

North American Monthly Printing Shipments 2006 to 2010

with forecasts through 2016

Issue # 58, September 2010

USA data: up to July 2010

Canada data: up to June 2010

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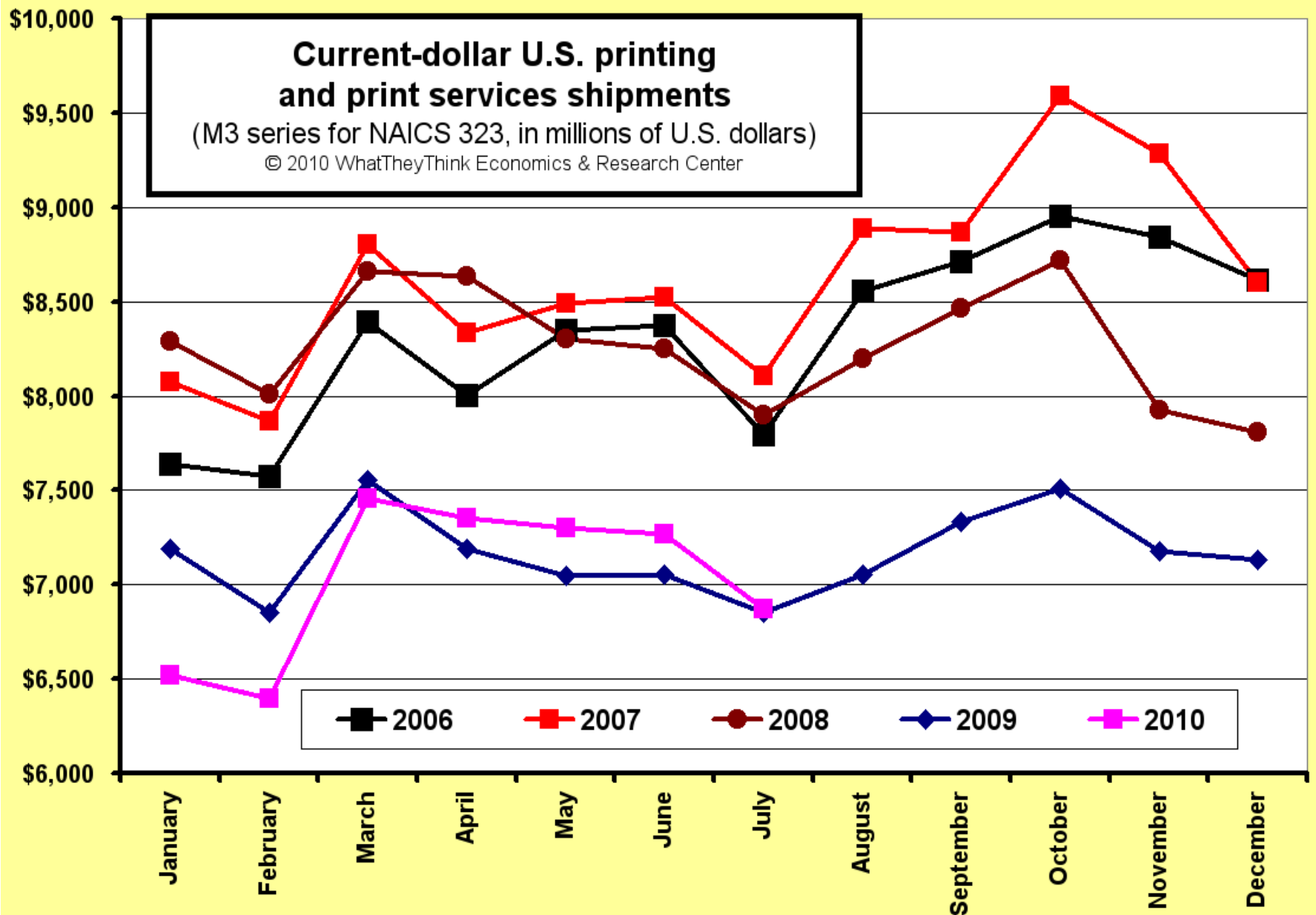
Executive Summary

