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**DEPARTMENT OF
COMMUNICATIONS**

**A STUDY OF THE CANADIAN
PERIODICAL PUBLISHING INDUSTRY**

APPENDICES AND EXHIBITS

JUNE 1984

A report from

Woods Gordon

Management Consultants

APPENDICES

TABLE OF CONTENTS

	<u>Page</u>
A. DETAILED METHODOLOGY	1
A.1. The Estimate of the Universe of Periodicals	1
A.1.1 Previous Estimates	1
A.1.2 Background Definitions Relevant to Estimating our Universe	4
A.1.3 Sources	5
A.1.4 Estimation of the Number of Association-Based Periodicals	8
A.1.5 Business Periodicals	12
A.1.6 Consumer Periodicals	16
A.1.7 Scholarly/Educational Periodicals	20
A.1.8 Artistic and Literary Periodicals	22
A.1.9 Religious Periodicals	25
A.2 Survey of Publishers and Publications	27
A.2.1 Description of Methodology	27
A.2.1 Questionnaire	30
A.3 Derivation of Selected Calculations used in this Study	31
A.3.1 Economic Impact	31
A.3.2 Estimates of Publishers	37
B. STATISTICAL REQUIREMENTS FOR THE PERIODICAL INDUSTRY	40
B.1 The Environment	40
B.1.1 The Universe	41
B.1.2 The Study Population	42
B.1.3 Information Requirements	43
B.2 Recommendations Regarding Ongoing Surveys and data Gathering	48
C. Case Studies	50
D. Contacts List (Excluding Quebec)	51
E. Direct Grant Programs	55
E.1 - Canada Council	55
E.2 - Social Sciences and Humanities Research Council	61
E.3 - Natural Sciences and Engineering Research Council	66

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APPENDIX A

DETAILED METHODOLOGY

This appendix addresses a number of technical aspects to the substantive research undertaken for this study. The appendix is divided into three main sections:

A.1 Estimate of the Universe of Periodicals

- a description of previous estimates and the basis on which we determined our estimates.

A.2 Survey of Publishers and Publications

- a description of the methodology used to gather the bulk of the primary data used in this study. The lists of interviewees and case studies that were the source of our other primary data are provided in Appendix D.

A.3 Derivation of Selected Calculations Used in the Report

- an annotated description of various estimates provided in the Report - especially those to do with economic impact.

A.1 THE ESTIMATE OF THE UNIVERSE OF PERIODICALS

There is no clearly established universe of periodicals on which there is a general consensus of what should or should not be included. To the contrary, there is considerable disagreement as to what should be included for various policy and analytical purposes. This appendix presents the methodology of how we arrived at our estimate of the number of periodicals by type and on what basis this estimate was made.

A.1.1 Previous Estimates

To date, the most frequently-used basis for estimation has been Canadian Advertising Rates and Data (a Maclean Hunter

publication) which lists all advertising-related media including periodicals. This is the main source for Statistics Canada's estimates in their cultural statistics publication (Catalogue #87-511). Inclusion in CARD is based on a desire to sell advertising to major advertisers with the result that many periodicals that do not attempt to sell advertising are not included.

CARD estimates, as tabulated by Statistics Canada⁽¹⁾, for 1981, were as follows:

	<u>Periodicals*</u>	<u>Single-Issue Circulation</u> (000's)
Consumer	279	25,530
Roto	3	4,031
Religious	21	762
Scholarly	6	14
Farm	86	2,475
Trade	497	8,852
Newspaper TV Guides	29	7,075
Annual Directories**	61	4,412
Ethnic**	<u>16</u>	<u>116</u>
Total	998	53,268

* only those that stated circulation, or for which circulation estimates could be found. Another 50 were excluded because they did not provide circulation figures nor could figures be obtained elsewhere.

**not included in our universe because they do not fit our definition of a periodical - most are similar to weekly and community newspapers which were specifically excluded.

There is some disagreement within the industry about whether certain of the above categories should be called periodicals (for instance, newspaper TV Guides). Notwithstanding these problems this is the recognized source for commercial publications. From our

(1) These data were based on unpublished data obtained from Statistics Canada. Data in 87-511 for 1981 were based on CARD and ABC although the tables in the publication only credit CARD.

perspective, however, there were some major flaws in using this source as the main estimate of the universe:

- complete exclusion of non-commercial publications
- exclusion of smaller commercial publications that do not need to list in CARD.

The other major source that has been used as the basis for an estimate of the universe of publications is the Post Office list of second class mail registrations. This was the basis for the estimate made by the Bureau of Management Consultants in 1980 who amended the list through various reviews involving other reference sources. In effect, BMC deleted entries from the second class mailing list that were newspapers and other non-periodicals⁽¹⁾ and then added other periodicals that were listed in a selection of reference sources. The results were as follows for 1978:

	<u>Number of Periodicals</u>
'purged' Canada Post second class list:	1,661
CARD (not listed above)	198
CPPA (not listed above)	65
CBP (not listed above)	8
Canada Council (not listed above)	14
Ontario Arts Council (not listed above)	<u>17</u>
Total	1,963

The BMC study made no effort to estimate the circulation of their universe. Data on circulation that were presented in the report were limited to periodicals listed in CARD.

(1) The definition used by BMC of a periodical was "A periodical is a printed publication having a reasonable degree of editorial content, which is published ordinarily at regular intervals of not more than a week and not less than one year, appears neither as a book or a supplement of another publication; and is not a newspaper (daily or weekly) roto-type weekend supplement, yearbook, almanac, directory, catalogue, house organ, newsletter or bulletin."

We found the BMC universe estimate to be lacking for our purposes for the following reasons:

- out of date
- excluded association periodicals (as BMC noted)
- different definition
- the probability that there were many other periodicals that BMC had not identified, considering the volume of periodicals in 3rd and 1st class and the fact that BMC used the 2nd class list as a basis.

A.1.2 Background Definitions Relevant To Estimating Our Universe

It was clear from the outset that neither of the two main sources was comprehensive enough for our purposes. We therefore endeavored to complete a much more exhaustive count of publications by type and by circulation. To do so we tapped a variety of sources and approached the problem from a number of directions. In effect, we built our estimate within each category type and then summed to get the universe of titles.⁽¹⁾

Our estimate is an order of magnitude calculation based on the best available information. It is not an exhaustive enumeration in which each and every publication was inspected to see if it fit within our definition.

Our estimates are based on the following definition:

"a periodical is a printed medium of communication that is issued on a regular basis at intervals of more frequent than a year but not more frequent than weekly and that contains a variety of editorial and other writings, with or without advertising. It must also:

- have a name and some form of chronology (date, issue number, etc.) on the cover

⁽¹⁾ While the following description is 'sequential', the actual process involved a considerable amount of checking of leads and backtracking to change or verify estimates.

- stapled, stitched, glued or otherwise formed into a distinct package that cannot be easily separated
- intended to be produced indefinitely
- must have no more than 70% advertising content
- must normally contain a number of articles
- must be public (excludes material that carries proprietary rights except for normal copyright laws)
- excludes weekly and community newspapers".

We used the following classification system:

Business

Trade, Professional and Technical
Agriculture
Business Newsletter

Consumer

General
TV/Radio
Public Association/Advocacy

Scholarly/Educational

Artistic and Literary

Religious

In addition, we did briefly examine two categories that were excluded from our analyses: Newsletters/House Organs and Directories/Catalogues/Statistical Reports.

A.1.3 Sources

Exhibit A.I lists the variety of sources that we used to estimate the universe. The following are some clarifications about the process we adopted in using these sources:

- We have used 1981 as our 'fix' date for estimating the universe in order to be consistent with most of the other sources of data used. A variety of issues and timing of sources were referenced with attempts, when possible, to refer to 1981.
- We have attempted to determine order of magnitude estimates only. Thus, each estimate of numbers of periodicals are rounded to the nearest 50 to indicate a measure of estimation.

- We have assumed that all counts based on lists are likely to err on being too low rather than too high since there is a greater likelihood of listings being incomplete than there is of having items listed that do not exist.

- There are very fine judgemental lines in determining the difference between categories and whether a publication meets the requirements of our definition. In particular, publications produced by associations are difficult to assess whether they are within the definition and then within a certain category. This point is especially true in determining the number that are trade or professional periodicals and those that are more consumer oriented. For instance, computer magazines are part consumer (home-based computers), part trade (the computer industry) and part professional (office use). We have generally assumed that the gross level of our estimates includes a counterbalancing trade-off of these difficulties. Unless an enforced compulsory registration system is used, these problems will always exist and very accurate estimates on a year-to-year basis will be impossible.

At the outset of the project we were provided with a computer tape listing publications which qualify for second class mailing privileges. We also had a copy of CARD, whose entries we knew were largely repetitive of those on the Post Office list because BMC only found 198 different entries in CARD that were not on the Post Office list in 1978. This was about 20% of the number in CARD. We also knew that the Post Office list excluded all publications that did not qualify for second class mailing privileges. There is no list collected of the publications that use first or third class mail except those that are rejected in their application for second class. However, a review of the volumes of mail using the third class system as well as our familiarity with associations led us to believe that a significant number of periodicals are involved outside CARD or second class postal privileges.

To our knowledge, there is only one repository that could be expected to carry a record of a large proportion of the periodicals produced in Canada. It is the National Library in Ottawa. There are some 20,000 serials in a microfiche directory that is unfortunately not capable of machine manipulation to derive a count of periodicals that would match our definition. As a result, it was decided not to use this listing because the manual process needed to select out appropriate periodicals was simply too expensive, especially considering that though quite comprehensive, it still may not be exhaustive.

Several of the provincial libraries also have listings of serials and periodicals. The only one we used was that provided by the Bibliothèque nationale du Québec because they compile useful statistics on their holdings and it became clear that other national lists were notably incomplete in Quebec.

Thus, for a national list we could not use a library-based index. Therefore, we undertook a search for an appropriate additional main listing as well as pursuing individual lists in specific areas. In particular, we examined the major periodical directories such as Ulrich's, Standard's and Ayers to see if they could help fill in the large gap we suspected existed. After comparing the number of entries and computerized availability of a Canadian sub-file, we decided to suggest leasing a tape of Canadian periodicals listed in Ulrich's Directory and this was approved by the client. Thus, we had two main computerized listings, Ulrich's Directory and the Post Office second class listing. The first step

was to compare the two lists to note overlaps. Second, we 'purged' the two lists of non-periodicals on the basis of available information. The purging involved a degree of judgement based on limited information. The frequency, publisher and title were used to remove obvious non-periodicals. It then became clear that both main sources were somewhat weak in covering Quebec-based periodicals and thus a special effort was used to supplement the list of French-language periodicals utilizing the Quebec-based sources listed in Exhibit A.I.ii. The main source was the Bibliothèque nationale du Québec which was used as the starting point along with the other lists in Exhibit A.I.ii. As in the national situation, an attempt was made to estimate the entire volume of periodicals without actually identifying each and every one.

Having described the overall process, the next sections detail the method by which the estimates were derived. The first section addresses the most difficult problem that we faced - determining how many association periodicals were in our universe. Subsequent sections then detail how the estimates were compiled for each group.

A.1.4 Estimation of the Number of Association-based Periodicals in our Universe

There are approximately 8,000 associations⁽¹⁾ in Canada of one type or another. It is reasonable to expect that most

⁽¹⁾ Estimate provided by Brian Land, editor of the Canadian Directory of Associations.

produce at least one publication ranging from a short membership newsletter to a major journal. To be conservative, we have assumed that 7,000 of the 8,000 produce at least one publication that is released more frequently than once a year. As a basic approach to determining how many of these periodicals would be classified in our universe, we developed a judgemental approach - if the periodical would be of any interest to persons that are not members and would be available to non-members without a substantial membership fee, the bulk of which would go to non-publication activities, then the periodical should be in our universe.

However, it would be impossible to review each association publication to determine if it should be included since no repository exists and even the Canadian Directory of Associations list is light on publications produced.⁽¹⁾

In an effort to resolve the situation, we undertook the following analyses. First, we made copies of association listings in the Yellow Pages of major centres across Canada (outside Quebec) and then phoned a selection of associations asking for them to send us copies of the publications. In all, we contacted 260 separate associations and received back copies of publications from 200. Of these 200 associations, we found 157 listed in the CDA and 43 that were not. Considering that these associations were listed in the Yellow Pages, the fact that only 78% were in the CDA would indicate

⁽¹⁾ As part of the entry for each association in the CDA, publications produced by the association are listed, if known.

some lack of coverage in the CDA, even for large associations. Of the 157 that were listed in the CDA, about 24% provided us with publications but were not shown to have any in the CDA. Further, only 15% of the 200 replying associations were included in the Post Office list while about 25% were included in Ulrich's. At the same time we reviewed Ulrich's listing to see how many associations were listed. We found about 300 associations with approximately 400 periodicals that are published more frequently than annually. Therefore, we concluded that association periodicals were very poorly covered in existing lists.

Of the 110 associations⁽¹⁾ that responded to our publisher survey, about 75% indicated that non-members could subscribe to the publications. It was also clear from reviewing the 280 publications sent to us by the 200 associations, that there were a large number of bulletins and newsletters which would only be of interest to association members. Of the 280 periodicals sent, 190 were in this category. Given that the 200 responding associations are the bigger associations, the 90 remaining periodicals of the 280 periodicals (or 32%) that we reviewed in detail, should be considered a maximum level of periodicals that would be included if the sample was generalized to all periodicals. That is, using our sample of 280 association periodicals, we estimate that, at most, only 32% would be in our universe. Further, if one takes the 75% figure quoted above for access by non-members to periodicals and applies it to the 32%, then the maximum percent of association periodicals that would qualify

⁽¹⁾ Excluding religious, educational and charitable organizations.

is 24%. To be conservative, in our judgement, based on the considerable amount of experience developed over the past year, we estimate that only 15% of periodicals produced by associations would qualify for inclusion in our definition.

In order to estimate the total number of periodicals we reviewed the pattern of number of publications per association that responded to our telephone request for copies of publications. About 125 of the 200 associations (62.5%) produced one periodical, another 50 (25%) produced two and the remaining 25 (12.5%) produced three or more and averaged 3.5.

Thus, our estimate of association periodicals is compiled as follows:

	<u>Association</u>	<u>Periodicals</u>
Estimated total number of associations with at least one publication		7,000
Number of periodicals produced by associations with one publication	(62.5%)	4,500
Number of periodicals produced by associations with two publications	(25% x 2)	3,500
Number of periodicals produced by associations with three or more publications, assuming 3.5 periodicals	(12.5% x 3.5)	<u>3,000</u>
Total estimate of association periodicals		11,000
Assume 15% are included in our definition		1,650
Estimated number covered in CARD ⁽¹⁾		<u>150</u>
Total association periodicals for use in our estimation		1,500

⁽¹⁾ The logic of subtracting CARD entries rather than Post Office or Ulrich's is based on the fact that estimates by sector were built up from CARD in most cases.

The discussion now turns to each category and, where appropriate, the 1,500 shown above will be allocated.

A.1.5 Business Periodicals

The estimate of number of business periodicals was calculated by making estimates within each sub-category. The nemonics used to refer to the sources are listed in Exhibit A.I.

Agricultural

Because agricultural publications are normally commercially-oriented (there are a limited number of government agriculture publications released by both the federal and provincial governments, as well as some associations), we built our estimate on CARD which included 86 agricultural periodicals in 1981. La Bibliothèque nationale du Québec (BNQ) tabulated 15, some of which were also in CARD. Given that there were a number of other non-commercial publications (we estimate about 30 government-based and 10 association-based that are not in CARD or BNQ), we estimate that there are about 150 titles, about fifteen of which are in Quebec. Average circulation in CARD for the 86 was 29,000 and in BNQ it was 11,000. The average frequency of both a selection of CARD's agricultural periodicals and the BNQ data was 6.7 times per year. Given that the distribution of non-commercial agricultural publications is likely to be smaller than for commercial publications, we used an average circulation of 20,000 for the rest of Canada. We used BNQ's average of 11,000 for Quebec. Thus, our total single issue circulation was estimated at 2,900,000 and our total annual circulation at 19,000,000 - see Exhibit A.II.

Business Newsletters

Based on discussions with the Canadian Chapter of The Newsletter Association, we estimated that there are 100 business newsletter periodicals with an average circulation of 2,500 outside Quebec and 1,000 in Quebec and an average frequency of 26 times a year. This is a very rough estimate since some are quite small (less than 500) and others are quite large (Moneyletter, over 100,000). Since these are subscription-based they are excluded from CARD and were relatively poorly covered in Ulrich's. One type of publication that could be called a business newsletter was specifically excluded. This was the stock market and related news brochures produced by the various stock brokerage firms and banks. These were disqualified because of their proprietary rights restrictions. Other newsletters that are based on membership in an organization or association are addressed below.

Our estimate of the French-language proportion is based on an assumption that there are relatively fewer business newsletters in Quebec and we made an estimate that they would represent 10% of the total based on discussions with the Canadian Chapter of The Newsletter Association.

The annual circulation is approximately 6,000,000. See Exhibit A.II.

Trade, Technical and Professional

This group has a large number of commercial and non-commercial publications including many trade and professional associations that produce both types. The commercial sector is

relatively straightforward to estimate (including associations that produce commercial publications) using CARD and L'officiel de la publicité au Québec (OPQ). CARD had some 500 publications listed in 1981 with an average circulation of 17,810 and an average frequency of 11. OPQ lists approximately 100 with an average circulation of 7,000 with an average frequency of about 11 times a year. There are about 50 OPQ publications also in CARD.

The review of the Directory of Associations indicated many professional and trade associations that were not noted in CARD. As indicated earlier, we estimated some 1,500 associations produce periodicals that are in our universe. A review of the sources that we had, including CARD, Ulrich's and the Canadian Directory of Associations (CDA), indicated that about two-thirds are trade or professional associations. Thus, we estimate that 1,000 of these association periodicals are in the Trade, Technical and Professional area. Since this number is exclusive of CARD and OPQ, we estimate that there are 1,600 trade, technical and professional periodicals in total.

According to our survey, the 75 responding periodicals that were in the Trade, Technical and Professional category, and that were produced by an association had an average circulation of 4,300 excluding French associations. Periodicals produced by French associations averaged slightly less, i.e. 3,900. The average frequency of the association periodicals in both Quebec and the rest of Canada was about 7. The reason why the average circulation for the rest of Canada is so close to the Quebec average is that there are a

large number of very small associations in Canada which simply do not exist in Quebec. Thus, the actual average size for the two populations will be about the same.

There is another group of publications that can be considered part of this universe and that is that there is a significant number of periodicals produced by all levels of government. Although there is no authoritative source, listings available for various provinces and a federal directory indicate that there may be as many as 450 periodicals that fit our definition. This is necessarily a very rough estimate because of the lack of information. What little information we do have in our survey and other sources (Ulrich's, government listings, etc.) indicates that these are split about two-thirds to business readers and one-third to consumer readers. About a quarter were in Quebec and the rest were federal or in other provinces. Quebec, in comparison to other provinces seemed to be much more active. Average circulation was estimated at 15,000 for national and 10,000 for Quebec, based on our survey and several other sources. Average frequency was 4 times a year.

When all the calculations are made separately for government, commercial and association publishers of trade, technical and professional journals the estimated total number of titles is 1,900 with a single issue circulation of about 16,000,000 and an annual circulation of 135,000,000. See Exhibit A.II.

Total Business Publications

By summing the individual components, the estimated

total business periodical press is comprised of about 2,150 titles with a single issue circulation of around 19,150,000 and an annual circulation of about 160,000,000.

A.1.6 Consumer Periodicals

This was also estimated based on individual calculations within each sub-category.

TV/Radio

This is a highly commercial sector of the periodical industry and we, therefore, based our count largely on CARD. The initial count for 1981 indicated 29 newspaper TV guides plus several other non-newspaper television guides and several radio guides. In all, we estimate that there are about 50 in Canada. (Note, there are several TV guides that have many different regional editions - these are counted as one - such as TV/Times and TeleHoraire.) Because several guides are released on a less than weekly basis, the average frequency for the group of 29 is 50 and the remaining group was 45. The 29 newspaper television guides had a single-issue circulation of about 7,000,000 or 349,000,000 annually. We estimate that the balance of the 21 periodicals have a total single-issue circulation of 475,000 and an annual circulation of 21,375,000 for totals of 8,000,000 and 370,000,000 respectively. Due to the bulk of these periodicals going to newspaper readers, we have divided the rest of Canada circulation from Quebec's circulation on the basis of population - 26% to Quebec -

see Exhibit A.III. These estimates seem to be consistent, for instance, with the ratio of English to French TV guides in the top 20 periodicals in Canada (see Report Exhibit 27) where French television guides account for 23% of the 243,000,000 copies of television guides accounted for by the top twenty periodicals (annual distribution).

Public Advocacy/Association

This is somewhat of a catch-all category within the consumer sector. During the course of our reviews of various lists it became increasingly obvious that there were large numbers of periodicals produced by government, associations and other organizations that were oriented towards the reader as an individual who forms opinions, acts as a consumer or otherwise takes independent action rather than as a business decision-maker. This includes such diverse publications as Mensa's "Synapse", Saskatchewan Department of Labour, "About Women" and the Federal Department of Energy, Mines and Resources "Geos".

A review of Ulrich's and the Canadian Directory of Associations indicated that about 20% of associations were oriented towards the individual as a 'consumer' rather than as a business person. This excludes the remaining 13% of associations (67% were business) that fit within the three categories of scholarly, arts/cultural/literary and religious. Thus, we arbitrarily assigned 20% of the association periodicals that we estimated fit our periodical definition to this category. As a result, we estimated 300 periodicals (20% of the 1,500 in Section A.1.4) were

association-based. The average per issue circulation was about 8,000 due to some fairly large associations and the average frequency was just less than 6 times a year.

