



# **TOP 100 PRINT BUYERS FORECASTED FOR 2019: NEW NAMES AND NOVEL NEWBIES!**

THE TOP 100 ENTITIES  
FORECASTED TO BUY \$53.5  
BILLION IN PRINTING IN  
2019 SHOULD APPEAR ON  
EVERY PRINTER'S RADAR  
SCREEN FOR NEW SALES  
OPPORTUNITIES.

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**Printing**Impressions

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How much printing do we buy? The question begs a dollar response that's usually not forthcoming. Almost apologetically, one hears "we are decentralized" or "we have no idea" because the function, per se, is no longer recognized. "What do I do?" adds hesitation again.

It seems that the last place to get answers about how important our industry is to its marketplace is from the clients and prospects with whom we try to interact directly. And, so, we begin at the end — delivery — and work the chain back through our total shipments by product type and geography. The best place to start is at the mailbox; the metal one.

Luke Grossmann is a "go-to" VP of Finance and Planning though, until recently, he didn't know his U.S. Postal Service (USPS) is the No. 1 buyer of print — in the world! Six million metric tons is the annual throughput, and every one of some 5.6 billion pieces is printed; a majority with some USPS-provided ink-on-paper-on-adhesive.

Grossmann has unveiled the first scratch-n-sniff postage stamps which — along with \$1.5 billion in corrugated and Tyvek containers, in-store posters and signage, greeting cards and gift-wrap, tapes and labels, and vehicle identification decals and transit ads — constitute a selling opportunity larger than any other.

"We have five categories of procurement and printing is within every one of them," Grossman says, "but we also solicit novel ideas and reward what we call 'irresistible mail.'" This program is featured at the National Postal Forum each Spring, where designers, printers and mailers showcase their projects as inspiration for advertisers and marketers.

## TOP PRINT BUYER IS ACTIVE ON BOTH COASTS

Ranked at No. 2 is the world's most entertaining, and bi-coastal, print buyer: The Walt Disney Co. The Burbank, Calif., studios source or supply every form of digital film production-related print — from backgrounds to props. Licensed and in-house produced books, games, activity products, event signage and show literature are undertaken separately by senior specialists, including Dan Casquilho, Jenelle Henry and 11 others.

In Orlando, Fla., Rick Wertsching is VP for theme park and resort procurement, while New York staffers handle Marvel Comics, ABC, ESPN (a joint venture with Hearst Communications), and the Broadway and touring musicals and ice shows.

## CALLING THIS A HUGE INDUSTRY OPPORTUNITY

Rising to No. 3 is AT&T now that the arduous acquisition of Time Warner is a done-deal. The print procurement folks in Dallas expect no changes, but substantial career terminations may be expected at TW in New York. What the new combined name will be has everyone speculating. One big "T" could signal major incremental print demand as every business card, sign, vehicle wrap and collateral print are redesigned. This is the single biggest opportunity for our industry in the next dozen or so months.

Close behind with a projected combined print spend of \$5.2 billion are four diverse consumer brand-makers: Pepsico (No. 4), Johnson & Johnson (No. 5), Procter & Gamble (No. 6), Apple (No. 7) and Pfizer (No. 8). No changes in personnel and methods are anticipated from what occurred this year.

Amazon as a “whole” is not on the forecast because it is becoming a printer and publisher at No. 53 in its own right; the first company in history to make such a novel migration after doing so in food retailing and online pharma.

Now to the publishers. The Meredith combination with Time (No. 9), is another name — and game — changer. Insiders are betting on the stronger brands of the acquired humiliated company that was unceremoniously shed from Time Warner not long ago with more debt than could be floated.

Advance (No. 10), newly-named Relx Group US (No. 24), Hearst (No. 29) and Bertelsmann U.S. (No. 38), round out what’s left of consumer mainstream periodical publishing with a total print buy of \$2.7 billion.

The book trade is round-edged with Macmillan (No. 31), Pearson U.S. (No. 39), Hachette (No. 63), John Wiley & Sons (No. 91) and Scholastic (No. 93) “laying-flat” bound for \$1.7 billion or less — wherever the costs are cheapest. Bring back the “manufacturing clause” for those who remember when the U.S. had a domestic book industry.

Hallmark (No. 34), American Greetings (No. 84), Crain (No. 95) and The New York Times Co. (No. 96) will trim down to \$1.3 billion in miscellaneous non-newspaper print.

## STRONG GROWTH IN PACKAGING, DISPLAY MEDIA

Many times more promising are the demanders of consumer packaging and related out-of-home display media. The 50 largest packaging buyers are prominent in the Printing Impressions Top 100 Print Buyers forecast listings.