- 4 consecutive months of current dollar increase
 - Has not happened since 2007, Jun '04 – Nov '07
 - Consecutive inflation-adjusted increases ended
- July '10 current \$ shipments \$6.87 billion (+0.3%) +\$18MM vs. July '09; -\$67MM real \$ (-1%)
- August employment down; likely decline in August 2010 vs. 2009 shipments
- June Canada shipments were C\$775 million
 - Up +2.2% in current C\$ and up +1.2% inflation-adjusted
 - On US\$ basis, up +13.4% in current, +12.3% inflation-adjusted
- 2010 WTT ERC US comm'l printing forecast revised up \$85B for USA, C\$8.9B for Canada

Current-dollar U.S. printing and print services shipments

(M3 series for NAICS 323, in millions of U.S. dollars)

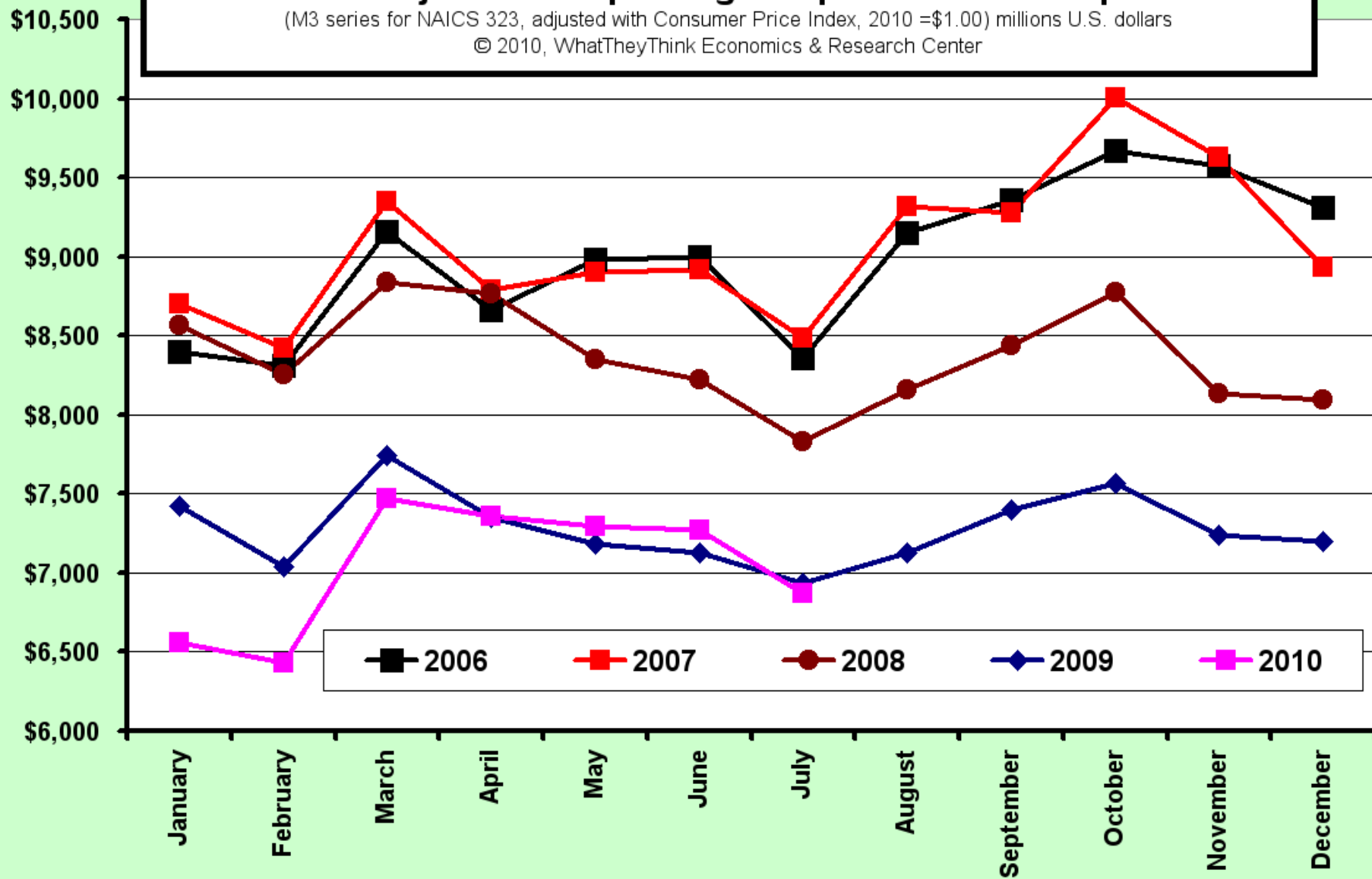
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Inflation-adjusted U.S. printing and print services shipments

