



North American Monthly Printing Shipments 2006 to 2010

with forecasts through 2016

Issue # 55, June 2010

USA data: up to April 2010

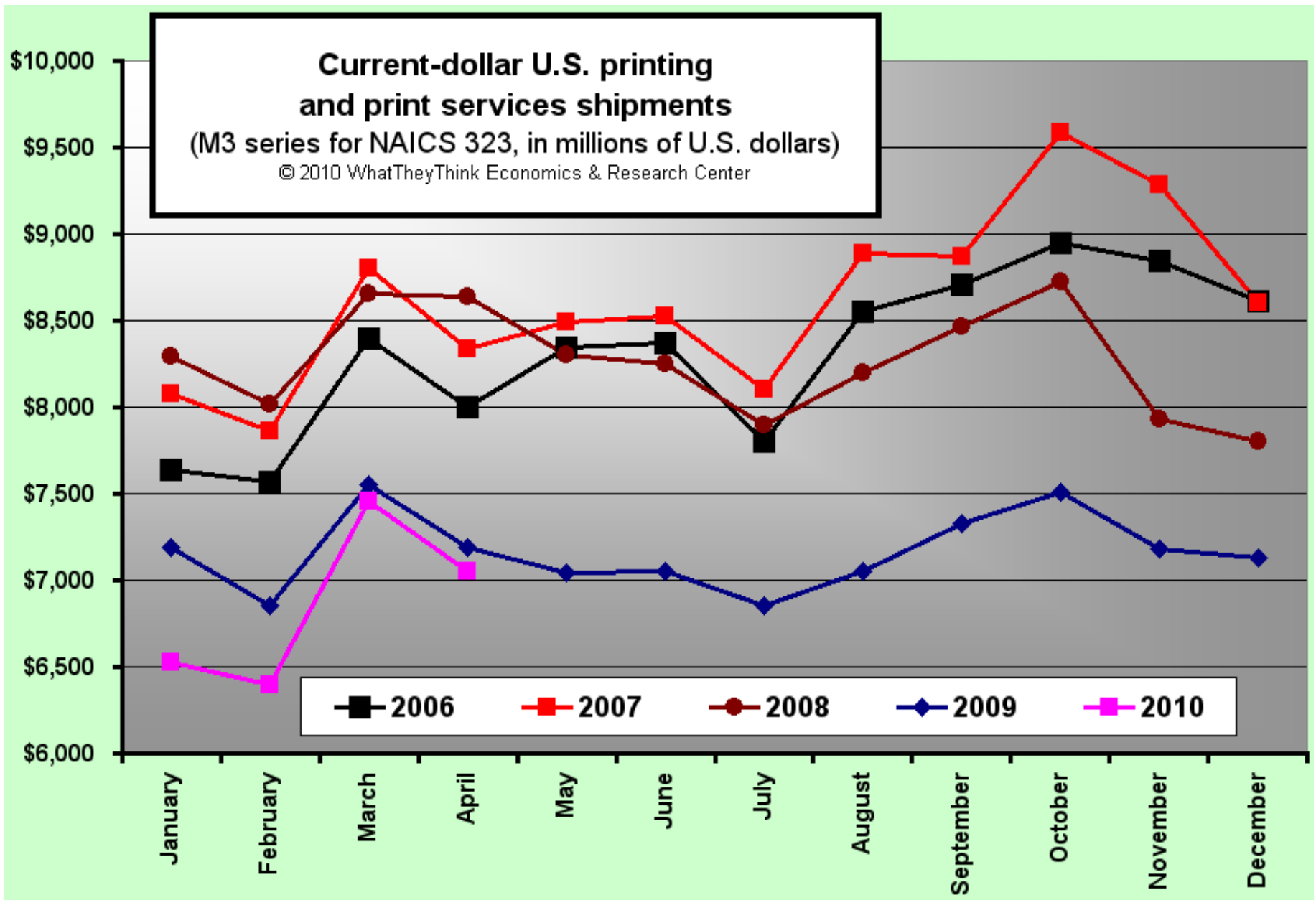
