91.2	\$67.0
2015	\$71.2	\$47.3	\$88.4	\$62.0
2016	\$68.3	\$38.4	\$85.6	\$55.0

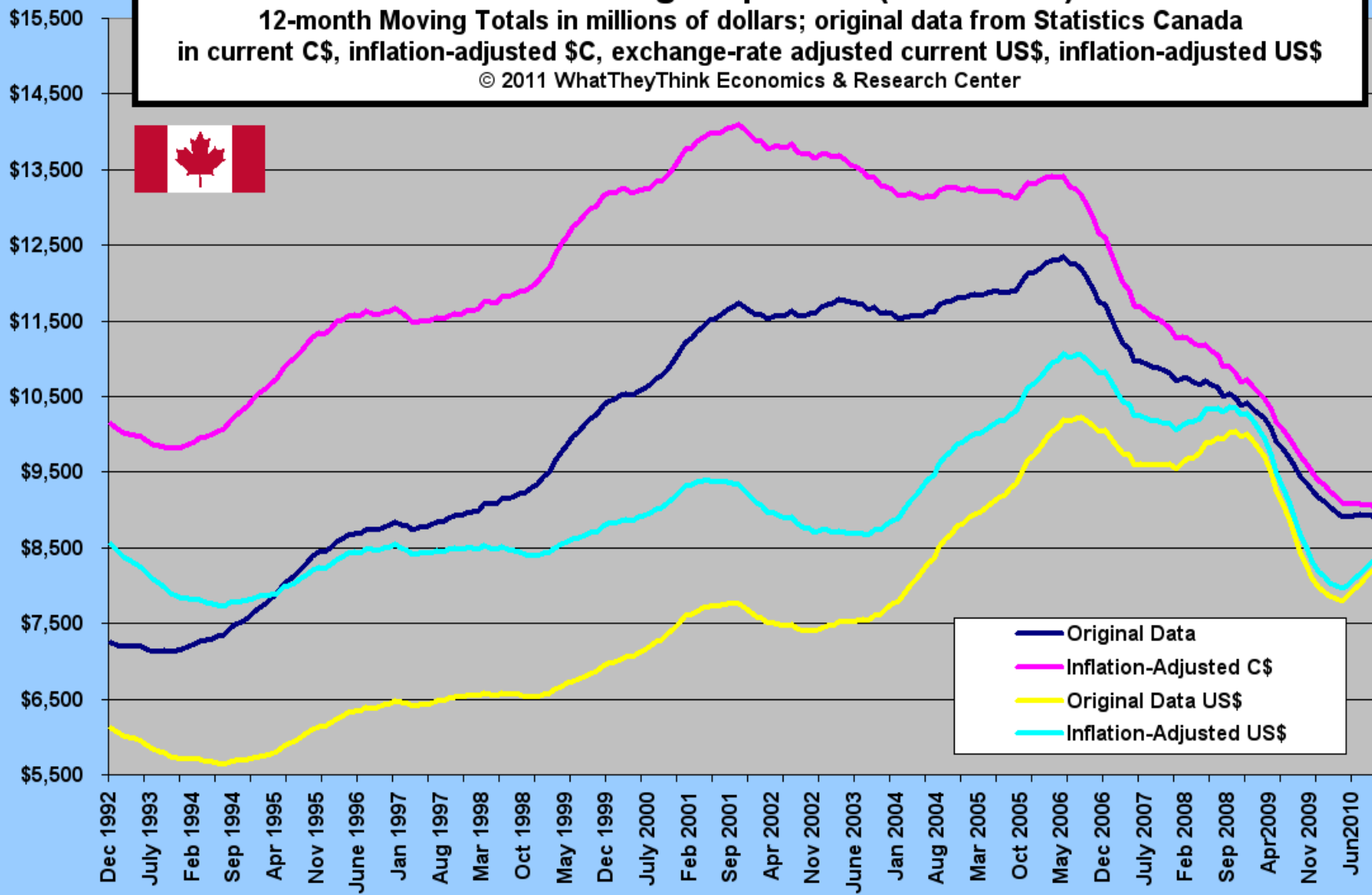
Change in US Employment

<i>Employment in thousands of workers</i>	Nov 2009	Nov 2010	Y/Y Change	Dec 2009	Dec 2010	Y/Y Change
Printing, all	501.4	488.8	-2.5%	501.0	484.8	-3.2%
Printing, production	354.3	341.0	-3.8%	354.2	338.3	-4.5%
Printing less production	147.1	147.8	0.5%	146.8	146.5	-0.2%
Publishing	770.7	759.8	-1.4%	769.3	759.4	-1.3%
Periodicals	120.5	118.9	-1.3%	120.0		
Newspapers	264.6	250.4	-5.4%	264.6		
Publishing, ex-newspaper	506.1	509.4	0.7%	504.7		
Graphic design	62.7	63.9	1.9%	61.4		
Ad agencies	411.1	412.9	0.4%	410.8		
Agency + design	473.8	476.8	0.6%	472.2		
Direct mail advertising	54.2	53.9	-0.6%	54.9		

Canada Commercial Printing Shipments (NAICS 323) 1992 - Oct '10

12-month Moving Totals in millions of dollars; original data from Statistics Canada
in current C\$, inflation-adjusted \$C, exchange-rate adjusted current US\$, inflation-adjusted US\$

