



PUBLISHING PRODUCTION IN 2013 (PUBLISHED BOOKS AND PAMPHLETS AND CONTINUED EDITIONS)

The National Statistical Institute provides data for the published books and pamphlets, continued editions (newspapers, magazines, bulletins and periodicals) and for the electronic publications. The data are provided to NSI by the St. St. Cyril and Methodius National Library and the main indicators are in accordance with methodological requirements of UNESCO.

PUBLISHED BOOKS AND PAMPHLETS IN 2013

In 2013 5 939 books with circulation of 3 527 thousands and 914 pamphlets with circulation of 917 thousands were published (Table 1).

1. Published books and pamphlets in 2013

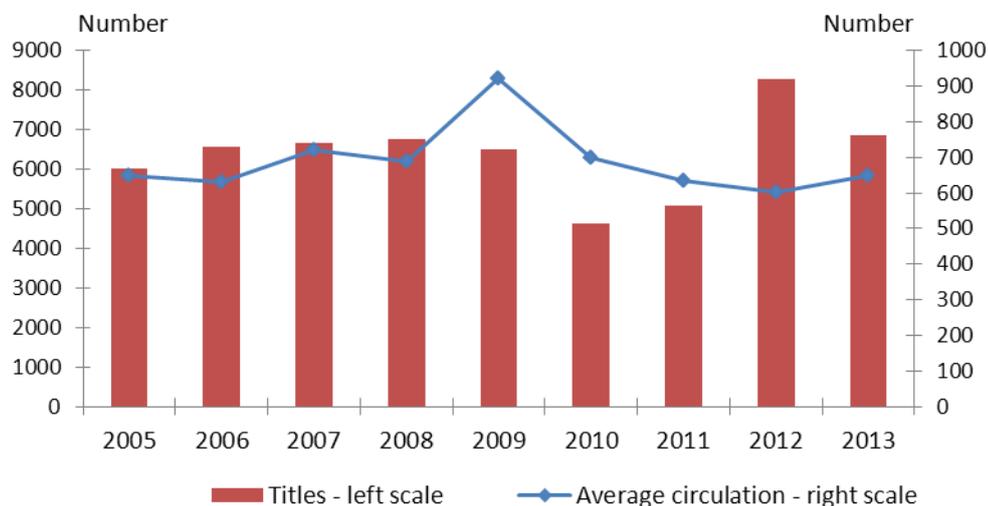
	Titles - in numbers	Circulation - in thousands
Books	5939	3527
New titles	5486	3167
Reprints	453	360
Pamphlets	914	917
New titles	894	906
Reprint	23	11

With the unique 10 digital ISBN number (International Standard Book Number) in 2013 were registered 5 418 books and 814 pamphlets, or 90.9% of all editions, which facilitated their usage abroad.

In comparison with 2012 the total number of published books and pamphlets decreased by 17.1%. At the same time the average circulation increased from 603 in 2012 to 649 in 2013 or by 7.6%.

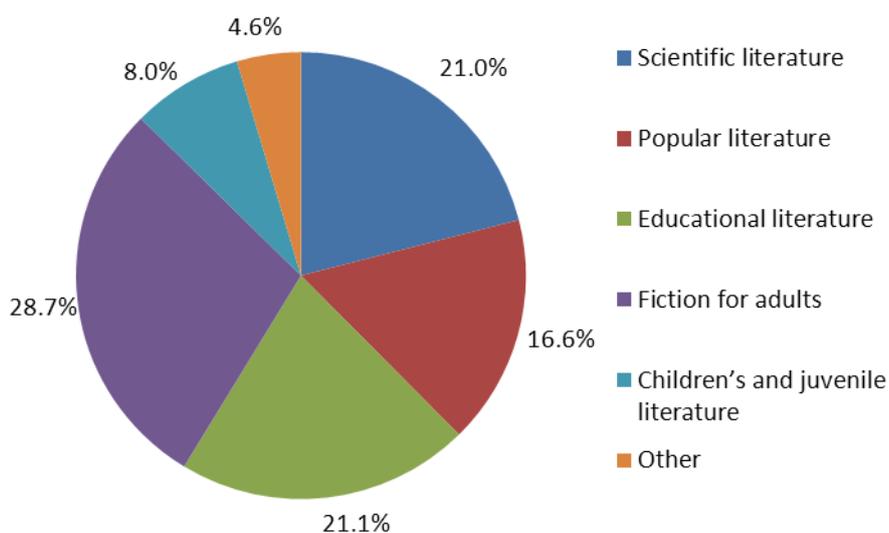


Figure 1. Published titles of books and pamphlets and average circulation per one book and pamphlet for period 2005-2013



Distribution of books and pamphlets according to the characteristic “Target groups”¹ is an essential feature of the publications reflecting their distribution by thematic areas (Figure 2).

