



# The Daily

Statistics Canada

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## Releases

### Periodical publishing

2003

Canadian publishers are pumping out more periodicals than ever before and pulling in far greater revenues, according to new data from the Periodical Publishing Survey, which paints a positive portrait of the industry.

Between 1993 and 2003, the periodical publishing industry showed steady gains in the number of magazines, total revenue and circulation.

Industry revenues hit nearly \$1.6 billion in 2003, up 22.5% from 1998 and a 56.5% increase from 1993. During the 10-year period, the industry's profit margin rose from 5.0% of revenues to 9.7%.

Magazine publishing activity has increased steadily since 1993 when 1,256 publishers produced 1,678 titles with a total annual circulation of 575 million copies.

Ten years later, 1,633 publishers produced 2,383 periodicals and sold nearly 778 million copies. This 42% increase in the numbers of titles had a positive impact on total revenues.

In 2003, French periodicals accounted for about one-fifth of total revenues, periodicals and circulation.

The survey covers consumer magazines including general consumer periodicals, as well as special interest consumer magazines such as those on cooking or science; business and trade magazines; farm periodicals; and religious and scholarly magazines.

#### Number of periodicals and circulation

	1993	1998	2003
<b>Total number of periodicals</b>	1,678	2,027	2,383
<b>Circulation</b>			
Total annual circulation ('000)	575,000	602,860	777,954
Circulation per periodical ('000)	343	297	326
Circulation per issue	..	26,589	27,176

.. not available for a specific time period.

#### Advertising revenues improve, while subscription sales drop

During the 10-year period, advertising revenues accounted for a growing proportion of total revenue, while the share from subscription sales declined.

In 2003, sales of advertising space represented 64% of total revenue, up from about 61% a decade earlier. On the other hand, subscription sales accounted for about 19% of revenues in 2003, down from about 25%.

#### Note to readers

The Periodical Publishing Survey is a census of all known periodicals published in Canada. It does not collect information on periodicals published outside of Canada, specifically, periodicals imported into Canada and foreign "split-run" magazines, which have Canadian editions containing advertising aimed at the Canadian market. Publications available in electronic format only are not included in this survey.

A periodical is a publication which is published more than once a year, but not more than once a week, does not have more than 70% advertising content, and is available to the public

The last Periodical Publishing Survey was conducted in 1998/99. This survey year of 2003 is the final census of all known periodicals published in Canada by title. The Survey of Periodical Publishers for the year 2004 will be a sample of periodical publishers.

The sale of single copies remained constant at about 7.5% of revenue over the entire period.

Advertising revenues hit \$993.5 million in 2003. Advertising has always been the primary source of revenue for most Canadian magazines, but the fight over that advertising dollar is fierce.

Media such as television and newspapers, and now the Internet, have forced Canadian periodicals to become more competitive in their search for advertising dollars. Canadian magazines also face competition from the foreign split-run magazines, which are published outside Canada, but include Canadian advertising in their Canadian regional editions.

From 1993 to 2003, mailing costs have risen and have contributed to higher subscription prices. To help offset these costs, the federal Publication Assistance Program has increased its funding to help defray the cost of distributing subscriber-paid copies of publications.

Business and trade magazines have relied most heavily on advertising sales, which accounted for 84% of their revenues in 2003. As most of these periodicals are free, their costs are covered primarily by advertising.

In contrast, about 56% of general consumer magazine revenues came from advertising, but the average advertising revenue amounted to more than \$1 million per title.

Farm periodicals, which meet the needs of a specialized rural market, followed a different pattern. Just over three-quarters of their revenues came from advertising, although most of them required paid subscriptions as well.

### Canadian periodicals by category of periodical, 2003

	Sales of advertising	Total revenues	Advertising as a % of total revenue
	\$ millions		%
General consumer	332.8	591.8	56.2
Special interest consumer	253.0	397.9	63.5
Business or trade	329.3	391.4	84.1
Farm	41.3	53.3	77.6
Religious	5.1	34.4	14.9
Scholarly	32.0	84.4	37.9
<b>Total</b>	<b>993.5</b>	<b>1,553.2</b>	<b>64.0</b>

At the other end of the scale, religious magazines and scholarly periodicals relied far less on advertising and more on subscriptions and other revenues such as grants, memberships and donations.

### Average revenues, profit reached a plateau between 1998 and 2003

Average revenues per magazine, as well as average profit levels, reached a plateau between 1998 and 2003 because of the much greater number of titles on newsstands, in particular specialized niche magazines.

