pieces, posters and display cards, free circulation shopper newspapers, and preprinted newspaper inserts.

In 1988 industry shipments in commercial printing industry are estimated to be \$45.7 billion (U.S.). The USDOC expects shipments in 1989 to increase to \$50.1 billion (U.S.), or 4.7% over 1988 levels, measured in constant dollars. According to the USDOC, several factors contributed to growth in these print media in 1988. Printers of consumer magazines benefitted from more revenues per issue as a result of an increase in advertising pages. While catalog printers encountered lower production runs per catalog, there were more frequent editions and mailings and new catalogs were introduced. Commercial printers' sales were increased also due to the reduction of regulation in the telephone industry which produced greater competition for advertising and a resulting increase in the number of traditional phone directories and the introduction of directories targeted for specific market audiences. Printers of labels and wrappers experienced above-average sales growth in 1988 due to the packaging industry's conversion to pressure-sensitive labels. However, declines in sales in 1988 were experienced by financial printers as a result of the October 1987 stock market crash and the concomitant decrease in volume of new debt and equity issues.

For the longer term, the USDOC projects that commercial printing revenues over the next five years will average 4% annually, adjusted for price changes. In addition, the USDOC forecasts that industry shipments for commercial printing will exceed that for the total printing and publishing industry through the early 1990s.

A critical factor in the continued success of this industry will be the attractiveness of the print media to U.S. advertisers. In this respect the USDOC notes that changes in technology and markets have benefited the U.S. commercial printing industry. High-speed sheet-fed lithographic presses have enabled printers to meet needs for the manufacture of a diversified, low-volume mix of printed materials. Computers have recently been applied to digitized graphics and page layout and design, enabling printers to enter markets for corporate desktop publishing jobs including reports, presentations and newsletters.

Changes in products are also affecting the industry. According to the USDOC, magazine printing has reached a sales plateau and as a result of the October 1987 stock market crash, companies have not sought funds for the financing of new periodicals. While catalog printing has remained strong, printers have been compelled to accommodate the targeted demographic and segmented postal