

The Annual Report

Public company annual report practices and trends from NIRI's recurring Annual Report (AR) Survey



88%
produce an annual report in some form

67%
produce both a printed and electronic annual report

10-K Wrap
most common format

What is included in the Annual Report

CEO letter  87%

List of directors and officers  77%

Strategy discussion  58%



45%

have between 2-6 pages of narrative

43%

have between 1-3 pages of financials

25%

incorporate infographics into their AR

Costs Associated with the Annual Report

On average:


- 60% spent on paper, printing and binding
- 30% spent on design
- 16% spent on writing/editing
- 14% spent on pre-press
- 11% spent on photography
- 10% spent on illustrations


Total 2014 costs compared to 2013


Print

Online

 **11%** increased

 **5%** increased

60% equal 

88% equal 

 **29%** decreased

 **7%** decreased

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All NIRI infographics at <http://niri.org/executivealert>

