

book industry is facing and the increased competition from imports, which were valued at \$80 million in 1990. Exports, on the other hand, represented sales of \$32 million and have averaged only 15% to 20% of total sales of the industry. This industry is highly concentrated, since 7% of the companies produced 75% of the books in circulation, while 58% of them produced 5% of books. Also, 55% of total income for the industry is concentrated in only 11% of the firms.

During 1990, the remainder of the industry printed the following number of books:

Text books	48 million
Social sciences	16 million
SCience and technology	15 million
Children and young age books	15 million
Other	14 million
Practical books	11 million
Fascicles	9 million
Literature	7 million
Dictionaries & encyclopaedias	6 million
Art books	1 million
TOTAL	142 million

In 1991, Mexico 21,500 titles, of which 66% were reprints (14,254), 23% (4,879) were new titles, an average way below that of other, developed, countries and 11% (2,367) were reeditions. The average number of copies printed of any one book tend to be low in Mexico as compared to other countries as well, since they average 2,000 to 5,000 and usually do not surpass 10,000 copies. The distribution of books in Mexico is made through some 700 bookstores and a wide network of department stores, supermarkets and several restaurants, In Mexico there are only 3,500 libraries.

Among the largest editors are:

Bruguera Mexicana
 Compañía Editorial Continental (CECSA)
 Editorial Diana
 Editorial Herreo
 Editorial Jus
 Editorial Limusa
 Editorial Porrúa
 Editorial Trillas
 Fernández Editores
 Fondo de Cultura Económica
 Grijalva
 Grollier
 Grupo Editorial Patria
 Grupo Editorial Planeta
 Grupo Noriega
 Grupo Santillana
 Larousse