There were also a large number of government periodicals that fit this category. Unfortunately, there is a no authoritative list for federal provincial and local government periodicals although there are directories published by most provinces and the federal government. A count based on BNQ, the Ontario catalogue, the federal catalogue and Ulrich's indicates there may be on the order of 600 periodicals that would qualify under our definition. About one-third of these are oriented to the reader as an individual rather than to him or her as a business person; therefore, we added 200 to this category. We had little indication of the average size and thus have selected the same circulation estimate as for associations, 8,000. The listings indicate that the publications tend to be quarterly or monthly and therefore we have assigned an average frequency of 6. As with the newspaper TV Guides, we split the Canada total between Quebec and the rest of Canada based on population - see Exhibit A.III.

General Consumer

This sub-category includes most of the commercially-oriented periodicals produced for the individual as a consumer of products and services. In 1981, CARD listed 275 periodicals and the OPQ listed 50. There was a considerable overlap between CARD and OPQ such that we estimate that there are about 230 English consumer periodicals and 75 French consumer periodicals from

these two sources. There were also a number of other smaller consumer periodicals that were not included in either source⁽¹⁾. Many of these are regional publications. We were able to estimate for Quebec that there were another 75 publications based on references to BNQ. If this percentage holds for across Canada, then there are another 230 small consumer periodicals (excluding artistic and literary). These basic relationships were tested by comparing the available information (lists, etc.) with the Post Office listing and we found a sizeable number of what appear to be consumer periodicals that are not listed in CARD, in approximately the one-to-one relationship.

The 75 larger French consumer periodicals have an average single-issue circulation of 60,000 based on CARD and OPQ and we estimate the smaller periodicals to have an average of about 4,000 with a combined average of 38,000. The English-based consumer periodicals in CARD have an average single-issue circulation of about 94,000 and the smaller periodicals are about 5,000 based on a very cursory examination. The weighted average is about 63,000. The combined frequency averaging several weekly publications with the majority of publications being monthly or less means an average overall frequency of 11 about for English and 10 for French publications. As shown in Exhibit A.III, the total number of titles is 600, the single-issue circulation is 34,000,000 and annual circulation is 375,000,000.

⁽¹⁾ Some are listed in CARD but do not include circulation figures.

Total Consumer

The summation of each individual sub-category totals to 1,150 titles, 46,000,000 single issue circulation and 767,000,000 annual circulation for the overall consumer category. See Exhibit A.III.

A.1.7 Scholarly/Educational Periodicals

These are poorly represented in the main lists such as CARD (6 listed) and even the Post Office (25) although Ulrich's does have a larger number (170). In order to compile a full estimate of the total universe we reviewed a number of different sources including SSHRC, NSERC, NRC, university lists, etc. John Parsons⁽¹⁾ estimated in the late seventies that there were about 200 serious scholarly journals in Canada and that the number was growing. His estimate excluded a number of other periodicals that were not subsidized by the national organizations.

Due to the availability of a detailed listing, we undertook an exhaustive count of periodicals in Quebec universities and colleges. When combined with government and association periodicals oriented towards scholarly publishing, there are upwards of 300. However, a significant number of these are more similar to bulletins and newsletters than scholarly publishing and thus we

⁽¹⁾ J.W. Parsons, Publishing Scholarly Journals in Canada, mimeograph, 1979

attempted to exclude them from our universe. Others were more literary-oriented and thus they were included in the artistic and literary grouping. We estimate that of the initial 300 in Quebec, about 140 belong in other categories or outside the universe. This coincides with the same ratio found in the U.S.⁽²⁾ which there were estimated to be 4,450 scholarly journals out of a total of 8,900 periodicals produced in an educational setting.

If the 160 figure is accepted for Quebec, and Quebec represented about 26% of Canadian scholarly journals, this would imply a total of 577 journals. Our reviews of English-language listings indicated that this was likely to be too high and thus we arbitrarily selected 500 as the likely number. This would imply that there are about 300 journals that are not subsidized by national funding bodies. The 500 number also roughly corresponds to the market size rule of thumb of Canada being one-tenth of the U.S.

The data available from our survey indicates that the average circulation for scholarly/educational periodicals is 3,300. There was very little difference between the English and French markets, 3,500 for the former and 3,000 for the latter. Average frequency was about 4 issues a year. Exhibit A.IV summarizes our estimates for this group, showing 500 titles, with a single issue circulation of 1,700,000 and an annual circulation of 7,000,000.

⁽²⁾Parsons quotes King & Roderer, "A Solution to the Difficulties Facing Small Journals", Journal of Research Communications, 2 (1979/80), 40

A.1.8 Artistic and Literary Periodicals

This category includes periodicals that use the print medium as an artistic form to reflect the desire of the writer and photographer to communicate observations, feelings and perceptions of the way we live. While all periodicals do this to some degree, periodicals in this category focus on the creative core just as modern dance and orchestral performances do.

Therefore, the line is very difficult to draw and we have not attempted to do so in any definitive way. In estimating the number of such periodicals, we have taken our cue from government agencies and associations who support these types of periodicals.

In Quebec, there are a number of cultural support programs provided by various provincial and federal ministries as outlined earlier in Exhibit A.I.ii. In addition, there is the list of members of AEPCQ, many of whom fit this category. A comparison of these lists (there are some overlaps) indicates that there are as many as 200 titles. We arbitrarily assumed that there were perhaps 40 more titles that for one reason or another were not on the various lists. A review of information available from these lists and the periodicals that completed our survey indicates that the average frequency is 5 times a year and the average circulation is 2,000.

In the rest of Canada, there are a number of periodicals that are also supported by provincial and federal departments, members of the CPPA or are independent ventures. We counted approximately 200 publications on these lists that would belong to this category. We

have assumed that these represent only half of the total since there were indications in our research that a number of private sector companies and government departments publishing periodicals that would qualify for this category. Thus, in total there are perhaps 400 artistic and literary periodicals in the rest of Canada. Our survey and other sources of information indicated that the average size was about 3,000 for those listed. We have assumed that those that are not listed would be somewhat smaller and have assumed an average circulation of 2,800. The average frequency was 5 times a year. Thus, as shown in Exhibit A.IV, there are about 650 artistic and literary periodicals in Canada, with a single-issue circulation of 1,800,000 and an annual circulation of 9,000,000.

A.1.9 Religious Periodicals

This category includes a number of very large circulation periodicals as well as a sizeable number of very small periodicals. CARD lists some 21 titles that actively solicit advertising and that have an average circulation of around 36,000. Our survey had 60 publications respond with an average circulation of about 10,000. Frequency varied greatly from weekly to twice yearly. We found that 7 times a year was a reasonable average.

In attempting to estimate the total number we have sought to exclude the considerable number of church bulletins that are produced for each Saturday/Sunday and distributed at the church or synagogue.

There is no listing that purports to be exhaustive. Périodica in Quebec has some 40 titles listed that are published in

Quebec and the second class Post Office list has about 150 religious publications produced in Quebec. In total, the Post Office includes some 450 publications that are produced by religious organizations. Some of these probably are not part of our definition of a periodical but there are undoubtedly more that, for one reason or another, do not use second class postage. We have, therefore, arbitrarily estimated that there are about 600 religious periodicals produced of which about 200 are in Quebec. Given that our survey response probably overstates the average size, we have assumed an average circulation of 5,000 in Canada and 2,500 in Quebec. Thus, we estimate roughly that there are about 600 religious titles, with a single-issue circulation of 2,500,000 and an annual circulation of 18,000,000. - see Exhibit A IV.

A.1.10 Total Study Universe of Periodicals

The previous sections have detailed how the universe for each category and sub-category was established. Exhibit A.V totals these nine separate estimates into a summary statement of the entire industry indicating that there are roughly 5,000 titles with a single-issue circulation of around 71,000,000 and an annual circulation of 961,000,000.

These estimates are considerably larger than previous estimates based on CARD and the Post Office list.

Comparison of Universe Estimates, 1981

	CARD ⁽¹⁾	Post Office ⁽²⁾ (2nd Class)	Woods Gordon ⁽³⁾
Titles	1,000	1,450	5,000
Circulation(annual)	750,000,000	233,000,000	961,000,000

Clearly, our estimates are considerably higher in terms of titles and circulation than either of the other two estimates. A review of the estimation procedure used earlier indicates the following reasons for these differences:

- association-based periodicals. Although we have only included 13% of association periodicals, they are a significant number (1,650) of which most, around 1,500 are not in CARD or on the Post Office list.

⁽¹⁾Based on BMC and Statistics Canada and excluding directories and ethnic newspapers.

⁽²⁾Calculated by using BMC estimates of non-periodicals on list. Circulation is prorated on the same basis as the number of titles.

⁽³⁾See Sections A.1.5 to A.1.10 of this report.

- government periodicals. We have added a further 450 periodicals not included in CARD or the Post Office.
- small commercial publications that do not get listed in CARD and do not use the Post Office. There are about 300 of these.
- religious periodicals are not listed in CARD although over half are listed with the Post Office. This accounts for about 600 of the difference with CARD and about 300 with the Post Office.
- scholarly publishing is very poorly covered in both CARD and the Post Office and accounts for about 500 titles.
- the artistic and literary group is also very poorly represented in both lists, accounting for about 500 of the difference.
- business newsletters are usually on the Post Office list but are not in CARD. There are about 100 of these.

None of the main lists that we reviewed, CARD, Post Office or Ulrich's was representative of all sectors. CARD was good for larger commercial publications, the Post Office for religious and most commercial publications category and Ulrich's was representative of most categories except it was poor for commercial publications.

The big difference in annual circulation between the Post Office and CARD is the exclusion in the Post Office of large circulation periodicals that either do not use the Post Office (such as newspaper TV guides) or do not qualify for second class (such as unaddressed controlled circulation periodicals).

The difference between the estimates of annual circulation of CARD and Woods Gordon is largely accounted for by all the excluded categories of listing in CARD (associations, governments, etc.).

A.2 SURVEY OF PUBLISHERS AND PUBLICATIONS

A.2.1 Methodology

As indicated in Section 1.5 of the main report, the existing information sources were inadequate for both policy planning and analytical purposes. As a result, a major survey of the industry was necessary. In designing the survey, the following factors were taken into consideration:

- co-operation was needed from the four key associations
 - Magazines Canada
 - Canadian Business Press
 - Canadian Periodical Publishers' Association
 - Association des éditeurs de périodiques culturels québécois
- quantitative information was needed on the operations of the publisher and publication
- qualitative feedback was needed on the opinions of publishers
- the data had to be representative of the industry
- response burden had to be minimized
- federal survey guidelines had to be met.

It was decided to incorporate questions on publishers and publications into a two-part questionnaire. The questionnaire was reviewed by the industry associations, the client and Statistics Canada. It was field-tested with both French and English publishers. A copy of each is enclosed at the end of this section. Also, multi-periodical publishers were asked to complete the periodical portion for each of their periodicals. There were two exceptions, Southam and Maclean Hunter were asked only to complete the questionnaire for a selection of their periodicals since it would have been too onerous for them to have completed survey forms for all periodicals. Most questionnaires were mailed to respondents with a stamped self-addressed return envelope included. A few questionnaires were dropped off in person as part of interviews and case studies.

Due to budget restrictions and an initial good rate of questionnaire response, we did not undertake a follow-up process for all potential respondents. Rather, we informally pursued through our panel, interview and case study contacts, the most important publishers and a selection of other publishers.

We assembled our mailing list from two main sources supplemented with a variety of other sources.

Ulrich's and the Post Office lists were the basis. These were then supplemented with the membership lists of the four industry associations. Further addresses were obtained in Quebec from association directories and several provincial lists.

Generally speaking the lists were up-to-date as of late 1982 - early 1983. The labels were generated in the Spring of 1983 and mailed during April, May and June. Responses were received and included in tabulations up till the end of September. Further surveys were received after that time but were used only in a qualitative manner. The total numbers of distributed and returned questionnaires are shown below:

	<u>English</u>	<u>French</u>	<u>Total</u>
<u>Distributed:</u>			
No. of Publisher Questionnaires	2,000	700	2,700
No. of Publication Questionnaires	2,450	750	3,200
<u>Returned and Usable:</u>			
Publishers	463	77	540
Publications	515	90	605

The slightly over 3,000 periodical questionnaires sent represented a majority of the industry but excluded a large number (about 2,000) of periodicals which we estimate exist for which there was no comprehensive listing. The excluded 2,000 were composed of approximately 200 from Maclean Hunter and Southam, and the balance from association, religious and government sectors. However, in each of these categories there were enough periodicals included to obtain a representative reading of the sectors. The following tabulations of the response rate compute the coverage based on the survey frame and the total universe.

	<u>Total Universe</u>	<u>Survey Frame</u>	<u>Response</u>
Publishers	3,400	2,700	540
Publications	5,000	3,200	605
Circulation (Single-Issue)	71,000,000	49,000,000	26,000,000

The response rate is difficult to calculate in this case because of the multi-periodical publisher situation including the fact that Maclean Hunter and Southam were only asked to compile a sample of publications. The various ways of viewing it are shown below.

Count of Publishers

* Questionnaires sent	2,700
Usable responses	<u>540</u>
rate	20% (survey frame)
	16% (universe frame)

* (The total estimate of number of publishers included another 700 government and association-based publishers.)

Circulation Accounted for by Publishers

* Questionnaires sent	49,000,000	(single-issue)
Usable responses	<u>26,000,000</u>	(single-issue)
rate		53% (survey frame)
		37% (universe frame)

- * Please note, we did not survey newspaper television guide supplements and mailed in Canada publications, although they were eventually included in our definition as well as about 1,800 mainly association and government based publications. This is why the 49 million-coverage is considerably less than 71 million universe estimate.

Count of Publications

* Questionnaires sent	3,200
Usable Response	<u>605</u>
rate	19% (survey frame)
rate	12% (universe frame)

- * The initial survey excluded many Southam and Maclean Hunter publications in order to reduce their response burden (about 200).

Also excluded were an estimated 1,600 other small periodicals composed of those that are released by the 700 publishers mentioned above as well as other publications not included in the original list because they were supplements, printed in Canada (not published), or a second or third publication of a publisher already included but not known at the outset as having more than one.

The response rate by question within the questionnaire also varied depending on the question. The financial questions were answered by over 60% of the respondents and some circulation questions were answered by almost everyone.

Due to the fact that there was no scientific sampling done nor a detailed analysis of non-respondents, no attempt has been made to gross the respondent-based results up to the total for the universe.



Woods Gordon

Management Consultants
P.O. Box 251
Royal Trust Tower
Toronto-Dominion Centre
Toronto, Canada M5K 1J7
Telephone: (416) 864-1212
Telex: 06-23191

Dear President or Publisher:

Woods Gordon has been commissioned by the Federal Government (the Arts and Culture Branch of the Department of Communications) to undertake a comprehensive study of the periodical publishing industry. As part of this study, we are surveying all publishers, on a voluntary basis, to obtain some facts about their publication(s) and their opinions about problems and possible solutions. Only summary results of answers from respondents will be relayed to our client and no individually identifiable information will be released; that is, all individual replies will be held strictly confidential. Being one of the major national management consultant firms in Canada and being affiliated with the Country's largest accounting firm, Clarkson Gordon, we are well versed in the need and methodology of guaranteeing confidentiality.

This is an important study and it is critical for us to have this information in order to present meaningful recommendations to our client. We respectfully ask for your prompt and complete co-operation. We are also working closely with the Canadian Business Press, the Canadian Periodical Publishers Association and the Magazine Association of Canada who have had input into the design of this survey.

There are three parts to this questionnaire. The first part (I) asks questions about the organization that is the 'proprietor' of the periodical; that is, the organization that owns the publication. It is usually best answered by the president of the publishing organization or the individual

responsible for all publishing activities. It should represent the overall views of the organization. In certain cases, especially when the proprietor organization is also involved in activities other than periodical publishing, the person completing the first part may need to obtain some general information from another senior member of the organization. The second part (II) asks questions about each periodical. It probably is best answered by the publisher or editor of the individual periodical. The third part (III) asks some financial questions, either about each periodical or about the total for all periodicals. The choice is left to you. The front page to each section more fully explains the organization of the questionnaire. In summary there are three parts:

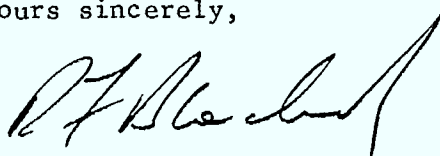
- I - Questions relevant to the organization and only one response from the organization is required.
- II - General questions relevant to each periodical produced by your organization. A separate section II should be completed for each periodical.
- III - Financial questions relevant to each periodical. A choice is provided to you, to either complete one Part III for each periodical or to consolidate your response into one form for the total of all periodicals.

We would very much appreciate it if you would complete and return the questionnaire in the enclosed, self-addressed and postage-paid envelope within 10 days of receipt.

If you have any questions, please do not hesitate to contact Michael Williams, our staff person directly responsible for the survey, at the address or phone number on our letterhead.

Thank you for your co-operation.

Yours sincerely,



Richard Blanchard
Partner

SURVEY OF THE PERIODICAL PUBLISHING INDUSTRY

NOTE: ALL RESPONSES WILL BE KEPT STRICTLY CONFIDENTIAL WITHIN THE STUDY TEAM AT WOODS GORDON (Individual information will not be made available to any one else in Woods Gordon, in affiliated firms or in any other organization or government department. Individual identifiable responses will be destroyed at the conclusion of the study. Only summary data totalling all responses will be made available and we will ensure that data about any single publisher or publication will not be identifiable)

There are three parts to this questionnaire:

Part I - General questions about the periodical publishing organization (proprietor)

Part II - General questions about each periodical.

Part III - Financial questions about each periodical.

Name of Publishing Organization and its periodicals according to our records _____

If there are any corrections needed to the above name and address of the publishing organization, please note them below:

Name of Organization should be: _____

Address of Organization should be: _____

Corrections to the names of the periodicals will be requested at the beginning of Part II.

Name, Title and Phone Number of Person responsible for completing this questionnaire:

Name _____

Title _____

Phone Number _____

(If you have any questions about how to answer any part of this questionnaire, please contact Michael Williams at:

Woods Gordon
P.O. Box 251
Toronto-Dominion Centre
Toronto, Ontario
M5K 1J7
(416) 864-1212)

PART I QUESTIONS FOR THE PUBLISHING ORGANIZATION (PROPRIETOR)
(one Part I for each organization)

1 Confidentiality Code _____ (Assigned by Woods Gordon)

2.a If the organization named on the cover of this questionnaire is a subsidiary, etc. of another organization, please indicate the ultimate parent organization.

Parent's name _____

2.b Address of parent organization.

Street, P.O. Box, etc. _____
City, Province (State) _____
Postal Code (ZIP) _____

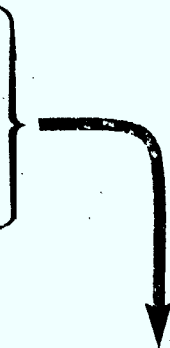
3. According to Section 19(5)(b) of the Income Tax Act (see appendix notes for actual definition), is the publishing company (noted on cover) a Canadian organization? (Check one.)

1. No 2. Yes

(specify nationality/ies)

4.a What statement best describes the type of organization of the publishing company? (Circle One Number Only)

- 1. Unincorporated Individual
- 2. Partnership or Cooperative
- 3. Incorporated Company (other than 4,5,6 or 7)
- 4. Religious Organization
- 5. Charitable Organization (that is, primarily for charitable purposes, not simply that it qualifies under income tax provisions - see Q. 4.c)
- 6. Educational Organization
- 7. Other Association, Society or Club (that is not a religious, charitable or educational organization)
- 8. Government - Local
- 9. Government - Provincial (including Crown)
- 10. Government - Federal (including Crown)



4.b If this publishing organization is of a 4,5,6 or 7 type in 4.a please state whether it is incorporated. (Check One)

1. No 2. Yes

4.c Is this organization registered as a Charitable Non-Profit Organization with Revenue Canada? (Check One)

1. No 2. Yes

5. Which of the following two statements best describes the profit orientation (whether achieved or not) of the publishing organization (note: this does not refer to the financial goals set for the publications)

- (Circle one Number)
- 1 This is a profit-oriented organization
 - 2 This is a not-for-profit organization

6. What percent of total revenues of the publishing organization (proprietor) did the publishing of periodicals account for in 1982 (check one). If the question is best stated in terms of expenses, (e.g. the periodical does not generate any appreciable revenues) please indicate and complete as such.

6.a The following answer is in terms of revenue 1) or expenses 2) (check one)

- 6.b
- | | | | | | |
|------------|-------|-----|------------|-------|-----|
| Nil | _____ | (1) | 50.0-59.9% | _____ | (7) |
| 0.1- 9.9% | _____ | (2) | 60.0-69.9% | _____ | (8) |
| 10.0-19.9% | _____ | (3) | 70.0-79.9% | _____ | (9) |
| 20.0-29.9% | _____ | (4) | 80.0-89.9% | _____ | (0) |
| 30.0-39.9% | _____ | (5) | 90.0-99.9% | _____ | (X) |
| 40.0-49.9% | _____ | (6) | 100% | _____ | (Y) |

7. If less than 90% in Q6, please briefly describe the other activities the organization undertakes and state the approximate per cent of revenue accounted for by each of these activities. If the question is best stated in terms of expenses, please indicate and complete as such.

