KPI ENCYCLOPEDIA

A Comprehensive Collection of KPI Definitions for
PRINT PUBLISHING

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Print Publishing KPI Encyclopedia

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Print Publishing

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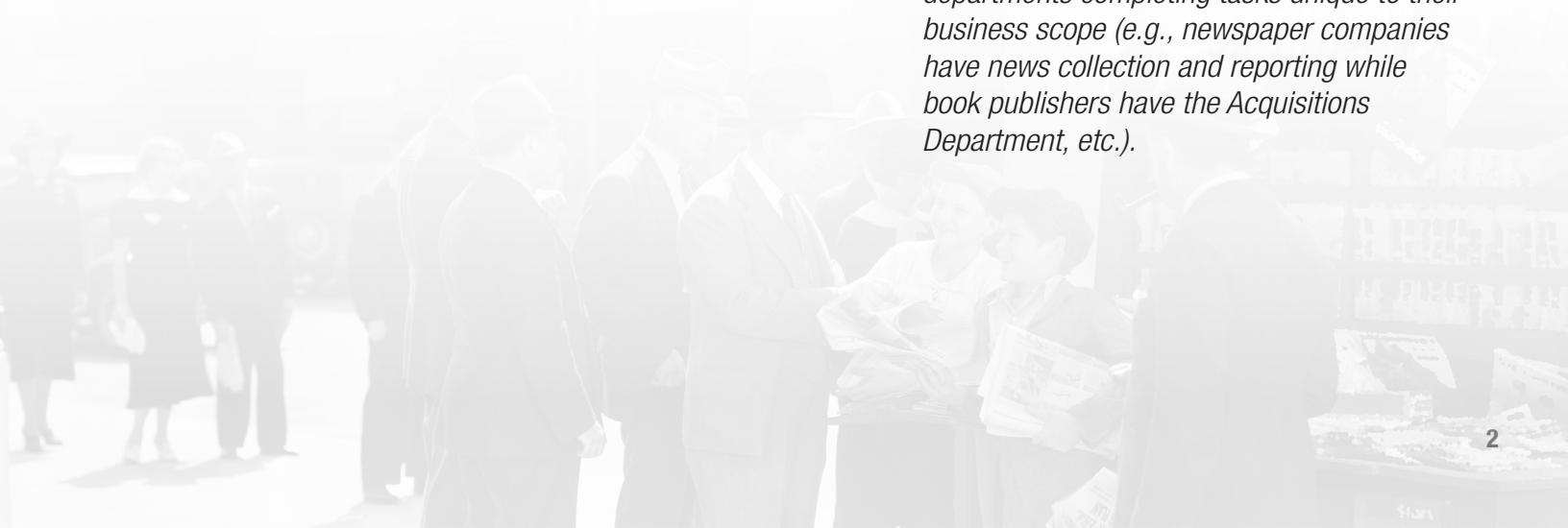
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A print publishing company is typically known for publishing any literary piece of work such as newspapers, novels, educational books, magazines, or journals in a hardcopy format so as to distribute such pieces to the public. With the advent of the Internet, however, the scope of publishing companies have expanded to include electronic resources such as the electronic versions of books and periodicals, as well as micropublishing, websites, blogs, video game publishers, etc. Activities carries out in a typical print publishing company include advertising sales, editorial tasks, production, managing editing, printing, circulation and web design and development. That said, while the activities of a typical print publishing company may be similar, taking written content from concept to production is either the collaborative task of multiple departments or the job of a single individual, depending on the available resources and the volume and diversity of the titles the company offers. Print publishing companies, furthermore, may have separate departments completing tasks unique to their business scope (e.g., newspaper companies have news collection and reporting while book publishers have the Acquisitions Department, etc.).

Quality

- **Number of New York Times Bestsellers** – The number of books published by the company that appear on the New York Times Bestsellers lists over a certain period of time.

- **Percentage of Electronic Sales** – The dollar amount of sales that come from electronic publications (books, magazines, etc.) divided by the total dollar amount of sales over the same period of time, expressed as a percentage.

- **Subscription Renewal Rate** – The number of customers who renew their subscription divided by the total number of customers whose subscriptions are eligible for renewal over the same period of time (i.e., customers whose previous subscription term is about to lapse), expressed as a percentage.

- **Percentage of Profitable Book Titles** – The total number of published books that earn a profit divided by the total number of books published over the same period of time, expressed as a percentage.

Volume

- **Number of Books Sold** – The number of books (electronic and hard-copy) sold by the company over a certain period of time.

- **Number of Imprints** – The total number of imprints (i.e., brands or trade names) that are under management by the publisher at a certain point in time.

- **Total Number of Pages in Newspaper** – The total number of pages contained in a newspaper (including supplements and add-ons).

- **Number of Daily Newspapers in Portfolio** – The total number of daily publications that are under the company's management at a certain point in time.

- **Number of Weekly Newspapers in Portfolio** – The total number of weekly publications that are under the company's management at a certain point in time.

Advertising Sales

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Advertising sales in publishing rely on knowledge of circulation and readership statistics, as well as negotiations about ad placement and page design (for print and online ads). Traditionally, subscriptions generate much of the revenue for magazines and newspapers, but the Internet has undermined the subscription model and increased the importance of print and online advertising. For online ads, sales may

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