



North American Monthly Printing Shipments 2006 to 2010

with forecasts through 2016

Issue # 56, July 2010

USA data: up to May 2010

Canada data: up to April 2010

How to Use This Document

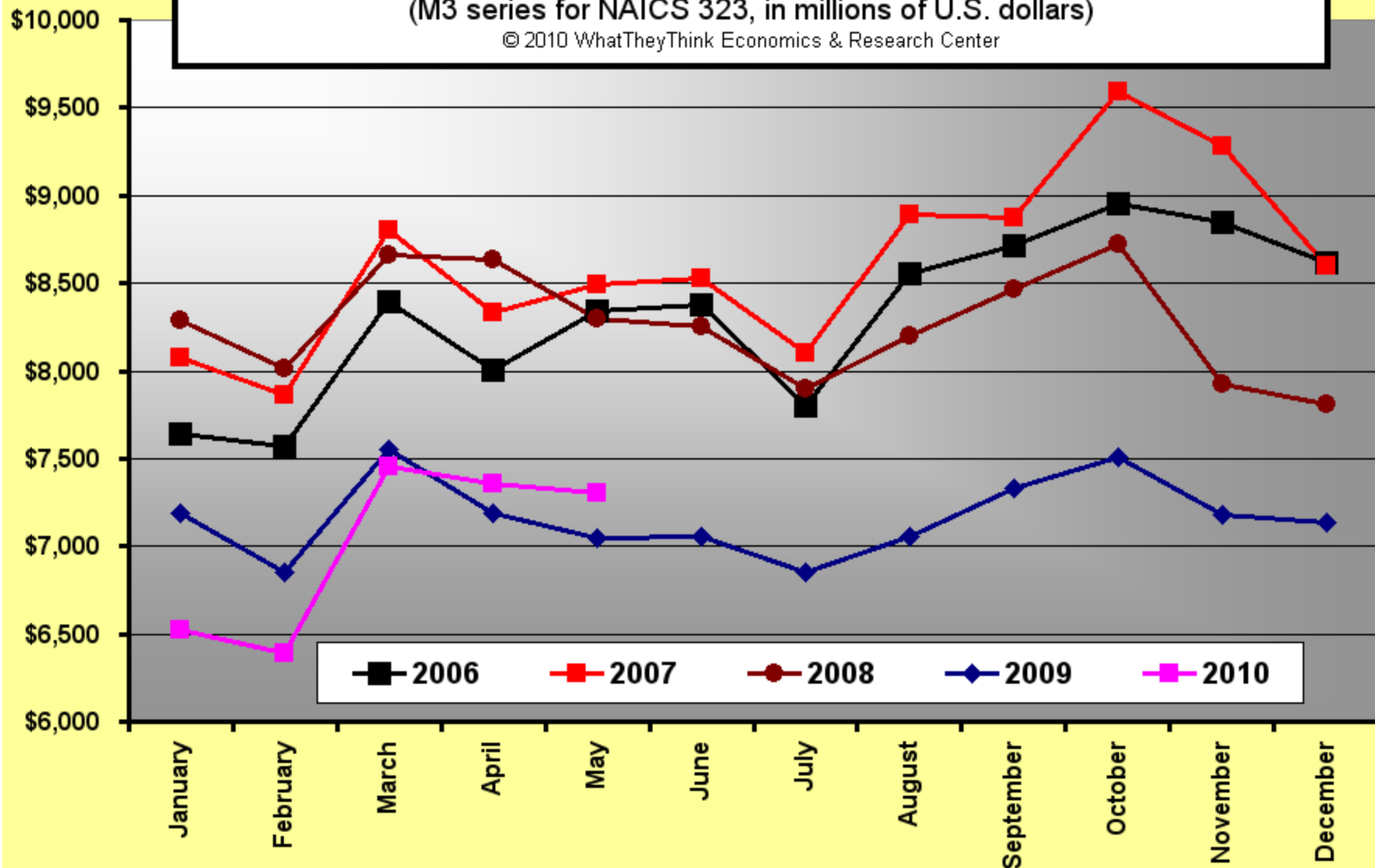
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Executive Summary

- The industry may be stabilizing or beginning to decrease at slower real rates
- May '10 shipments were \$7.3 billion (+3.6%) in current dollars, +\$254 million versus May '09
 - BIG April revision +\$300MM, now +\$167MM vs '09
- Inflation-adjusted May +\$112MM (+1.6%)
- First five months of '10: -\$803MM (-2.4%) current, -\$1.6B (-4.4%) inflation-adjusted \$
- April Canada shipments were C\$702 million
 - Down -10.1% in current C\$ and down -11.7% inflation-adjusted
 - On US\$ basis, down -4.2% in current, -5.9% inflation-adjusted
- 2010 WTT ERC US comm'l printing forecast remains \$82B for USA, now C\$8.7B for Canada