Revenues per magazine rose from \$591,500 in 1993 to \$625,800 in 1998 and reached \$651,800 in 2003.

At the same time, the profit per magazine rose from about \$29,600 in 1993 to \$64,000 in 1998. It remained virtually steady at this level in 2003. Technological advancements in printing processes have resulted in lower production costs per copy and have also contributed to the influx of new titles.

During the 10-year period, the number of titles of consumer magazines in particular, both general and special interest, increased 62%. This growth has resulted in a dispersal of audience and lower revenue per title.

A number of magazines that survived the early 1990s have since experienced an improvement in revenues and profit margin. The disappearance of unprofitable magazines also accounted for some of the increase in overall profitability.

### Big industry for volunteers

The periodical publishing industry relies to a large extent on volunteers and unpaid staff, although their numbers remained relatively constant between 1998 and 2003 after rising during the previous five-year period.

Just over 5,200 volunteers helped to produce magazines in 2003. Magazines had nearly

6,500 full-time employees and just over 3,000 part-time employees.

The number of people required to produce a magazine dropped considerably during the 10-year period. In 1993, an average of 7.2 full-time, part-time and volunteer workers put out each title. By 2003, this had declined to 6.2. The number of full-time employees per title fell from 3.1 to 2.7.

At the same time, taking into account salary increases over the decade, average wages and salaries per title remained much the same.

### French-language magazines less dependent on advertising

There is a noticeable difference between English-language and French-language magazine publishing in Canada. French-language magazines are less dependent on advertising than their English counterparts, while they earn more from individual sales.

As a group, French language magazines were more profitable. In 2003, their profit margin was 15.4% of total revenues, compared with 8.6% for English magazines.

### Financial and circulation information, by language

	English	French	Other <sup>1</sup>	All languages
<b>Revenue (\$ millions)</b>				
Advertising	732.4	183.7	77.6	993.6
Single-copy sales	57.7	56.6	3.4	117.7
Subscription sales	209.2	54.4	27.7	291.3
Other revenues <sup>2</sup>	96.3	24.1	30.1	150.5
<b>Total revenues</b>	<b>1,095.6</b>	<b>318.9</b>	<b>138.7</b>	<b>1,553.2</b>
<b>Expenses (\$ millions)</b>				
Salaries, wages and fees	288.1	82.0	41.6	411.7
Non-salary costs	713.5	187.7	89.0	990.2
<b>Total expenses</b>	<b>1,001.7</b>	<b>269.7</b>	<b>130.6</b>	<b>1,401.9</b>
Profit margin (% of total revenues)	8.6	15.4	8.2	9.7
<b>Total number of periodicals</b>				
	<b>1,447</b>	<b>452</b>	<b>484</b>	<b>2,383</b>
<b>Circulation</b>				
Total annual circulation ('000)	482,726	158,788	136,440	777,954
Circulation per periodical ('000)	334	351	751	326
Circulation per issue	28,686	24,593	48,520	27,178

1. Other languages include bilingual (English/French) and other languages.

2. Other revenues include list sales, grants (excluding the Publication Assistance Program), transfers, donations, membership fees, etc.

Sales of advertising space represented two-thirds of revenues in 2003 for English-language magazines. However, ads averaged only slightly more than half of revenues for French titles.

English-language titles face greater competition at the newsstand from imported magazines. They reported only 5% of revenues from single copy sales,

while such sales accounted for nearly 18% of revenues for French-language titles.

For both types of magazines, subscriptions accounted for less than one-fifth of revenues.

**Definitions, data sources and methods: survey number 3139.**

Selected data from the Periodical Publishing Survey are now available online in table format in the publication *Periodical Publishing: Data Tables* (87F0005XIE, free).

From the *Our products and services* page under *Browse our Internet products*, choose *Free* then *Communications*. Special tabulations are available on a cost-recovery basis.

For more information, or for enquiries on the concepts, methods and data quality of this release, contact Client Services, Culture Statistics Program (1-800-307-3382 or 613-951-7608; fax: 613-951-9040; [cult.tourstats@statcan.ca](mailto:cult.tourstats@statcan.ca)), Culture, Tourism and the Centre for Education Statistics.

