



PUBLISHING PRODUCTION IN 2018 (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

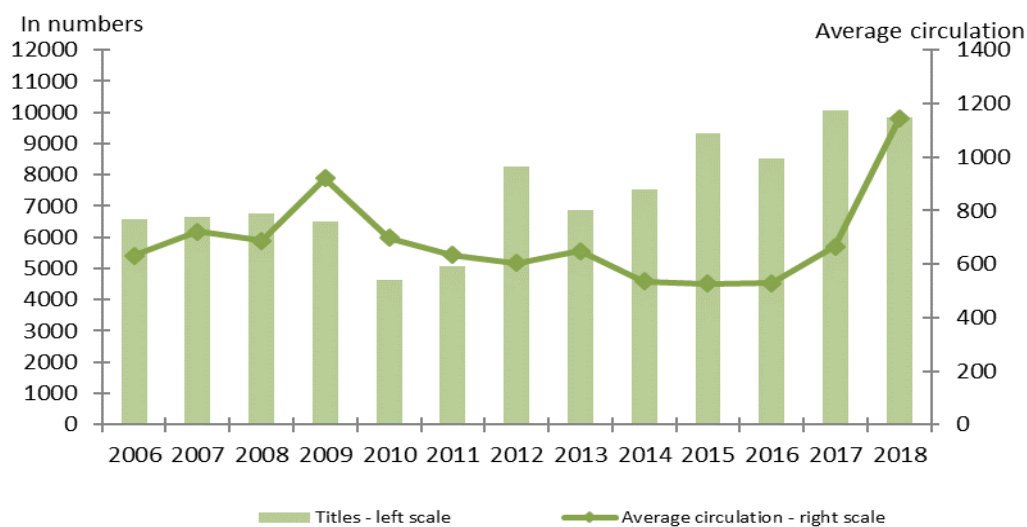
In 2018 were published 8 650 books with circulation of 9 007 786 and 1 192 pamphlets with circulation of 2 253 951 (Table 1).

1. Published books and pamphlets in 2018

	Titles - in numbers	Circulation - in thousands
Books	8650	9008
New titles	8013	8672
Reprints	637	336
Pamphlets	1192	2254
New titles	1145	2221
Reprints	47	33

With the unique identification code ISBN (International Standard Book Number) in 2018 were registered 8 237 books and 1 079 pamphlets, or 94.7% 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 2006 - 2018



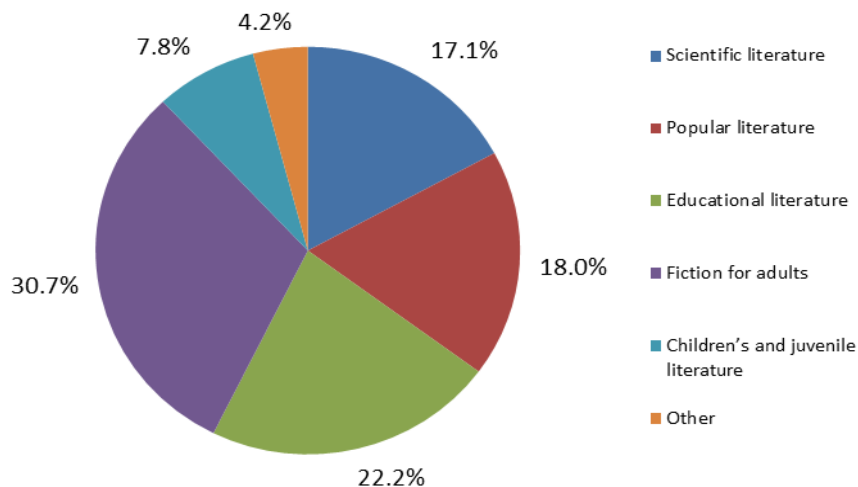
In comparison with the previous year in 2018 the number of published books and pamphlets decreased by 226 (2.2%) and the average circulation increased from 666 to 1 144 or by 71.7%.



According to the characteristic ‘Target groups’¹ (thematic areas) the distribution of editions by sections in 2018 was following:

- Fiction for adults - 3 022 titles with circulation of 1 316 thousands;
- Scientific literature - 1 680 titles with circulation of 323 thousands;
- Popular literature - 1 776 titles with circulation of 993 thousands;
- Educational literature - 2 187 titles with circulation of 6 688 thousands;
- Children’s and Juvenile literature - 767 titles with circulation of 810 thousands, of which Children fiction literature was presented with 408 titles with circulation of 333 thousands;
- Other - 410 titles with circulation of 1 131 thousands.