<u>Activity</u>	<u>Percent of Revenue</u> <input type="checkbox"/> or <u>expenses</u> <input type="checkbox"/>
1 _____	5 _____
2 _____	6 _____
3 _____	7 _____
4 _____	8 _____

8.a Please indicate the approximate size of 'line of credit' the publishing organization has from a financial institution.

Value of Line of Credit \$ _____ (or) Not applicable for one of the following reasons (Circle One Number):

- 1) Parent is source of funds
- 2) Have not applied
- 3) Applied but could not obtain a line of credit
- 4) Other (specify _____)

8.b Do you regard this line of credit to be sufficient. (Check One)

- 1. No
- 2. Yes

9. For the last available financial year of your organization ending closest to December 31st, 1982, and the preceding four years, please indicate the following financial ratio using one of two methods:

9.a If your accounting is on an accrual basis:

$\frac{\text{Total Earned Revenue (Before Taxes)} \times 100}{\text{Total Expenses}}$				
1982	1981	1980	1979	1978
_____ %	_____ %	_____ %	_____ %	_____ %
1	2	3	4	5

OR

9.b If your accounting is on a cash basis:

$\frac{\text{Total Cash Received (All Sources)} \times 100}{\text{Total Cash Distributed}}$				
1982	1981	1980	1979	1978
_____ %	_____ %	_____ %	_____ %	_____ %
1	2	3	4	5

9.c Specify date of financial year-end Day _____ Month _____ Year _____

10. Please provide the following basic operating data about your organization. As of December 31st, 1982.

A Number of employees (full-time) _____

B.1 Number of part-time employees _____

B.2 If possible, also state number of part-time employees in full-time equivalents (i.e. person-years) _____

C Please state the following characteristics of your top three persons in the organization (names are not needed):

<u>Position</u>	<u>Years Experience in Publishing Periodicals</u>	<u>Relevant Educational or Other Training (Journalism, Business Degrees, etc.)</u>
1. _____	4. _____ yrs.	7. _____
2. _____	5. _____ yrs.	8. _____
3. _____	6. _____ yrs.	9. _____

11. The following are some statements about issues and government policies involved in the publishing of periodicals. Please state whether you agree or disagree with each statement. Whichever you choose, also please state whether you see each as a major or minor issue to your own everyday operation. Finally, please add any comments you would like to make about the issue or policy. The "not applicable" column should only be used if the issue is of no relevance to you, in which case please do not answer the other columns.

	Not Applicable	Check One		Check One	
		Agree	Disagree	Major Issue (To Operation)	Minor Issue (Own Operation)
11.a I have very few problems in obtaining distribution for single copy sales. <u>Comment?</u>					
11.b I have very few problems distributing my periodicals through a subscription agency. <u>Comment?</u>					
11.c I can obtain printing (and paper) when I want to and at a competitive cost. <u>Comment?</u>					
11.d I should have to pay only second class mailing charges or their equivalent for all my periodicals. <u>Comment?</u>					
11.e Unrestricted split runs of foreign magazines should be allowed. <u>Comment?</u>					

	Not Applicable	Check One		Check One	
		Agree	Disagree	Major Issue (To Own Operation)	Minor Issue
11.f Postal delivery service is improving <u>Comment?</u>					
11.g Postal regulations regarding pre-sorting, pre-packing, etc. are reasonable. <u>Comment?</u>					
11.h Government grants should be made to all periodicals when warranted for cultural or scholarly purposes <u>Comment?</u>					
11.i Current government grants to periodicals are adequate <u>Comment?</u>					
11.j I have no problems obtaining a choice of quality editorial material from freelance journalists, etc. <u>Comment?</u>					

12. Name and rank the three most important government policy changes or additions that you would most like to see in order to assist the publishing of your periodicals.

Policy Change or Addition and Why You Would Like to See It

1.	4.
2.	5.
3.	6.

13. Name and rank the three most important technological changes that will impact the publishing of your periodicals within the next 10 years.

Technological Change Possible Impacts

1.	4.
2.	5.
3.	6.

PART II GENERAL QUESTIONS RELATED TO EACH PUBLICATION

Our records indicate that your organization publishes the following periodicals. We have included a separate Part II for each one listed below.

ALSO If your organization also publishes another periodical or periodicals in addition to the ones listed above, please note the name(s) below:

<u>Title</u>	Brief description of periodical (format, content frequency, audience, etc.)
1. _____	_____ _____ _____
2. _____	_____ _____ _____ _____

(Put additional titles and descriptions below, if needed)

If you do have additional publications, please complete the remainder of this questionnaire for the periodicals we listed above. We will contact you subsequently regarding the other periodicals you publish.

PART II QUESTIONS RELATED TO EACH PUBLICATION

PUBLICATION NAME
(according to our records)

Please note any corrections:

Please also complete a Part III for this periodical.

PART II QUESTIONS RELATED TO THE PUBLICATION

14. Confidentiality Code _____ (Assigned by Woods Gordon)

15. Language of Periodical. (Check one)

- 1. English
- 2. French
- 3. English & French
- 4. Other (specify)

16. Date started.

Year _____

17. If this publication existed earlier under a different name or names (merger, format change, etc.), please specify earlier name(s)

	<u>Date Changed</u>	<u>Reason for Change</u>
1. _____	4. _____	7. _____
2. _____	5. _____	8. _____
3. _____	6. _____	9. _____

18.a Frequency of Publication

Number of Issues per year _____

18.b Does this publication also release special separate issues in addition to the normal publishing schedule?

- 1. No
- 2. Yes _____ (explain)

19.a Is a subscription to this periodical included in the price of a membership to an association?

- 1. No
- 2. Yes



If Yes to Q19a: Is a certain amount of the membership fee allocated to publishing the periodical?

- 3. No
- 4. Yes
- 5. How much is allocated per member \$ _____
- 6. What is the total membership fee \$ _____ per person/organization

19.b If distribution is mainly to an Association's membership, can non-members subscribe to the publication? (Check One)

1. Not Applicable



2. No



3. Yes



If Yes to Q19b, what is the cost of a subscription to a non-member, per year:

4. \$ _____

If yes to Q19b, what percent of all distribution goes to non-members: _____%(5)

20. Format (Print)

(Please answer the following questions in terms of an average issue over the past year - estimates only are needed)

20.a Average number of pages per issue (including inside and outside covers)

20.b Usual binding technique (check one)

1. None (self-folding)

2. Staple

3. Stitch

4. Glue

5. Perfect

6. Other _____

20.c Usual page size: 1. width: _____ cm (or) 2. Height _____ cm (or)
3. _____ in 4. _____ in

20.d Printing method(s) 1. _____ (and) 2. _____

20.e Use of colour in periodical. Please estimate the:

Percent of Editorial material that is printed in:

B/W _____ % 1
2-3 color _____ % 2
Process 4 color _____ % 3
Total _____ 100%

Percent of advertising (if applicable) material that is printed in:

B/W _____ % 4
2-3 color _____ % 5
Process 4 color _____ % 6
Total _____ 100%

20.f Appropriate weight per copy of average issue in past twelve months

1. _____ grams (or)
2. _____ ounces

20.g Maximum weight of an issue in the last the twelve months 1. _____ grams (or)
2. _____ ounces

21.a Other Formats

How many copies of each issue are distributed by you on:

- 1. Microfiche _____ copies
- 2. Microfilm _____ copies
- 3. Audio Only _____ copies
- 4. Audio/Visual _____ copies
- 5. Other _____ copies (specify _____)
- 6. None of the above _____ (e.g. all copies are printed only)

b Please briefly describe any future plans to begin or to expand distribution in formats other than printed paper.

c Does another firm reproduce for sale this publication in whole or in part on one of the formats listed in Q22a? (Check One)

- 1. No
- 2. Yes (Please briefly describe who and how)

22.a Circulation (by-type)

Please provide the number of circulated copies below on a per issue basis averaged over year (e.g total number of single copy sales for average issue in past year). If the actual number is unavailable please estimate the percent (and provide total number)

	<u>Number</u>	(or)	<u>%</u>
Single Copy/Retail (Before Returns)	1. _____		7. _____
Subscription (paid)	2. _____		8. _____
Controlled (free)			
Addressed	3. _____		9. _____
Unaddressed	4. _____		0. _____
Other (specify _____)	5. _____		x. _____
Total Distributed (Before Returns)	6. _____		100%

22.b Total Print Run (average issue in past year). Estimate percent if actual numbers are unknown.

	<u>Number</u>	(or)	<u>%</u>
Distributed (Equal to Total in 22a)	1. _____		5. _____
Returned	2. _____		6. _____
Non-distributed	3. _____		7. _____
Total Print Run	4. _____		100%

22.c Price (normally charged)

- Single Copy (Cover Price) 1.\$ _____
- Subscription (paid) 2.\$ _____ (usual single year)

23. **Circulation (by destination)**

Please estimate circulation by final geographic destination, on a per issue basis, if the actual number is unavailable, please estimate percent and provide total number.

	Number	(or)	%
PEI	1		17
Newfoundland	2		18
Nova Scotia	3		19
New Brunswick	4		20
Quebec	5		21
Ontario	6		22
Manitoba	7		23
Saskatchewan	8		24
Alberta	9		25
BC	10		26
Yukon	11		27
North West Territories	12		28
U.S.	13		29
Europe	14		30
Other Foreign	15		31
Total	16		100%

24.a Using the following headings (whenever applicable) of characteristics of your target audience, please give sufficient details to profile your audience.

1. Regional (e.g. all urban Canada, Ontario only, etc.)
2. Demographics (e.g. target ages, marital status, sex, income, housing, etc.)
3. Subject Area (e.g. sport, hardware, home decoration, etc.)
4. Professional Group (Dentists, psychologists, mechanical engineers, etc.)
5. Artistic/Cultural Group (Dance, opera, theatre, etc.)
6. Other

24.b Please briefly describe your editorial objective and policy

25. Content of Periodical (average issue over past year - refers to printed amount, not revenues)

- 1. Advertising _____ % (Paid and Free)
- 2. Editorial _____ % (Generally refers to stories, news, graphics/photography, recipes that would have some lasting interest)
- 3. Other _____ % (Generally refers to announcements, white space, upcoming events, etc. that would have a limited time interest)
- Total 100 %

26. Sources of Editorial Content.

Please estimate the share of editorial content (measured in terms of pages) obtained from the following sources over the past year.

	<u>In Percent</u>		<u>In Percent</u>
Paid staff (including such edited sections as 'product news')	1. _____	Reprints	5. _____
Paid freelance	2. _____	Serialization	6. _____
Voluntary contribution	3. _____	Press Agencies	7. _____
Membership "news"	4. _____	Syndication	8. _____
		Total	<u>100%</u>

27. Who handles your distribution of Single Copy Sales (State "not applicable" if you do not use a distributor or wholesaler)

	Name of Company	Area Covered
National Distribution	1. _____	7. _____
	2. _____	8. _____
Regional Wholesaler(s)	3. _____	9. _____
	4. _____	10. _____
	5. _____	11. _____
	6. _____	12. _____

28.a Method of distribution of subscription/controlled circulation.

Post Office	1	_____ %	
Delivery Service	2	_____ %	
Other:	3	_____ %	(specify i.e. Hotel rooms, plane, etc.)
Total	4	<u>100%</u>	

28.b If the periodical is distributed in whole or in part through the post office, which mail classification is used? 1. _____ Class (if second class, please specify registration number 2. _____)

29. List and rank the top three Canadian-based periodicals that you compete directly with for readers
1. _____
 2. _____
 3. _____
30. List and rank the top three Foreign-based periodicals that you compete directly with for readers
1. _____
 2. _____
 3. _____
31. List and rank the top three periodicals that you compete directly with for advertisers
1. _____
 2. _____
 3. _____
32. Please check where the following services are obtained. When divided between two or more sources, please indicate the rough percentage.

<u>Services</u>	<u>Source</u>			
	<u>Within own unit of Organization</u>	<u>From another unit of Organization*</u>	<u>Outside Fee-Basis</u>	<u>Outside Voluntary</u>
Advertising Sales				
Artwork, Photo Engraving, etc.				
Artistic Direction				
Research				
Market				
Editorial				
Editing				
Typesetting				
Colour Separation				
Paste-Up				
Printing				
Fulfillment				
Mailing Service				
Shipping				
Subscription Management				
Promotion				
Distribution				
Accounting/Financial Management				
Other (specify _____)				

* Such as a centralized department elsewhere in the proprietor organization.

PART III FINANCIAL QUESTIONS RELATED TO THE PERIODICALS

PLEASE NOTE: THE DATA WILL BE KEPT STRICTLY CONFIDENTIAL WITHIN THE STUDY GROUP OF WOODS GORDON. ONLY SUMMARY RESULTS TOTALLING MANY PERIODICALS WILL BE RELEASED. INDIVIDUAL DATA WILL BE DESTROYED AT THE CONCLUSION OF THE STUDY.

Attached are several key financial questions regarding revenues and expenses of the periodicals. If your data files do not easily permit financial breakdowns in the manner requested, please simply provide estimates to the best of your ability for the major items.

We would prefer that a separate Part III be completed for each periodical. However, if the information is not readily available for each, please complete a Part III questionnaire for the combined results of all periodicals or for the whole organization. A separate Part III is enclosed for each Periodical. If you choose to complete the financial questionnaire for the combined results, simply use one copy and note that it is a combined return.

If you are undertaking to complete a consolidated Part III, please comment below about aspects we should note such as the inclusion of data in the totals for activities that are not directly related to periodical publishing.

PART III FINANCIAL QUESTIONS

PUBLICATION NAME
(according to our records)

Please note any corrections:

PART III. FINANCIAL QUESTIONS RELATED TO EACH PERIODICAL

Confidentiality Code _____ (Assigned by Woods Gordon)

33. Operating revenues of the periodical in last financial year (REMINDER: ALL DATA KEPT STRICTLY CONFIDENTIAL). If dollar amounts are unavailable, please estimate percentage distribution and give the overall total amount of dollars involved.

	<u>Dollars</u>	(or)	<u>%</u>
<u>Magazine Revenues</u>			
Net Advertising	1. _____		15. _____
Gross Single-copy revenues	2. _____		16. _____
Gross Subscription revenues	3. _____		17. _____
<u>Other Related Revenues</u>			
Conferences, Seminars, etc.	4. _____		18. _____
Transfers from central services or an affiliated organization	5. _____		19. _____
Grants, etc. from a non-affiliated organization	6. _____		20. _____
- Government			
- local	7. _____		21. _____
- provincial	8. _____		22. _____
- federal	9. _____		23. _____
- Private Sector			
- Companies	10. _____		24. _____
- Individuals	11. _____		25. _____
Sale of Rights	12. _____		26. _____
Other (specify) _____	13. _____		27. _____
TOTAL	14. _____		100%

34. Operating Expenses of the periodical in the last financial year (REMINDER: ALL DATA KEPT STRICTLY CONFIDENTIAL). If dollar amounts are unavailable, please estimate percentage distribution and give the overall total amount of dollars involved. Please note: accounting practices vary from magazine to magazine. It may be possible that your records do not easily facilitate the breakdowns requested here. If so, please provide us with an estimate of costs for each of the general headings underlined below.

	<u>Dollars</u>	(or)	<u>%</u>
<u>Advertising</u>			
Selling Costs	1. _____		23. _____
Research and Promotion	2. _____		24. _____
<u>Circulation</u>			
Commissions to subscription agencies	3. _____		25. _____
Other single copy promotion costs	4. _____		26. _____
Fulfillment costs	5. _____		27. _____

	<u>Dollars</u>	(or)	<u>%</u>
<u>Editorial Costs</u>			
Freelance (manuscripts, etc.)	6. _____		28. _____
Staff	7. _____		29. _____
Artwork, photo	8. _____		30. _____
Editorial Research	9. _____		31. _____
Other Editorial Costs (Travel, etc.)	44. _____		45. _____
<u>General and Administrative Costs</u>			
Staff	10. _____		32. _____
Non-staff	11. _____		33. _____
Centralized services	12. _____		34. _____
<u>Manufacturing/Production</u>			
Paper costs	13. _____		35. _____
Printing and Bindery Costs	14. _____		36. _____
<u>Distribution</u>			
Postage (First Class)	15. _____		37. _____
Postage (Second Class)	16. _____		38. _____
Postage (Third Class)	17. _____		39. _____
Other Delivery Costs - Subscription/ Controlled Circulation	18. _____		40. _____
Single Copy Distribution Costs	19. _____		41. _____
<u>Other Operational Expenses</u>			
Postage	20. _____		42. _____
Other Operating Costs Not Elsewhere Specified	21. _____		43. _____
TOTAL	22. _____		<u>100%</u>

35. If the costs exceeded revenues in Q33 and Q34, please state how the deficit was dealt with:

	<u>Amount</u> <u>Dollars</u>	(or)	<u>% (of deficit)</u>
Increased equity	1. _____		6. _____
Increased debt (loans, etc.)	2. _____		7. _____
Reduction in working capital	3. _____		8. _____
Other (Specify) _____	4. _____		9. _____
<hr/>			
TOTAL	5. _____		<u>100%</u>

DEFINITIONS FOR PURPOSES OF THIS SURVEY

(Note, these definitions are not to be regarded as policy. Rather they are for survey purposes only. Definition issues related to government policy will be addressed during the Study.)

A "publishing organization" is an organization that 'owns' or is the "proprietor" of one or more periodicals. This would normally be the name of the organization used in the 'flagstaff' or 'banner' of the periodical.

A "Canadian organization" is defined as in Section 19(5)(b) of the Income Tax Act, namely:

Sec. 19(5)(b)

(b) "Canadian newspaper or periodical". - "Canadian newspaper or periodical" means a newspaper or periodical the exclusive right to produce and publish issues of which is held by one or more of the following:

- (i) a Canadian citizen
- (ii) a partnership of which at least 3/4 of the members are Canadian citizens and in which interests representing in value at least 3/4 of the total value of the partnership property are beneficially owned by Canadian citizens
- (iii) an association or society of which at least 3/4 of the members are Canadian citizens
- (iv) Her Majesty in right of Canada or a province, or a municipality in Canada, or
- (v) a corporation
 - (A) that is incorporated under the laws of Canada or a province,
 - (B) of which the chairman or other presiding officer and at least 3/4 of the directors or other similar officers are Canadian citizens, and
 - (C) of which, if it is a corporation having share capital, at least 3/4 of the shares having full voting rights under all circumstances, and shares representing in the aggregate at least 3/4 of the paid-up capital, are beneficially owned by Canadian citizens or by corporations other than corporations controlled directly or indirectly by citizens or subjects of a country other than Canada.

A.3 DERIVATION OF SELECTED CALCULATIONS USED IN THIS STUDY

A number of estimates were made on an order of magnitude basis in addition to the periodical universe estimates described in Section A.1.

A.3.1 Economic Impact

In Section 3.2.1 we presented the results of our estimation of the economic impact of the periodical industry. These estimates were composed in the following way:

Commercial Publishing

Based on Statistics Canada's Census of Manufacturers, Catalogue 36-203, 1981, periodical publishing represents 12.9% of the revenue of SIC 288 and SIC 289, thus we prorated production employment and non-production employment by this ratio. Non-production employment is used as the measure of non-printing employment by publishers. This calculation indicated about 3,700 non-production workers as part of periodical publishing. Given that CARD has about 1,000 titles this would infer about 3.7 employees per periodical which seems somewhat low (assuming most CARD publishers report to Statistics Canada, which is not entirely true). We also found this low in comparison to our survey. We have grossed up the Statistics Canada Employment figure on the following basis:

	<u>Employment</u>
Statistics Canada	3,700
Assume 75% coverage of CARD	4,900
Assume CARD 75% of Commercial Sector	6,500

The same process was used to estimate contribution to the overall economy. Statistics Canada stated revenues from circulation sales and advertising sales to be \$402 million in 1981 (Source: Catalogue 36-203). Grossing up as in above gives an estimate of \$714 million.

Wages were calculated by taking the average salary and wages per employee for the total of SIC's 288 and 289 (\$20,000) and multiplying it times estimated employment (6,500 x \$20,000) which equals \$130 million.

Non-Commercial Publishing

There is no accurate estimate of employment in this sector. We thus simply assumed that, on average, every publication would have at least one person-year devoted to it. Therefore, assuming 3,500 non-commercial periodicals there would be 3,500 persons.

Assuming that these persons would be paid less than in commercial publishing (assume 80%), then the wages would be \$56 million.

Total value of gross output would be at least the wage bill plus other expenses. We have assumed a two-to-one rate and, therefore, the total output can be valued at least at \$112 million and have rounded this to a total of \$120 million.

Volunteer/Contributory

It is impossible to even get a rough handle on the equivalent employment and output. Assuming that most of this is in the non-commercial sector and assuming the equivalent of 1 person per title, there would be about 3,500 person-years. We have not attempted to put a dollar value on this contribution.

Advertising

A discontinued Statistics Canada survey of advertising agencies indicates there were about 6,000 employees in the reporting firms in 1978. We have assumed some growth to a level of 6,500 to bring it to 1981 levels. Given the Maclean Hunter Research Bureau estimate of 7% of billings to periodicals, we have used this to factor the employee count. Wages were calculated by using an average wage of \$25,000 obtained from the same source above and inflated to 1981. Gross value of output is based on the billings estimated by Maclean Hunter Research Bureau factored by 15% to estimate fees paid to the agency.