One overriding thing to remember is that, unlike for us, printing is not a front-cover subject among the operators of most large entities, especially in the food, beverages, pharma, fashion, health care, telecommunications and automotive sectors. This brings us back to the opening question and how to assemble an answer.

The largest 10 buying entities demand more than 5% of our output, though they account for little more than 2% of U.S. GDP. The next 10 potential customers account for some 3.6% of total demand. The gradual slide over the next 80 heavy print buyers brings the total share of the Printing Impressions Top 100 Print Buyers to 24.7%.

For perspective, the long tail of “all other” potential users is occupied by tens-of-thousands of what are nowadays referred to as “Vista printers.” In the forefront of these masses, there are 1,400 or so organizations that buy in a range determined as between \$230 million at No. 101 to less than \$2 million at No. 1,500. The curve would spread to a 16-page signature if printed here, so it isn’t. Your challenge is to find them as well — after you catch one or more of the biggest “fish.”

# PI TOP 100 PRINT BUYERS

BY INDICATIVE PRINT DEMAND AND REVENUES -  
2019 FORECAST (IN US\$ MILLIONS)

Rank 2019	Rank 2018	Entity	City	State	Forecast Revenues	Print Demand	Primary Sector
1	1	U.S. POSTAL SERVICE (USPS)	WASHINGTON	DC	\$63,030	\$1,411	Logistics
2	7	THE WALT DISNEY CO.	BURBANK	CA	63,455	1,162	Leisure
3	12	AT&T+ TIME WARNER	DALLAS	TX	198,140	1,160	Telecom
4	2	PEPSICO INTERNATIONAL	PURCHASE	NY	64,912	1,158	Beverages
5	5	JOHNSON & JOHNSON	NEW BRUNSWICK	NJ	78,308	1,029	Pharma
<b>MAJOR-5 SUBTOTALS</b>					<b>467,845</b>	<b>5,920</b>	
6	9	PROCTER & GAMBLE	CINCINNATI	OH	71,092	1,020	Personal
7	4	APPLE INC.	CUPERTINO	CA	261,060	1,016	Computing
8	6	PFIZER INC.	NEW YORK	NY	53,182	1,005	Pharma
9	98	MEREDITH CORP.	DES MOINES	IA	8,225	978	Publishing
10	3	ADVANCE PUBLICATIONS	STATEN ISLAND	NY	7,098	900	Publishing
<b>FIRST-10 SUBTOTALS</b>					<b>868,502</b>	<b>10,839</b>	
					4.1%	5.0%	
11	10	3M CO.	SAINT PAUL	MN	36,650	840	Household
12	14	CARGILL INC.	MINNETONKA	MN	118,344	833	Foods
13	13	VERIZON	NEW YORK	NY	140,480	828	Telecom
14	20	CVS	WOONSOCKET	RI	211,608	820	Personal
15	11	MICROSOFT CORP.	REDMOND	WA	118,606	818	Computing
16	35	KROGER CO.	CINCINNATI	OH	120,182	776	Retail Foods
17	15	WALGREEN BOOTS ALLIANCE	DEERFIELD	IL	118,202	775	Personal
18	16	NESTLE USA	ARLINGTON	VA	31,875	767	Foods
19	18	COMCAST CORP.	PHILADELPHIA	PA	101,553	700	Telecom
20	8	ALPHABET (GOOGLE)	MOUNTAIN VIEW	CA	91,476	670	Telecom
<b>SECOND-10 SUBTOTALS</b>					<b>1,088,976</b>	<b>7,827</b>	
					5.2%	3.6%	
21	—	BERKSHIRE HATHAWAY	OMAHA	NE	256,133	670	Holding Co.
22	19	ARCHER DANIELS MIDLAND	CHICAGO	IL	77,050	670	Foods
23	17	AB INBEV USA	ST. LOUIS	MO	46,544	670	Beverages
24	34	RELX GROUP US	NEW YORK	NY	5,412	666	Publishing
25	22	STATE FARM GROUP	BLOOMINGTON	IL	96,509	656	Financial
<b>MAJOR-25 TOTALS</b>					<b>\$2,439,126</b>	<b>\$21,998</b>	
					11.5%	10.1%	
26	23	WALMART INC.	BENTONVILLE	AR	514,093	627	Retail
27	26	KRAFT HEINZ CO.	DEERFIELD	IL	33,066	626	Foods
28	25	FEDEX CORP.	MEMPHIS	TN	59,620	625	Logistics
29	64	HEARST COMMUNICATIONS	NEW YORK	NY	12,740	625	Publishing
30	33	SANOVI U.S.	NEW YORK	NY	12,230	624	Pharma
<b>THIRD-10 SUBTOTALS</b>					<b>1,113,397</b>	<b>6,459</b>	
					5.3%	3.0%	
31	—	MACMILLAN PUBLISHERS	NEW YORK	NY	8,500	624	Publishing
32	24	MCDONALD'S CORP	OAK BROOK	IL	260,770	583	Foodservice
33	29	ABBOTT LABORATORIES	ABBOTT PARK	IL	30,587	575	Pharma
34	28	HALLMARK CARDS	KANSAS CITY	MO	4,668	568	Publishing
35	31	MCKESSON CORP.	SAN FRANCISCO	CA	204,422	566	Medical
36	30	COCA-COLA COMBINED	ATLANTA	GA	66,056	560	Beverages
37	32	WELLS FARGO & CO.	SAN FRANCISCO	CA	135,134	555	Financial
38	21	BERTELSMANN U.S.	NEW YORK	NY	5,210	553	Publishing
39	—	PEARSON U.S.	NEW YORK	NY	5,652	550	Publishing
40	31	NOVARTIS U.S.	EAST HANOVER	NJ	29,656	550	Pharma
<b>FOURTH-10 SUB-TOTALS</b>					<b>750,655</b>	<b>5,684</b>	
					3.6%	2.6%	
<b>PI-TOP 40</b>					<b>\$3,834,270</b>	<b>\$30,809</b>	
41	36	BANK OF AMERICA	CHARLOTTE	NC	113,318	550	Financial
42	58	ALBERTSON'S SAFEWAY	BOISE	ID	77,855	550	Retail Foods
43	37	MONDELEZ USA	DEERFIELD	IL	23,945	550	Foods
44	40	UNITEDHEALTH GROUP	MINNETONKA	MN	253,674	528	Health Care
45	41	ROCHE GROUP	BURLINGTON	NC	16,216	525	Pharma
46	38	BRISTOL-MYERS SQUIBB	PRINCETON	NJ	22,240	525	Pharma
47	44	KELLOGG CO.	BATTLE CREEK	MI	16,586	525	Foods
48	39	HOME DEPOT	ATLANTA	GA	107,726	525	Household
49	42	ASTRAZENECA U.S.	WAYNE	PA	28,461	500	Pharma
50	43	YUM! BRANDS	LOUISVILLE	KY	35,280	473	Foodservice
<b>FIFTH-10 SUBTOTALS</b>					<b>695,301</b>	<b>5,251</b>	
					3.3%	2.4%	