Figure 2. Published titles of books and pamphlets by „Target groups” in 2013



¹ Classification group for distribution of books and pamphlets.



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In 2013 the biggest relative share of titles was in sections: Fiction for adults (28.7%), Educational literature (21.1%) and Popular literature (16.6%).

The relative share of the circulation of Fiction for adults was 30.5%, of the Educational literature – 17.6% and of Popular literature – 17.3% of total published production.

The Scientific literature included 1 442 titles with circulation of 692 thousands, which represented 21.0% of all publications and 15.6% of total circulation.

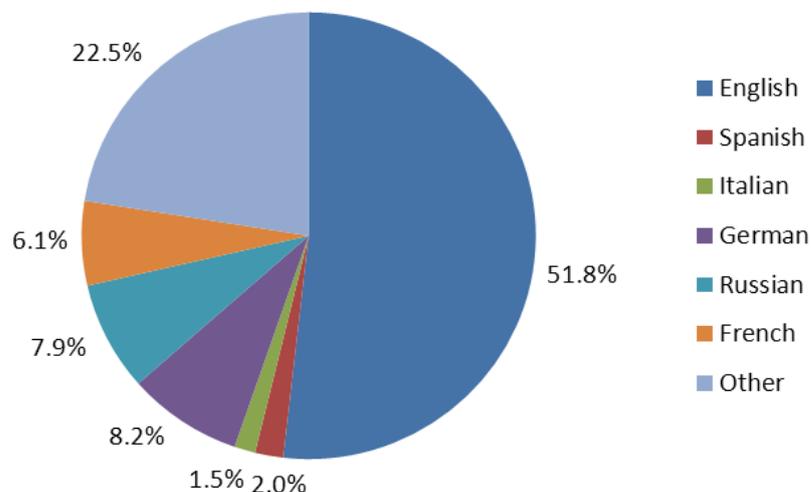
The number of published books with Children’s and juvenile literature was 546 with circulation of 686 thousands. Of those Children fictions included 380 titles with circulation of 342 thousand copies, or 5.5% of all published productions and 7.7% of total circulation.

In 2013 the titles of the original literature were 5 275 titles, or 77.0% of total number of published books and pamphlets. The share of the circulation for this type of literature was 62.4%.

The titles of translated publications in 2013 were 1 578 with circulation of 1 673 thousands.

Half of translated literature was from English (51.8%), followed by the translated editions from German – 8.2%, from Russian – 7.9%, from French – 6.1% and from Spanish – 2.0% (Figure 3).

Figure 3. Published titles of translated literature by language of the original for 2013

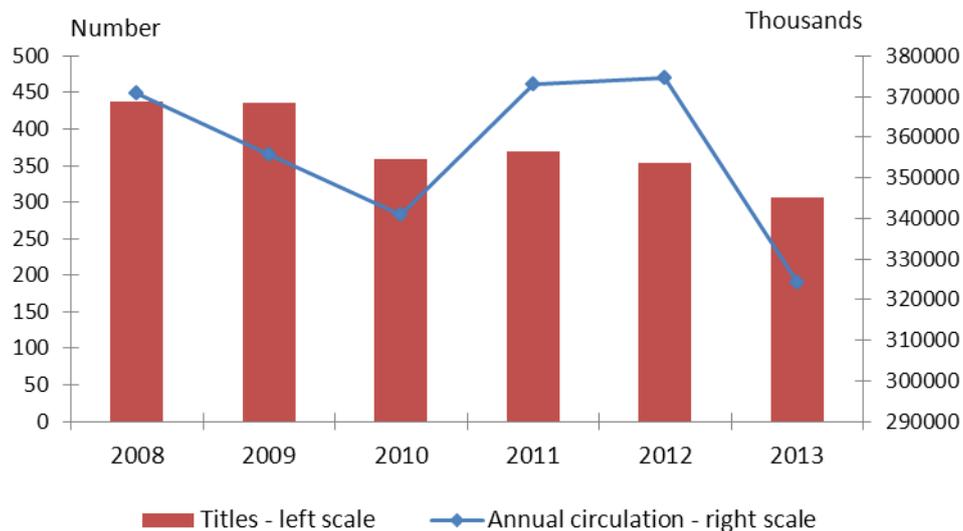


PUBLISHED CONTINUED EDITIONS (NEWSPAPERS AND PERIODICALS)