Current-dollar U.S. printing and print services shipments (M3 series for NAICS 323, in millions of U.S. dollars)

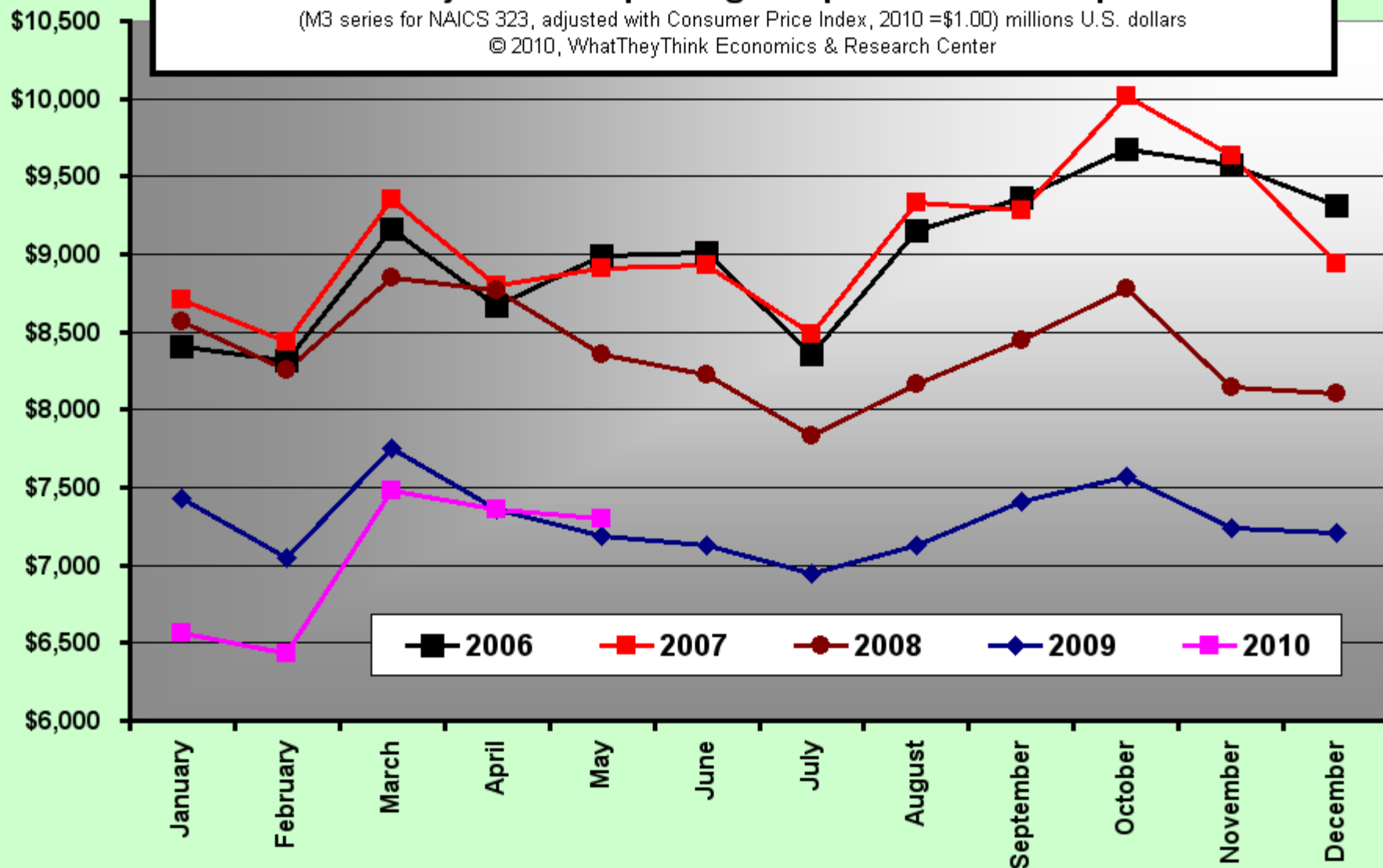
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Inflation-adjusted U.S. printing and print services shipments

