

# New Hampshire

## 2007 State Print Market Fact Sheet

<b>Total Establishments</b>	<b>200</b>
<b>Total Employment</b>	<b>5,540</b>
<b>Total Shipments (\$M)</b>	<b>\$950.2</b>

### Data by Size of Establishment:

<u>Employees</u>	<u>Printing Establishments</u>	<u>Shipments (\$M)</u>	<u>Printing Employees</u>
1-4	63	\$16.2	151
5-9	49	\$35.5	332
10-19	37	\$63.5	512
20-49	27	\$112.0	817
50-99	11	\$141.0	860
100-249	10	\$288.7	1,471
250+	3	\$293.2	1,397

### Major Metropolitan Area Printing Centers:

<u>Fips Code</u>	<u>MSA</u>	<u>Printing Establishments</u>	<u>Shipments (\$M)</u>	<u>Printing Employees</u>
4160	Lawrence, NH Area	16	\$36.6	266
4560	Lowell, NH Area	3	\$2.2	19
4760	Manchester	58	\$269.8	1,566
5350	Nashua	32	\$294.6	1,547
6450	Portsmouth-Rochester, NH Area	24	\$77.7	491

2008 Print Market Atlas. Includes commercial and quick printing, newspaper printing, package printing, business forms printing, trade binding and prepress services. Inclusion of publishing would significantly increase employment and shipments. Source & Methodology: These estimates were derived by PIA/GATF using the A.F. Lewis Company database of printing establishments, PIA/GATF Ratios, and PIA/GATF 4th quarter market survey data. The 2007 estimates may not be comparable to earlier estimates because of re-calibration of employees-per-plant and shipments-per-employee ratios using the latest Census data and Printing Impression Top 400 data. Note: totals may not add up equally due to rounding.

# New Hampshire

<u>Printing Process</u>	<u>Establishments</u>	<u>Employment</u>	<u>Shipments (\$M)</u>
Digital Printing	90	440	\$55.1
Sheetfed Offset Printing	122	2,376	\$406.3
Web Offset Printing	16	1,524	\$296.0
Other Printing/Trade Services	45	1,200	\$192.8
<b>Total</b>	<b>273</b>	<b>5,540</b>	<b>\$950.2</b>

<u>Market Segment</u>	<u>Establishments</u>	<u>Employment</u>	<u>Shipments (\$M)</u>
Book Printing	2	113	\$16.8
Business Forms Printing	2	10	\$1.4
General Commercial Printing	89	1,369	\$191.8
Label, Wrapper Printing	6	700	\$155.6
Magazine Printing	3	602	\$110.4
Newspaper Printing	19	1,408	\$264.2
Other Finishing Services	2	9	\$0.7
Other Speciality Printing	8	410	\$70.9
Package Printing	5	374	\$78.7
Prepress Services	10	131	\$17.1
Quick Printing	46	251	\$24.7
Screen Printing	4	64	\$8.4
Thermography	1	31	\$4.2
Trade Binding	3	68	\$5.4
<b>Total</b>	<b>200</b>	<b>5,540</b>	<b>\$950.2</b>

Note: The number of establishments under the "printing process" tabulation is larger than the total number of state printing establishments due to the fact that many establishments utilize more than one type of printing process. If a plant uses both a sheetfed offset printer and a web offset printer; hence the establishment is counted twice in this analysis. The plant's employment and shipment totals are divided amongst the sheetfed and web categories using a model developed by PIA/GATF.

**Size of Establishments**

*(Number of Employees)*

<b>MSA Name</b>	<b>1-4</b>	<b>5-9</b>	<b>10-19</b>	<b>20-49</b>	<b>50-99</b>	<b>100-249</b>	<b>250+</b>	<b>Total</b>
Lawrence, MA-NH	7	4	1	2	2			16
Employees	17	28	13	60	149			266
Shipments (\$M)	\$1.8	\$2.8	\$1.4	\$8.4	\$22.2			\$36.6
Lowell, MA-NH	2		1					3
Establishments	5		14					19
Employees	\$0.6		\$1.6					\$2.2
Shipments (\$M)	17	16	10	9	3	2	1	58
Manchester, NH	41	105	139	279	240	293	471	1,566
Employees	\$4.1	\$10.5	\$16.7	\$37.7	\$39.9	\$59.9	\$101.1	\$269.8
Shipments (\$M)	5	9	5	6	2	4	1	32
Nashua, NH	12	63	68	180	155	595	474	1,547
Employees	\$1.2	\$7.3	\$8.7	\$23.8	\$24.3	\$121.2	\$108.2	\$294.6
Shipments (\$M)	24	12	18	7	2	3	1	67
No Metro Area	58	83	251	209	158	440	453	1,652
Employees	\$6.4	\$9.2	\$32.0	\$29.1	\$27.3	\$81.2	\$83.9	\$269.1
Shipments (\$M)	8	8	2	3	2	1		24
Portsmouth-Rochester, NH-ME	19	54	27	89	158	144		491
Employees	\$2.1	\$5.8	\$3.1	\$13.0	\$27.3	\$26.4		\$77.7
Shipments (\$M)	63	49	37	27	11	10	3	200
<b>Sum of State Totals</b>	151	332	512	817	860	1,471	1,397	5,540
Employees	\$16.2	\$35.5	\$63.5	\$112.0	\$141.0	\$288.7	\$293.2	\$950.2
Shipments (\$M)								