Canada data: up to March 2010

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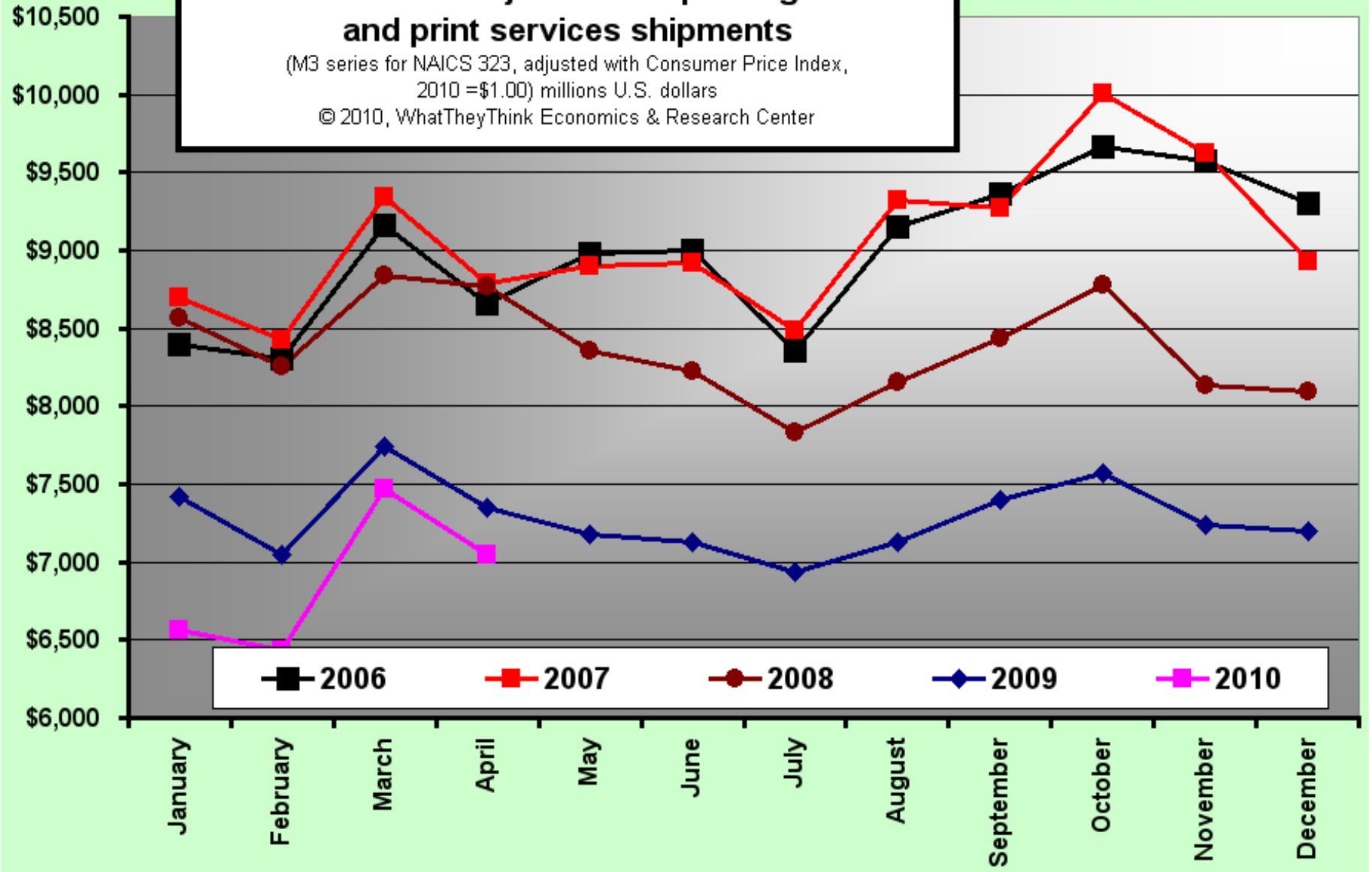
Executive Summary