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

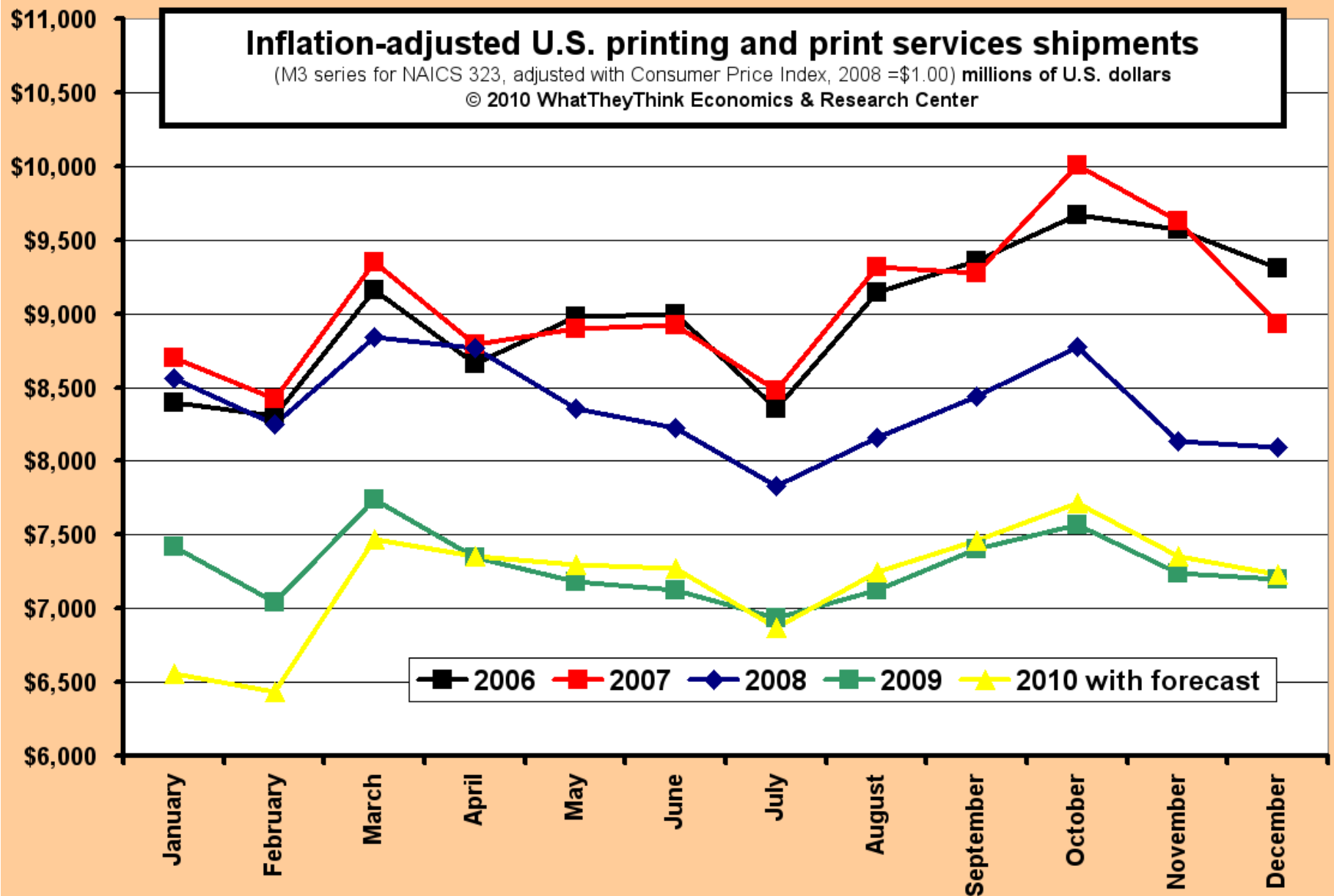
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Inflation-adjusted U.S. printing and print services shipments

(M3 series for NAICS 323, adjusted with Consumer Price Index, 2008 = \$1.00) millions of U.S. dollars