Free-lance Writers

The DOC report, Canadian Freelance Writers: Characteristics and Issues, 1982 by Brian Harrison, estimated that there were about 3,200 free-lance writers in Canada in 1978. Of these, 13% obtained the bulk of their earnings from magazines - about 415 writers. Since some of these were part-time and also since there is likely to be some undercoverage, we estimated that there might be

450 free-lance writers. The same study indicated that their average income was about \$7,000 (including newspaper writers). We estimate that this would be about \$10,000 in 1981 terms and thus the fees paid could be about \$4,500,000. Since they are free-lance, there would be little associated economic activity other than wages and therefore we have estimated that this group account for \$5,000,000 of economic activity.

Printing

This was calculated by using Statistics Canada data. Cat. 36-203 indicates that there were about 32,500 production workers in SIC 288 and we factored this by half to represent the proportion in printing (the others are in typesetting, packaging, delivery, etc.) and then took 12.9% which was the percent of the SIC 288 accounted for by periodicals. There was also a proportion of printing only (SIC 286) that was directed to periodical publishing (7.7%), three quarters of them printing staff. Therefore, we added these two together to get 4,000 employees. Since SIC 286 would include printing for non-commercial publications, as well as commercial publications the only segment that would be missed is in-house printing (photocopying, etc.). We have ignored this segment.

The total value of output was calculated by using the ratio shown in SIC 286 of output to employment which was \$78,000. That meant that the total print output was valued at \$312 million. The total for printing would, therefore, be \$569 million. Wages were estimated by using the per employee wage from SIC 286 (\$18,000).

However, there is a large amount of periodical printing that is exported and this should be deducted from the total.

Other Production

This was calculated by examining the "Materials and Supplies Used" table for SIC 288 and deriving the fact that for every dollar spent on printing, 8 cents were spent by these publishers (who have no printing of their own) on typesetting, binding, etc. Thus, a rough measure would be to use .08 times printing employment to form estimates of the other types of production employment similarly for output and wages.

Paper Production

Paper was approximately one-third of the cost of printing according to Statistics Canada data for SIC 286. Thus, we factored the printing output by one third and then took another 50% off to account for margins to get the estimate of paper value at output. The result is about \$95 million dollars.

According to Statistics Canada, Catalogue 36-204, \$95 million for paper is about 1% of total output of Pulp and Paper Mills and would account for about 700 employees. Average wages are about \$26,000. Therefore, wages and salaries accounted for in paper production to supply the periodical industry were about \$17 million.

Ancillary Services

The employment was calculated by summing estimates for the various groups involved. An average salary and wages figure of

\$20,000 was used and a rough assumption that wages are 50% of the output was made.

National Distributors

The estimate of 500 employees was based on industry discussions. The wage estimate assumed an average wage of \$20,000 and output (excluding value of periodicals handled) was assumed to be twice this.

Wholesalers

We estimated that these companies employed 2,000 persons at an average wage of \$15,000 based on discussions in the industry. We assumed that the value of output (excluding value of periodicals handled) was three times this since this industry required more activity than national distributors (such as a fleet of trucks).

Post Office

A factor of 10% was applied to total Post Office activity based on the fact that periodicals formed about 10% of the volume of mail handled by the Post Office.

Retailers

Industry sources have estimated that there are approximately 25,000 outlets handling periodicals. Periodicals represent a very small proportion of the floor-space and retail gross

of each outlet. On average, we have used a factor of one-one hundredth of a person-year would be needed for each outlet - thus an employment figure of 250 was used. We assumed an average wage of \$10,000 and that this accounts for 50% of output (excluding the handling of periodicals).

Total

This was calculated by summing the components (excluding the voluntary category).

A.3.2 Estimation of Number of Publishers

Our estimate of the number of publishers involved in producing periodicals was based on four sources:

- Ulrich's list
- the Post Office list
- the BMC report
- the calculations shown in A.1

The BMC estimated the number of publishers as follows, compared to our estimates:

	<u>BMC</u>	<u>Woods Gordon</u>
incorporated	440	700
unincorporated/partnerships	200	400
religious	290	400
charitable	60	150
educational	40	200
government organizations	35	250
other associations	240	1,300
undetermined	155	
	<u>1,460</u>	<u>3,400</u>

Incorporated

Our review of Ulrich's and the various membership lists indicated that the number of incorporated organizations estimated by

BMC was too low and that there were a sizeable number of other companies producing small periodicals. In our estimate, we have assumed that there were another 50%.

Unincorporated/Partnerships

We simply assumed that there were at least another 100% than what BMC had identified.

Religious

Because the Post Office has reasonably good coverage in this area, and because there were some organizations in Ulrich's that were not on the list, we estimated that there might be about 35% more publishers.

Charitable

A review of Ulrich's and a listing of charitable organizations compiled by Statistics Canada indicates that there are significantly more than 60 organizations identified by BMC. However, it is difficult to distinguish between charitable organizations and associations and we have estimated that there are about 150 that could be distinguished separately.

Government Organizations

The estimate of 250 is based on a review of Ulrich's and various government directories.

Other Associations

Our estimate was based on the methodology described in

A.1.4.

APPENDIX B

STATISTICAL REQUIREMENTS FOR THE PERIODICAL INDUSTRY

It became clear during the course of our study that the existing information sources on the periodical industry are deficient from a policy perspective. Section 1.5 of the main report reviewed the major sources and their weaknesses as did the Bureau of Management Consulting in its 1980 report. The purpose of this Appendix is to define the need for data, to indicate the best sources for meeting these needs, and to propose certain additions and modifications to data gathering.

B.1 The Environment

The lack of a common definition of a periodical and the existence of many different types of publishers make an authoritative data gathering program impossible. Rather, a judgemental process is needed to decide between what is wanted, required and possible.

During the course of our interviews, combined with lessons learned from our surveys, the following emerged as the key data issues:

- the universe
- the study 'population'
- required information.

B.1.1 The Universe

Many publishers are uninterested in the activities of large groups of other publishers. The Business Press has little interest in the Consumer Press, and vice versa, and neither is overly interested in the non-commercial sector. The small business publishing sector, which is commercial and non-commercial, is less interested in data generally, since it is poorly equipped to use the information. However, policy makers are interested in all sectors. The problem with low interest on the part of publishers and higher interest on the part of policy makers is that there will be respondent resistance, since many in the industry will object to new data-gathering initiatives.

The other key aspects to the universe are a lack of a well-defined 'population' or 'membership' and additionally, there is a great deal of difficulty in attempting to rectify the problem. Whereas the population in many industries can be relatively easily defined by membership in one or two trade associations, this is untrue in this industry. Many major periodicals do not belong to any trade association and many smaller publications are also excluded. There is no central registry.

In order to maintain a list of periodicals and publishers, the most efficient method will be to utilize Post Office records; arrangements should be made with the Post Office to facilitate this, including some mechanism to note periodicals that use first and third class mail. The use of periodical directories (such as Ulrich's, Standard, etc.) should be avoided, although CARD, ABC,

CCAB, industry association membership and lists of subsidized periodicals can and should be cross-referenced. The directories should be avoided because they are incomplete and not at all discretionary between newsletters and 'house' publications. They serve more to confuse than to supplement other lists. We make this recommendation based on the assumption that the commercial and highly culturally-oriented periodicals are the key components in policy deliberation. Our suggested approach would, therefore, downplay government and association periodicals.

B.1.2 The Study Population

A prime issue is whether or not it is practical to collect data by directing information requests on a publisher or publication basis. It is more normal to do it on a business entity basis (e.g. the publisher) as in the case of books, records, theatre, etc., but in this industry the differences between publishers are so radical that data may well not be very comparable. Also, on a relative basis there is not a great difference in volume between the number of publishers and the number of periodicals as compared to other cultural industries. For instance, in the record industry there are about 20 record companies releasing over 500 titles a year plus another 80 or so small labels releasing two or three titles each. Thus, a survey oriented at upwards of 100 labels is more practical than a survey of 500 record productions. Finally, the identification of a universe based on publishing will necessarily exclude a wide range of publications released by organizations that are primarily in

non-publishing activities. Therefore, the prime orientation should be to periodicals. (There are several aspects that are key from a publisher's perspective, and thus the ability to summarize data by publisher should be kept). We recommend this orientation for the following reasons:

- o publications are viewed as individual profit centres by publishers who produce more than one publication, and are equivalent to the publisher for those that publish only one (if that is their main activity)
- o publications can be much more easily compared to each other than can publishers
- o the publication is the product of concern (for instance, several of the trade associations in the periodical industry base their membership on the publication, not the publisher)
- o almost all data of interest (see Table B.I) is for the publication not for the publisher
- o other information sources are almost all oriented to the publication - CARD, the Post Office, ABC, CCAB, Advertising Bureau, PMB, etc.
- o the limited data needed for publishers can be obtained from the Census of Manufacturers and Corporation Financial Statistics, both produced by Statistics Canada.

B.1.3 Information Requirements

Exhibit B.1 lists the major data items that have been suggested as being needed for policy purposes. Most items currently have some coverage but none have total coverage. As shown in Column 3, there is little prospect of tapping existing sources further. The right-most column (4) indicates our recommendations for data items that require additional coverage. The following comments highlight the key points on each topic. (The initial identifier - Such as A.1 Lineage - refers to the row identifiers in Exhibit B.I):

Advertising

A.1 Lineage

- a key measure of industry health that is collected for a select few consumer magazines
- needed by both the industry and government
- expanded coverage only available from direct survey or physical measurement of periodicals (such as done by Magazine Advertising Bureau and Elliott Research).

A.2 Revenue

- can be calculated from rate cards and A.1 or can be part of direct financial survey (D.1)
- rate card calculations are gross and over-state revenues because of discounting. Not as good a measure as lineage or direct survey.

A.3 Advertising Source

- presently calculated by Magazine Advertising Bureau, Elliott's and others. No need to expand coverage since these basic estimates are all that are needed for government or industry purposes.

Circulation

B.1 Newsstand

- retail sales available on a select basis from CARD and ABC. Full data are only available through the Periodical Distributor's Association (PDA) or direct survey. Because the operations of PDA are mostly computerized this is a possible source. It would also capture part of foreign sales (G.1).
- data from ABC are mainly oriented towards major consumer periodicals originating in North America; they exclude some business periodicals, small periodicals and all periodicals originating from outside North America.
- direct survey would exclude foreign periodicals.
- best approach is to see if PDA will co-operate, compare their data to the ABC and either adjust ABC data on a regular basis or continue with PDA-based estimates. Failing co-operation from the PDA, efforts should be made to adjust ABC data.
- if a survey of periodicals is undertaken, this should be a question, but it will still require other data to complement the survey source for foreign periodicals.

B.2 Post Office

- postal statements for 2nd class provide reasonable data for periodicals using second class. However, this excludes first and third class mail. Consideration should be given to registering bulk mailers using a very simple form - especially third class. A computerized information system could then be established to generate statistics
- if a separate survey is undertaken, then this should also be established
- neither system will monitor foreign originated publications. For this, the ABC data will be needed.

B.3 Other Circulation Channels

- no source other than ABC and CARD collects this, and this data are very incomplete, even for target segments
- best source is direct survey.

B.4 Revenue by Source

- direct survey is only approach and would be part of D.1.

B.5 Development Costs

- these are important in a policy perspective
- true definition of these costs requires careful analysis and is not amendable to a general survey
- should be undertaken on a special basis only.

B.6 Circulation by Geographic Area

- partially available from CARD and ABC but by no means complete
- would require direct survey for Canadian-originated publications to see if CARD and ABC estimates are reliable
- little policy aspects at issue except, perhaps, consumption of English periodicals in Quebec. This can be measured through distributors; otherwise, there is little need for direct survey.

Employment

C.1 & C.2 Full and Part time

- This would be difficult to measure on a publication basis and is more appropriately done on a publisher basis. Since Statistics Canada presently undertakes several surveys of employment, it would seem best to rely on these resources.

C3 Editorial

- the use of outside editorial staff (free-lance) is not covered in present surveys and a full cultural industry impact analysis requires this information. It is best done by direct survey of publication - see E.1 and E.2.

C4 Production

- currently measured by Statistics Canada and should be continued (Census of Manufacturers).

C5 Other Publication Related Employment

- currently measured by Statistics Canada and should be continued.

C6 Other Sectors

- a full appreciation of publication related employment requires other sectors such as distribution to be estimated. This can be done on an ad hoc basis and does not require a major survey.

Financial

D.1 & D.2 Operating Revenues and Expenses by Source

- only covered on a special basis for business periodicals by the CBP and in total by Statistics Canada for publishers of interest to both publishers and government
- difficult to measure due to different types of operations
- only possible using a direct survey.

D.3 & D.4 Profit and Equity

- can be calculated from D.1 and D.2
- must consider equity (capital employed), interest and debt charges
- therefore, operating profits will not necessarily reflect the overall health of each publisher. This is the major drawback to a publication-based approach
- on an historical basis this can be done using Statistics Canada's corporate financial statistics. Current health indicators can be advertising lineage and circulation combined with publication profit/loss data.

Editorial

E.1 Source of Material

- there is no data currently available
- would require direct survey
- important from a cultural perspective
- probably not needed on a regular basis.

E.2 Cost of Material

- there is no data currently available
- possible to collect through direct survey (D.2)
- important for policy and of interest to writers and publications.

E.3 Subject-Matter

- generally available from CARD and some directories
- little need for policy purposes.

Ownership

F.1 Type of Company

- not available from existing sources except using Statistics Canada file
- easily obtained from direct survey
- little policy implications.

F.2 Country of Ownership

- available from Statistics Canada files (CALURA) for larger firms
- of greater concern is the influx of foreign periodicals - see G.1.

Foreign Periodicals

G.1 Circulation

- selected information available from ABC - this excludes small periodicals and others that are not members of ABC
- only other potential source for retail distribution only is the PDA
- key cultural information
- should consider approaching the PDA.

Readership

H.1 Purchase

- consumer expenditures from Statistics Canada and some from PMB
- data that are available are sufficient from a policy perspective

H.2 Reach

- actual readership is measured by PMB for consumer periodicals
- data that are available are sufficient from a policy perspective

B.2 Recommendations Regarding Ongoing Surveys and Data-Gathering

We recommend that a survey of periodicals be undertaken every two or three years. It should cover:

- advertising lineage
- circulation by channel
- editorial sourcing
- operating revenues by source (subscriptions, retail, advertising, grants, etc.)
- operating expenses by source (production, editorial, promotion, postage, etc.)
- operating profit
- ownership.

The survey should go to all commercial, scholarly, artistic and literary and religious publications that can be identified. A grossing-up method should be used for non-response based on circulation. The PDA should be approached annually for newsstand sales by title.

The Census of Manufacturers and Corporation Financial Statistics should be used for the publisher-based data.

Annual tabulations of appropriate data from ABC, CCAB and CARD should be undertaken, including:

- circulation by type of periodical
- frequency
- size stratifications
- channels of distribution
- concentration by publisher.

Whenever possible, the tabulations should be adjusted to take into consideration changes in membership and inclusion in the above sources.

APPENDIX C

LIST OF CASE STUDIES (ENGLISH LANGUAGE)

Saturday Night

Dance in Canada Magazine

University of Toronto Quarterly

Quest

Maclean's

Journal of Rheumatology

Wadham's

Canadian Theatre Review

APPENDIX D

LIST OF CONTACTS AND INTERVIEWS (EXCLUDING QUEBEC)

Geraldine Sherman, Ontario Macaulay Committee

Richard Webb, 'Renewable Energy News'

Jim Lawrence, 'Equinox', 'Harrowsmith'

'Canadian Journal of Public Health'

Lynn McFadgen, 'Resource Magazine'

Dr. Joseph Kirschbaum, Canadian Ethnic Press Foundation

Gerald Ruby, Lichtmans

David Kramer, Garfield

Sonia Gruson, 'Journal of Rheumatology'

Gord James, Intercity News

Lorraine King, Audit Bureau of Circulation

Rae White, Gordon and Gotch

Mrs. Sybil Bradley, Stovels Lawson Graphic Manitoba

Andrew Smith, 'INK'

Mr. Kindal, 'Readers' Choice'

Patrick Rooney,
Jane Sedgewick, Lawson and Jones.

Marilouise Kroker, 'Canadian Journal of Political and Social Theory'

Michael Rennie, 'Wordloom'

Diane Wheatley, Ontario Library Association

Geoff Hancock, 'Canadian Fiction Magazine'

June Gale, Magazine Awards

Tom Bradley, 'Farm, Light and Power'

Don Stephen,
Lloyd Hodgkinson,
Bob Robertson,
Paul Lorimer, Maclean Hunter

Sid Cohen,
Cy Summerfield, Southam

John McFarlane, 'Saturday Night'

Michael de Pencier, Key Publications

Gwendoline Page, Page Publications

Jill Smith, 'University of Toronto Quarterly'

Ian Montagnes, University of Toronto Press

Joe Green, 'Canadian Theatre Review'

Gail Fisher-Taylor, 'Photo Communique'

Ray Perrin, 'Canadian Radio Relay League'

Mr. Malamet, Ontario Sports Centre

Laura Jameson, Writer

Carol Allen, Writer

Heather Robertson, Writer

Norman Levine, Writer

Bob Oliver, Canadian Advertising Research Foundation

Michael Kennerly, Association of Canadian Advertisers

Sam Dixon, Wadhams

Steven Diamond,
Michael Crabbe, 'Dance in Canada'

John Hutchinson, 'Canadian Forum'

Ted Gittings,
Hugh Rosser,
June Gale,
Michael Enright,
Jeff Shearer,
Bob Crawley,
Hans Forster, COMAC

H.M. Street, 'British North American Philatelic Society'

Bill Price, Gilles Manor
Garry Miller, Canada Post Corporation

'Canadian Historical Review'

Jack Shapiro, Distributor

Gloria Hickey,
Sherill Cheda,
Lynn Cunningham,
Diana Hoyle, Canadian Periodical Publishers' Association

Allan Goldenberg, Canadian Business Press

John Crosbie, Magazines Canada

Harold Jantz, 'Mennonite Brethren Herald'

Vladimir Mauko, Ethnic Press of Ontario

Grace Hykaury, Ethnic Press of Manitoba

A.A. Van de Heide, Ethnic Press Association of British Columbia

Dony Donegani, 'Ethos'

Norma Clark,
Wayne Hill, Professional Writers Association of Canada

Len Kubas, Retail Marketing Associates

Greg Kielty, Saturday Night Distribution

Naim Kattan,
Luc Jutras, Canada Council

Philip J. Hollingdale, Revenue Canada Customs & Excise

Norm Guilfoyle, 'CBC Radio Times'

Hazel Roberts, Association of University Research Council of Canada

Hélène Regnier, Social Sciences and Humanities Research Council of
Canada

Judy Hayman, Film and Literary Arts, Alberta Culture

Jim Hilborn, Newsletter Association, Canadian Chapter

Steve Pepper, Marpep Publishing

Kenneth Clements, Canadian Association of University Business Officers

Walter Sokolowski, Canadian Sports Federation and the Ontario Water
Skiing Association

Franklin Roy, Transport Canada

Robert Burns,

Jeff Hynes, Burns Cooper Hynes

RBW Graphics

WEBCOM

Metro Toronto News

Jean Ford, Metropolitan Toronto Business Reference Library

Allen Shute, Alberta Publishers' Association

Ola Pytlowary, Ontario Arts Council

Book and Periodical Development Council

David Olive, Council of Canadian Magazines

Richard Webb, CREN Publishing

APPENDIX E

DIRECT SUPPORT PROGRAMS OF THE FEDERAL GOVERNMENT

There are three key areas:

- E.1 Canada Council
- E.2 Social Sciences and Humanities Research Council
- E.3 Natural Sciences and Engineering Research Council

E.1 Canada Council⁽¹⁾

Eligibility Requirements

The basic eligibility requirements for grants to periodicals are as follows:

- * the publication must be majority-owned by Canadian citizens;
- * the arts or literature in Canada must be an important and regular, not occasional or peripheral, editorial preoccupation of the periodical;
- * the periodical must be published at least twice a year;
- * the publisher must have published at least three single issues before applying for a grant and must be committed to a continuing and sustained periodical publishing program;
- * the periodical must have a demonstrated editorial capability and financial responsibility;
- * the publisher must have identified the audience for the periodical and developed a distribution method to reach it.

Certain categories of periodicals are ineligible for support under this program. These are:

- * bulletins, newsletters or house organs which publish material directed primarily to their membership;
- * trade periodicals;
- * periodicals distributed free of charge on a regular basis.

⁽¹⁾Canada Council information brochure.

Applicants should note that the council's grant is partially based on the intended periodicity of the periodical and any change in the number of issues produced each year will therefore be closely scrutinized. In particular, a periodical which publishes double or multiple issues without having announced the intent to do so as part of its regular publication schedule will be likely to receive a grant adjusted accordingly in a subsequent year. Further, the Council will require assurance that double or multiple issues actually offer the corresponding increase in editorial matter suggested by the double or multiple issue designation.

Grant Renewals

To be eligible for a grant renewal a periodical must have achieved the major part of its yearly production and maintained a continuous publication schedule during the year in which it received Council support. It must also have submitted to the Council eight copies of each issue for which it received assistance.

Assessment Process

Applications for grants to periodicals are submitted to independent panels of advisors (English-language and French-language) who represent the disciplines served by the program and are drawn from across Canada. These panels determine the eligibility of the periodical and the level of support it will receive. The fundamental criterion in their assessment is excellence.

The panels' recommendations are submitted to the board of the Council at one of its four annual meetings, and applicants are notified of the Council's decision shortly thereafter.

Application Procedures

Applications should be submitted at least six weeks before the panel's meeting.

The applications must include:

- a completed application form, signed by the publisher, editor or manager (these forms are available from the Writing and Publications Section);
- eight copies of the three most recent issues, if the periodical is applying for assistance for the first time;
- a copy of the most recent printing bill of the periodical.