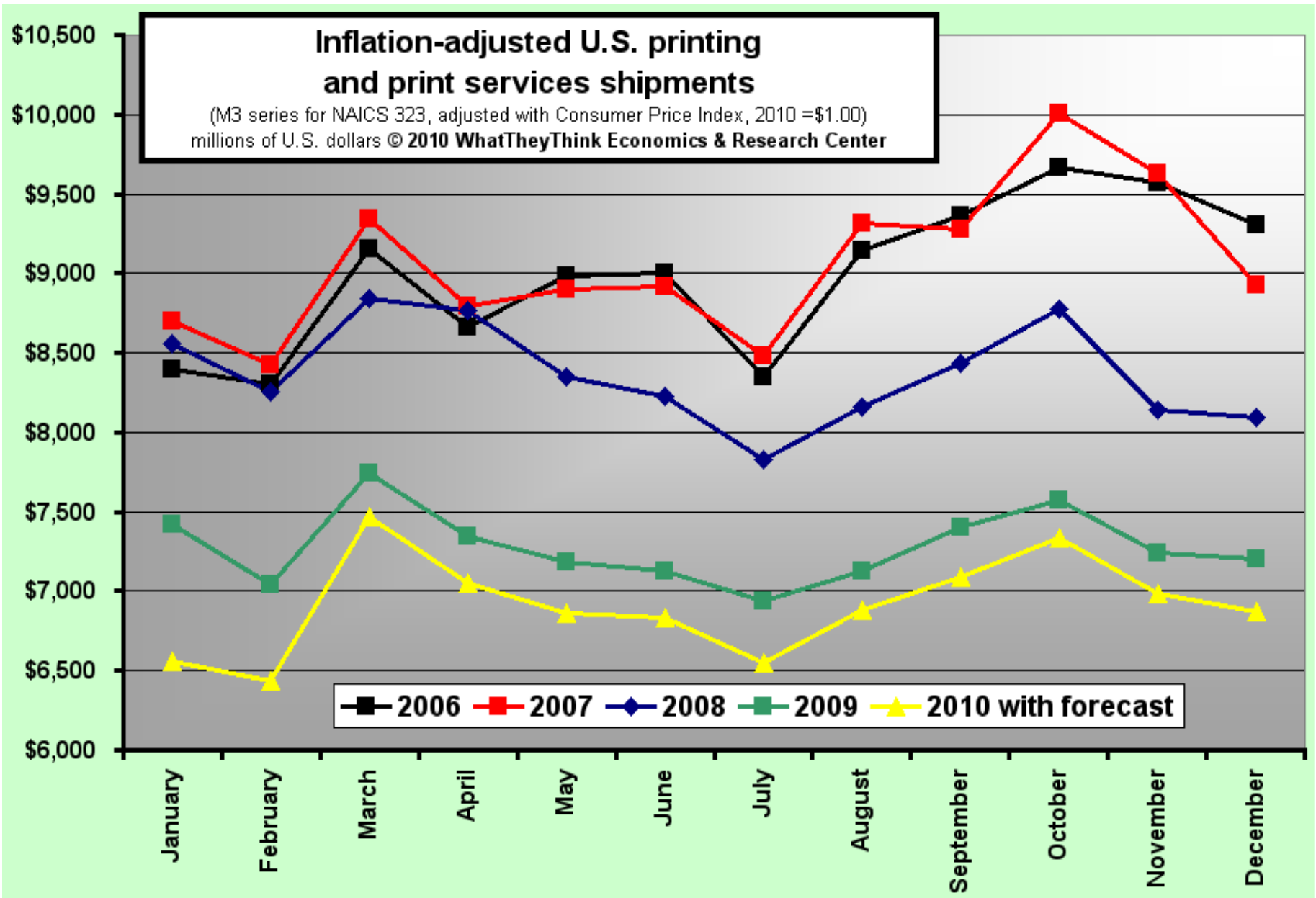
- April '10 shipments were \$7.048 billion (-1.9%) in current dollars, -\$140 million versus April '09
 - March and April down -1.6% vs. 2009
- Inflation-adjusted down -\$301 million (-4.1%)
- First four months of 2010:
 - 4.7% current \$, -6.9% inflation-adjusted \$
- March Canada shipments were C\$794 million
 - Down -4.1% in current C\$ and down -5.5% inflation-adjusted
 - On US\$ basis, down -0.8% in current, -2.2% inflation-adjusted
- 2010 WTT ERC US comm'l printing forecast is \$82B for USA, and C\$8.9B for Canada
 - Some models show US as high as \$85B, which would be big turnaround; appears to be unlikely



