



PUBLISHING PRODUCTION IN 2016 (PUBLISHED BOOKS AND PAMPHLETS AND CONTINUED EDITIONS)

The National Statistical Institute annually publishes data for issued books and pamphlets, continued editions (newspapers, magazines, bulletins and periodicals) and for electronic publications. Source of information is the 'St. St. Cyril and Methodius' National Library and the main indicators are in accordance to the methodological requirements of UNESCO.

Published Books and Pamphlets

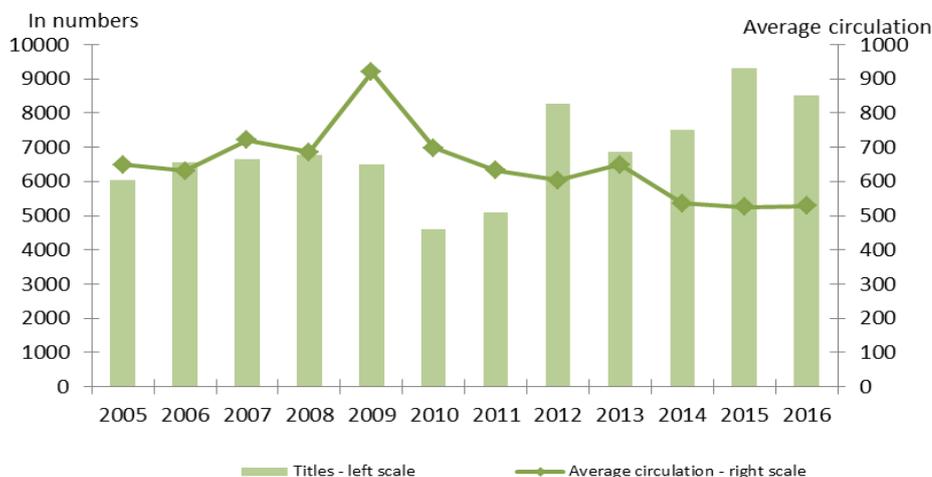
In 2016 were published 7 416 books with circulation of 3 475 341 and 1 114 pamphlets with circulation of 1 031 712 (Table 1).

1. Published books and pamphlets in 2016

	Titles - in numbers	Circulation - in thousands
Books	7416	3475
New titles	6939	3200
Reprints	477	275
Pamphlets	1114	1032
New titles	1088	980
Reprints	26	52

With the unique identification code ISBN (International Standard Book Number) in 2016 were registered 6 879 books and 1 024 pamphlets, or 92.6% of all editions, which provided an opportunity for trade use in the country and abroad.

Figure 1. Published titles of books and pamphlets and average circulation¹ per one book and pamphlet for the period 2005 - 2016

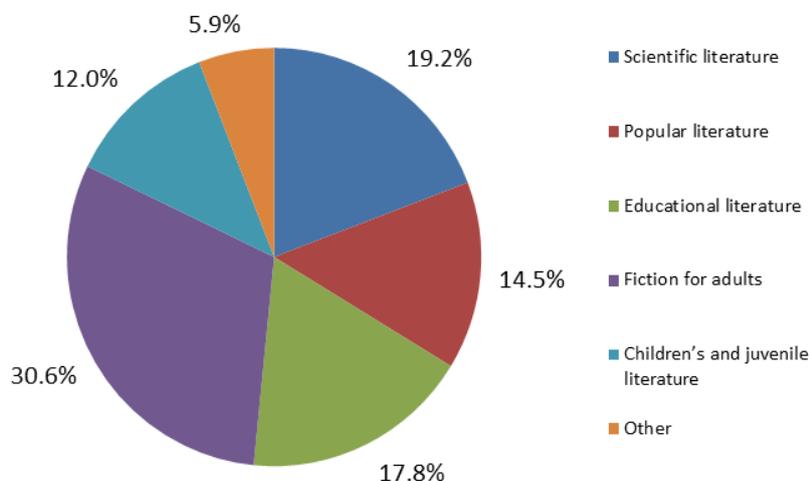


In comparison with the previous year in 2016 the number of published books and pamphlets decreased by 790 (8.5%) while the average circulation increased from 526 in 2015 to 528 in 2016 or by 0.4%.