The Council reserves the right to request, at the time of the publisher's application, the submission of the periodical's most recent audited financial statement. Periodicals receiving grants in excess of \$15,000 may be asked to submit their most recent financial statement as a condition for the release of grant installments.

Deadlines for Applications

The French-language panel meets twice a year, in the winter (visual arts and interdisciplinary periodicals) and in the summer (literary, children's and performing arts periodicals). Applications to the panel's winter meeting must be received by January 1 of each year and applications for the summer panel meeting by July 1 of each year.

The English-language panel meets three times a year, in the winter (visual arts and interdisciplinary periodicals), the spring (performing arts periodicals), and the fall (literary and children's periodicals). Applications to the panel's winter meeting must be received by January 1 of each year, to the spring meeting by April 1, and to the fall meeting by September 1.

The Canada Council also has a specific program of aid for the promotion of literary, artistic and children's periodicals.

It is a relatively modest, but needed, supply of funds for promotion campaigns.

All promotion projects proposed have to be aimed at increasing the subscription revenues of the periodicals soliciting the Council's support. Publishers may apply for a grant of up to \$5,000 or up to \$10,000 depending on the size of their paid circulation (single copy sales and subscription sales). In the case of periodicals whose paid circulation is 1500 copies or fewer per issue, the publishers may apply for a grant of up to the amount of \$5,000; in the case of periodicals whose paid circulation is over 1500 copies per issue, publisher may apply for a grant of up to the amount of \$10,000 for the proposed campaign.

Subscription promotion campaigns to attract new subscribers and renewal campaigns are eligible for assistance. Publishers have to be aware, however, that group promotion will also be possible; however, groupings should be limited to a maximum of four periodicals. Group promotion projects follow the same parameters as individual promotion projects and, on the basis of an individual

periodical's paid circulation, groups are entitled to apply for grants of up to \$5,000 or \$10,000 in view of the limited budget of the program. Hence, if the majority of publishers within a group has individually a paid circulation of fewer than 1500 copies per issue, the group may then apply for a grant of up to \$5,000; on the other hand, if the majority of publishers' individual paid circulation is over 1500 copies per issue, then the group may apply for a grant of up to \$10,000.

Application Procedures and Assessment Process

All publishers wishing to participate in this program have to submit, in the form of a letter, an application providing a detailed description of the promotional effort planned. Each application has to comprise the following details:

- a statement of the magazine's objectives and current paid circulation level;
- the proposed date of the promotion campaign;
- the target audience of the campaign;
- the ways and means developed to reach the target audience;
- the anticipated returns of the promotion campaign;
- a description of the mechanism developed to measure the results of the promotional efforts;
- a complete budget listing in detail the expenses for the promotion project;
- five copies of the last two issues published by the applicant.

If the periodical or group recently received funding to undertake subscription promotion campaign from another funding body,

it also has to provide the following details:

- a) the amount received and the year in which the campaign was carried through;
- b) a summary of the subscription promotion project funded;
- c) the results of the campaign.

Finally, if the magazine has the second class postal status, the application has to provide a copy of a recent second class bulk publishers' statement of mailing, stamped by Canada Post at the time of delivery of an issue for mailing.

Assessment of Application

The assessment of all projects submitted is done on the basis of their individual merit and the excellence of the periodical. The selection process is done by a panel of specialists in the field of periodical promotion along with Council officers.

Publishers whose project receives assistance under the program have to submit a final report at the completion of their project providing the complete details of the results of the promotion campaign with a financial report and the receipts for the claimed expenses.

E.2 Direct Grant Programs For Periodicals of the Social Sciences and Humanities Research Council⁽¹⁾

Eligibility

General conditions of eligibility, priorities and

exclusions are set out in the following paragraphs (6 to 8):

6. A journal must be published and edited in Canada.
7. Journals may be published by societies or organized groups of scholars or specialists, or by institutions such as universities.
8. Grants are not made to journals which
 - are published for profit;
 - are published or sponsored by a government department, agency or commission;
 - are published, edited or sponsored by bodies composed wholly of students;
 - devote themselves entirely to printing conference proceedings or addressed to the public;
 - are bulletins or house organs.

Content

9. A journal must have a field of interest within the social sciences or the humanities, although the Council may, as an exception, make limited grants to learned journals of an interdisciplinary character which are partly concerned with other areas of inquiry, such as the physical, life and earth sciences.

The Council may also, as an exception, make a limited grant to a periodical publishing material mainly falling under the terms of this program but partly concerned with artistic activities or publication of literary work.

The field of interest may be an established academic discipline, an area of interdisciplinary study, or a domain of human thought or activity which is being studied by methods appropriate to the humanities or social sciences.

The following are examples of the academic disciplines included in the social sciences and humanities:

⁽¹⁾ Social Sciences and Humanities Research Council information brochure.

Administrative Studies
Anthropology
Archaeology
Art and Architecture
 aesthetics; history, psychology; sociology
Communication Studies
Criminology
Demography
Economics
Education
 educational philosophy and psychology; testing;
 curriculum studies; administration; history; comparative
 studies
Geography
 human settlement and communication; economic, social and
 cultural geography
History
 (including history of science)
Industrial Relations
Information Science
 applications to the humanities and social sciences
Languages and Literatures
 theoretical and applied linguistics; aesthetics; critical
 studies of texts, authors and literatures; history and
 theory of literature
Law
 critical and comparative studies of law and legislative
 and judicial processes
Music
 aesthetics, history, psychology, sociology
Philosophy
 (including philosophy of science)
Psychology
 theoretical and experimental studies in human behavior;
 applied psychology
Political Studies
 theoretical and research studies in politics and
 government
Religious Studies
 critical studies in theology and religious concepts;
 philosophy, sociology and psychology of religion;
 comparative studies
Social Work
 principles; history; critical studies in policy and
 administration
Sociology
Theatre
 aesthetics; history; theory of drama
Urban and Regional Studies

10. The Council ordinarily expects a journal to have a well-defined focus of interest, although it is prepared to consider an application on behalf of a journal covering a diversity of topics, provided it meets the other conditions of eligibility.
11. A journal must be devoted to the publication of material resulting from the use of specialized training and knowledge. The program does not cover periodicals which publish mainly material put together by non-specialists from secondhand sources.
12. Provided always that it meets the standards of university scholarship, a journal may reflect the views of one school of thought or of several schools of thought, or it may encompass an entire discipline and its related interests. The special responsibilities and needs of the latter type of periodical, of which the journal of a national learned society may be taken as a model, will be matters of particular concern to the Council in its evaluations.
13. The type of material published in an eligible journal may include:
 - results of theoretical and methodological investigations, descriptions of model-building, computerized analysis and reports of sample surveys;
 - original research based on library resources, including critical inquiries into the origins and significance of literary and artistic works, historical studies of various kinds of textual criticism of manuscripts;
 - advanced essays on the scope and method of investigations in the humanities and social sciences, their significance for the advancement of human knowledge, the actual or potential application of their results to the solution of human problems and the definition of theoretical or practical problems for future research;
 - book reviews, review articles and critical bibliographies in particular fields of study (the Council will only as an exception support journals publishing only reviews and bibliographies).
14. Support will not be granted under the terms of the learned program to journals which primarily publish:
 - material for use as elementary texts;

- polemical, controversial or apologetic material which represents exclusively the viewpoints of particular religious, political or social groups, or which advocates policies espoused by such groups.
15. The program is not intended for the support of newspapers and periodicals concerned with transmitting news and comment on current events.

Frequency of Publication

16. Journals must be published regularly and with a frequency adequate to the development in Canada of the relevant field of interest. Journals which do not appear at least once a year are not eligible for assistance.

Determination of Awards

17. In its examination of an eligible request, the Council will take account of the following factors:
- the reach of the journal both at home and abroad; as measured by contributions attracted and circulation;
 - the number of subscriptions, particularly the proportion of paid subscriptions to freely distributed copies, and also the proportion of individual to institutional subscriptions;
 - the existence with Canada of other scholarly journals in the same field of interest or in related areas;
 - the effort made by the editors to seek new contributors.
18. The size of each award is determined by a formula.
- It is not intended to award automatically to each journal the full amount which might be determined by application of the formula. If it appears on examination of the budget that the journal does not need the full amount, a smaller grant is awarded. Applicants are urged to pay particular attention to the remarks in the formula description on the aspects of the budget with which the Council will be especially concerned.
 - Allowance is made for quality where the Council deems it appropriate, so that two journals which are entitled by the formula to the same amount, but are of unequal

quality, will receive different grants. In determining quality the Council has recourse to the opinion of independent specialists.

- The Council examines the total amount of requests received in relation to the funds at its disposition. If the requests greatly exceed the funds available, the values listed in the description of the formula is modified.

E.3 Direct Grant Programs For Periodicals of the Natural Sciences
and Engineering Research Council⁽¹⁾

Eligibility

Publishers of research journals and of other publications described below are eligible for these awards. The publication of journals or textbooks concerned with the teaching of science is not eligible for NSERC support. The publication of proceedings of conferences, symposia, etc. will not be considered eligible for NSERC support unless subjected to full refereeing procedures and/or critical reviews.

Selection Criteria

NSERC assists financially with the publication of quality journals publishing original research within the areas of the natural sciences and engineering normally supported by NSERC grant programs.

If funds are available after consideration of the journals described above, NSERC may assist with the publication of high-quality monographs, charts of particular relevance to Canada or, very occasionally, books which present original scientific material.

The journal must be published in Canada and the publication rights reserved by a Canadian publisher. There must be a clear, demonstrated need for a proposed new journal. Two journals covering the same field of research are probably not required.

(1) Natural Sciences and Engineering Research Council information brochure

The continuity of a journal should be assured by the backing of an organized institution or society in order to obtain continuous NSERC support. The long-term viability of a publication is an important factor when ongoing financial assistance is considered.

Application Procedures and Deadline Date

Applications for SNERC publication grants are considered once each year in February. The deadline date for receipt of applications is November 1. Applications are made by submitting form 107 (for research journals) or form 108 (for monographs and books).

Payment of Grants

Scientific publication grants are paid directly to the publisher.

Regulations Governing Grants

Publication grants must be used to assist with the production of the periodical for which a grant was requested. Grant funds must not be used in support of other activities of the publisher or sponsoring society of association.

**A STUDY OF THE CANADIAN
PERIODICAL PUBLISHING INDUSTRY**

APPENDICES

**A STUDY OF THE CANADIAN
PERIODICAL PUBLISHING INDUSTRY**

EXHIBITS

EXHIBITS

TABLE OF CONTENTS

REPORT

- 1 Types of Serials
- 2 Types of Periodicals
- 3.i Estimated Size of Periodical Universe
- 3.ii Estimate of English - Market Share of Universe of Canadian Periodicals
- 3.iii Estimate of French - Market Share of Universe of Canadian Periodicals
- 4 Relative Size of Periodical Classification Categories
- 5 The Magazine Team
- 6 Estimate of Universe of Publishers
- 7 The Relationship Between Publishers and Types of Periodicals
- 8 Model of the Periodical Industry
- 9 Status of Circulation Verification of Canadian Periodicals
- 10 Typical PMB Tabulations
- 11.i Weekly Participation in Selected At-Home Leisure Activities in Canada for 1972, 1975 and 1978)
- 11.ii Daily Participation in Selected Leisure Activities, 1981
- 12 Magazine Reading by Age Group and Level of Schooling, 1978
- 13 Economic Impact of Periodical Publishing
- 14 Periodical Publishing as a Percent of all Revenues
- 15 Number of Periodicals Produced by Publishing Organizations
- 16 Source of Services Obtained by Publishers
- 17 Location of Publishers

- 18 Major Components of Net Advertising Expenditures in Canada,
1970-1983
- 19 Display of Typical CPM Calculations
- 20 Key Advertising Buyers in Major Consumer Magazines
- 21 Proportion of Advertising Content of Periodicals
- 22 Distribution of Periodicals by Amount of Editorial Content
- 23 Estimated Editorial Costs as a Percent of Total Expenditures
- 24 Sources of Editorial Content of Commercial Periodicals
- 25 Size of Publications by Number of Pages
- 26 Distribution of Periodicals by Size of Circulation
- 27 Twenty Largest Periodicals Published in Canada, 1982
- 28 Year Periodicals Established
- 29 Distribution of Circulation by Province and Type of Periodical
- 30 Controlled and Paid Distribution of Canadian Periodicals
- 31 Cover Price for Paid Periodicals
- 32 Subscription Price for Paid Periodicals
- 33 Estimated Distribution of Canadian Periodicals by
Channel, 1981
- 34 Estimate of Post Office Volume by Rate Class for Periodicals
- 35 Postal Distribution Costs by Type of Periodical
- 36 Distribution by Retail and Subscription for Canadian Members
of ABC
- 37 Periodicals Distribution - Flow of Transactions
- 38 Statistics Canada Estimates of Periodical Circulation by
Country of Ownership, 1981
- 39 Foreign-originated Share of Newsstand and Subscription Market
in Canada (ABC Estimates)
- 40 Estimated Sources of Expenses

- 41 Estimated Sources of Revenue
- 42 Average Profit Before Tax - Survey Results
- 43 Profitability Comparison - BMC Results
- 44 Financial Performance of Commercial Periodical Publishers
- 45 Operating Surplus/Deficit of Selected Publications
- 46 Summary of Issues by Sector
- 47 Summary of Major Government Programs Impacting the Periodical Industry
- 48 Second Class Postal Rate Regulations
- 49 Importance of Postal Costs for Paid Circulation Periodicals
- 50 Impact of Different Rates on a Range of Circulation Sizes

APPENDICES

- A.I.i Sources Consulted to Compile Estimate of Number of Canadian Periodicals - National
- A.I.ii Sources Consulted to Compile Estimate of Number of Canadian Periodicals - Quebec
- A.II Calculation Used to Estimate the Business Component of the Universe
- A.III Calculations Used to Estimate the Consumer Component of the Universe
- A.IV Calculations Used to Estimate the Scholarly, Artistic and Literary, and Religious Components of the Universe
- A.V Estimate of Total Universe of Canadian Periodicals
- B.I Data Sources and Prospects

EXHIBIT 1
CLASSIFICATION OF SERIALS

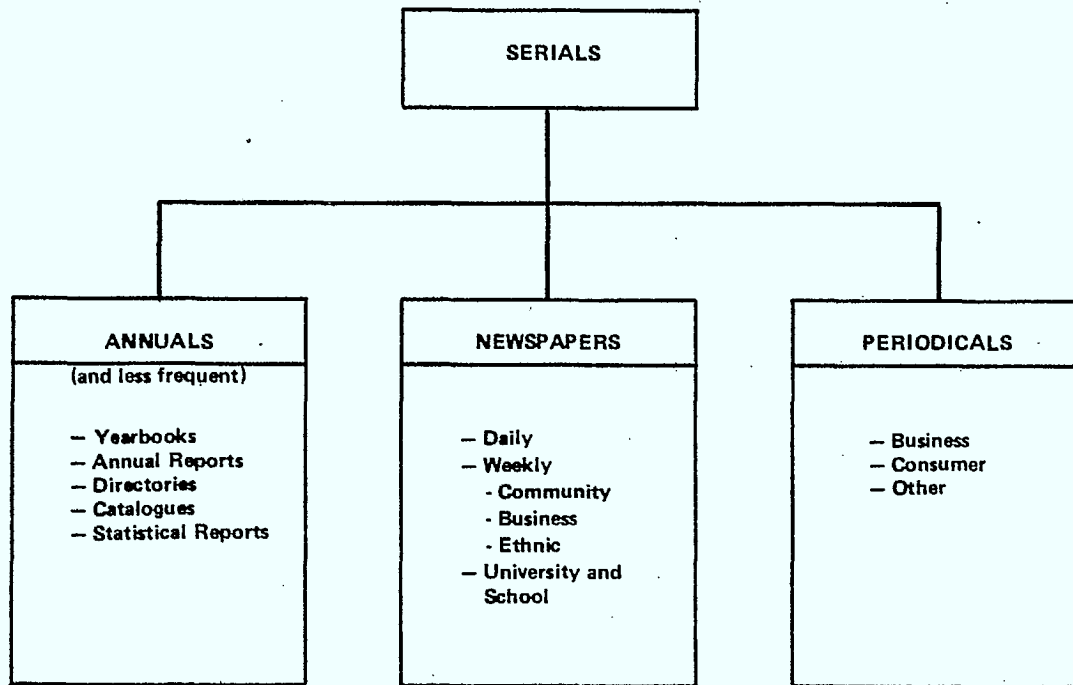
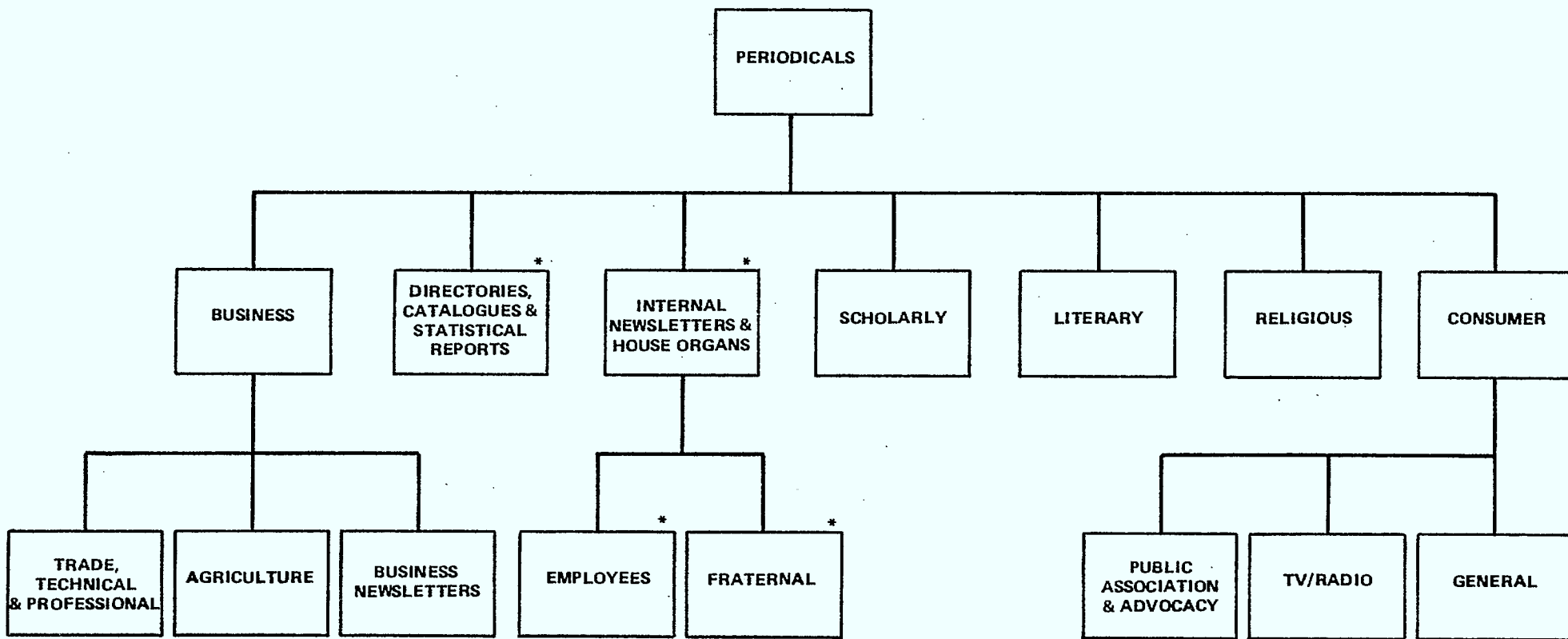


EXHIBIT 2
CLASSIFICATION OF PERIODICALS



* Excluded from this study

EXHIBIT 3.i
 ESTIMATE OF TOTAL
UNIVERSE OF CANADIAN PERIODICALS
 1981

	<u>Titles</u>	<u>Total Single-Issue Circulation</u> (000's)	<u>Total Annual Circulation</u> (000's)
<u>By Categories</u>			
Business			
Trade, Technical and Professional	1,900	16,000	135,000
Agricultural	150	2,900	19,000
Business Newsletters	100	250	6,000
Sub-total	2,150	19,150	160,000
Consumer			
General	600	34,000	375,000
TV/Radio	50	8,000	370,000
Public Advocacy/Association	500	4,000	22,000
Sub-total	1,150	46,000	767,000
Scholarly/Educational	500	1,700	7,000
Artistic and Literary	650	1,800	9,000
Religious	600	2,500	18,000
TOTAL	5,050	71,150	961,000
ROUNDED	5,000	71,000	961,000
<u>By Language Markets</u>			
French Language	1,400	14,000	188,000
English Language	3,600	57,000	773,000

Sources: A wide spectrum of information sources were used - see details in Section A.I of the Appendices

EXHIBIT 3.ii
 ESTIMATE OF ENGLISH-MARKET SHARE OF
UNIVERSE OF CANADIAN PERIODICALS
 1981

	<u>Titles</u> %	<u>Total Single-Issue Circulation</u> %	<u>Total Annual Circulation</u> %
<u>By Categories</u>			
Business			
Trade, Technical and Professional	74	83	84
Agricultural	90	93	95
Business Newsletters	<u>90</u>	<u>90</u>	<u>98</u>
Sub-total	<u>76</u>	<u>84</u>	<u>86</u>
Consumer			
General	75	83	85
TV/Radio	74	70	74
Public Advocacy/Association	<u>69</u>	<u>73</u>	<u>77</u>
Sub-total	<u>73</u>	<u>80</u>	<u>80</u>
Scholarly/Educational	70	72	72
Artistic and Literary	62	68	68
Religious	<u>67</u>	<u>80</u>	<u>80</u>
TOTAL	72	80	80

Sources: A wide spectrum of information sources were used - see details in Section A.1 of the Appendices. Calculated from Exhibits A.2, A.3 and A.4.