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

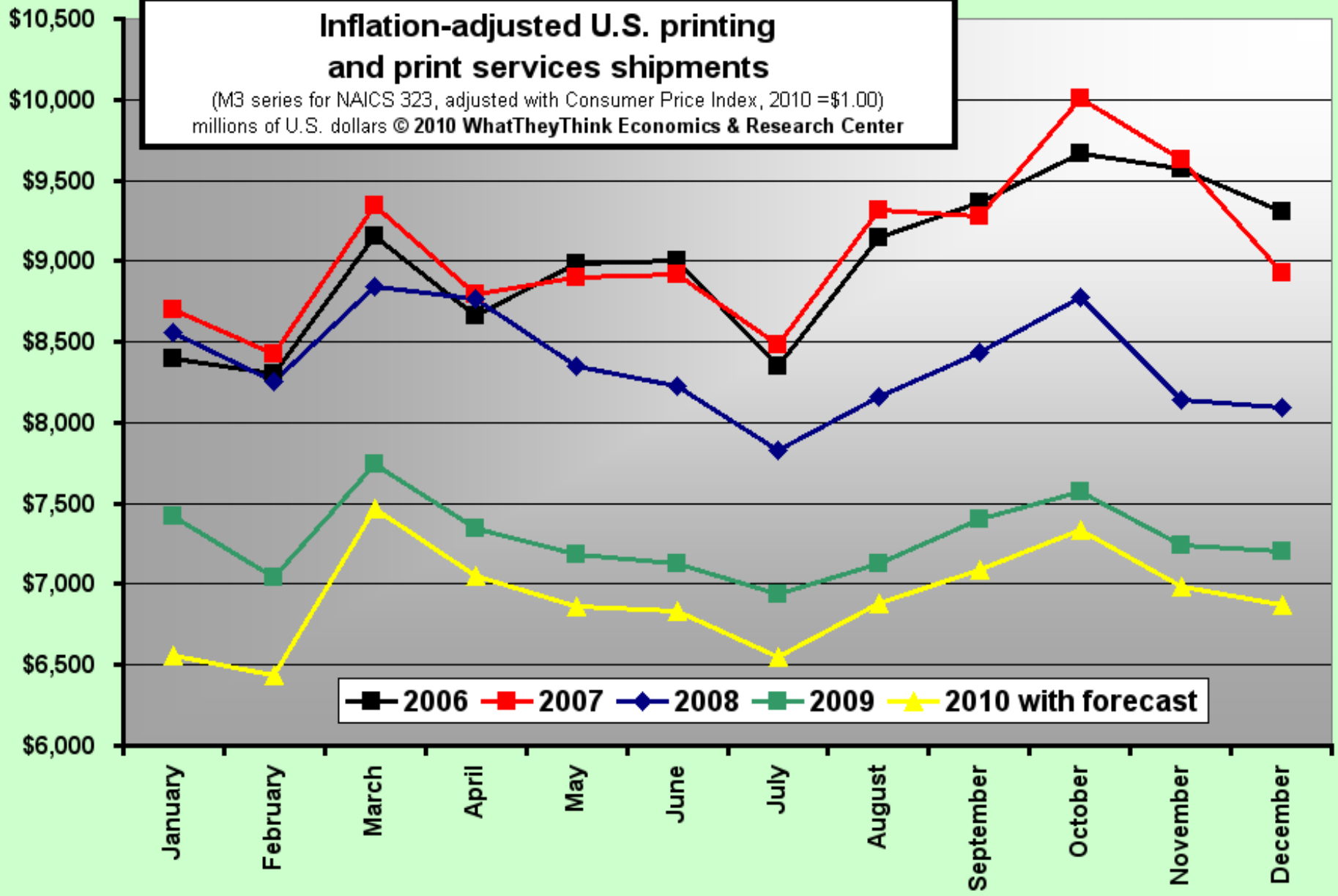
(M3 series for NAICS 323, adjusted with Consumer Price Index,
2010 = \$1.00) millions U.S. dollars
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Inflation-adjusted U.S. printing and print services shipments