© 2011 WhatTheyThink Economics & Research Center



Canada Forecast as of 1/11

Forecast in Billions of Inflation-Adjusted \$C			
Forecast Model	Conservative	Aggressive	Mean
2010	\$8.9	\$9.0	\$8.9
2011	\$8.5	\$7.9	\$8.2
2012	\$8.1	\$6.7	\$7.4
2013	\$7.8	\$5.4	\$6.6
2014	\$7.5	\$4.0	\$5.8
2015	\$7.2	\$2.5	\$4.9
2016	\$6.9	\$0.8	\$3.9



Download Graph Expo presentations

- Print CEO Forum
 - [Slides](#)
 - [Audio](#)
- Economic Webinar
 - [Sign in](#) and view or download

WhatTheyThink?

Research Reports



WhatTheyThink's special reports are timely, reliable, and unique information resources that clients can use to enhance their businesses, reduce their risk, and ensure their professional positions.

- Regular business conditions, printing shipments, and profits reports help businesses keep their fingers on the pulse of the industry and the general macroeconomic environment.
- Industry demographic reports help clients target opportunities by graphic communications market.
- Technology primers help users get up to speed on new media and technologies, to help stay two steps ahead of the competition—and their own clients.

WhatTheyThink reports are written by leading industry writers and analysts.

Check out our complete offerings at <http://store.whattheythink.com>.

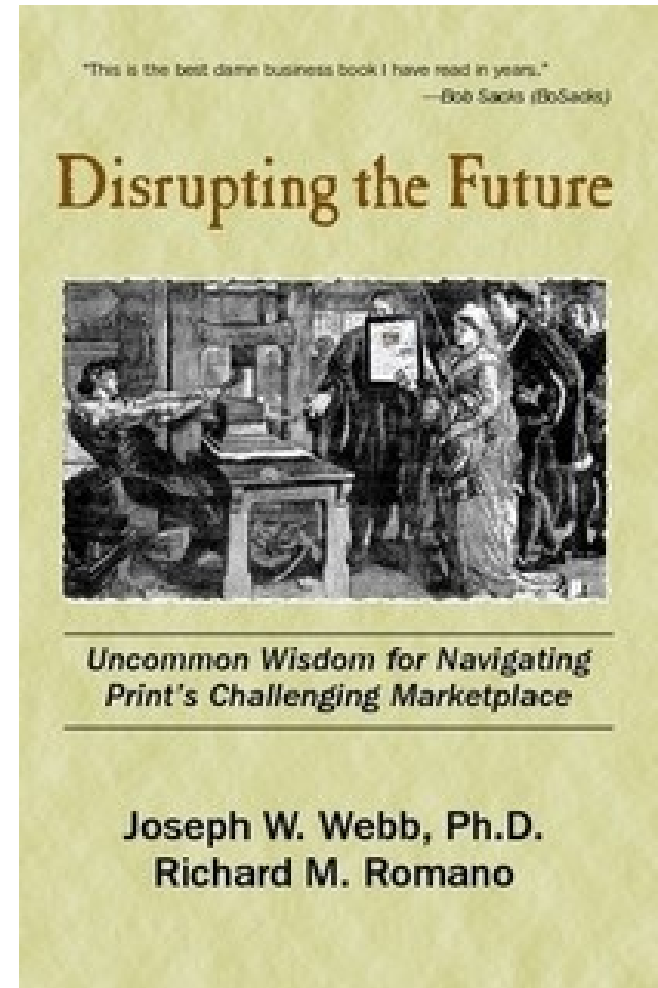
The WhatTheyThink InPrint series offers select research reports in a printed edition. Printed reports can be customized for individual customers.

Upcoming titles in the WhatTheyThink InPrint report series:

- *The iPad: What It Is, What It Isn't, and What It Means for Graphic Communications Professionals*
- *Print & Creative 2010 Yearbook and 2011 Forecast*
- *E-Books: From Cellar to Bestseller*

<http://tinyurl.com/disruptingresources>

- Download the PDF with live hyperlinks
- Download “Renewing the Printing Industry”
- Download PDFs and Powerpoint files used in “Disrupting”



Notes about this data series

- Original data series is published by the U.S. Commerce Department and can be found at <http://www.census.gov/indicator/www/m3/>
- CPI adjustment is based on data supplied by the U.S. Bureau of Labor Statistics www.bls.gov .
- Data series are for “Printing” and include all segments in NAICS 323; the data series includes commercial printing and trade services such as prepress and postpress.
- The data series does not include inplant printing, printing of newspapers in captive plants owned by newspapers, or packaging.
- New data are published every month on a preliminary basis; prior month shipments are updated by the Commerce Department.
- Canada data are from [Statistics Canada](#) and have the same definition as USA data
- The WhatTheyThink [Economics and Research Center](#) publishes updates to this data series monthly.

About the WhatTheyThink Economics & Research Center

- The Economics & Research Center (ERC) is an expanded service of WhatTheyThink and features access to a wide range of industry data through text, audio, and video.
- The Center also produces a quarterly economic webinar where we review general economic, industry trends, and key issues that affect the demand for print and printing technologies
- Be sure to visit our [web site](#) for more information.