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

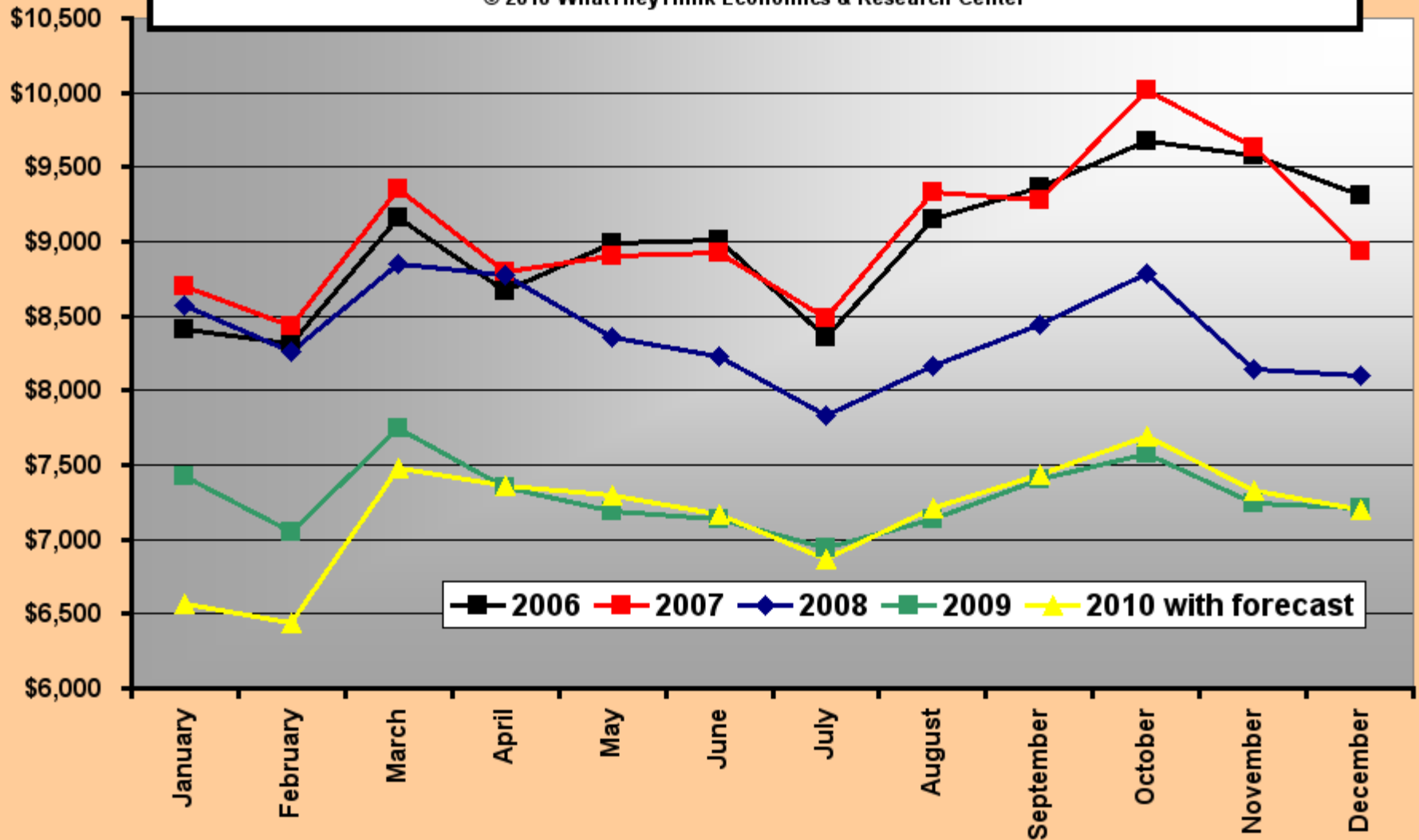
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Inflation-adjusted U.S. printing and print services shipments