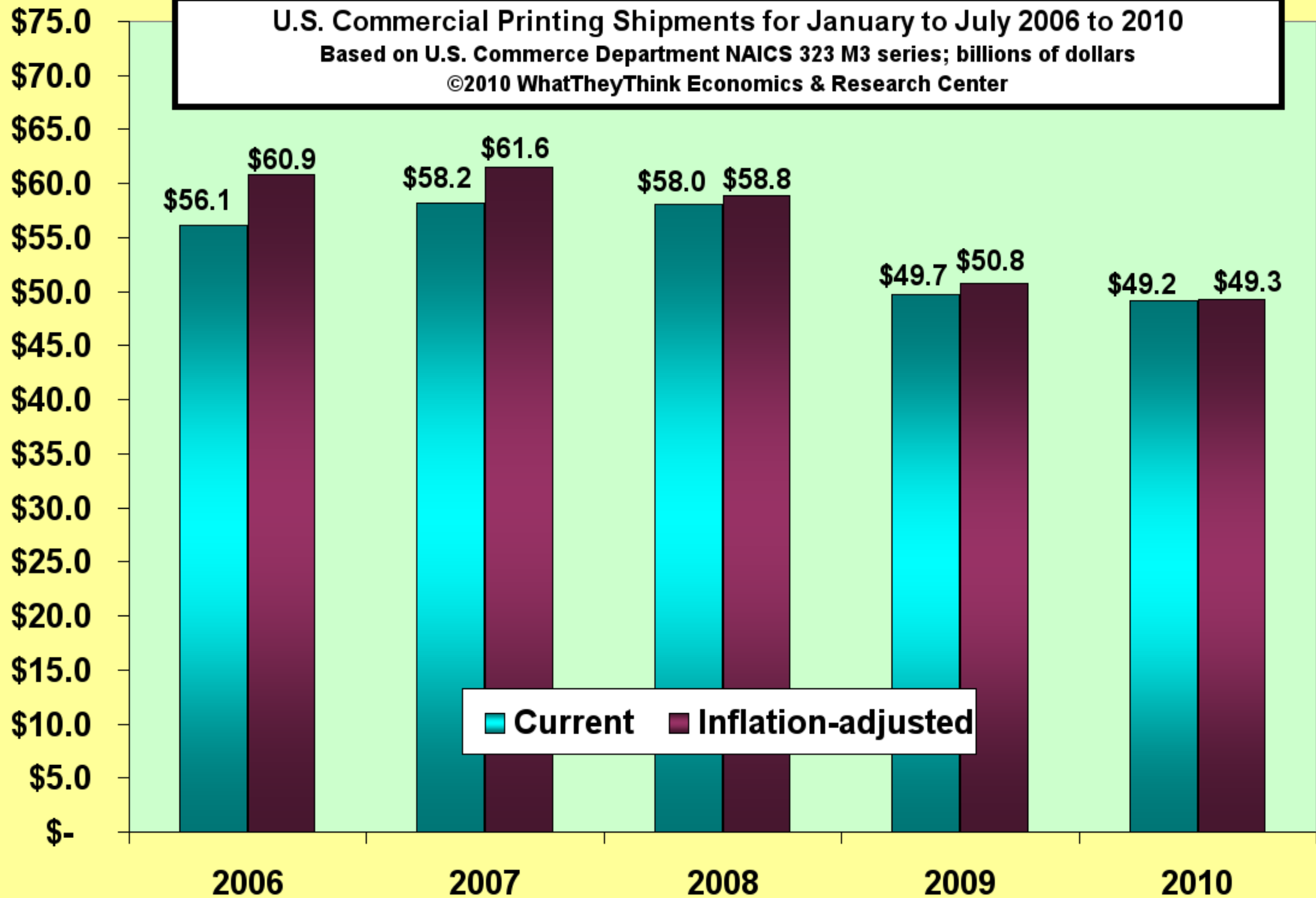
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U.S. Commercial Printing Shipments for January to July 2006 to 2010

Based on U.S. Commerce Department NAICS 323 M3 series; billions of dollars

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Updated U.S. Forecasts (as of 9/2010, in 2010\$)