**Periodical publishing: Revenue and expenses**

	1993		1998		2003	
	\$ millions	%	\$ millions	%	\$ millions	%
<b>Revenues</b>						
Sales of advertising space	609.8	61.4	809.4	63.8	993.5	64.0
Single-copy sales	74.8	7.5	92.3	7.3	117.7	7.6
Subscriptions sales	245.1	24.7	287.0	22.6	291.3	18.8
Other revenues <sup>1</sup>	62.8	6.3	79.7	6.3	150.5	9.7
<b>Total revenue</b>	<b>992.5</b>	<b>100.0</b>	<b>1,268.4</b>	<b>100.0</b>	<b>1,553.2</b>	<b>100.0</b>
<b>Expenses</b>						
Salaries, wages and fees	225.0	22.7	298.9	23.6	411.8	26.5
Non-salary costs	717.9	72.3	840.7	66.3	990.2	63.8
<b>Total expenses</b>	<b>942.9</b>	<b>95.0</b>	<b>1,139.6</b>	<b>89.8</b>	<b>1,401.9</b>	<b>90.3</b>
Profit before taxes	49.6	5.0	128.9	10.2	151.3	9.7

1. Other revenues include list sales, grants (excluding the Publication Assistance Program), transfers, donations, membership fees, etc.



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## Study: Impact of foreign ownership on head office employment in manufacturing 1973 to 1999

Foreign firms were three times more likely to operate a head office in Canada during the 1990s than domestic firms, all else being held equal, according to a new study that analyzes factors affecting head office employment in the manufacturing sector.

After controlling for certain characteristics of firms, such as size, geographic spread and industrial diversity, the study also found that foreign firms had about 25% more head office workers than domestic firms.

This study looked into the role of head offices because of recent concerns that Canadian corporations are being "hollowed-out," that is, they are shedding head office employment, which is being moved abroad. Some of this concern is aimed at foreign-controlled firms.

These concerns stem from the role of head offices in the economy. Head offices are where key decisions are made. They are seen by some as prize jewels for cities, providing them an important economic base and relatively high paying jobs. They are also thought of as providing an important source of demand for legal and financial services.

During the 1990s, head office employment in manufacturing averaged 42,000, or about 7.3% of total manufacturing employment.

In this study, head offices are defined as units that primarily perform an administrative function. When this function is conducted at a location that is geographically separated from production units, the head office is reported separately from the latter. However, even when the head office is co-located with a production unit, the head office may be reported separately if the management function serves other plants and operates as a profit centre.

### Influence of foreign ownership on head office employment

Foreign ownership can influence the level of head office employment in two ways.

First, it may affect the likelihood that a head office is created- whether a firm operates a head office that can be distinguished (functionally or geographically) from its other operations. Second, it may affect the proportion of the work force employed in a head office.

Domestic firms were much less likely to operate a head office than foreign firms. During the 1990s, there were five domestic firms with a head office for every 1,000 without. For foreign controlled firms, this ratio was 116 for every 1,000 firms.

However, foreign ownership was only one factor among many that had an impact on the likelihood a firm has a head office.

The more complex the nature of the firm, the more likely it was to establish a head office. In addition, geography was also a factor.

Complexity refers to the size of firm, whether it has multiple plants, and whether it is industrially diversified. Larger firms, those with multiple plants, and firms that were diversified across industries were more likely to create a head office.

In addition, firms whose plants are located in rural areas are more likely to create a head office and to place it in an urban area. Large urban areas are attractive for several reasons. They often provide a large pool of skilled labour, a wide variety of producer services demanded by managers, such as management consulting, and greater access to investment bankers and other forms of investment capital.

After controlling for complexity and geography, as well as the industry of the firm, the odds that a foreign firm had a head office were about three times that of a domestic firm in 1999.

Foreign controlled firms had larger head offices than domestically controlled firms. During the 1990s, there were six head office workers for 100 non-head office employees in a domestic firm. For foreign firms, there were about 10 head office workers for every 100 non-head office workers.

After controlling for certain characteristics of firms, such as size, geographic spread and industrial diversity, the study found that foreign firms had, on average, about 25% more head office workers than domestic firms.

The results of this study suggest that, in a broad sense, the management structure of foreign firms is more developed than domestic firms. Whether this stems from the complexity of their operations, the nature of their assets, or their technology, foreign firms are more likely to create a head office unit and to employ more therein than domestic firms.

The research paper *Foreign Multinationals and Head Office Employment in Canadian Manufacturing Firms*, no. 34 (11F0027MIE2005034, free) is now available online. From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *National accounts*.

More studies on multinationals are available free of charge in the analytical series *Update on Economic Analysis* on our Web site (11-623-XIE).