EXHIBIT 3.iii
 ESTIMATE OF FRENCH-MARKET SHARE OF
UNIVERSE OF CANADIAN PERIODICALS
 1981

	<u>Titles</u> %	<u>Total Single-Issue Circulation</u> %	<u>Total Annual Circulation</u> %
<u>By Categories</u>			
Business			
Trade, Technical and Professional	26	17	16
Agricultural	10	7	5
Business Newsletters	<u>10</u>	<u>10</u>	<u>2</u>
Sub-total	24	16	14
Consumer			
General	25	17	15
TV/Radio	26	30	26
Public Advocacy/Association	<u>31</u>	<u>27</u>	<u>23</u>
Sub-total	27	20	20
Scholarly	30	28	28
Arts, Culture and Literary	36	32	32
Religious	<u>33</u>	<u>20</u>	<u>20</u>
TOTAL	28	20	20

Sources: A wide spectrum of information sources were used - see details in Section A.1 of the Appendices. Calculated from Exhibits A.2, A.3 and A.4.

EXHIBIT 4
 RELATIVE SIZE OF PERIODICAL CLASSIFICATION CATEGORIES
 VARIOUS BASIC MEASURES, 1981
 (Percent Distribution)

	<u>Titles</u> %	<u>Single-Issue</u> <u>Circulation</u> %	<u>Annual</u> <u>Circulation</u> %
Business			
Trade, Technical and Professional	37.7	22.6	14.0
Agricultural	3.0	4.1	2.0
Business Newsletters	<u>2.0</u>	<u>0.4</u>	<u>0.6</u>
Sub-total	42.7	27.1	16.6
Consumer			
General	11.9	47.8	39.0
TV/Radio	1.0	11.2	38.5
Public Advocacy/Association	<u>9.9</u>	<u>5.6</u>	<u>2.3</u>
Sub-total	22.8	64.7	79.8
Scholarly/Educational	9.9	2.4	0.7
Artistic and Literary	12.9	2.5	0.9
Religious	<u>11.9</u>	<u>3.5</u>	<u>1.9</u>
TOTAL	100.0	100.0	100.0

Source: See notes and sources in Appendix A.1. Calculated from Exhibit 3.i.
 Totals may not add due to rounding.

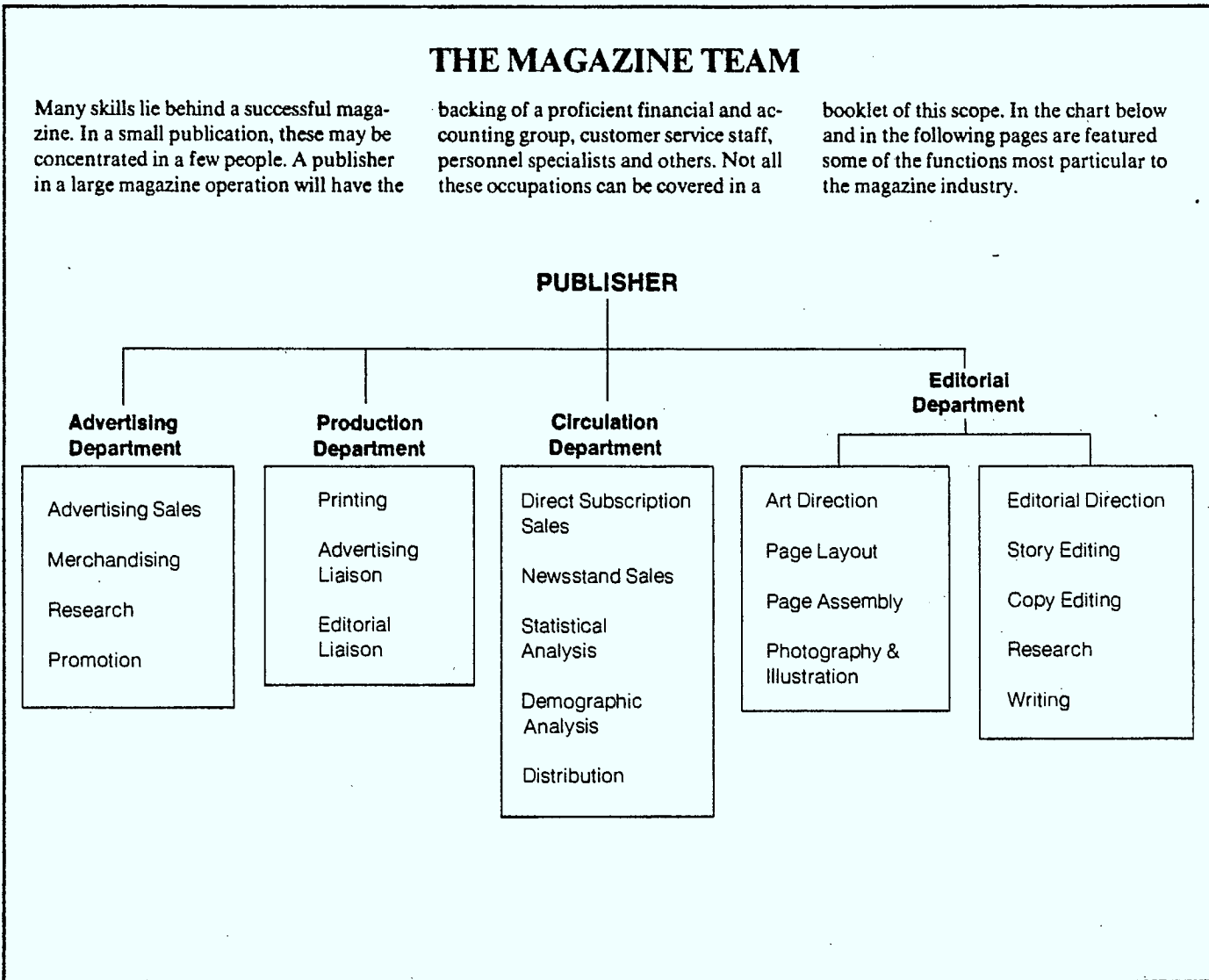
EXHIBIT 5

THE MAGAZINE TEAM

Many skills lie behind a successful magazine. In a small publication, these may be concentrated in a few people. A publisher in a large magazine operation will have the

backing of a proficient financial and accounting group, customer service staff, personnel specialists and others. Not all these occupations can be covered in a

booklet of this scope. In the chart below and in the following pages are featured some of the functions most particular to the magazine industry.



SOURCE: A Guide to Careers in Canadian Magazines, Magazines Canada, Toronto

EXHIBIT 6

ROUGH ESTIMATE OF TOTAL
UNIVERSE OF PUBLISHERS

<u>Type of Publisher</u>	<u>Number</u> ⁽²⁾	<u>%</u>
Incorporated Organizations ⁽¹⁾	700	20.6
Unincorporated Individuals and Partnerships	400	11.7
Religious Organizations	400	11.8
Charitable Organizations	150	4.4
Government Organizations	250	7.4
Education Organizations	200	5.9
Other Associations, Societies or Clubs	<u>1,300</u>	<u>38.2</u>
TOTAL	3,400	100.0

(1) Excluding any that are in one of the other categories.

(2) Estimated count of organizations producing at least one periodical in our study universe.

Source: See Appendix A.3.2

EXHIBIT 7

THE RELATIONSHIP BETWEEN PUBLISHERS AND TYPES OF PERIODICALS

<u>Type of Publisher</u>	<u>Profit Oriented Periodicals</u> %	<u>Non-Profit Oriented Periodicals</u> %
Unincorporated Individuals	11	4
Partnership/Co-operative	3	2
Incorporated Company	80	6
Religious Organization	-	15
Charitable Organization	-	10
Educational Organization	1	25
Other Association, Society, Club	1	25
Government	<u>4</u>	<u>13</u>
TOTAL	100	100

Source: Woods Gordon Survey

Interpretation: Of all profit-oriented periodicals accounted for in our survey, incorporated companies published 80%, unincorporated, individuals accounted for 11%, etc. Of all non-profit oriented periodicals, 25% were published by educational organizations, etc.

PERIODICALS INDUSTRY OVERVIEW MODEL

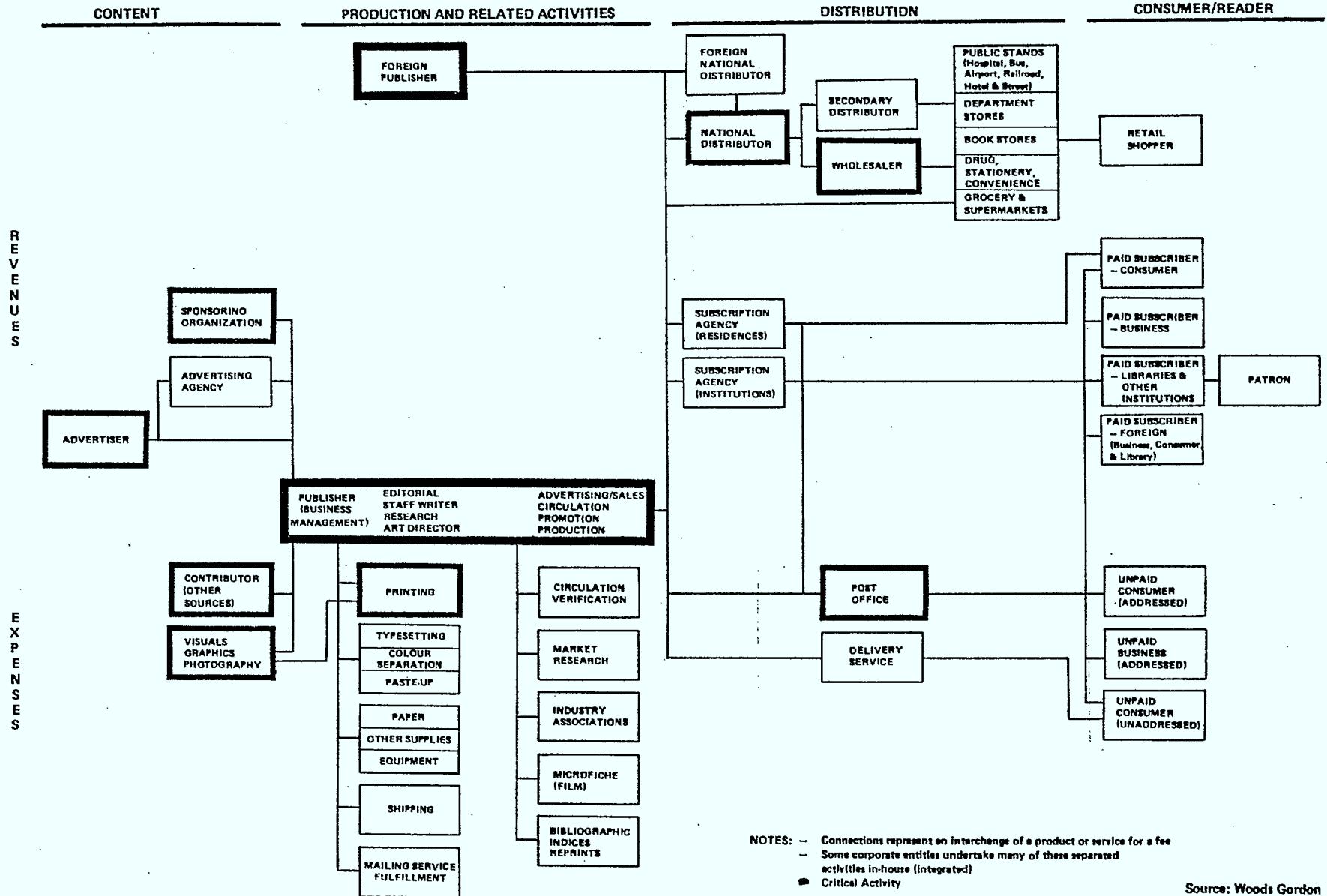


EXHIBIT 9

STATUS OF CIRCULATION VERIFICATION
OF CANADIAN PERIODICALS, 1981

<u>Verification Process</u>	<u>(Including Farm)</u>		<u>Consumer Publications</u>	
	<u>Business Publications Titles</u>	<u>Circulation (000's)</u>	<u>Titles</u>	<u>Circulation (000's)</u>
ABC	18	1,235	47	11,087
CCAB	229	3,833	36	6,885
Sworn Paid	67	650	67	3,694
Sworn Free	92	892	34	1,710
Sworn Paid & Free	72	1,009	58	3,073
Circulation Guarantee	-	-	4	358
No Circulation Data Given	168	?	125	?
TOTAL	<u>646</u>	<u>7,619 (+?)</u>	<u>371</u>	<u>26,807 (+?)</u>

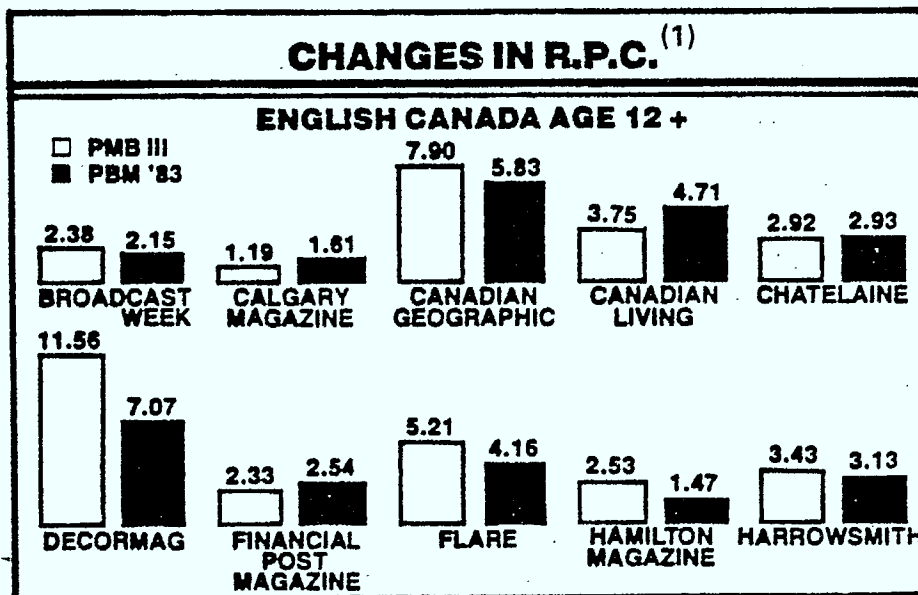
Definitions:

- ABC - Audit Bureau of Circulation review of publications
- CCAB - Canadian Circulation Audit Board review of publications
- Sworn Paid - CARD accepts a publisher's statement about circulation if he or she signs an affidavit regarding circulation. 'Paid' refers to publications which are normally paid for by the reader.
- Sworn Free - As in above, but the publication is distributed free to the reader.
- Sworn Paid and Free - As in above, but the circulation is split between paid and free.
- Circulation Guarantee - The publisher undertakes to guarantee that a certain number of periodicals reach prospective readers.

Source: Calculated by ABC based on entries in CARD and lists of ABC and the CCAB. No attempt was made to include periodicals not noted in one of these three sources.

EXHIBIT 10
TYPICAL PMB TABULATIONS

HOUSEHOLDS WITH CHILDREN PROFILE		
ENGLISH CANADA ADULTS 18 +		
	WITH CHILDREN <18 45%	NO CHILDREN <18 55%
ENGLISH CANADA		
CANADIAN LIVING	52	48
CHATELAINE	46	54
HOMEMAKER'S	49	51
MACLEAN'S	44	56
QUEST	46	54
READER'S DIGEST	44	56
TIME	44	56
TV GUIDE	46	54
TV/TIMES	43	57



(1) Readers Per Copy

Source: PMB

EXHIBIT 11.i

WEEKLY PARTICIPATION IN SELECTED AT-HOME

LEISURE ACTIVITIES IN CANADA

(At least one hour per week)
(Percent of persons 15 and older who undertake the activity)

	<u>1972</u>	<u>1975</u>	<u>1978</u>
T.V.	95	94	95
Radio	73	83	83
Newspapers	(1)	75	83
Records	50	63	62
Magazines	(1)	56	58
Books	(1)	43	43
Hobby	(2)	34	33
Art	(2)	11	13
Music	(2)	11	12

(1) Reading was 70% in 1972, including all non-work related reading of Newspapers, Magazines and/or Books.

(2) Thirty-one percent participated in one or more of Arts, Crafts, Music and Hobbies.

Note: The exclusion of the 10-14 age group probably lowers T.V., radio and record participation rates and raises the rates for the other activities.

Sources: Selected Leisure Time Activities, Statistics Canada, Feb. 1978, Cat. 87-001, Vol. 1 #8
A Leisure Study, - Canada, 1975, R.E. Schliewen, Secretary of State, Arts and Culture Branch,
A Leisure Study - Canada, 1972, C. Kirsh, B. Dixon and M. Bond, Secretary of State, Arts and Culture Branch,

EXHIBIT 11.ii

DAILY PARTICIPATION IN

SELECTED LEISURE ACTIVITIES, 1981

(Time - Budget Survey)

<u>Activity</u> ⁽¹⁾ <u>Activity</u>	Average Time Spent in Day Undertaking <u>Activity</u> ⁽²⁾ (minutes)	Percent of Persons Undertaking <u>Activity in Day</u> %	Average Time Spent in Day of Persons <u>Undertaking</u> (minutes)
Television	182	85	214
Radio	130	81	160
Newspapers	24	36	67
Books	21	21	100
Records	22	19	116
Magazines	11	16	69

Source: Statistics Canada: Unpublished (as yet) results of a time budget survey of 2,700 persons in major urban areas in Canada

(1) Includes primary and secondary "consumption". For instance, listening to radio while doing other activities is secondary and listening to radio without doing anything else is primary "consumption".

(2) Average over all industries in sample whether they undertook the activity or not.

Interpretation: Of the sample of 2,700 persons, the average time spent watching television on the day surveyed was 182 minutes. About 85% of the 2,700 persons watched television that day and the average for these participating was 214 minutes.

EXHIBIT 12
AGE AND EDUCATION CHARACTERISTICS
OF MAGAZINE READERS
1978

Magazine Reading Participation by Age Group

Age group Groupe d'âge	Magazine reading – Lecture de magazine		
	Participation rate Taux de participation	Number of readers Nombre de lecteurs	Average time devoted Moyenne du temps accordé
	per cent – pourcentage	thousands – milliers	min./day – min./jour
15-16 years – ans	69	622	25
17-19 “ “	64	855	27
20-24 “ “	62	1,337	27
25-34 “ “	61	2,256	25
35-44 “ “	57	1,460	27
45-54 “ “	57	1,336	27
55-64 “ “	58	1,109	34
65-69 “ “	52	357	34
70 years and over – ans et plus	38	463	42

Magazine Reading Participation by Level of Schooling of Readers

Level of schooling Niveau de scolarité	Magazine reading – Lecture de magazines			
	Participation rate Taux de participation	Number of readers Nombre de lecteurs	Average time devoted Moyenne du temps accordé	Average number of magazine read regularly ¹ Nombre moyen de magazines lus régulièrement ¹
	per cent pourcentage	thousands milliers	min./day min./jour	
No schooling – Aucune scolarité	9	13	37	2.0
1-8 years – ans	36	1,350	35	2.4
9-10 “ “	55	1,654	30	2.5
11 years – ans	62	1,100	29	2.8
12 “ “	67	1,825	27	2.8
13 “ “	70	378	32	2.9
Some post-secondary – Quelques études postsecondaires	68	1,068	27	2.9
Certificate or diploma – Certificat ou diplôme	70	1,239	26	2.9
University degree – Grade universitaire	81	1,171	26	3.3

¹ By regular readers only; from the answers to the question: How many magazines do you read on a regular basis, that is nearly every issue?

EXHIBIT 13
ECONOMIC IMPACT OF PERIODICAL PUBLISHING
(1981 ESTIMATES)

	Employees ⁽¹⁾ #	Gross Output ⁽²⁾ (\$000's)	Net Output ⁽⁶⁾ (\$000's)	Wages (\$000's)	Percent of Total Activity Accounted for by Periodical Publishing ⁽³⁾ %
Commercial Publishing (Non-printing)	6,500	714,000	380,000	130,000	18
Non-Commercial Publishing	3,500	120,000	93,000	56,000	N/A
Volunteer/Contributing Staff ⁽⁴⁾	(3,500)	N/A	N/A	N/A	N/A
Advertising	450	27,000	40,000	11,000	7
Freelance Writers	450	5,000	7,000	4,500	13
Printing	4,000	312,000	120,000	80,000	8
Other Production (typesetting, etc.)	350	25,000	15,000	6,000	7
Paper Production	700	95,000	56,000	17,000	1
Ancillary Services ⁽⁵⁾	300	12,000	8,000	6,000	100
National Distributors	500	20,000	20,000	10,000	100
Wholesalers	2,000	90,000	50,000	30,000	95
Post Office	5,300	300,000	130,000	112,000	10
Retailers	<u>250</u>	<u>2,500</u>	<u>2,500</u>	<u>2,500</u>	1
Total ⁽¹⁾	24,300	1,722,500 ⁽²⁾	921,500	465,000	

(1) These estimates only include paid employees. Many smaller periodicals survive on the basis of volunteer help.

