MEXICO

Information about the economy and society

Area: 1,964,375 km²
Population: 119.6 million (2014)
Population growth: 1.2%
Illiteracy rate: 6.2% (2012)
Growth Domestic Product: 1,287.6 billion USD (2012)
GDP per capita: 10,630 USD (2013), 10,767 USD (2014)
GDP growth: 1% (2013)
Inflation rate: 3.8% (2013 estimate), 4.0% (2014), 3.5% (2015)
Unemployment: 4.9% (2013), 4.5% (2014)
Exports: 31.1% of GDP (2013)
Imports: 32.4% of GDP (2013)


Information on book production in Mexico (2012)

In 2012, book production in Mexico comprised a total of 330,707,594 printed copies. The private sector produced 142.8 million copies, of which 31% (44.5 million books) were used for state programmes that supply schools and libraries. The state sector produced 187,864,834 copies, of which 80% were provided to primary schools.

More titles, more copies:
In 2012, 224 private publishers issued 23,948 titles (2008: 20,242; 2007: 20,300). This positive trend can also be seen in the number of copies printed (2012: 142.8; 2011: 131.8; 2010: 129.2).
More new releases:
31% of the titles published in 2012 were new releases, an increase of two percentage points over the previous year. At the same time, the total number of new releases has remained relatively stable since 2011 (2012: 7,521 titles; 2011: 7,815; 2010: 9,075).

(Source: Cámara Nacional de la Industria Editorial Mexicana: Actividad Editorial en México durante 2012)

Sales
In 2012, book sales increased to 10,406 million USD (2011: 10,084 million USD; 2010: 8,907 million USD). The primary-school book category boasted the highest number of copies sold and the highest profits (42.9% of total sales). State education programmes accounted for 41% of sales. Language books were the second highest-selling book category, with a 16.5% share of the total number of copies sold and 16.6% of total sales.

(Source: Cámara Nacional de la Industria Editorial Mexicana: Actividad Editorial en México durante 2012)

Distribution channels
Sales to state institutions: 39.2%
Bookstores: 26%
Schools: 11.9%
Export: 8.9%
Direct sales: 2.8%
Book fairs: 0.9%
Other: 3.3%

Rights trading
Translations to the German (2013): 194
Unfortunately, no statistics on rights sales are available.

Fixed book pricing
The Law on the Promotion of Reading and Books (Ley para el Fomento de la Lectura y el Libro) has been in effect since July 2008. With it, fixed book pricing is now the law in Mexico for the first time.

Copyright law
Berne Convention (since 1971)
Federal Copyright Law (Ley Federal del Derecho de Autor, 1996)
**Book Fairs**

**Guadalajara Feria International del Libro (FIL):** The book fair in Guadalajara was launched in 1987. It is organised annually at the end of November by the private Universidad de Guadalajara. The most important book fair in the Spanish-speaking world, it is also the world’s second largest trade fair after the Frankfurt Book Fair and the second largest public fair in Latin America after the Buenos Aires International Book Fair.

**Feria Internacional del libro infantil y juvenil (FILJ):** Children’s and Young Adult’s Book Fair

**Feria Internacional del Libro en el Zócalo de la Ciudad de México:** Launched in 2011, this is the book industry’s largest trade fair and cultural event in Mexico City, with 292 exhibitors, 350 publishers and a surface area of 7,920 m².

Sources:

[http://caniem.org/Graficas/actividad-editorial-del-sector-de-libros/](http://caniem.org/Graficas/actividad-editorial-del-sector-de-libros/)