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

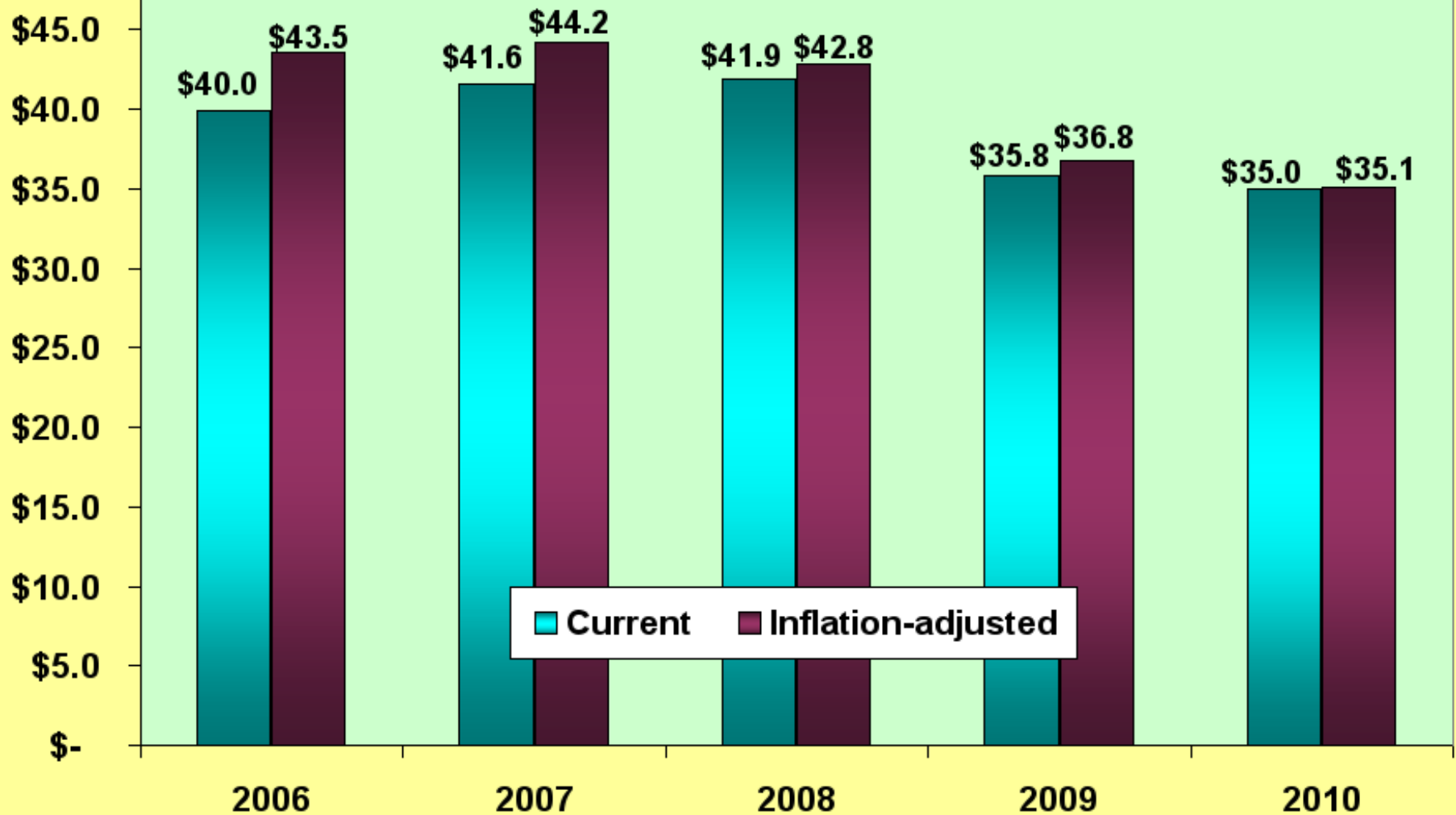
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U.S. Commercial Printing Shipments