For more information or to enquire about the concepts, methods or data quality of this release, contact John Baldwin (613-951-8588) or Mark Brown (613-951-7292), Micro-economic Analysis Division. ■

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## Port activity

First quarter 2004

Economic activity at Canada's ports surged during the first three months of 2004 in the wake of a sharp increase in international cargo, mainly crude petroleum.

Overall, shipments increased at 16 of the country's top 20 ports.

Ports handled 87.1 million metric tonnes of freight in the first quarter of 2004, up 6.9 million tonnes from the same quarter in 2003.

The growth in first-quarter shipments was driven entirely by a sharp increase in international cargo, which reached 64.4 million tonnes, up 7.1 million from the same period in 2003. Traffic in crude petroleum rose 19.9% to 16.2 million tonnes.

On the other hand, domestic cargo fell 1.1% to 22.8 million tonnes. This occurred as shipments of crude petroleum fell by 1.3 million tonnes, while shipments of logs and other wood in the rough declined by about 600,000 tonnes.

These declines were offset by increased handlings of several commodities most notably salt, shipments of which rose by 400,000 tonnes, and gasoline and aviation turbine fuel, and coal, each of which rose by about 200,000 tonnes.

Quarterly activity at Vancouver, the nation's busiest port, posted the most impressive increase,

surging 2.4 million tonnes to 17.6 million tonnes. This was a sharp turnaround from the decline Vancouver reported during the first three months of 2003. Its gains were primarily due to a rise in grain shipments.

Other ports reporting strong first-quarter increases were Sept-Îles (including Pointe Noire), where shipments were up by 900,000 tonnes, and Port-Cartier, where shipments rose by 600,000 tonnes. The increases at both ports were a direct result of higher shipments of iron ores and concentrates.

International container traffic rose to 7.5 million tonnes, a 15.3% increase from the first quarter of 2003.

Containerized traffic was concentrated at several ports. Vancouver accounted for 42% of the tonnage, followed by Montréal (32%), Halifax (14%), Fraser River (11%) and Saint John (1%).

These data are being released in conjunction with National Transportation Week.

**Definitions, data sources and methods: survey numbers, including related surveys, 2751 and 2791.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact Ron Chrétien (1-866-500-8400; fax: 613-951-0009; [transportationstatistics@statcan.ca](mailto:transportationstatistics@statcan.ca)), Transportation Division. □

## Canada's top 20 ports by tonnage handled

	Domestic			International			Total		
	2003	2004	2003 to 2004	2003	2004	2003 to 2004	2003	2004	2003 to 2004
	'000 tonnes		% change	'000 tonnes		% change	'000 tonnes		% change
Vancouver	386	421	8.9	14,859	17,176	15.6	15,246	17,597	15.4
Come-By-Chance	5,091	4,656	-8.5	6,305	6,006	-4.7	11,396	10,662	-6.4
Saint John	799	661	-17.3	5,423	6,154	13.5	6,222	6,814	9.5
Port Hawkesbury	563	41	-92.7	5,506	6,315	14.7	6,069	6,356	4.7
Montréal/Contrecoeur	596	732	22.7	3,336	3,713	11.3	3,932	4,445	13.0
Newfoundland Offshore	4,148	4,387	5.8	0	0	0	4,148	4,387	5.8
Québec/Lévis	981	556	-43.3	2,737	3,254	18.9	3,717	3,810	2.5
Fraser River	1,807	2,070	14.5	1,386	1,656	19.5	3,193	3,727	16.7
Sept-Îles/Pointe-Noire	73	112	53.7	2,780	3,594	29.3	2,853	3,706	29.9
Halifax	616	773	25.4	2,680	2,595	-3.2	3,297	3,368	2.2
Port-Cartier	66	162	144.2	2,002	2,526	26.2	2,069	2,688	29.9
Nanticoke	90	195	115.8	881	1,199	36.0	972	1,394	43.4
Howe Sound	1,626	1,340	-17.6	191	47	-75.7	1,818	1,387	-23.7
Prince Rupert	0	0	0	990	1,253	26.6	990	1,253	26.6
East Coast Vancouver Island	987	1,099	11.3	0	5	100.0	987	1,103	11.8
North Arm Fraser River	1,364	1,024	-24.9	0	0	0	1,364	1,024	-24.9
Baie-Comeau	216	234	8.6	451	576	27.7	666	810	21.5
Port-Alfred	18	29	57.9	739	731	-1.2	758	759	0.2
Crofton	524	460	-12.3	218	201	-7.7	742	661	-10.9
Sydney	84	93	11.0	313	480	53.4	397	573	44.4
Sub-total	20,035	19,043	-5.0	50,798	57,481	13.2	70,833	76,524	8.0
Other ports	2,970	3,707	24.8	6,448	6,906	7.1	9,417	10,614	12.7
<b>Total</b>	<b>23,005</b>	<b>22,750</b>	<b>-1.1</b>	<b>57,245</b>	<b>64,388</b>	<b>12.5</b>	<b>80,250</b>	<b>87,138</b>	<b>8.6</b>