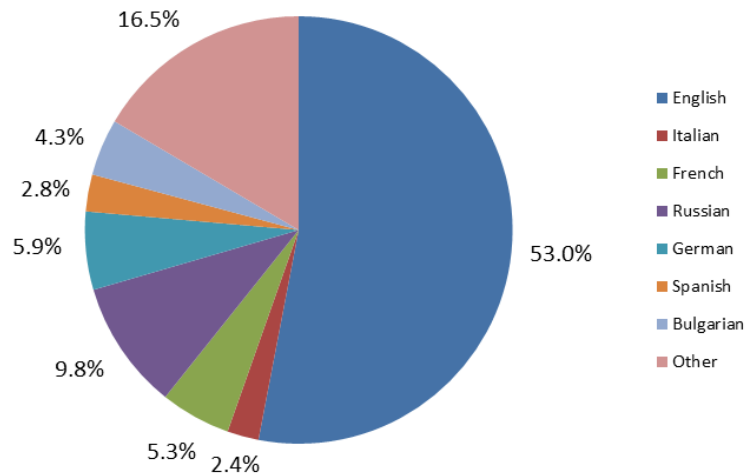
Figure 2. Published titles of books and pamphlets by thematic areas according to the characteristic ‘Target groups’ in 2018



In 2018 the titles published of the original language of writing (including in Bulgarian language) were 7 741 titles, or 78.7% of the total number of published books and pamphlets. The titles of translated publications were 2 101 with circulation of 1 855 thousands. Of which more than half of the translated literature was from English (53.0%), followed by the translated editions from Russian - 9.8%, German - 5.9% and French - 5.3% (Figure 3).



Figure 3. Published titles of translated literature by language of the original in 2018



Published Continued Editions (Newspapers and Periodicals)

In 2018 were published 239 newspapers with an annual circulation of 216 037 thousands and in comparison with the previous year published newspapers decreased by 6 numbers (2.4%) and their circulation increased by 20 millions (10.1%) (Figure 4).

Figure 4. Published newspapers by titles and annual circulation for the period 2010 - 2018





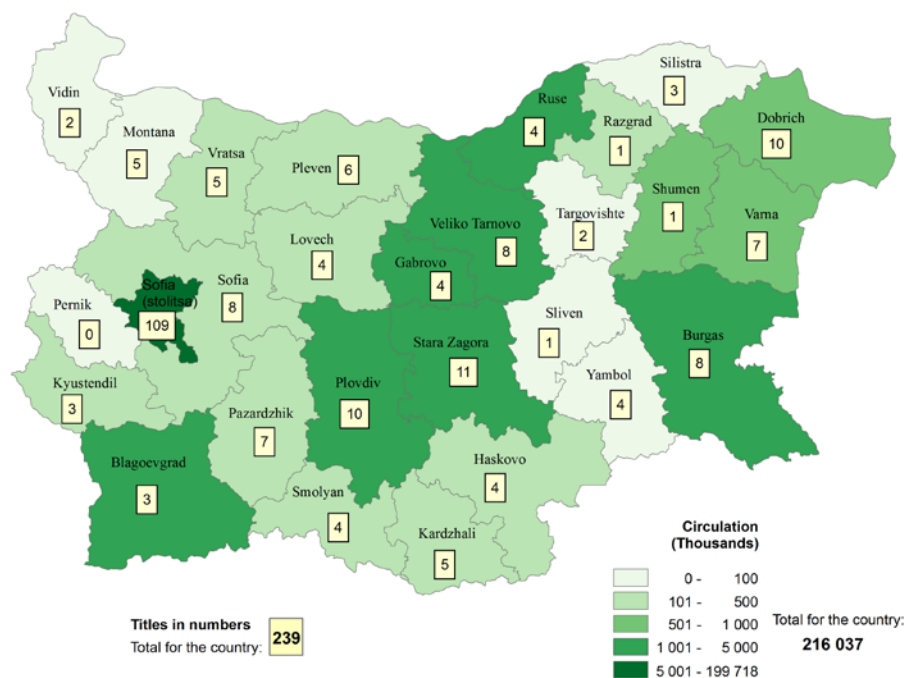
In 2018 published newspapers were distributed by periodicity and circulation as follows:

- Daily newspapers - 37 (15.5% from the titles of all published newspapers) with circulation of 131 169 thousands;
- Newspapers issued 2 - 3 times per week were 12 (5.0% from the titles of all published newspapers) with circulation of 5 781 thousands;
- Newspapers issued once per week were 101 (42.3% from the titles of all published newspapers) with circulation of 76 263 thousands;
- Newspapers issued less than once per week were 89 (37.2% from the titles of all published newspapers) with circulation of 2 824 thousands.