(M3 series for NAICS 323, adjusted with Consumer Price Index, 2010 = \$1.00)
millions of U.S. dollars © 2010 WhatTheyThink Economics & Research Center

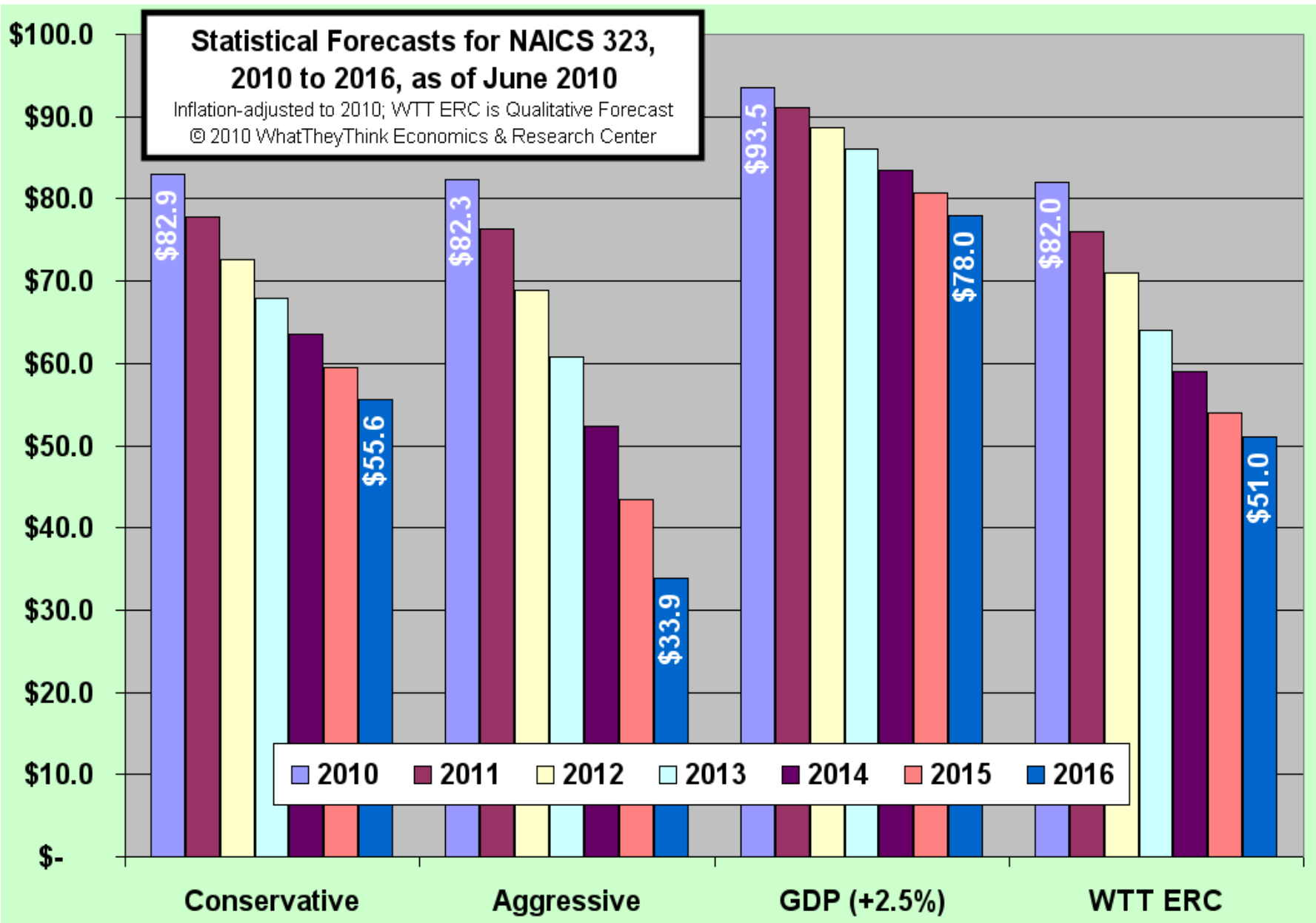


Change in Employment

<i>Employment in thousands of workers</i>	Apr. 2009	Apr. 2010	Y/Y Change	May 2009	May 2010	Y/Y Change
Printing, all	534.6	497.7	-6.9%	529.9	496.8	-6.2%
Printing, production	377.7	349.7	-7.4%	376.0	348.7	-7.3%
Printing, less production	156.9	148.0	-5.7%	153.9	148.1	-3.8%
Publishing	812.9	763.0	-6.1%	801.6	763.3	-4.8%
Periodicals	126.4	119.7	-5.3%	125.3		
Newspapers	284.2	254.9	-10.3%	277.4		
Publishing, ex-newspaper	528.7	508.1	-3.9%	524.2		
Graphic design	65.8	60.1	-8.7%	65.9		
Ad agencies	427.0	407.1	-4.7%	425.8		
Agency + design	492.8	467.2	-5.2%	491.7		
Direct mail advertising	56.1	55.5	-1.1%	56.5		

Updated U.S. Forecasts (as of 6/2010, in 2010\$)

	FORECASTS BY STATISTICAL MODELS			WTT ERC Qualitative Forecast
	Conservative	Aggressive	GDP (+2.5%)	
2010	\$82.9	\$82.3	\$93.5	\$82.0
2011	\$77.7	\$76.3	\$91.1	\$76.0
2012	\$72.7	\$68.8	\$88.6	\$71.0
2013	\$68.0	\$60.8	\$86.0	\$64.0
2014	\$63.5	\$52.3	\$83.4	\$59.0
2015	\$59.4	\$43.4	\$80.8	\$54.0
2016	\$55.6	\$33.9	\$78.0	\$51.0