307 newspapers with an annual circulation of 324 310 thousands were published in 2013, or 45 newspapers annually per capita. In comparison with the previous year the number of titles (independent editions, printed as one or more physical units) and circulation of newspapers decreased by around 13% (Figure 4).



Figure 4. Published newspapers by titles and annual circulation for the period 2005-2012



54 daily newspapers with circulation of 196 874 thousands were published. The titles of daily newspapers formed 17.6% of all published newspapers and their circulation was 60.7% of total circulation. In 2013 published titles of weekly newspapers were 137 or 18 less in comparison with the previous year. The relative share of circulation of weekly newspapers in 2013 was 36.4% of annual circulation of all newspapers or 2.6 percentage points more in comparison with 2012.

The distribution of publications according to the characteristic “Target group – serials”¹ provides an information for their grouping by thematic areas: serials aimed at general public and magazines and bulletins for a specific readership.

The highest relative share of publications for the serials aimed at general public had “Political, philosophical, religious and cultural issues” – 54.7% (168 titles) of all publications. Their annual circulation was 155 226 thousands or 47.9% of circulation of all newspapers. They were followed by the „Publications for tourism, sports and recreation” respectively by 2.0% (6 titles) and circulation of 20 973 thousands, or 6.5% of all published newspapers and by “Other publications for general public” – 14.3% (44 titles) with circulation of 104 362 thousands or 32.2% of all published production.

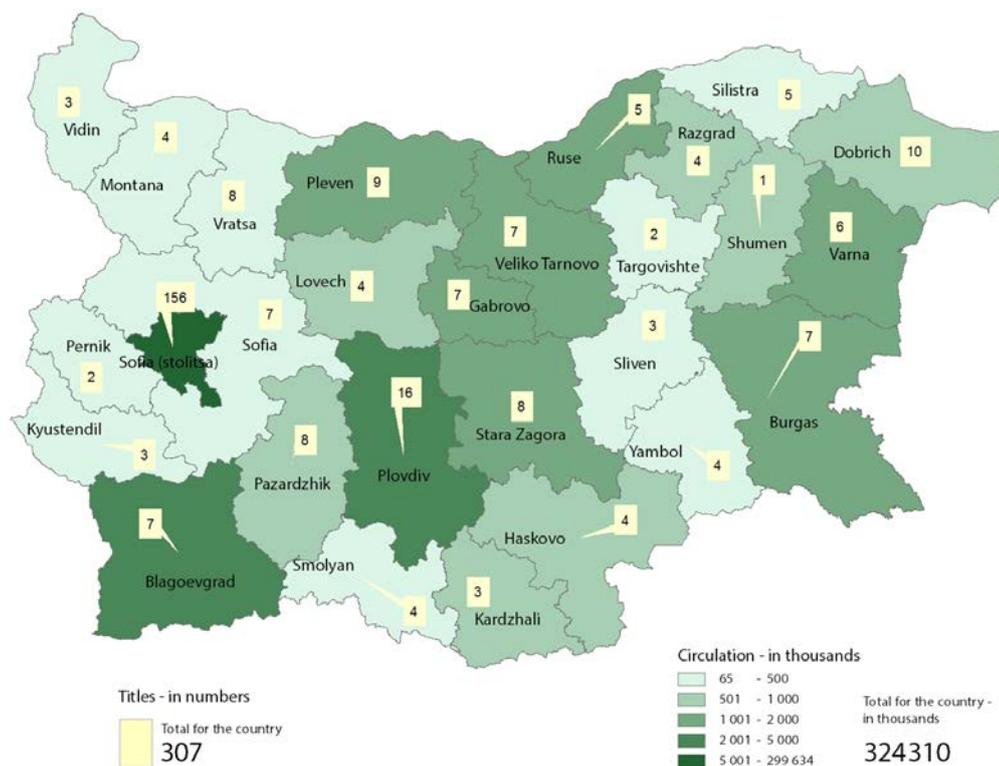
The “Professional magazines (technical, scientific)” were with the highest relative share of “Magazines and bulletins for a specific readership – 13.7% (42 titles) and circulation of 17 889 thousands”, or 5.5% of circulation of all published newspapers. They were followed by „Publications of associations, companies, societies, foundations and others” respectively by 4.2% (13 titles) and circulation of 3 036 thousands, or 0.9% of total circulation.