With the highest relative share according to the characteristic ‘Target group - serials’¹ were the editions from thematic area ‘Political, philosophical, religious and cultural issues’ - 52.7% (126 titles) as their annual circulation was 107 817 thousands.

In 2018 the highest number of newspapers was published in Sofia (stolitsa) district - 109 titles or 45.6% of all published newspaper in the country (Figure 5).

Figure 5. Published newspapers (titles and circulation) by districts in 2018



98% (234 titles) of all newspapers published in 2018 were in Bulgarian language and in foreign languages were five - two in Turkish and by one in Russian, English and German.



In 2018 were published 530 magazines and 77 bulletins and in compassion with 2017 the number of the magazines increased by 3.9% and the number of bulletins decreased by 17.2%.

2. Published magazines and bulletins by target group (serials) in 2018

Target group (serials)	Titles - in numbers	Circulation - in thousands	
		Annual	Single
Total	607	14786	1249
Serials aimed at general public	211	12262	949
Illustrated informational magazines	6	717	36
Political, philosophical, religious and cultural publications	62	621	125
Women's and men's publications and family publications	43	6982	448
Publications for tourism, sports and recreation	8	129	20
Popular historical and geographical publications	2	420	35
Popular scientific and technical publications	13	620	47
Publications for young people and children	26	729	99
Other publications for general public	51	2044	139
Magazines and bulletins for a specific readership	396	2524	300
Professional Publications	321	1824	225
Trade union, political party publications and etc.	1	0	0
Publications of unions, associations, foundations and etc.	26	38	6
Publications of companies, trade organizations and etc.	2	123	11
Official Publications	2	1	0
Other publications for a specific readership	44	538	57

In 2018 were published 96 magazines and bulletins in foreign languages with an annual circulation of 208 thousands. The most numerous publications were in English - 89 titles with circulation of 175 thousands, followed by two editions in Romanian (with circulation of 0.4 thousands), and by one title in German, Turkish, Spanish, Esperanto and in two or more languages (with total circulation of 32 thousands).

According to their periodicity, magazines and their circulation were distributed as follows:

- Weekly magazines - 6 (1.0% from titles of all published magazines with circulation of 3 303 thousands;
- Magazines issued 2 - 3 times per month were 8 (1.5% from titles of all published magazines) with circulation of 1 730 thousands;
- Magazines issued once per month were 129 (24.3% from titles of all published magazines) with circulation of 7 429 thousands;



- Magazines issued 5 - 7 times per year were 93 (17.5% from titles of all published magazines) with circulation of 836 thousands;

- Magazines issued 1 - 4 times per year were 262 (49.4% from titles of all published magazines) with circulation of 768 thousands;

- Magazines issued irregularly were 32 (6.0% from titles of all published magazines) with circulation of 315 thousands.

In 2018 were published also 98 periodic collections with circulation of 18 thousands and compared to 2017 their number decreased by 16 titles and their circulation by 13.1%.



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	2017			2018		
	Titles - in numbers	Annual circulation - in thousands	Single circulation - in thousands	Titles - in numbers	Annual circulation - in thousands	Single circulation - in thousands
Total	245	196288	1811	239	216037	2047
Daily newspapers	37	124640	346	37	131169	364
Issued 2 - 3 times a week	13	2192	19	12	5781	52
Issued once a week	105	66557	1280	101	76263	1467
Issued less than once a week	90	2899	166	89	2824	164

Table 2

Published books and pamphlets by topic¹ in 2018

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	8650	9008	1192	2254	8237	1079
Generalities	278	180	287	369	262	263
Philosophy, Psychology	392	279	25	13	381	10
Religion	161	68	5	1	146	2
Social sciences	1976	5431	307	1532	1879	286
Linguistic	309	291	12	20	286	11
Natural Sciences and Mathematics	257	298	31	43	244	30
Technology. Medicine. Applied sciences	1073	377	47	32	1029	39
Arts and recreation	411	202	52	39	384	40
Literature	3142	1512	384	168	3013	362
Geography/History	651	371	42	37	613	36

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