According the characteristic ‘Target groups’¹ (thematic areas) the distribution of editions by sections in 2016 was following:

- Fiction for adults - 2 607 titles with circulation of 1 209 thousands;
- Scientific literature - 1 638 titles with circulation of 388 thousands;
- Educational literature - 1 522 titles with circulation of 652 thousands;
- Popular literature - 1 239 titles with circulation of 911 thousands;
- Children’s and Juvenile literature - 1 020 titles with circulation of 1 141 thousands, of which Children fiction literature was presented with 524 titles with circulation of 521 thousands;
- Other - 504 titles with circulation of 207 thousands (Figure 2).

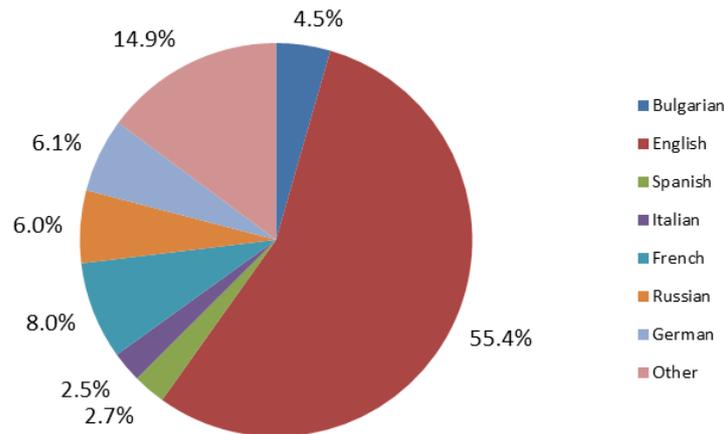
Figure 2. Published titles of books and pamphlets by ‘Target groups’ in 2016



In 2016 the titles published of the original language of writing (including in Bulgarian language) were 5 999 titles, or 70.3% of the total number of published books and pamphlets as the share of the circulation was 52.3%. The titles of translated publications were 2 531 with circulation of 2 149 thousands. Of which more than half of the translated literature was from English (55.4%), followed by the translated editions from French - 8.0%, German - 6.1% and Russian - 6.0% (Figure 3).



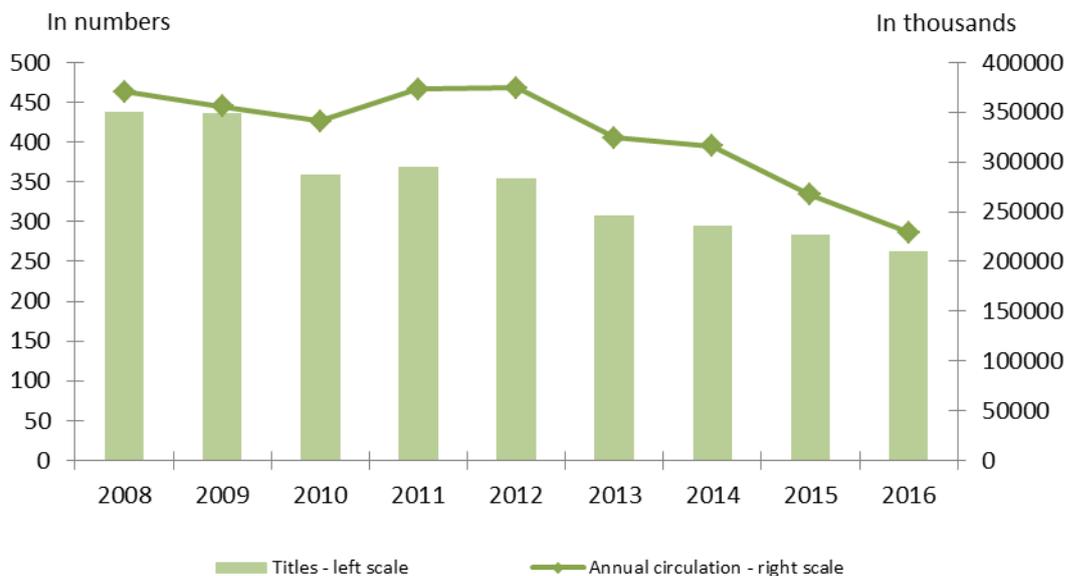
Figure 3. Published titles of translated literature by language of the original in 2016



Published Continued Editions (Newspapers and Periodicals)

In 2016 were published 262 newspapers with an annual circulation of 229 008 thousands and in comparison with the previous year published newspapers decreased by 21 numbers (7.4%) and circulation by 38 338 thousands (14.3%) (Figure 4).