(2) Gross output will include double counting between categories.

(3) In other words, the contribution that periodical publishing makes to the activities listed. For instance, we estimate the publishing of periodicals to be 18% of the total employment (or in other cases, other appropriate measures) of all commercial publishing activities.

(4) All other categories refer to commercial operations. As stated in footnote⁽¹⁾, there are many others who perform the publishing function as part of their duties related to other employment or interests (association, government, etc.). The basis for these estimates is shown in Appendix A.3.

(5) Includes fulfillment, circulation verification, industry associations, etc.

(6) Output net of duplication - roughly calculated on a value-added basis and equivalent to the contribution to the gross domestic product.

Source: Estimated by Woods Gordon from a wide variety of sources. (see Appendix A.3.1)

EXHIBIT 14

PERIODICAL PUBLISHING AS A PERCENT OF ALL REVENUES
FOR COMMERCIAL AND NON-COMMERCIAL PUBLISHERS

<u>Percent of Revenues Attributable to Periodical Publishing</u>	<u>Commercial Publishers</u> %	<u>Non-Commercial Publishers</u> %
0 ⁽¹⁾	9	17
1 - 9	9	32
10 - 19	7	8
20 - 29	2	6
30 - 39	2	4
40 - 49	3	4
50 - 59	6	3
60 - 69	6	1
70 - 79	3	2
80 - 89	7	4
90 - 99	18	3
100	27	11
Average	(64) (n = 89)	(30) (n = 367)

Source: Woods Gordon Survey

⁽¹⁾ Zero revenues are possible for publications that are distributed free, such as some religious periodicals and for several corporations who produce them for other purposes such as the Imperial Oil Review.

n = number of respondents

EXHIBIT 15

NUMBER OF PERIODICALS

PRODUCED BY PUBLISHING ORGANIZATIONS

<u>Number of Publications</u>	<u>Publishers</u>	<u>Publications</u>
1	2,700	2,700
2	500	1,000
3 - 4	130	450
5 - 9	50	350
10 +	<u>20</u>	<u>500</u>
TOTAL	3,400	5,000

Source: Woods Gordon estimates based on tabulation of Uhlrich's listing and the Post Office second class registration listing.

EXHIBIT 16

SOURCE OF SERVICES OBTAINED BY PUBLISHERS
(PERCENT OBTAINED OUTSIDE OWN ORGANIZATION)

<u>Production Activity</u>	<u>Type of Publishing Organization</u>		
	<u>Profit</u> %	<u>Association</u> %	<u>Government</u> %
Advertising Sales Help	15	28	N/A
Artwork	50	55	65
Artistic Direction	25	20	16
Research (Editorial)	20	N/A	N/A
Market Research	21	5	8
Editing	23	12	30
Typesetting	50	65	75
Colour Separation	70	83	84
Paste-up	42	50	64
Printing	66	78	75
Fulfillment	29	30	10
Mailing Service	43	45	13
Shipping	39	30	9
Subscription Management	13	4	0
Promotion	13	8	0
Distribution	35	23	4
Accounting/Management	15	5	0

N/A : Little of this activity is undertaken, therefore it is 'not applicable'.

Source: Woods Gordon Survey

EXHIBIT 17

LOCATION OF PUBLISHERS

(Percent of Publishers in Circulation Size Category)

	<u>Less than</u> <u>50,000</u> %	<u>50,000 -</u> <u>100,000</u> %	<u>100,000 +</u> %	<u>Total</u> %
Newfoundland	1	-	-	1
Nova Scotia	4	-	-	4
New Brunswick	2	-	-	2
Quebec (Montreal) ⁽¹⁾	20 (15)	10 (10)	13 (13)	17 (11)
Ontario (Toronto) ⁽¹⁾	48 (22)	70 (60)	62 (62)	50 (22)
Manitoba	5	3	-	4
Saskatchewan	6	3	3	5
Alberta	8	3	-	8
British Columbia	<u>7</u> 100	<u>12</u> 100	<u>20</u> 100	<u>8</u> 100

Source: Woods Gordon Survey

⁽¹⁾ included in totals for province

Interpretation: Of all publishers with periodicals having less than 50,000 single-issue circulation, 48% are in Ontario, which includes 22% in Toronto.

EXHIBIT 18

MAJOR COMPONENTS OF NET ADVERTISING EXPENDITURES IN CANADA, 1970-1983
(Percent distribution)

	<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Radio	10.7	10.9	11.1	10.8	10.6	10.7	10.8	10.9	10.9	10.9	10.4	10.4	10.3	10.3
Television	13.1	12.9	12.7	13.4	13.1	13.7	14.4	15.3	15.8	16.4	16.2	16.3	17.5	17.4
Newspapers	35.2	35.5	35.6	35.6	35.1	35.0	35.5	34.5	33.3	32.0	32.9	34.7	32.3	31.4
Periodicals ⁽¹⁾	5.9	5.4	5.4	5.3	5.8	6.9	6.6	6.5	7.1	7.5	7.9	7.8	7.7	7.8
Other Print ⁽¹⁾	25.9	26.7	26.7	26.9	27.6	26.5	25.9	26.1	26.3	26.7	26.2	24.8	25.8	26.9
Outdoor	9.1	8.6	8.4	7.9	7.7	7.1	6.8	6.6	6.6	6.6	6.4	6.0	6.3	6.2
TOTAL %	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Actual Revenue (\$ millions)	1,060	1,144	1,303	1,479	1,721	1,939	2,244	2,458	2,790	3,219	3,763	4,332	4,530	4,812

Source: Maclean Hunter Research Bureau as published in CARD.

⁽¹⁾Directories (phone and city), The category "Religious and School, and the category "other" shown in source are included under 'other print' rather than under periodicals as shown in the original source (they are 5.7% of the total). Also, CARD transferred a national financial publication to the periodical universe in 1980. We have re-adjusted the figures to leave it in the weekly newspaper category.

Note: Totals may not add to 100 due to rounding.

EXHIBIT 19

DISPLAY OF TYPICAL
CPM CALCULATIONS

<u>Periodical</u>	<u>Circulation</u>	<u>Readers Per Copy (RPC)</u>	<u>Cost of 4-Colour Page</u>	<u>Cost Per Thousand (CPM)⁽¹⁾</u>
With RPC Calculated				
Canadian Living	351,000	3.34	\$7,100	\$6.05
Homemaker's	1,339,000	1.51	19,705	9.75
MacLean's	639,000	3.24	16,060	7.76
Quest	713,000	1.95	17,980	12.94
Time (Canada)	330,000	5.23	7,420	4.30
Cosmopolitan (U.S.)	2,802,000	3.42	32,170	3.36
Newsweek (U.S.)	3,001,000	5.45	86,700	5.30
Without RPC Calculated				
Candian Living	351,000		7,100	20.23
Homemaker's	1,339,000		19,705	14.72
MacLean's	639,000		16,060	25.13
Quest	713,000		17,980	25.22
Time (Canada)	330,000		7,420	22.48
Cosmopolitan (U.S.)	2,802,000		32,170	11.48
Newsweek (U.S.)	3,001,000		86,700	28.89

(¹) Calculated by dividing cost by RPC multiplied by circulation.

Source: Calculated by Comac Publications using data from ABC, Standard Rates and Data Service, CARD, SMRB and PMBIII.

EXHIBIT 20

KEY ADVERTISING BUYERS IN
MAJOR CONSUMER MAGAZINES
 1982

	<u>Dollars</u> (000's)	<u>Percent</u>	<u>Pages</u>	<u>Percent</u>
Alcohols, Beverage	27,701	18.9	2,388	15.7
Foods, Food Products	25,562	17.5	2,206	14.4
Drugs, Toiletries	21,103	14.4	2,142	14.1
Automotive	9,546	6.5	930	6.1
Smoking Supplies	8,676	5.9	795	5.2
Travel, Hotels	7,198	4.9	675	4.4
Sports, Hobbies, Pets	4,220	2.9	463	3.0
Household Furnishings	3,954	2.7	396	2.6
Stationery, Publishers	3,625	2.5	954	6.3
Retail Stores, Mail Orders	3,292	2.3	504	3.3
Other	<u>31,524</u>	<u>21.5</u>	<u>3,797</u>	<u>24.9</u>
TOTAL	146,401	100.0	15,250	100.0

Source: Magazine Advertising Summary Service, Magazine Association of Canada.
Gross revenues (before commissions and discounts)

The magazines included (plus share of measured market) are: Canadian Geographic (0.3), Chatelaine-E (16.0), Châtelaine-F (4.2), City Woman (1.4), Financial Post Magazine (2.6), Flare (2.5), Homemakers (11.3), L'Actualité (3.1), Legion (0.5), Maclean's (16.1), Madame au Foyer (2.0), Quest (5.9), Reader's Digest (9.3), Sélection du Reader's Digest (2.6), Time (10.1), TV Guide (8.5), and TV Hebdo (3.7).

EXHIBIT 21

PROPORTION OF ADVERTISING CONTENT OF PERIODICALS

Proportion of All Content That Is Advertising %	Commercial		Non-Commercial	
	%	Cumulative %	%	Cumulative %
0	1	1	55	55
1 - 9	5	6	21	76
10 - 19	5	11	12	88
20 - 29	8	19	6	94
30 - 39	18	37	4	98
40 - 49	22	59	1	99
50 - 59	18	77	1	100
60 - 69	22	99	-	
70 - 79	1	100	-	
80 - 89	-		-	
90 - 100	-		-	
	<u>100</u>		<u>100</u>	
	(n = 100)		(n = 360)	
Average	43 %		7 %	

Source: Woods Gordon Survey

Interpretation: The above table indicates what proportion of each group shown has advertising of a specific amount of space. For instance of the commercial publications in our survey who answered this question, 22% had between 40-49% of their space devoted to advertising messages. On average, for all the commercial publications reporting, 43% of space was devoted to advertising.

n = number of respondents

EXHIBIT 22

DISTRIBUTION OF PERIODICALS BY AMOUNT
OF EDITORIAL CONTENT
IN A SELECTION OF CONSUMER AND
BUSINESS PERIODICALS

<u>Amount of Editorial Content as Percent of all Content</u> %	<u>Commercial</u> %	<u>Non-Commercial</u> %
Under 10	-	7
10 - 19	-	1
20 - 29	1	3
30 - 39	8	1
40 - 49	29	2
50 - 59	19	5
60 - 69	21	6
70 - 79	8	9
80 - 89	7	14
90 - 99	6	33
100	<u>1</u> 100	<u>20</u> 100
Average Percent	55% (n = 100)	80% (n = 360)

Source: Woods Gordon Survey, 1983

Interpretation: The above table indicates what proportion of each group shown has editorial content (defined as 'writing') of a specified amount of space. For instance for the 100 commercial publications reporting, 21% reported that editorial content occupied 60 - 69% of space.

n = number of respondents

EXHIBIT 23

ESTIMATED EDITORIAL COSTS AS
PERCENT OF TOTAL EXPENDITURES

<u>Type of Periodical</u>	<u>Average Cost</u> %	<u>High</u> %	<u>Low</u> %
Business			
Trade, Technical, Professional	14	20	4
Agriculture	17	44	2
Consumer			
General			
Greater than 1\$ Million Revenue	18	51	3
Less than 1\$ Million Revenue	15	22	10
Scholarly/Educational and Artistic and Literary	15	39	0
Religious	17	25	2

Source: Woods Gordon Survey

EXHIBIT 24

SOURCES OF EDITORIAL CONTENT OF COMMERCIAL PERIODICALS
(Percent)

	<u>Percent Of</u> <u>Content</u>		<u>Percent Of</u> <u>Editorial Expense</u>
Paid Staff	40		46
Paid Freelance	22		24
Voluntary	28		
Other Contributions	2		
Serialization and Syndication	2)	
Reprints	2)	5
Press Agencies	2)	
)	
Other ⁽¹⁾	2		25

Source: Woods Gordon Survey

⁽¹⁾Other included research costs, travel expenditures, membership in associations, circulation audit fees, etc.

EXHIBIT 25
 SIZE OF PUBLICATIONS
 BY
NUMBER OF PAGES

<u>Pages</u>	<u>Commercial</u> %	<u>Non-Commercial</u> %
24 or less pages	20	45
25 - 36	16	16
37 - 48	17	6
49 - 72	17	11
73 - 96	8	4
97 - 144	8	10
145 +	$\frac{14}{100}$	$\frac{8}{100}$
Average	64 (n = 123)	56 (n = 388)

Source: Woods Gordon Survey
 n = number of respondents

EXHIBIT 26

DISTRIBUTION OF PERIODICALS BY SIZE OF CIRCULATION

Single-Issue <u>Circulation</u>	CARD-Based Estimates ⁽¹⁾			Woods Gordon Estimates ⁽²⁾		
	<u>Titles</u>	<u>Circulation</u> (000's)	<u>Percent</u>	<u>Titles</u>	<u>Circulation</u> (000's)	<u>Percent</u>
Less than 2,000	36	619	-	2,900	2,800	4
2,000 - 9,999	337	1,904	4	1,190	5,500	8
10,000 - 49,999	441	9,692	18	650	12,000	17
50,000 - 99,999	87	5,824	11	150	10,000	14
100,000 Plus	<u>97</u>	<u>35,799</u>	<u>67</u>	<u>110</u>	<u>40,000</u>	<u>57</u>
Total	998	53,268	100	5,000	71,000	100

Sources:

⁽¹⁾As calculated by Statistics Canada, Cat. 87-511, 1981 based on CARD.

⁽²⁾Based on analysis of Uhlrich's list, CARD, ABC and Woods Gordon Survey.

EXHIBIT 27

TWENTY LARGEST PERIODICALS
PUBLISHED IN CANADA, 1982

(Circulation in 000's)

<u>BY SINGLE-ISSUE CIRCULATION</u>		<u>BY ANNUAL CIRCULATION</u>			
1.	TV TIMES	1,692	1.	TV TIMES	87,984
2.	Homemaker's	1,341	2.	TV Guide	47,008
3.	Reader's Digest	1,303	3.	Star Week	41,652
4.	Chatelaine(English)	1,086	4.	MacLean's	33,228
5.	TV Guide	904	5.	Teleprobec 5	23,400
6.	Star Week	801	6.	Time	16,640
7.	Quest	713	7.	TeleHoraine	16,380
8.	MacLean's	639	8.	TV Hebdo TV Plus	15,028
9.	Travelife	500	9.	Homemaker's	13,410
10.	Téléprobec 5	450	10.	Chatelaine(English)	13,032
11.	Canadian Living	351	11.	Broadcast Week	11,811
12.	Time	320	12.	Western Producer	7,332
13.	Sélection du Reader's Digest	317	13.	Le Lundi	6,615
14.	TeleHoraire	315	14.	Quest	5,700
15.	Madame Au Foyer	309	15.	Sélection du Reader's, Digest	3,804
16.	United Church Observer	304	16.	United Church Observer	3,645
17.	City Woman	300	17.	Chatelaine(French)	3,564
18.	Chatelaine(French)	297	18.	Canadian Living	3,500
19.	TV Hebdo/TV Plus	289	19.	Madame Au Foyer	3,090
20.	Canadian Churchman	<u>272</u>	20.	Travelife	<u>3,000</u>
	Total	12,503		Total	359,823

Source: CARD, 1983 (using 1982 circulation data)

EXHIBIT 28

YEAR PERIODICALS ESTABLISHED
(Percent)

<u>Year</u>	<u>Commercial</u> %	<u>Non-Commercial</u> %
pre 1900	4	1
1901-1919	4	1
1920-1929	10	3
1930-1939	8	3
1940-1949	7	8
1950-1959	9	11
1960-1969	17	23
1970-1979	30	43
1980	6	2
1981	5	2
1982	<u>1</u>	<u>1</u>
	100	100
	(n = 130)	(n = 460)

Source: Woods Gordon Survey, 1983.

n = number of respondents

EXHIBIT 29

DISTRIBUTION OF CIRCULATION
BY PROVINCE AND TYPE OF PERIODICAL

	<u>Non-Commercial</u> %	<u>Commercial</u> %	<u>Total</u> %	<u>Population Distribution</u> %
Newfoundland	0.9	2.2	1.9	2.4
Prince Edward Island	0.4	1.2	1.0	0.5
Nova Scotia	4.8	5.4	5.2	3.5
New Brunswick	1.6	3.0	2.7	2.9
Quebec	20.8	22.0	21.5	26.2
Ontario	41.0	34.8	36.0	35.7
Manitoba	2.9	4.6	4.3	4.3
Saskatchewan	4.9	6.1	5.8	4.1
Alberta	11.8	9.9	10.8	8.9
British Columbia	<u>11.0</u>	<u>10.8</u>	<u>10.8</u>	<u>11.2</u>
	100.0	100.0	100.0	100.0

Source: Woods Gordon Survey and Statistics Canada (1981 Census)
(excludes foreign distribution)

EXHIBIT 30

CONTROLLED AND PAID
DISTRIBUTION OF CANADIAN PERIODICALS
 (Single-Issue)

Category	Percent Controlled		Percent Paid	
	<u>Titles</u> %	<u>Circulation</u> %	<u>Titles</u> %	<u>Circulation</u> %
Business	62	77	38	23
Trade, Technical, Professional	66	85	34	15
Agricultural	50	50	50	50
Business Newsletters	0	0	100	100
Consumer	19	60	81	40
General Consumer	25	30	75	70
TV/Radio	98	90	2	10
Public Advocacy/Association	5	5	95	95
Other				
Scholarly/Educational	4	4	96	96
Artistical Literary	3	3	97	97
Religious	50	60	50	40

Source: Rough estimates based on the Woods Gordon Survey, CARD estimates and ABC estimates.

Interpretation: This table divides all publications produced in each category into controlled or paid periodicals. Those publications that split their circulation between the two were assigned to the category with the largest proportion.

The above table states that 25 percent of general consumer periodicals as measured by titles and 30 percent as measured by circulation are distributed free and, correspondingly 75 percent as measured by titles and 70 percent by circulation, are distributed on a paid basis.

EXHIBIT 31

COVER PRICE FOR PAID PERIODICALS

<u>Price</u>	<u>Commercial</u> %	<u>Non-Commercial</u> %
\$0.01 - 1.00	27	22
1.01 - 2.00	44	22
2.01 - 3.00	18	18
3.01 - 5.00	3	18
\$5.01+	<u>12</u>	<u>21</u>
	100	100
Average price	\$1.39	\$1.92
	(n = 90)	(n = 180)

Source: Woods Gordon Survey

n = number of respondents

EXHIBIT 32

SUBSCRIPTION PRICE FOR PAID PERIODICALS

	Commercial %	Non-Commercial %
\$ 0.01 - .99	2	7
1.00 - 1.99	2	3
2.00 - 4.99	4	13
5.00 - 9.99	24	25
10.00 - 19.99	43	39
20.00 - 39.99	22	8
\$40.00+	<u>2</u>	<u>2</u>
	100	100
Average	\$13.04	\$8.28
	(n = 103)	(n = 252)

Source: Woods Gordon Survey

n = number of respondents

EXHIBIT 33

ESTIMATED DISTRIBUTION OF
CANADIAN PERIODICALS BY CHANNEL
 1981

	<u>Annual Circulation</u> (millions)	<u>Percent</u> %
Direct (airplanes, newspaper supplements, etc.)	400	44
Retail	80	6
Post Office	<u>481</u>	<u>50</u>
	961	100.0

Source: Estimated by Woods Gordon based on a variety of sources including the Post Office, CARD and ABC
 Derived by assuming that most of the TV Guides (370 million copies) would use non-post office methods except TV Guide. The others such as hotel magazines and in-flight magazines will more than off-set the TV Guide figures.
 The retail estimate is based on ABC figures with some adjustment for under coverage. Thus, the post office estimate is a residual calculation.

EXHIBIT 34

ROUGH ESTIMATE OF POST OFFICE
VOLUME BY RATE CLASS
FOR PERIODICALS INCLUDED IN STUDY, 1981

	<u>Titles</u>	<u>Annual Volume</u> (millions)	<u>%</u>
First Class	600	10	4.2
Second Class			
- Code 3	600	240	49.9
- Code 4	1,500	90	18.7
Third Class	<u>2,200</u>	<u>141</u>	<u>29.3</u>
Total	4,900 (1)	481	100.0

Source: Various tabulations based on 1980 postal statements and other sources - CARD, etc., as well as Woods Gordon estimates

The number of titles and annual volume for second class categories are based on Post Office records. The number of titles and volume of first class is based on the survey indication that many government publications and many small association periodicals choose or must use first class. Third class is a residual calculation.

- (1) There are a number of periodicals (in-flight, in-hotel, in-movie houses, etc.) that do not use the post office for the bulk of of their distribution. It is likely, however, that almost all titles distribute at least some copies by mail. Thus, we have excluded 100 titles from this tabulation.

