

Analysis
of the **Annual
Regional Press
Survey** findings
for 2004

Introduction

A detailed questionnaire was distributed to all regional and local newspaper publishing groups in the UK, and replies were received from publishing groups accounting for 75% of all regional press titles published each week, and 71% of total weekly circulation.

Based on the replies, all of the following figures have been grossed up to give estimates for the industry as a whole.

1. Number of regional press enterprises as of 31 December 2004

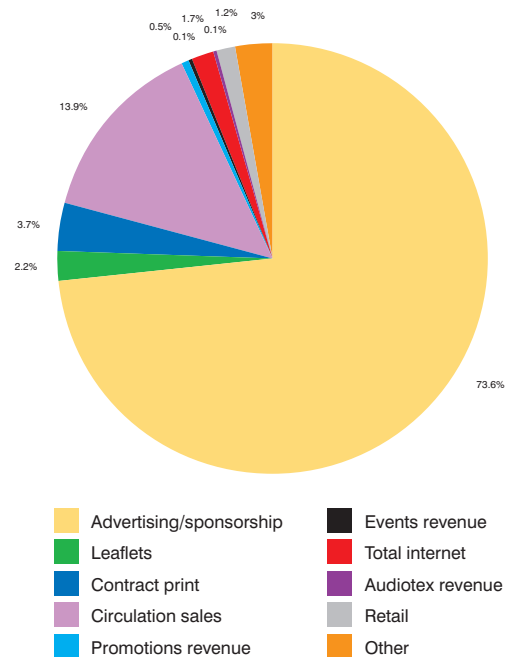
1. Number of enterprises as at 31 December 2004			
No. of regional publishing groups			96
No. of regional publishing centres			255
No. of regional newspaper titles		1,283	
No. of titles launched in past year			14
No. of fortnightly/monthly newspaper titles			11
No. of stand-alone magazines/niche publications			401
No. of websites			509
No. of radio stations	Total		20
Fully owned or subsidiaries			11
Shareholdings			9
No. of television stations	Total		2
Fully owned or subsidiaries			1
Shareholdings			1
No. of publishing centres offering contract print			51
No. of other UK enterprises, e.g. printers			4
No. of other non-UK enterprises			3
Total number of enterprises			2,284

2. Annual Turnover & Gross Revenues January – December 2004 (£m)

Advertising/sponsorship accounts for by far the largest percentage of total turnover at 73.6%, followed by circulation sales at 13.9%, and contract printing at 3.7%. Other revenue included photo sales, IT services, training, rent, canteen, waste sales, editorial syndication and telephone promotions.

2. Annual Turnover & Gross Revenues, Jan–Dec 2004 (£m)

	Estimate of total industry	Year-on-year % change
Gross Advertising/sponsorship - all media*	3,165.0	6.5%
Leaflets/inserts	93.2	7.2%
Contract print	158.3	-22.2%
Total circulation sales – all print media	596.7	3.6%
Circulation sales – newspapers	590.0	3.5%
Promotions revenue, incl. reader offers	20.2	-13.5%
Exhibitions, conferences, awards	4.1	7.7%
Databases & archives	0.9	-53.1%
Total internet	73.9	103.4%
Internet advertising	67.5	95.4%
Internet publishing	6.4	258.0%
Audiotex	8.1	-29.6%
Retail, news shops etc	52.9	8.2%
Rights/licensing	1.1	0.1%
Exports	-	-%
Other	128.1	338.8%
Total publishing – all activities	4,302.5	7.7%



* Includes internet advertising

The regional press is a **£4 billion industry**, with **advertising contributing 74%** of all revenues.

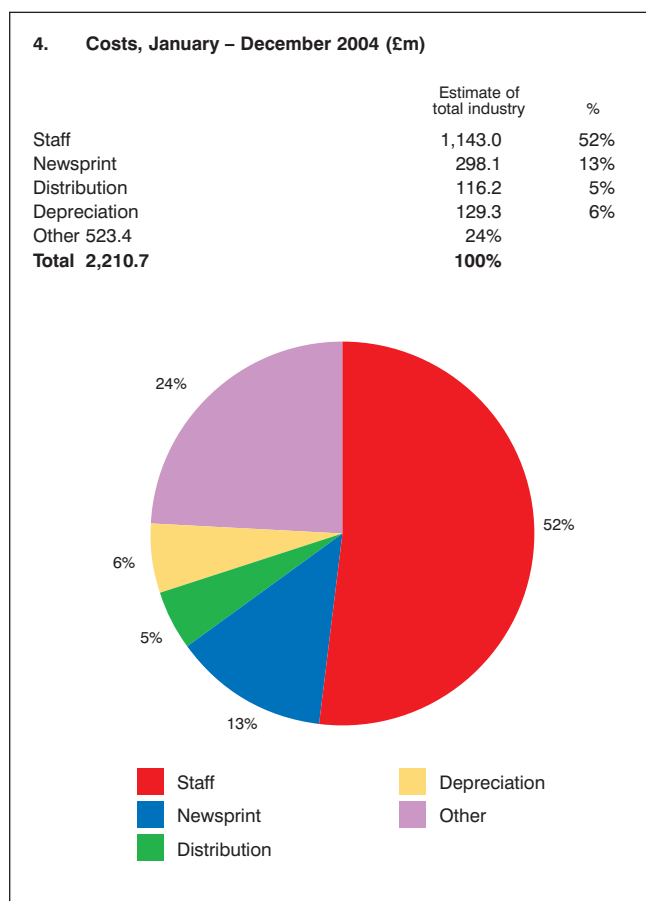
3. Advertising/Sponsorship Revenue January – December 2004 (£m)

Print accounted for 96.5% of total advertising/sponsorship revenue during 2004, with online/internet accounting for 1.8% and magazine/niche publications accounting for 1.3%.