## Financial performance indicators for Canadian business

2003

The three-volume series of *Financial Performance Indicators for Canadian Business* for 2003 is now available in CD-ROM format. *Financial Performance Indicators for Canadian Business* is an authoritative reference source of key financial ratios for many industries in Canada.

This series uses up-to-date, reliable and comprehensive data on Canadian businesses derived from Statistics Canada databases of financial statements.

This CD-ROM enables users to compare their firm's performance to that of their industry to address issues such as profitability, efficiency and business risk. *Financial Performance Indicators for Canadian Business* can also be used for inter-industry comparisons.

Volume 1 covers medium and large incorporated firms in both the financial and non-financial sectors, at the national level, with annual sales revenue exceeding \$5 million.

Volume 2 covers medium-sized incorporated firms in the non-financial sector, at the national level, with annual sales revenue between \$5 million and \$25 million.

Volume 3 covers small-sized incorporated firms with annual sales revenue between \$30,000 and \$5 million

in the non-financial sector at the national, provincial and territorial levels, and for the Atlantic and Prairie regions.

The CD-ROM provides three reference years of data (2001, 2002 and 2003). It offers a full slate of financial ratios and a "common-sized balance sheet" for sectors and industries in Canada. The data are compiled based on the North American Industry Classification System (NAICS 2002).

**Definitions, data sources and methods: survey number 2510.**

*Financial Performance Indicators for Canadian Business* (61-224-XCB; All volumes \$1,045; Volumes 1, 2 and 3, national, \$590; Volume 1, \$240; Volume 2, \$240; Volume 3, national, \$240; Volume 3, province, territory or region, \$240 each), is now available. Customized data extractions are also available.

For general information or to order data, contact Advisory Services (1-800-263-1136) or Louise Noel (1-888-811-6235; [louise.noel@statcan.ca](mailto:louise.noel@statcan.ca)), Industrial Organization and Finance Division.

To enquire about the concepts, methods or data quality of this release, contact Danielle Lafontaine-Sorgo (613-951-2634; [danielle.lafontaine-sorgo@statcan.ca](mailto:danielle.lafontaine-sorgo@statcan.ca)) or Haig McCarrell (613-951-5948; [haig.mccarrell@statcan.ca](mailto:haig.mccarrell@statcan.ca)), Industrial Organization and Finance Division.

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## **Production of eggs and poultry**

April 2005 (preliminary)

Egg production was estimated at 47.1 million dozen in April, up 3.7% from April 2004.

Poultry meat production reached 94.8 million kilograms in April, up 8.0% from April 2004.

**Definitions, data sources and methods: survey numbers, including related surveys, 3425 and 5039.**

For further information, or to enquire about the concepts, methods or data quality of this release, contact Sandy Gielfeldt (613-951-2505; [sandy.gielfeldt@statcan.ca](mailto:sandy.gielfeldt@statcan.ca)) or Barbara Bowen (613-951-3716; [barbara.bowen@statcan.ca](mailto:barbara.bowen@statcan.ca)), Agriculture Division. ■



## New products

**Economic Analysis Research Paper Series: Foreign Multinationals and Head Office Employment in Canadian Manufacturing Firms**, no. 34  
Catalogue number 11F0027MIE2005034  
(free).

**Financial Performance Indicators for Canadian Business**  
Catalogue number 61-224-XCB  
(various prices).

**Health Indicators**, 2005, no. 2  
Catalogue number 82-221-XIE  
(free).

**Periodical Publishing: Data Tables**  
Catalogue number 87F0005XIE  
(free).

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Statistics Canada

Thursday, June 3, 1997  
For release at 9:30 a.m.



**MAJOR RELEASES**

- **Urban transit, 1995** 2  
Despite the optimism on taking urban transit, Canadians are taking it less and less. In 1995, each Canadian took an average of about six trips on some form of urban transit, the lowest level in the last 25 years.
- **Productivity, hourly compensation and unit labour cost, 1995** 4  
Growth in productivity among Canadian businesses was relatively weak again in 1995, accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

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### Statistics Canada's official release bulletin

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