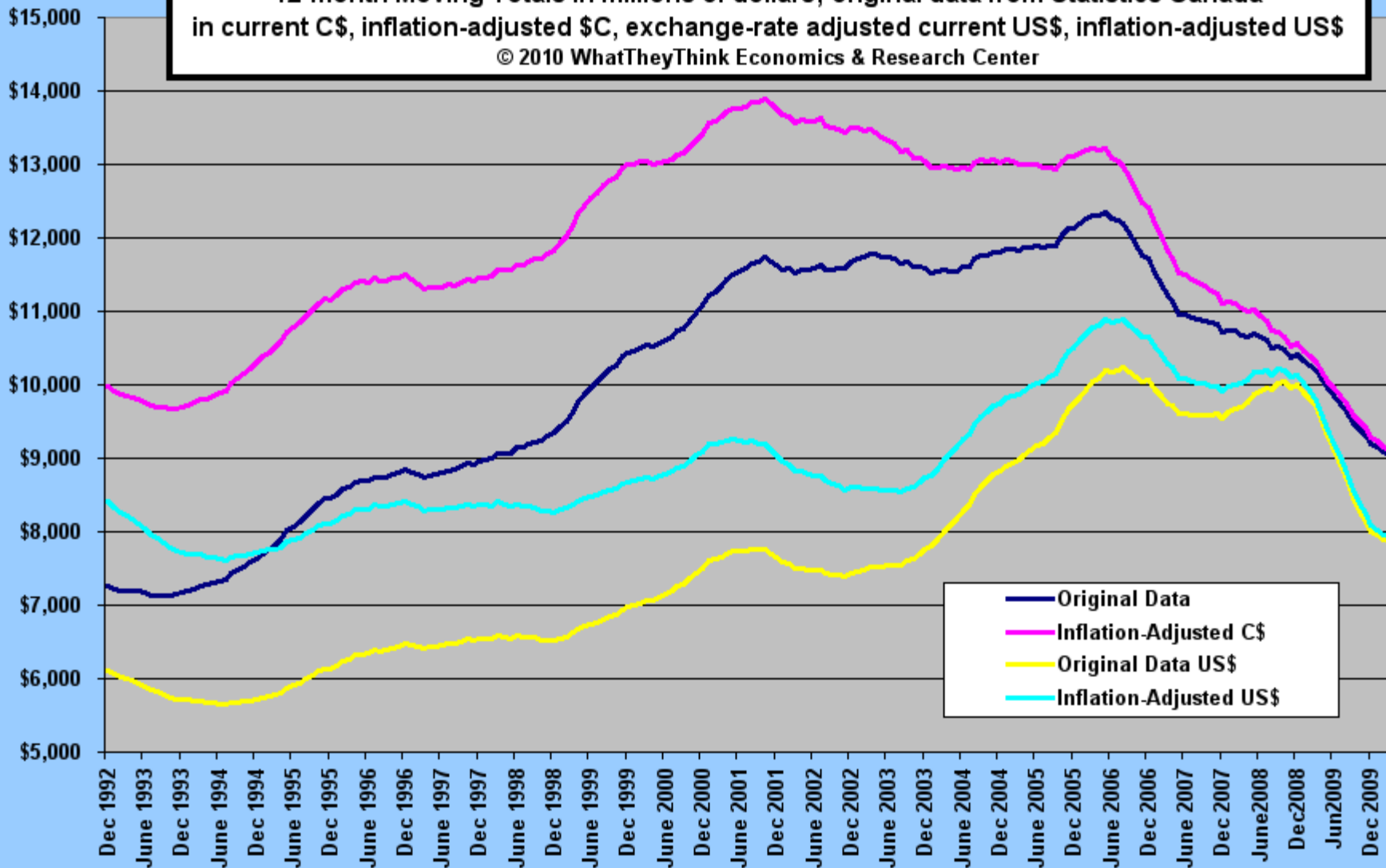




Canada Commercial Printing Shipments (NAICS 323) 1992 - Mar. '10

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 6/10

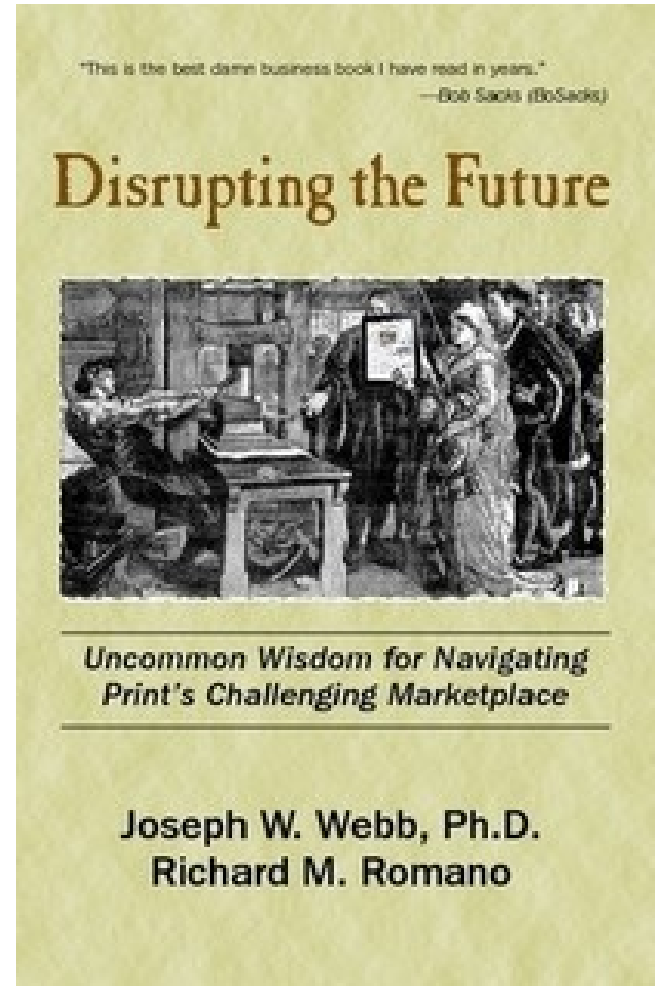
Forecast in Billions of Inflation-Adjusted \$C			
Forecast Model	Conservative	Aggressive	Mean
2010	\$8.8	\$9.0	\$8.9
2011	\$8.6	\$8.0	\$8.3
2012	\$8.4	\$6.8	\$7.6
2013	\$8.2	\$5.6	\$6.9
2014	\$8.0	\$4.2	\$6.1
2015	\$7.8	\$2.8	\$5.3
2016	\$7.6	\$1.2	\$4.4



<http://tinyurl.com/disruptingresources>

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

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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.