for January to May 2006 to 2010

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

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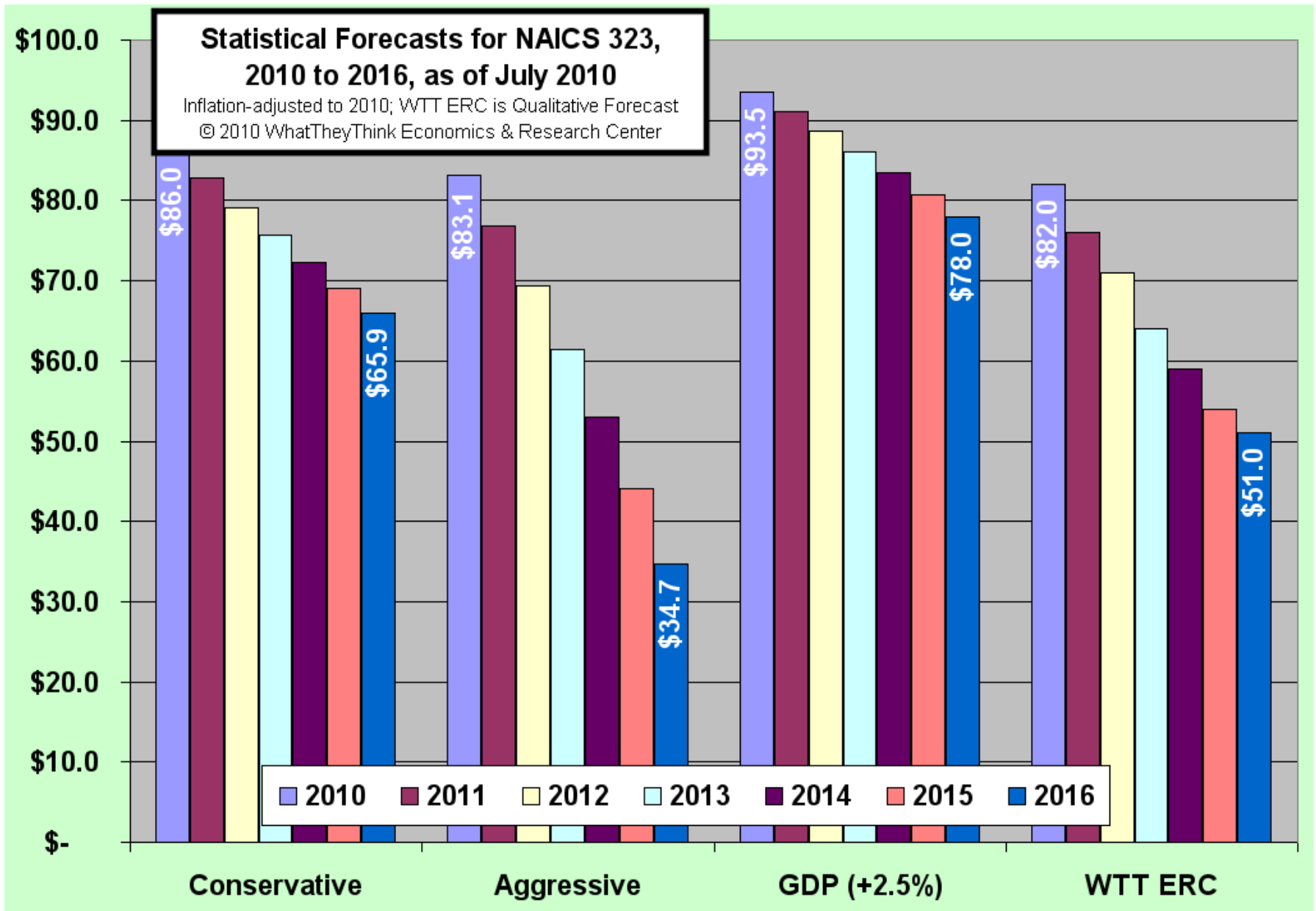


