Publishing:
ISIC 5812 and 5813
34th Voorburg Group

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Publishing: ISIC 5812 and 5813
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CNAE 2009

Publishing: ISIC 5812 and 5813
Non-financial services sector
Turnover breakdown
Spain - Year 2017

Source: SBS 2017
MARKET

58 Publishing activities

- 5811 Book publishing: 35.5%
- 5812 Publishing of directories and mailing lists: 1.7%
- 5813 Publishing of newspapers: 26.6%
- 5814 Publishing of journals and periodicals: 15.2%
- 5819 Other publishing activities: 4.9%

Source: SBS 2017
5812 Publishing of directories and mailing lists

Source: SBS 2017
MARKET

5813 Publishing of newspapers, journals and periodicals

Source: SBS 2017
SPPI - Characteristics

- Chained Laspeyres index
- Quarter periodicity
- B2All
- Cut-off
- Based on product

Weight structure:

- 58
  - 581 (87%)
    - 5811 (39%)
    - 5813 (33%)
  - 582 (13%)
    - 5814 (16%)

Publishing: ISIC 5812 and 5813
SPPI - Products

Classification of products by activity (CPA 2.1):

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MAGAZINES

NEWSPAPERS

Advertising: 39%
Sales: 44%
SPPI - Calculation

58

581  582

5811  5813

Publishing prices
63 companies
107 prices

SPPI for advertising in newspapers

Publishing prices
29 companies
70 prices

5814

SPPI for advertising in magazines

Publishing: ISIC 5812 and 5813
SPPI – Pricing methods

**SALES**

Direct use of prices of repeated services

- Type of periodical
- Periodicity
- Edition format
- Type of distribution

**ADVERTISING**

Unit value

\[
\text{price} = \frac{\text{advertising turnover}}{\text{occupancy}}
\]

- Type of periodical

Newspapers:
- Sports
- Economic
- National
- Regional
- Free

Magazines:
- Automobile
- Decoration
- Economy-finance-business
- Fashion
- General information
- Men’s magazines
- Maternity
- Motorcycle
- Sports
- Tabloid magazines
- Travel and tourism
- Rest
SPPI – Future challenges

Short term
- Integration sales and adverts
- Validation of results
- Dissemination

Long term
- printed / online
Thanks for your attention!

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