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BY INDICATIVE PRINT DEMAND AND REVENUES -  
2019 FORECAST (IN US\$ MILLIONS)

Rank 2019	Rank 2018	Entity	City	State	Forecast Revenues	Print Demand	Primary Sector
51	—	T-MOBILE U.S.	BELLEVUE	WA	\$30,715	\$471	Telecom
52	46	TARGET	MINNEAPOLIS	MN	79,000	470	Retail
53	—	AMAZON (PUBLISHING ONLY)	NEW YORK	NY	3,357	458	Publishing
54	48	AETNA INC.	HARTFORD	CT	66,739	440	Health Care
55	52	ELI LILLY & CO.	INDIANAPOLIS	IN	26,715	438	Pharma
56	49	SPRINT CORP.	RESTON	VA	30,045	437	Telecom
57	55	COSTCO WHOLESALE CORP.	ISSAQUAH	WA	149,640	436	Retail
58	51	UNITED PARCEL SERVICE (UPS)	ATLANTA	GA	68,893	435	Logistics
59	53	GLAXO SMITHKLINE US	RALEIGH	NC	19,355	434	Pharma
60	54	U.S. DEPT. OF DEFENSE	PENTAGON CITY	VA	945,280	430	Security
<b>SIXTH-10 SUBTOTALS</b>					<b>1,419,739</b>	<b>4,449</b>	
					6.7%	2.0%	
61	—	HEARATIONS	NEW YORK	NY	12,740	410	Retail
62	61	AMERISOURCEBERGEN	CHESTERBROOK	PA	150,055	410	Pharma
63	97	HACHETTE BOOK GROUP	NEW YORK	NY	2,966	409	Publishing
64	62	PRUDENTIAL FINANCIAL	NEWARK	NJ	68,712	408	Financial
65	47	METLIFE	NEW YORK	NY	60,229	407	Financial
66	69	GENERAL MOTORS	DETROIT	MI	153,018	405	Automotive
67	56	STARBUCKS CORP.	SEATTLE	WA	27,035	405	Beverages
68	—	MARS INC.	MCLEAN	VA	39,550	397	Foods
69	59	UNILEVER U.S.	NEW YORK	NY	23,948	396	Personal
70	63	FORD MOTOR CO.	DEARBORN	MI	154,344	369	Automotive
<b>SEVENTH-10 SUBTOTALS</b>					<b>692,597</b>	<b>4,016</b>	
					3.3%	1.9%	
71	—	JAB AMERICAS	ST. LOUIS	MO	5,660	365	Foods
72	65	CAPITAL ONE FINANCIAL	FALLS CHURCH	VA	33,466	362	Financial
73	66	BAYER USA	PITTSBURGH	PA	21,547	360	Pharma
74	67	SC JOHNSON & SON INC.	RACINE	WI	11,323	360	Household
75	50	NATIONAL FOOTBALL LEAGUE (NFL)	NEW YORK	NY	11,077	340	Leisure
76	70	TOYOTA MOTOR SALES USA	COMMERCE	CA	126,848	340	Automotive
77	71	COLGATE-PALMOLIVE CO.	NEW YORK	NY	14,877	340	Personal
78	72	MERCK & CO.	WHITE HOUSE	NJ	41,514	334	Pharma
79	73	CARDINAL HEALTH	DUBLIN	OH	144,667	333	Health Care
80	74	CONAGRA BRANDS	CHICAGO	IL	9,096	327	Foods
<b>EIGHTH-10 SUBTOTALS</b>					<b>420,075</b>	<b>3,461</b>	
					2.0%	1.6%	
81	75	E&J GALLO	MODESTO	CA	6,522	326	Beverages
82	76	DIAGEO NORTH AMERICA	STAMFORD	CT	7,879	320	Beverages
83	—	GENERAL MILLS INC.	MINNEAPOLIS	MN	10,511	305	Foods
84	78	AMERICAN GREETINGS	CLEVELAND	OH	1,814	304	Publishing
85	79	REVLON INC.	NEW YORK	NY	21,642	303	Personal
86	80	VOLKSWAGEN AMERICA	CHATTANOOGA	TN	16,222	300	Automotive
87	—	RESTAURANT BRANDS INT'L	TORONTO	ON	37,556	300	Foodservice
88	82	DOW DUPONT	MIDLAND	MI	77,500	300	Chemicals