Figure 4. Published newspapers by titles and annual circulation for the period 2008 - 2016





In 2016 published newspapers were distributed by periodicity and circulation as follows:

- 44 daily newspapers forming 16.8% from the titles of all published newspapers with circulation of 135 578 thousands;

- Newspapers issued 2 - 3 times per week were 15 (5.7% from the titles of all published newspapers) with circulation of 4 824 thousands;

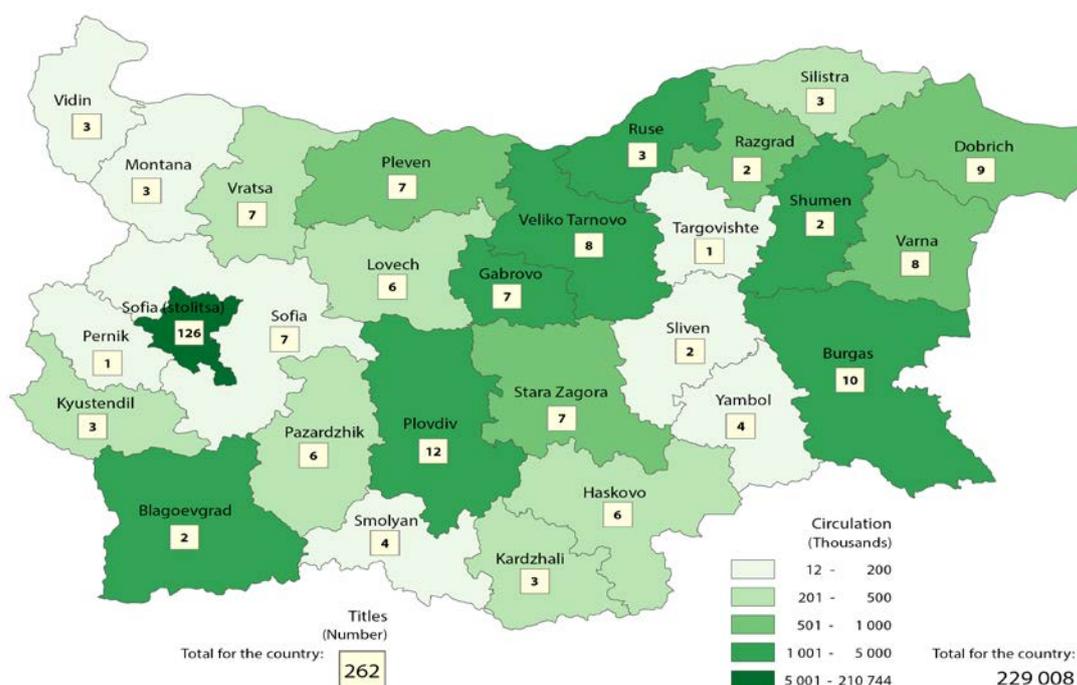
- Newspapers issued once per week were 111 (42.4% from the titles of all published newspapers) with circulation of 85 831 thousands;

- Newspapers issued less than once per week were 92 (35.1% from the titles of all published newspapers) with circulation of 2 775 thousands.

The highest relative share according to the characteristic ‘Target group - serials’¹ were the editions from thematic area ‘Political, philosophical, religious and cultural issues’ - 51.1% (134 titles) as their annual circulation was 101 780 thousands. They were followed by ‘Other publications for general public’ - 16.0% (42 titles) with circulation of 84 605 thousands, or 36.9% of circulation of all published newspapers.

In 2016 the highest number of newspapers was published in Sofia (stolitsa) district - 126 titles or 48.1% of all published newspaper in the country (Figure 5).

Figure 5. Published newspapers (titles and circulation) by districts in 2016





Almost 97% (254 titles) of all newspapers published in 2016 were in Bulgarian language and in foreign languages were eight - four in Turkish, two in Russian and by one in English and German.