	FORECASTS BY STATISTICAL MODELS			<i>WTT ERC Qualitative Forecast</i>
	Conservative	Aggressive	GDP (+2.5%)	
2010	\$86.3	\$83.3	\$101.6	\$85.0
2011	\$83.3	\$76.8	\$99.1	\$81.0
2012	\$79.8	\$69.4	\$96.5	\$76.0
2013	\$76.4	\$61.5	\$93.9	\$72.0
2014	\$73.1	\$53.2	\$91.2	\$67.0
2015	\$70.0	\$44.3	\$88.4	\$62.0
2016	\$67.0	\$35.0	\$85.6	\$55.0

Change in Industry Employment

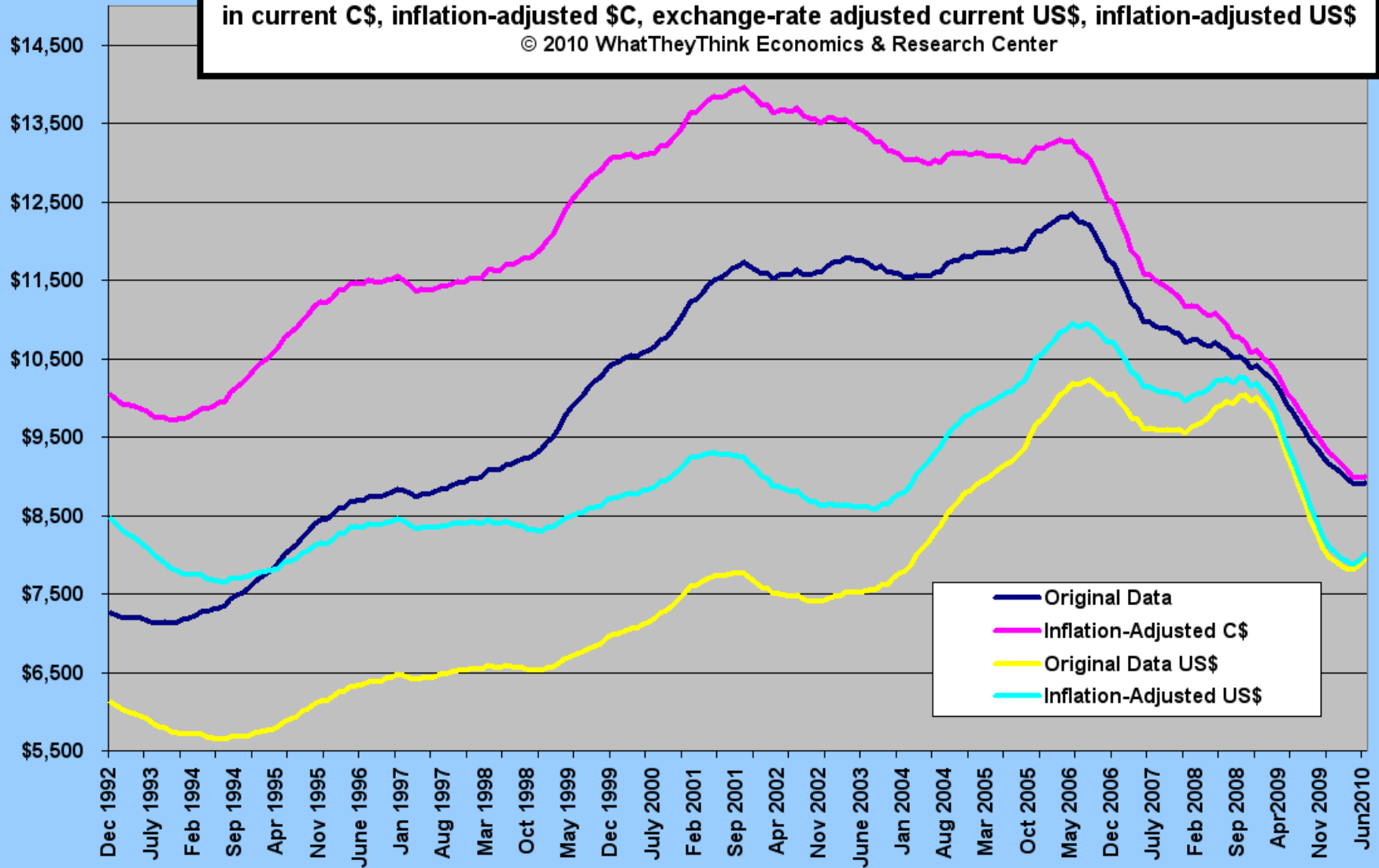
<i>Employment in thousands of workers</i>	Jul 2009	Jul 2010	Y/Y Change	Aug 2009	Aug 2010	Y/Y Change
Printing, all	517.9	496.1	-4.2%	513.4	493.4	-3.9%
Printing, production	366.5	346.2	-5.5%	363.4	344.6	-5.2%
Printing less production	151.4	149.9	-1.0%	150.0	148.8	-0.8%
Publishing	788.1	761.3	-3.4%	781.1	761.6	-2.5%
Periodicals	123.1	119.5	-2.9%	122.1		
Newspapers	269.8	253.1	-6.2%	267.2		
Publishing, ex-newspaper	518.3	508.2	-1.9%	513.9		
Graphic design	63.8	60.8	-4.7%	63.6		
Ad agencies	422.6	411.0	-2.7%	413.1		
Agency + design	486.4	471.8	-3.0%	476.7		
Direct mail advertising	55.1	53.2	-3.4%	53.9		