89	83	HP INC.	PALO ALTO	CA	46,308	294	Electronics
90	84	ESTÉE LAUDER COS.	NEW YORK	NY	11,856	293	Personal
<b>NINTH-10 SUBTOTALS</b>					<b>237,810</b>	<b>3,045</b>	
					1.1%	1.4%	
91	85	JOHN WILEY & SONS INC.	HOBOKEN	NJ	1,866	290	Publishing
92	93	FCA FIAT CHRYSLER AMERICA	DETROIT	MI	98,880	282	Automotive
93	92	SCHOLASTIC CORP.	NEW YORK	NY	1,883	260	Publishing
94	87	CITI	NEW YORK	NY	82,345	260	Financial
95	91	CRAIN COMMUNICATIONS	DETROIT	MI	1,487	252	Publishing
96	—	THE NEW YORK TIMES CO.	NEW YORK	NY	1,600	240	Publishing
97	96	SYSCO CORP.	HOUSTON	TX	54,656	237	Foodservice
98	97	HACHETTE USA	NEW YORK	NY	2,989	236	Publishing
99	—	AMERICAN EXPRESS	NEW YORK	NY	29,649	233	Financial
100	—	TD AMERITRADE	OMAHA	NE	16,055	231	Investments
<b>TENTH-10 SUBTOTALS</b>					<b>291,410</b>	<b>2,521</b>	
					1.4%	1.2%	
<b>TOTAL PI TOP 100 PRINT BUYERS</b>					<b>\$7,578,462</b>	<b>\$53,552</b>	

ALL DATA ARE ROUNDED.

Green = Increase in Revenues or Print Spend

Red = Decrease in Revenues or Print Spend

## ABOUT THE AUTHOR

Vincent Mallardi, C.M.C., is a contributing editor to Printing Impressions, and a leading consultant and forecaster in the paper, printing and converting industries. He is also chairman of one of the nation's largest print buyer/reseller groups and an adjunct professor in economics. The entire 64-page report containing the 1,500 largest buying entities is available for sale by contacting Mallardi at (215) 821-6581 or email [vince@pbba.org](mailto:vince@pbba.org)

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# WHO WE ARE

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## PrintingImpressions

For 60 years, *Printing Impressions* has provided authoritative coverage and analysis on industry trends, emerging technologies and graphic arts industry news, with a focus on the commercial printing segment. We connect with our audience via a monthly publication, a daily e-newsletter, videos, webinars, the Inkjet Summit event and “Show Daily” publications for key trade exhibitions.

## NAPCO MEDIA

NAPCO Media, *Printing Impressions*' parent company, is a leading B-to-B media company specializing in creating community through content via integrated media programs, video services, marketing services, events and event management, custom content, eLearning and market research. NAPCO Media has rapidly expanded its portfolio to include NAPCO Video Services, NAPCO Events, NAPCO Marketing Services and NAPCO Research.

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