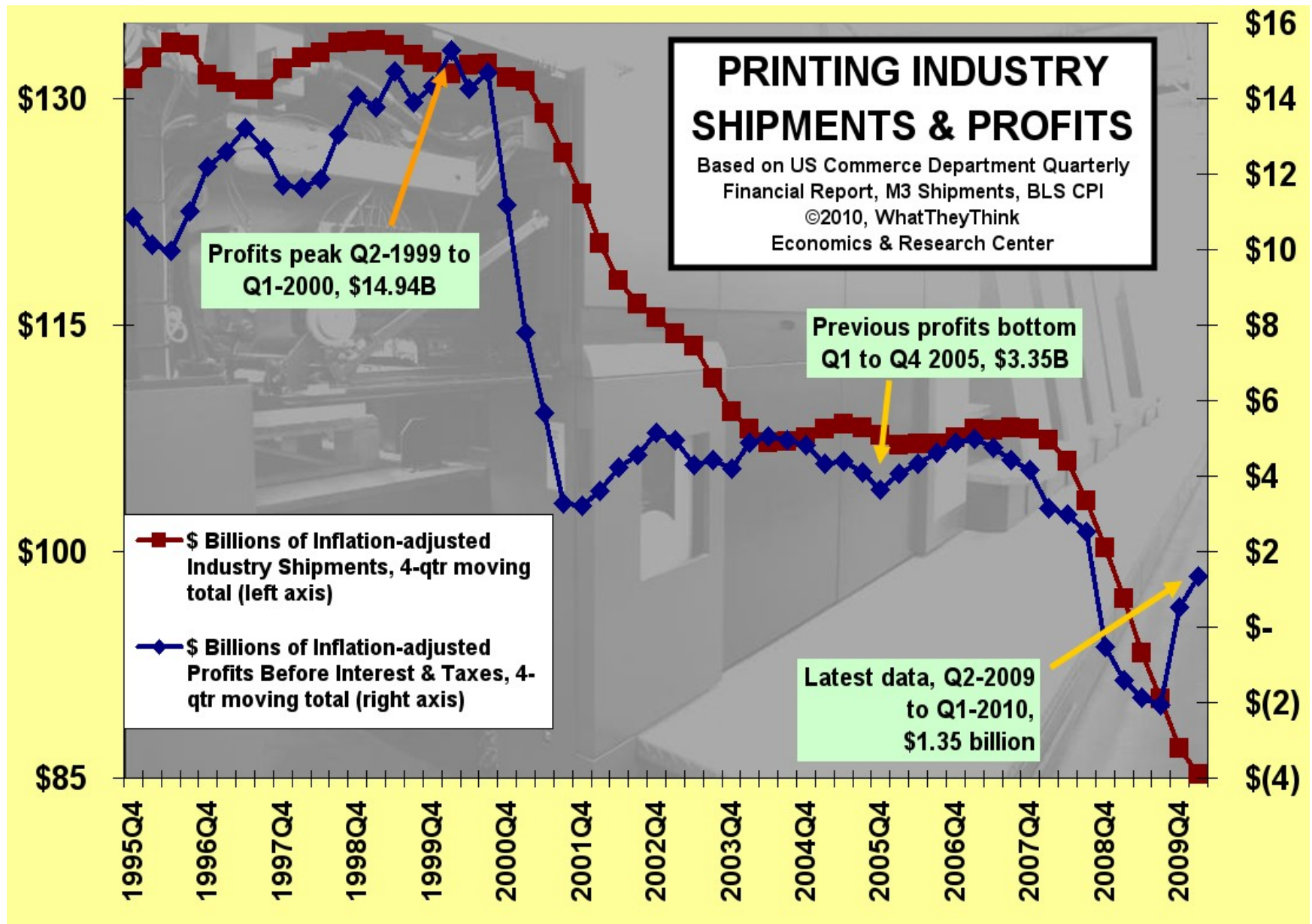
Change in Employment

<i>Employment in thousands of workers</i>	May 2009	May 2010	Y/Y Change	Jun 2009	Jun 2010	Y/Y Change
Printing, all	529.9	497.0	-6.2%	522.6	494.9	-5.3%
Printing, production	376.0	347.9	-7.5%	370.4	345.9	-6.6%
Printing less production	153.9	149.1	-3.1%	152.2	149.0	-2.1%
Publishing	801.6	762.6	-4.9%	794.5	760.6	-4.3%
Periodicals	125.3	119.5	-4.6%	124.6		
Newspapers	277.4	254.2	-8.4%	273.8		
Publishing, ex-newspaper	524.2	508.4	-3.0%	520.7		
Graphic design	65.9	60.9	-7.6%	64.9		