In 2016 were published 533 magazines and 101 bulletins and in comparison with 2015 the number of the magazines decreased by 1.5% but the number of bulletins increased by 7.4%.

2. Published magazines and bulletins by target group (serials) in 2016

Target group (serials)	Titles - in numbers	Circulation - in thousands	
		Annual	Single
Total	634	17265	1431
Serials aimed at general public	218	14314	1064
Illustrated informational magazines	3	1220	48
Political, philosophical, religious and cultural publications	58	425	84
Women's and men's publications and family publications	51	7824	483
Publications for tourism, sports and recreation	8	57	9
Popular historical and geographical publications	3	451	37
Popular scientific and technical publications	10	258	28
Publications for young people and children	29	1210	205
Other publications for general public	56	2869	170
Magazines and bulletins for a specific readership	416	2951	368
Professional Publications	321	2098	281
Trade union, political party publications and etc.	1	0	0
Publications of unions, associations, foundations and etc.	26	64	8
Publications of companies, trade organizations and etc.	2	54	5
Official Publications	7	7	1
Other publications for a specific readership	59	728	73



In 2016 were published 79 magazines and bulletins in foreign languages with an annual circulation of 148 thousands, as the most numerous publications were in English - 73 titles with circulation of 116 thousands, followed by two editions in French and Romanian (with circulation of 1 thousands), and 1 title in Turkish (with circulation of 31 thousands). According to their periodicity magazines and their circulation were distributed as follows:

- 7 weekly magazines forming 1.3% from titles of all published magazines with circulation of 4 743 thousands;

- Magazines issued 2 - 3 times per month were 11 (2.1% from titles of all published magazines) with circulation of 2 077 thousands;

- Magazines issued once per month were 139 (26.1% from titles of all published magazines) with circulation of 8 165 thousands;

- Magazines issued 5 - 7 times per year were 91 (17.1% from titles of all published magazines) with circulation of 827 thousands;

- Magazines issued 1 - 4 times per year were 261 (49.0% from titles of all published magazines) with circulation of 784 thousands;

- Magazines issued irregularly were 24 (4.5% from titles of all published magazines) with circulation of 142 thousands;

In 2016 were published also 108 periodic collections with circulation of 21 thousands and compared to 2015 their number was the same, while their circulation decreased by 25.9%.



Methodological notes

The survey of publishing activity is annual and covers the activity of public and private publishers and editorials. The data are provided to NSI by the 'St. St. Cyril and Methodius' National Library (all deposited publications for the year).

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 issued 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 per 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 at Information System 'INFOSTAT' (https://infostat.nsi.bg/infostat/pages/module.jsf?x_2=214) and on the NSI website: (<http://www.nsi.bg/>), Section 'Culture'.



Annex

Table 1

Published newspapers by periodicity

Periodicity	2015			2016		
	Titles - in numbers	Annual circulation - in thousands	Single circulation - in thousands	Titles - in numbers	Annual circulation - in thousands	Single circulation - in thousands
Total	283	267346	2561	262	229008	2244
Daily newspapers	51	159893	444	44	135578	377
Issued 2 - 3 times a week	18	5467	48	15	4824	43
Issued once a week	124	99254	1909	111	85831	1651
Issued less than once a week	90	2732	160	92	2775	173

Table 2

Published books and pamphlets by topic¹ in 2016

Decimal Classification (topic)	Books		Pamphlets		Editions with ISBN - in numbers	
	Titles - in numbers	Circulation - in thousands	Titles - in numbers	Circulation - in thousands	Book	Pamphlets
Total	7416	3475	1114	1032	6879	1024
Generalities	268	213	395	473	262	372
Philosophy, Psychology	344	228	6	2	332	6
Religion	182	128	14	10	166	12
Social sciences	1305	503	127	138	1219	116
Linguistic	205	73	13	6	189	11
Natural Sciences and Mathematics	255	80	13	2	241	12
Technology. Medicine. Applied sciences	1091	452	48	14	1022	43
Arts and recreation	361	160	34	14	301	19
Literature	2857	1433	410	337	2679	383
Geography/History	548	207	54	37	468	50

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