3. Advertising/Sponsorship Revenue, Jan-Dec 2004 (£m)		
	Estimate of total industry	%
Print	3,043	96.1%
Online/internet	67.5	2.1%
Radio	13.1	0.4%
Television	0.1	0.0%
Magazine/niche publications	41.1	1.3%
Total all media	3,165.0	100%

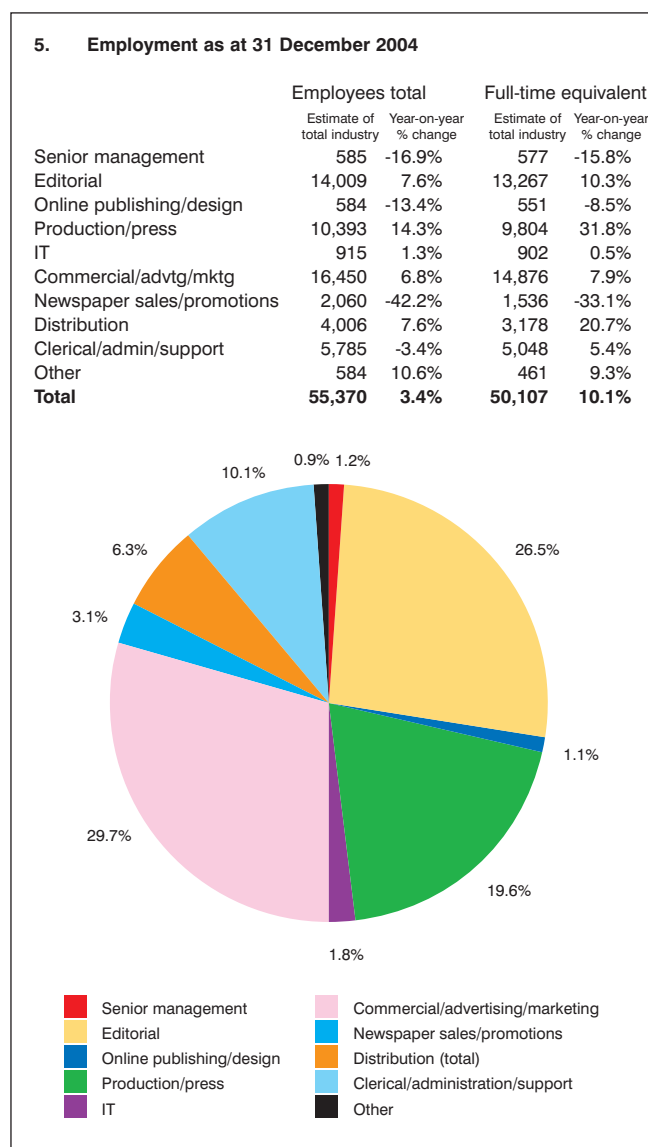
4. Costs, January – December 2004 (£m)

Staff costs accounted for 52% of total costs during 2004, (up 2.3% on the previous year), with newsprint costs accounting for 13%. Other costs at 24% included production materials, outwork, admin, retail shops, repairs and maintenance.



5. Employment as at 31 December 2004

The total staff level within regional and local press is estimated at 55,310, with a full-time equivalent level of 50,107, up 10% on the previous year. This excludes an estimated 110,000 regional press news deliverers. Commercial/advertising/ marketing accounts for the highest percentage of staff at 29.7%, followed by editorial at 26.5%, production/press at 19.6% and clerical/admin/support at 10.1%. Editorial numbers grew by 10.3% year-on-year. Senior management numbers dropped by 15.8%.



The estimated number of regional and local news deliverers is 110,000, based on an NS workforce/salary survey.

Numbers employed in the regional press **exceed 55,000**; a quarter of these are editorial staff.

6. Operating profit

The overall operating profit for all regional and local press publishers during January – December 2004 is estimated at £932m.

7. Value added (contribution to UK GDP)

The overall value added figure (total turnover less total costs excluding staff costs) for all regional and local press publishers during January – December 2004 is estimated at £2,084.6m.

8. Investment, January – December 2004

The regional press invested £0.8m in community projects and initiatives in 2004. Publishers put £9.4m into training. Capital investment (plant, machinery, etc.) was £150.0m.

8. Investment, January – December 2004

Percentage of groups undertaken training analysis	67%
Investment in training	£ 9.6m
Capital investment	£ 150.0m
Community investment	£ 0.8m

Publisher Contributors

- Trinity Mirror plc
- Newsquest (Media Group) Ltd
- Northcliffe Newspapers Group Ltd
- Johnston Press Plc
- The Midland News Association Ltd
- Yattenden Investment Trust Plc
- Kent Messenger Ltd
- C N Group Ltd
- Hirst Kidd & Rennie Ltd
- The Barnsley Chronicle Ltd
- Newbury Weekly News
- Isle of Wight County Press
- Oban Times Ltd.

Definitions

- **Regional/local newspaper**
Any publication in written form, on newsprint or similar medium, published in the British Isles (excluding the Irish Republic) at regular intervals not exceeding seven days, and available regionally rather than nationally (i.e. not available throughout all or most of the British Isles). It should contain news and information of a general nature, updated regularly, rather than being devoted to a specific interest or topic.
- **Total gross advertising revenue**
Total gross display and classified advertising revenue, before agency commission is deducted, but after series and other discounts on published rates are deducted. Revenue from colour supplements, niche publications, inserts and leaflets, and sponsorship should be included.
- **Enterprises**
Businesses controlled by the regional press.

Regional publishers **invested £9.4 million in training**, and 67% undertook training analysis.