Ad agencies	425.8	402.9	-5.4%	422.9		
Agency + design	491.7	463.8	-5.7%	487.8		
Direct mail advertising	56.6	53.7	-0.1	55.6		

Updated U.S. Forecasts (as of 7/2010, in 2010\$)

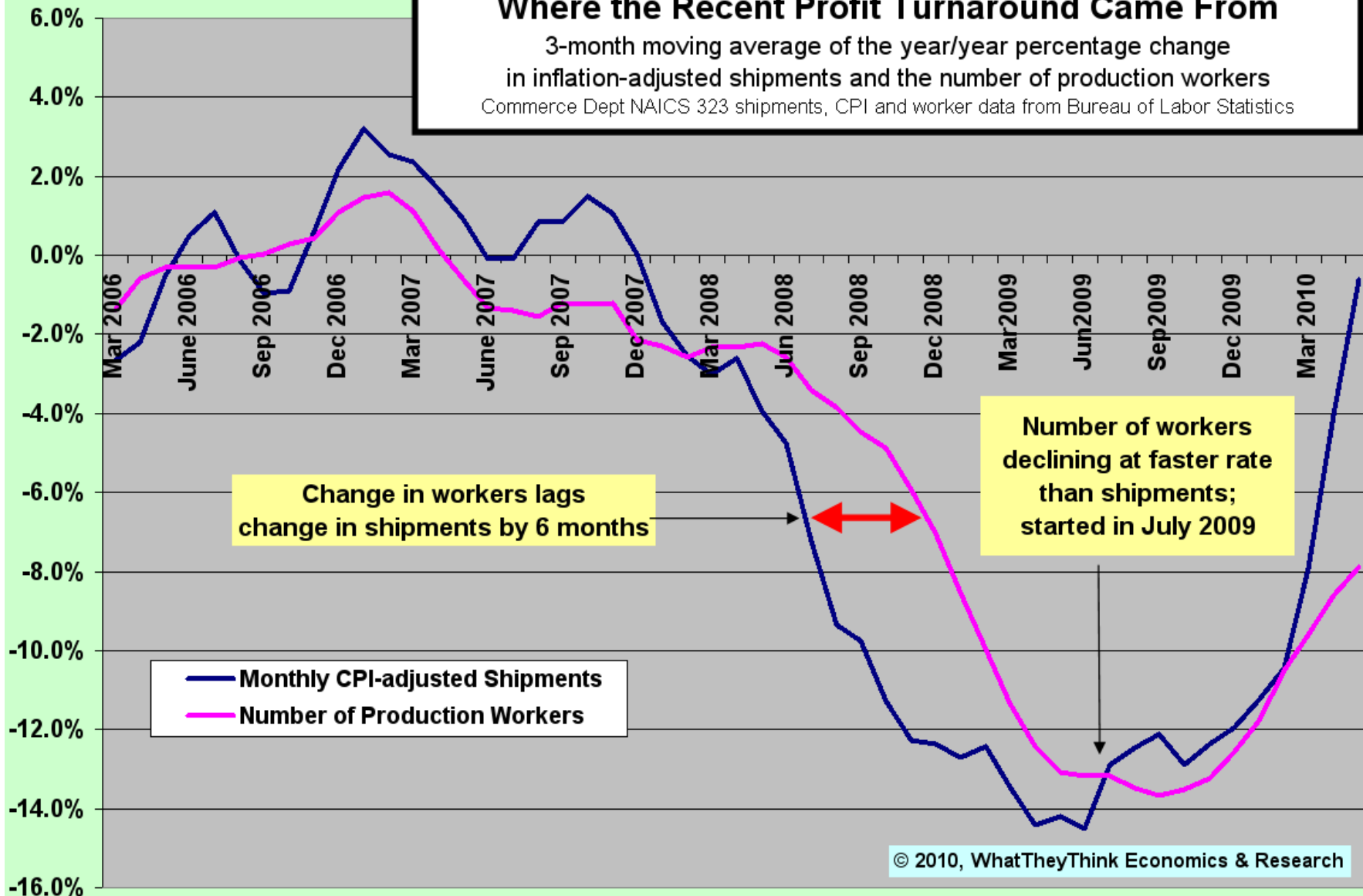
	FORECASTS BY STATISTICAL MODELS			<i>WTT ERC Qualitative Forecast</i>
	Conservative	Aggressive	GDP (+2.5%)	
2010	\$86.0	\$83.1	\$93.5	\$82.0
2011	\$82.9	\$76.7	\$91.1	\$76.0
2012	\$79.2	\$69.3	\$88.6	\$71.0
2013	\$75.6	\$61.4	\$86.0	\$64.0
2014	\$72.3	\$53.0	\$83.4	\$59.0
2015	\$69.0	\$44.1	\$80.8	\$54.0
2016	\$65.9	\$34.7	\$78.0	\$51.0