The leading administrative-territorial district with the highest number of published newspapers was Sofia (stolitsa) – 156 titles (figure 5). The share of titles was 50.8% of all published newspaper’s titles in the country, which was by 0.3 percentage points less in comparison with the previous year. The circulation of published newspapers in the capital city decreased by 11.6%.

¹ Classification group for distribution of serials.



Figure 5. Published newspapers (titles and circulation) by districts in 2013



Almost 98% of all newspapers published in 2013 were in Bulgarian and in foreign languages were 7: 3 in Turkish and by 1 in English, in German, in Russian and in Romanian.

In 2013 509 titles of magazines and 113 of bulletins were published and in comparison with 2012 the number of magazines decreased by 1.6% and of bulletins - by 4.2%.

The annual circulation of magazines was with 16.2% lower than in 2012, and of bulletins - with 26.9%.



2. Published magazines and bulletins by target group (serials) in 2013

Target group (serials)	Titles – in numbers	Circulation - in thousands	
		Annual	Single
Total	622	20091	1642
Serials aimed at general public	209	15674	1116
of which:			
Political, philosophical, religious and cultural	60	529	70
Men's and women's magazines and family press	39	5949	333
Publications for tourism, sports and recreation	9	90	27
Juvenile, children's, comics	30	1783	162
Magazines and bulletins for a specific readership	413	4417	526
of which:			
Professional magazines (technical, scientific)	301	2710	355
Publications of unions, associations, foundations and others	38	280	36

77 magazines and bulletins in foreign languages with an annual circulation of 352 thousands were published in 2013, as the most numerous publications were in English - 66 titles with circulation of 284 thousands, followed by editions in Turkish - 4 titles with circulation of 43 thousands.

Half of magazine's titles appeared from 1 to 4 times per year with circulation of 619 thousands. Magazines coming out monthly were 139, or 27.3% with circulation of 10 609 thousands.

99 periodic collections with circulation of 38 thousands were published in 2013 and compared to 2012 their number was constant, and their circulation decreased by 34.5%.



Methodological notes

The survey of publishing activity is annual and covers the activity of public and private publishers and editorials.

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 coming out 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 a 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 on the NSI website: <http://www.nsi.bg/> Section ‘Culture’



Annex

Table 1

Published newspapers by periodicity

Periodicity	2012			2013		
	Titles – in numbers	Annual circulation- in thousands	Single circulation- in thousands	Titles – in numbers	Annual circulation- in thousands	Single circulation- in thousands
Total	354	374660	4491	307	324310	3143
Daily newspapers	57	230192	639	54	196874	547
Issued 2-3 times a week	20	7794	72	18	6555	58
Issued once a week	155	126550	2434	137	118056	2270
Issued less than once a week	122	10124	1346	98	2825	268

Table 2

Published books and pamphlets by topic¹ in 2013

Decimal Classification (topic)	Books		Pamphlets		Editions with ISBN – in numbers	
	Titles - in numbers	Circulation - in thousands	Titles - number	Circulation - in thousands	Book	Pamphlets
Total	5939	3527	914	917	5418	814
Generalities	161	88	141	332	146	133
Philosophy, Psychology	305	166	8	6	281	8
Religion	156	181	13	63	140	12
Social sciences	1211	624	106	49	1098	97
Linguistic	221	103	12	6	207	11
Natural Sciences and Mathematics	260	137	10	5	235	7
Technology. Medicine. Applied sciences	979	542	56	27	912	40
Arts and recreation	280	128	56	30	223	31
Literature	1997	1383	483	384	1852	450
Geography/History	369	175	29	15	324	25

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