

TRADE AND COMMERCE  
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ADVERTISING

Advertising Agencies in Canada, 1941

This report presents summary statistics on advertising agencies in Canada for the year 1941. The data shown were collected in 1942 as part of the Census of Merchandising and Service Establishments taken in connection with the Decennial Census of 1941. The firms whose operations are summarized in this report are confined to those that contract for space or other advertising media, and that place the advertising for the client on a commission or fee basis. Establishments whose activities are confined to the writing of advertising copy or to commercial art work are not included here but are included in the report on Service Establishments as business services.

There were 49 companies or firms reported as advertising agencies in Canada in 1941 and these operated a total of 87 establishments including head offices and branches. Total billings to clients for all types of advertising placed by these agencies in 1941 amounted to \$29,224,400, an increase of 33.2 per cent over the \$21,940,900 recorded for 1930, the only other year for which figures are available. Gross revenues received by the agencies (including fees or commissions on billings and mechanical charges, on radio time and talent costs, etc.) amounted to \$4,823,900 for 1941 or 16.5 per cent of the total billings.

A classification according to total amount of billings for 1941 reveals 9 companies each with billings of \$1,000,000 or over. These companies accounted for 62.8 per cent of the total billings for all firms. There were 7 companies each with total billings lying between \$500,000 and \$1,000,000 and these accounted for 16.8 per cent of the total business. There were 19 firms with billings lying between \$100,000 and \$500,000 and another 14 firms each with annual billings of less than \$100,000. The proportions of the total billings received by these smaller firms were 18.4 per cent and 2.0 per cent respectively.

Data on billings were not secured on a regional basis. But gross revenue figures were obtained for each individual office and these show that 60.0 per cent of the gross revenue of advertising agencies was secured through offices located in Ontario and another 34 per cent through offices in Quebec. Only 6 per cent of the gross revenue was secured through offices in the other provinces.

Advertising Agencies Classified According to  
Amount of Annual Billings, Canada, 1941.

Annual Billings	Number of Firms	Annual Billings	
		Amount	Per cent
All firms, total .....	49	29,224,400	100.0
Below \$100,000 .....	14	585,000	2.0
100,000 - 499,999 .....	19	5,371,400	18.4
500,000 - 999,999 .....	7	4,906,500	16.8
1,000,000 & over .....	9	18,361,500	62.8

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