Where the Recent Profit Turnaround Came From

3-month moving average of the year/year percentage change
in inflation-adjusted shipments and the number of production workers
Commerce Dept NAICS 323 shipments, CPI and worker data from Bureau of Labor Statistics



Preliminary Survey Results

Business Conditions 6+% 1H'10 vs '09

	1-4	5-9	10-19	20-49	50-99	100-249	250+	Total*
Mar-08	9%	34%	31%	24%	18%	14%	24%	22%
Jun-08	28%	19%	33%	27%	24%	16%	27%	25%
Sep-08	19%	21%	32%	18%	19%	29%	23%	23%
Dec-08	14%	22%	24%	19%	24%	18%	23%	21%
Mar-09	17%	6%	14%	9%	5%	4%	5%	8%
Jun-09	8%	16%	11%	10%	6%	2%	4%	9%
Sep-09	14%	17%	13%	6%	3%	8%	0%	9%
Dec-09	7%	13%	11%	10%	2%	6%	0%	8%
Apr-10	16%	32%	21%	22%	17%	26%	29%	23%
Jun-10 PRELIM	33%	26%	18%	27%	56%	26%	21%	30%

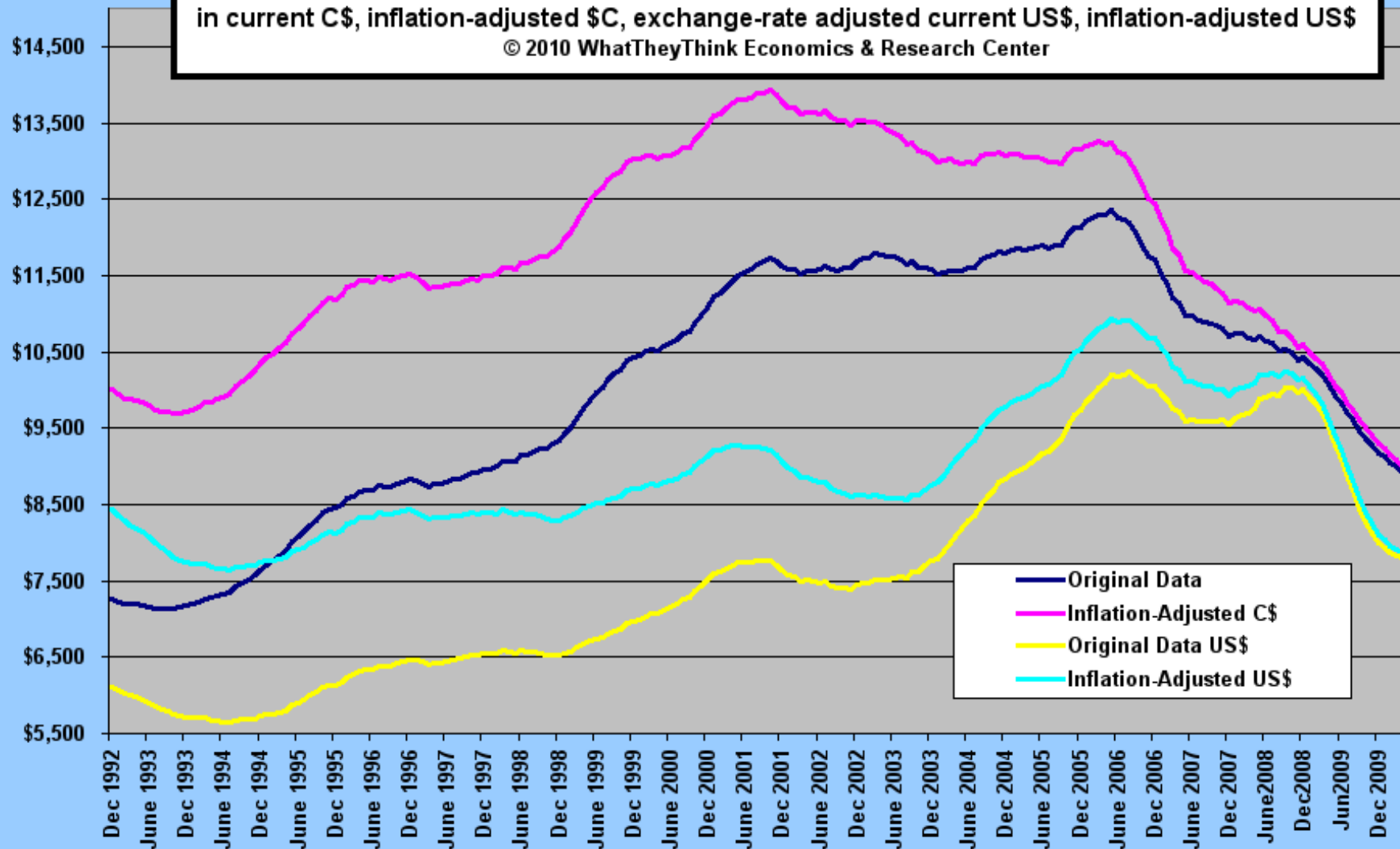
**Demographics-weighted total*



Canada Commercial Printing Shipments (NAICS 323) 1992 - Apr. '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 7/10

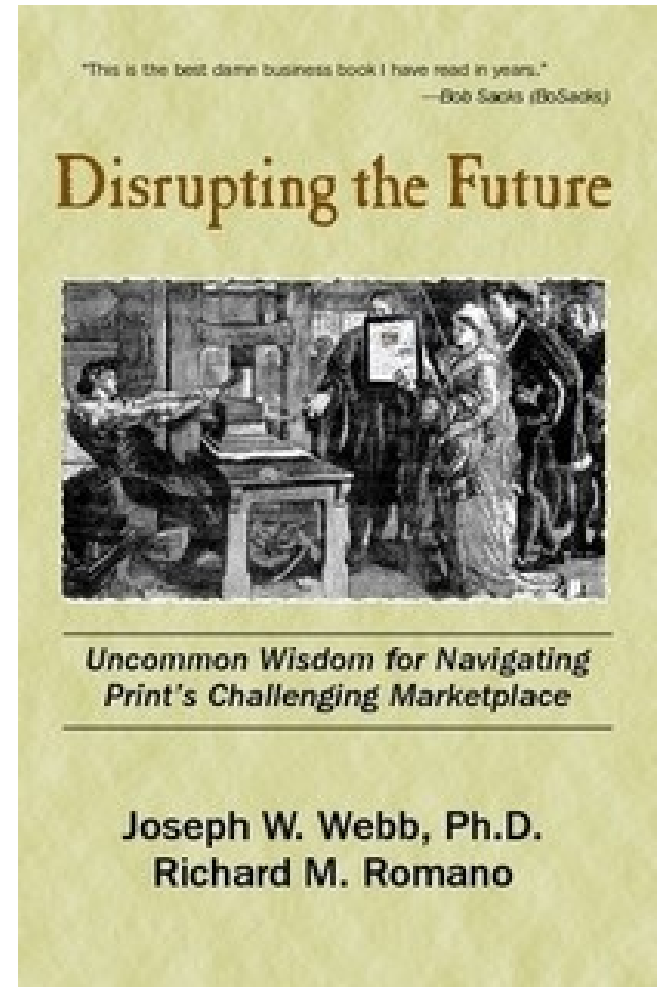
Forecast in Billions of Inflation-Adjusted \$C			
Forecast Model	Conservative	Aggressive	Mean
2010	\$8.5	\$9.0	\$8.7
2011	\$8.2	\$7.9	\$8.0
2012	\$7.9	\$6.8	\$7.3
2013	\$7.6	\$5.5	\$6.6
2014	\$7.3	\$4.2	\$5.7
2015	\$7.0	\$2.7	\$4.9
2016	\$6.8	\$1.1	\$3.9



<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.