Canada Commercial Printing Shipments (NAICS 323) 1992 - June '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\$

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Canada Forecast as of 9/10

Forecast in Millions of Inflation-Adjusted \$C			
Forecast Model	Conservative	Aggressive	Mean
2010	\$8.9	\$8.9	\$8.9
2011	\$8.8	\$7.9	\$8.3
2012	\$8.6	\$6.7	\$7.6
2013	\$8.3	\$5.5	\$6.9
2014	\$8.1	\$4.1	\$6.1
2015	\$7.9	\$2.6	\$5.2
2016	\$7.6	\$1.0	\$4.3



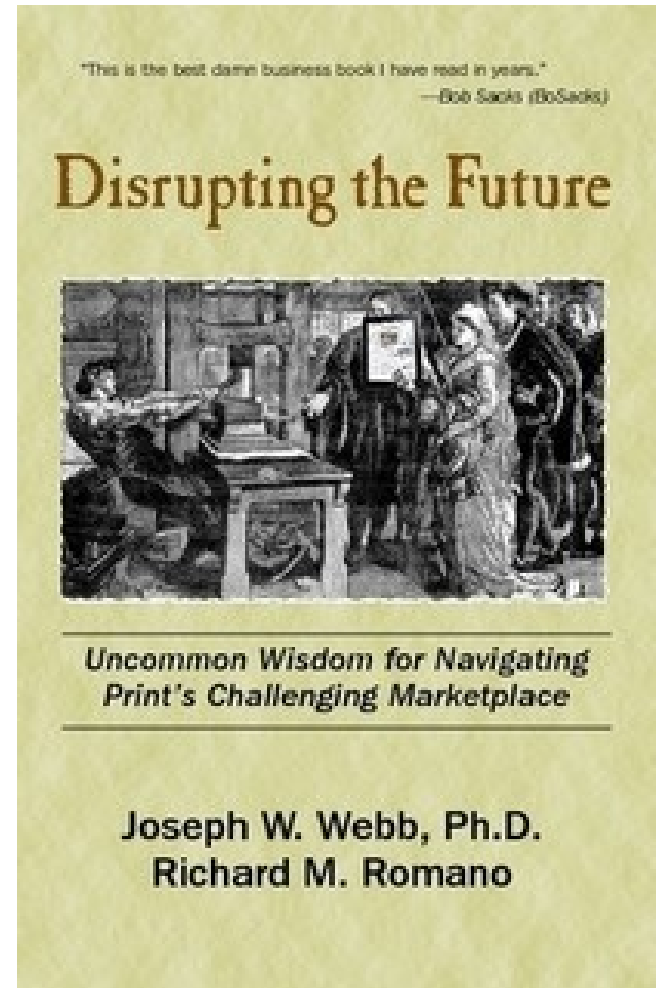
Upcoming Events

<http://whattheythink.com/erc/sightings.cfm>

- 9/15 Economic Webinar
- Graph Expo
 - 10/2 Saturday @ PrintCEO Forum
 - 10/5 Tuesday @ Graph Expo breakfast event sponsored by *manroland*
 - 10/3&4 Sunday & Monday @ Xerox booth
- 10/21 PIAG book event, Atlanta
- 10/28 GAA, Philadelphia
- 11/4 “Debate” with BoSacks @ Margie Dana's Print Buyers
- 12/8 Economic Webinar

<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.