EXHIBIT 35

POSTAL DISTRIBUTION COSTS
BY TYPE OF PERIODICAL
 (Percent of Total Costs)

<u>Type of Periodical</u>	<u>Average</u> %	<u>High</u> %	<u>Low</u> %
Business	7	40	1
Consumer			
Greater than \$1 million	8	22	2
Less than \$1 million	4	20	1
Scholarly/Educational and Artistical Literary	6	16	1

Source: Woods Gordon Survey

EXHIBIT 36

DISTRIBUTION BY RETAIL AND SUBSCRIPTION
FOR CANADIAN MEMBERS OF ABC⁽¹⁾

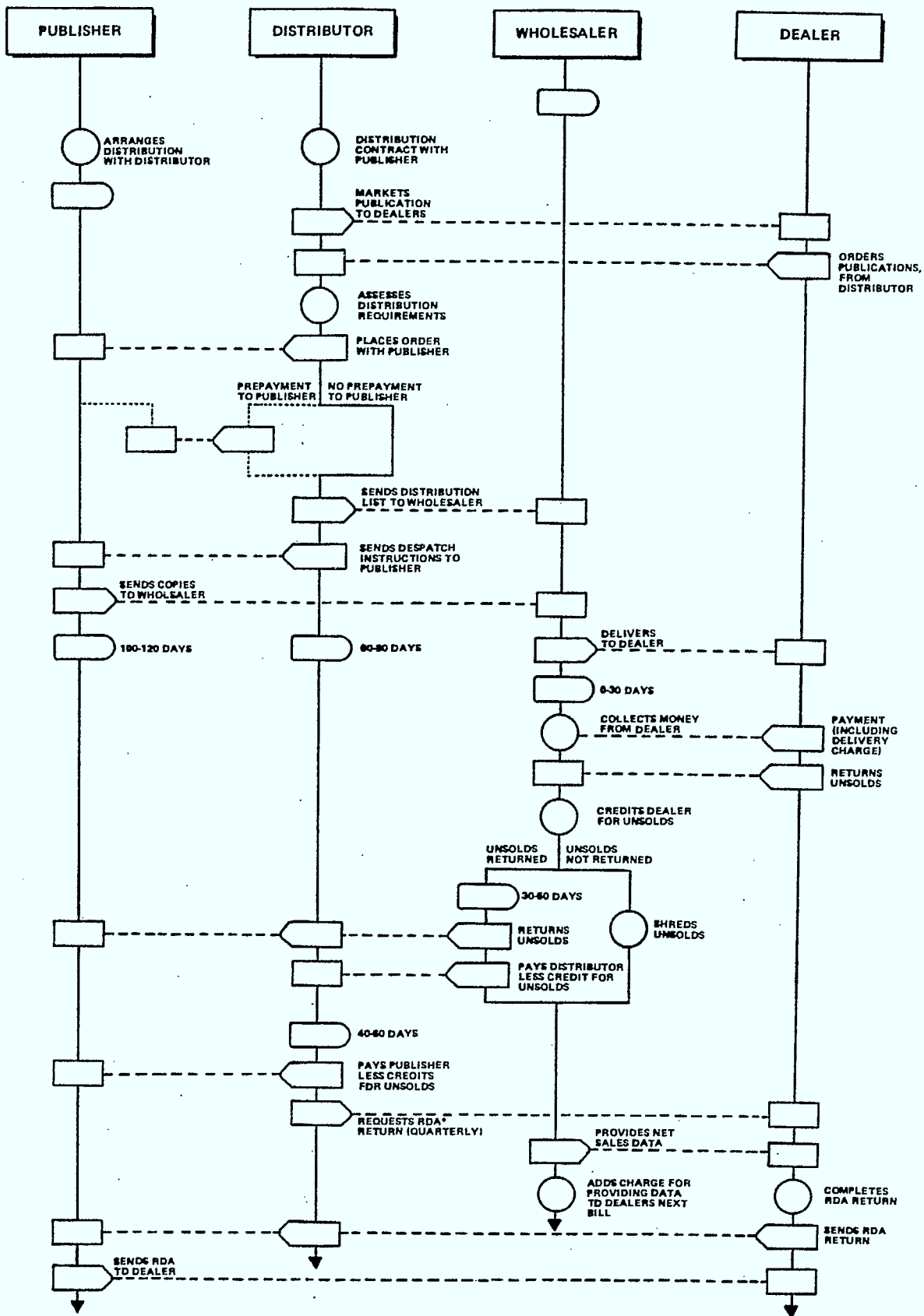
	<u>1961</u>	<u>1971</u>	<u>1981</u>
Newsstand Sales - #	27,448	59,226	71,793
%	28.4	43.0	37.0
Mail Subscription Sales - #	69,073	78,467	122,053
%	71.6	57.0	63.0
Total - #	96,521	137,733	193,846
%	100.0	100.0	100.0

⁽¹⁾ These are largely consumer periodicals. We have included Time, Reader's Digest and TV Guide in all years. We have also attempted to make the years comparable in terms of membership in ABC by adding data in previous years or subtracting data in later years.

Source: ABC, various years

EXHIBIT 37

PERIODICALS DISTRIBUTION - FLOW OF TRANSACTIONS



* RDA = Retail Display Allowance

EXHIBIT 38

STATISTICS CANADA ESTIMATES OF PERIODICAL CIRCULATION BY COUNTRY OF ORIGIN

1981

(single-issue circulation in 000's)

	<u>Canadian</u>		<u>Foreign</u>		<u>Total</u>		<u>Canadian-Originated</u>
							<u>as Percent of</u>
	<u>Titles</u>	<u>Circulation</u>	<u>Titles</u>	<u>Circulation</u>	<u>Titles</u>	<u>Circulation</u>	<u>all Circulation</u>
							<u>in Canada</u>
							%
Consumer*	282	29,561	376	10,109	658	39,670	74.5
Farm	86	2,475	35	91	121	2,565	96.4
Trade	497	8,852	2	10	499	8,863	99.9
TV Guides	29	7,075	4	24	33	7,099	99.7

*Includes Roto

Sources: Unpublished data from Statistics Canada Cat. 87-511 based on data from CARD and the Audit Bureau of Circulation.

EXHIBIT 39

FOREIGN-ORIGINATED SHARE OF
NEWSSTAND AND SUBSCRIPTION MARKET IN CANADA
 (ABC ESTIMATES)

	<u>1961</u> %	<u>1971</u> %	<u>1981</u> %
Newsstand	85.3	79.6	77.0
Subscriptions	61.1	62.6	40.7
Total	68.7	70.1	60.5

Note 1: Every attempt was made to make the list of Canadian consumer periodicals constant from 1961 through 1981. That is, shifting membership in ABC was accounted for wherever possible.

Note 2: There is some controversy over whether Reader's Digest and TV Guide are 'Canadian'. We have determined that for our general purposes they certainly are. However, their change from American to Canadian ownership, especially in the case of TV Guide, can dominate statistical trends. For this reason only, we have excluded them from this table.

EXHIBIT 40

ESTIMATED SOURCES OF EXPENSES
FOR PERIODICALS

	<u>Consumer</u>		<u>Business</u>
	Less than \$1 million	Greater than \$1 million	%
	%	%	
Advertising	9	8	22
Circulation	11	17	6
Editorial	21	16	12
General & Adm.	15	10	15
Manufacturing	31	38	35
Distribution	4	8	9
Other Costs	<u>9</u>	<u>3</u>	<u>1</u>
	100	100	100

Definitions:

Advertising costs - selling costs, research and promotion.

Circulation - commissions to subscription agencies, single copy promotion and fulfillment

Editorial - staff and freelance writers, artwork, research, etc.

General and Administration - staff and other office expenses

Manufacturing - printing and binding (including paper)

Distribution - postal and other

Other - various

Note:

We have not calculated a comparable breakdown for other categories since most firms could not calculate the costs borne by the supporting organizations that were not already clearly stated. Since practice varied widely, we could not even estimate the general trend.

Source: Woods Gordon Survey

EXHIBIT 41

ESTIMATED SOURCES OF REVENUE FOR INDIVIDUAL PERIODICALS

(Percent Distribution - Horizontal)

Type of Periodical	<u>Advertising</u> %	<u>Paid</u> <u>Circulation</u> %	<u>Other</u> <u>(Subsidy,</u> <u>grant, etc.)</u> %	<u>Total</u> %
Business				
Trade, Technical, Professional	83	11	6	100
Agriculture	83	10	7	100
Business Newsletters	5	95		100
Consumer				
General Consumer (Total)	62	37	1	100
(Revenues less than \$1 million)	(48)	(40)	(12)	(100)
(Revenues greater than \$1 million)	(63)	(37)		(100)
TV/Radio ⁽¹⁾	X	X	X	X
Public Association/Advocacy	NA	NA	NA	NA
Scholarly/Educational	1	40	49	100
Artistic and Literary	1	43	56	100
Religious	18	68	14	100

⁽¹⁾ Confidential to protect the fact that TV Guide is the only substantial partly subscription-based TV/Radio periodical. Except for TV Guide, almost all others are entirely advertising based.

Source: Woods Gordon Survey. Based on responses of 282 publications that provided financial information. (Since there was a very small selection of 'business newsletters' that replied to our survey, we have relied on industry estimates obtained in several interviews rather than the survey).

N.A.: Not Available

EXHIBIT 42

AVERAGE PROFIT BEFORE TAX FOR COMMERCIAL PUBLISHERS

AS A PERCENT OF REVENUE, UNWEIGHTED ⁽¹⁾
(1979 - 1982)

	Total Circulation of Firm		
	<u>Under 50,000</u> %	<u>50,000-99,000</u> %	<u>100,000 +</u> %
1982	2.5	5.2	3.1
1981	4.8	5.6	4.6
1980	1.7	5.1	3.2
1979	4.4	7.2	5.0
	(n = 29)	(n = 14)	(n = 12)

Source: Woods Gordon survey. Sample (n) includes only those companies that completed financial information for all four years.

⁽¹⁾ Unweighted - average of percent profit reported by firms, irrespective of size of firm within the category.

EXHIBIT 43

PROFITABILITY COMPARISON

(1975/1977 TAX YEARS)

Average for Group of 93 Periodical Firms
with Average for Total SIC 288/289 and SIC 288

	<u>Profits/Equity</u>		<u>Profits/Sales</u>	
	1975	1977	1975	1977
Group of 93 Periodical Firms	9.4%	16.6%	3.8%	5.6%
Publishing Only/ Publishing & Printing (SIC 288/289)	30.4%	25.2%	10.7%	7.8%
Publishing Only (SIC 288)	35.0%	31.9%	9.7%	8.2%

Source: Statistics Canada, special tabulation of Corporation
Financial Statistics, (As reported in Bureau of Management
Consulting, Interim Profile of the Periodical Publishing
Industry in Canada, 1981).

EXHIBIT 44

FINANCIAL PERFORMANCE OF COMMERCIAL

PERIODICAL PUBLISHERS⁽¹⁾, 1982
(Percent of Firms - Vertical)

<u>Ratio of Revenue</u> <u>---To---Expense</u> %	<u>Circulation Size⁽²⁾</u>		
	<u>Under 50,000</u> %	<u>50,000-99,000</u> %	<u>100,000 +</u> %
Less than 90	4		
90 - 95	6	6	6
96 - 99	17	11	13
100	43	11	19
101 - 104	20	39	44
105 - 109	20	39	44
110 +	6	17	6
Average Ratio	102.7 (n = 35)	104.8 (n = 18)	102.9 (n = 16)

(1) All profit-oriented publishers with major interest in publishing and that provided financial ratio information - 69 publishers (higher than in Exhibit XLII because some of these publishers only provided data for 1982).

(2) Total circulation of all periodicals that are published by the organization.

Source: Woods Gordon Survey

n = number of respondents

EXHIBIT 45

OPERATING SURPLUS/DEFICIT OF
SELECTED PUBLICATIONS, 1982 (BEFORE TAX)
 (Percent of Total Revenues)

	<u>Periodicals Having a Surplus</u>		<u>Periodicals Having a Deficit</u>		<u>All Periodicals Average Weighted</u>
	<u>Weighted</u>	<u>Unweighted</u>	<u>Weighted</u>	<u>Unweighted</u>	
Trade Periodicals	+21%	+18%	-18%	-16%	+9%
Consumer Periodicals	+5%	+7%	-16%	-18%	+4%
Total	+6%	+12%	-18%	-16%	+5%

Sample: Trade - 25 largest profit-oriented periodicals reporting to survey
 (Total Revenues of \$23 million)
 Consumer - 25 largest profit-oriented periodicals reporting to survey
 (Total Revenues of \$121 million)

Notes: The percent is of total revenues.
Weighted means that the total dollars were added first then the percent calculated.
Unweighted means that the percent was calculated on each periodical and then the average taken of the percents.

This table reports the operating surplus or deficit of a selection of periodicals. Not included are debt charges, income taxes, etc. We did not request data that would permit a return on equity to be calculated.

Source: Woods Gordon Survey, 1983.

SUMMARY OF ISSUES BY SECTOR

<u>Issue</u>	<u>Government⁽¹⁾</u>	<u>Consumer Sector</u>	<u>Business Sector</u>	<u>Cultural Sector</u>	<u>Scholarly Sector</u>	<u>Religious Sector</u>
1. POST OFFICE						
real costs	M	M	M	m	m	m
preparation	x	M	M	M	M	m
regulations	x	M	M	M	M	m
eligibility	x	M	M	M	M	M
o controlled circulation	x	M	M	x	x	M
o associations	x	M	M	M	M	M
government objectives	M	x	x	x	x	x
rates	M	M	M	M	M	M
2. MARKETING						
newsstand penetration	x	m	m	m	x	x
promotion assistance	x	m	x	m	x	x
distribution assistance	x	x	x	M	x	x
3. SMALL BUSINESS	x					
4. FOREIGN COMPETITION	x	m	M	x	x	x
5. TECHNOLOGY IMPACT	x	m	m	x	x	x
6. WRITERS' REMUNERATION	x	m	x	m	x	x
7. FOREIGN OWNERSHIP	x	x	x	x	x	x
M: major concern						
m: minor concern						
x: no concern						

⁽¹⁾ As the one experiencing problems

EXHIBIT 47

SUMMARY OF MAJOR GOVERNMENT PROGRAMS IMPACTING THE PERIODICAL INDUSTRY

<u>Program</u>	<u>Sectors of Prime Impact</u>					<u>Rest of⁽¹⁾</u>	
	<u>Consumer</u>	<u>Business</u>	<u>Publishers</u> <u>A.L.*</u>	<u>Scholarly</u>	<u>Religion</u>	<u>Periodicals</u>	<u>Industry Readers</u>
Indirect							
Reduced Postal Rates	X	X	X	X	X	X	X
Income Tax Act 1976 Amendments	X	X					
Schedule C - Tariff 99221-1	X	X					
FIRA	X	X				X	
Copyright Act	X	X	X	X	X	X	X
Direct							
Canada Council Grants			X				X
SSHR Council Grants				X			X
NSER Council Grants				X			X
Provincial Grants	X		X	X			X
Wintario Half Back	X		X				X
Distributor Ownership Restriction						X	

*Artistic and Literary

⁽¹⁾ Comprises other than publishers such as distributors, printers, etc.

EXTRACTS FROM

A PUBLISHER'S GUIDE TO SECOND CLASS MAILING PRIVILEGES

INTRODUCTION

This publication has been prepared for the benefit of the publishing industry and is available free of charge upon request at your local Post Office.

I N D E X

- 1 - Basic conditions
- 2 - Exclusions
- 3 - How to apply for second class mailing privileges
- 4 - Second class mail rates
- 5 - Appeal procedure
- 6 - General requirements
- 7 - Preparation for mailing
- 8 - Redirection and undeliverable services
- 9 - Definitions

APPENDICES

1 - BASIC CONDITIONS

There exists within the Canada Post Corporation postal rate structures subsidized rates for newspapers and periodicals. These lower rates vary depending on the frequency of issue of the publication and whether or not it is distributed on a paid circulation basis.

To be authorized to mail at the second class mail rates a newspaper or periodical must meet the following basic conditions. It must be:

- (A) published for the purpose of disseminating to the public any one or more of the following:
 - (i) news,
 - (ii) articles of comment on or analysis of the news, and
 - (iii) articles with respect to other topics currently of interest to the general public, or

- (B) devoted primarily to:
 - (i) religion
 - (ii) the sciences
 - (iii) agriculture
 - (iv) forestry
 - (v) the fisheries
 - (vi) social or literary criticism
 - (vii) reviews of literature or the arts or is an academic or scholarly journal
 - (viii) the promotion of public health and published by a non-profit organization organized on a national or provincial basis.
- (C) published at a frequency stated therein of not less than four times a year,
- (D) prepared for mailing in accordance with the specifications outlined in Section 7 of this booklet,
- (E) mailed by a publisher, and
- (F) registered as second class mail with Canada Post Corporation.

2 - EXCLUSIONS

Although a newspaper or periodical may meet the basic conditions, it cannot be granted second class mailing privileges if it is:

- (A) published by or at the direction of a person whose principal business is other than publishing and the publication is published as an auxiliary to or for the purpose of advancing such person's principal business.
- (B) published by or under the auspices of a fraternal, trade, professional or other association or a trade union, credit union, cooperative, or local church congregation unless it is devoted primarily to one of the categories outlined in Section 1 (B) of the Basic Conditions.
- (C) mailed on a mass distribution basis to individuals who have not requested that it be mailed to them.
- (D) published or printed outside Canada when its paid circulation is ordinarily less than 50% of its total circulation.
- (E) one containing more than 70% of the space therein devoted to advertising in more than 50% of the issues thereof published

EXHIBIT 49

IMPORTANCE OF POSTAL COSTS FOR PAID CIRCULATION PERIODICALS

	<u>% of Total Costs</u>				
	<u>Circulation of Single Issue</u>				
	<u>1,000</u>	<u>10,000</u>	<u>100,000</u>	<u>1,000,000</u>	
				(a)	(b)
Cost of mailing periodicals at 2nd class Code 3 rate:	0.2	1.8	2.8	3.4	5.0
Cost of mailing for promotion:	1.7	3.8	5.0	5.3	6.0
Cost of renewals mailing:	0.8	0.9	1.0	1.0	1.0
Other postal costs:	<u>0.8</u>	<u>2.5</u>	<u>3.0</u>	<u>3.3</u>	<u>4.0</u>
Total postage bill	3.5	9.0	11.8	13.0	17.0
Other	96.5	91.0	88.2	87.0	83.0
Total expenses of publishing the periodical for the year: %	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Source: Calculated by Woods Gordon based on a limited number of case studies and survey results. This is intended to give orders of magnitude only.

- a) : 12 issues a year
- b) : 52 issues a year

EXHIBIT 50

IMPACT OF DIFFERENT POSTAL RATES
BY VARIOUS WEIGHT, FREQUENCY
AND CIRCULATION SIZES

(Amount Paid Annually)
(\$000's)

	3rd Class Bulk <u>Unaddressed</u>	3rd Class Bulk <u>Addressed</u>	2nd Class Code 3	2nd Class Code 4	1st Class
Monthly 20,000 Copies 100 grams	22	53	10	24	154
Monthly 100,000 Copies 100 grams	112	265	50	121	768
Monthly 600,000 Copies 100 grams	670	1,591	302	727	4,608
Monthly 20,000 Copies 200 grams	31	93	10	42	254
Monthly 100,000 Copies 200 grams	157	464	50	210	1,272
Monthly 600,000 Copies 200 grams	943	2,786	302	1,260	7,632
Weekly 20,000 Copies 100 grams	97	230	43	105	666
Weekly 100,000 Copies 100 grams	484	1,149	218	525	3,328
Weekly 600,000 Copies 100 grams	2,902	6,895	1,310	3,151	19,968
Weekly 20,000 Copies 200 grams	136	402	43	182	1,102
Weekly 100,000 Copies 200 grams	681	2,012	218	910	5,512
Weekly 600,000 Copies 200 grams	4,087	12,074	1,310	5,460	33,072

Source: Woods Gordon using January 1984 postal rates.

EXHIBIT A.I.i

SOURCES CONSULTED TO COMPILE ESTIMATE

OF NUMBER OF CANADIAN PERIODICALS - NATIONAL⁽³⁾

<u>Full Title</u>	<u>Source/Publisher</u>	<u>Nemonic</u>	<u>Format⁽²⁾</u>	<u>Number of Publications Listed in Canada</u>
Post Office Second Class List dated, Spring 1983	Post Office	PO	P, T	3,692 ⁽⁴⁾
Canadian Advertising Rates and Data (1981, 1983 Jan. and Dec. editions)	MacLean Hunter	CARD	P	998 ⁽¹⁾
Uhlrich's Directory (Feb. 1983)	Bowker Publishing	UH	P, T	4,322
Canada Newsletter Association	Canadian Newsletter Association	CNA	P	18 member firms
Canada Council (1981 and 1983)	Canada Council	CC	P	90
Audit Bureau of Circulation "Blue Book" and Canadian Circulation Audit Board	Audit Bureau of Circulation	ABC CCAB	P P	60 250
Social Sciences and Humanities Research Council of Canada (1981 and 1983)	Social Sciences and Humanities Research Council of Canada	SSHRCC	P	100
Natural Sciences and Engineering Research Council	Natural Sciences and Engineering Research Council	NSERC	P	140

⁽¹⁾With circulations listed, 1,050 with all listing.

⁽²⁾P - Print

T - Computer Tape

⁽³⁾Includes sources with French publications

⁽⁴⁾Includes newspapers

EXHIBIT A.I.i

<u>Full Title</u>	<u>Source/Publisher</u>	<u>Nemonic</u>	<u>Format⁽²⁾</u>	<u>Number of Publications Listed in Canada</u>
Canada Directory of Association	Brian Land, editor	CDA	P	8,000 associations
Canadian Periodical Publishers' Association	Canadian Periodical Publishers' Association	CPPA	P	170
Association of Universities and Colleges in Canada	Association of Universities and Colleges in Canada	AUCC	P	180
Society for Scholarly Publishing	Society for Scholarly Publishing	SSP	P	45 members
Ethnic Press Association of Ontario	Ethnic Press Association of Ontario	EPAO	P	50
Provincial Arts Councils	Various provinces	PAC	P	110
Publishing Scholarly Journals in Canada	Paper by J.W. Parsons		P	

EXHIBIT A.I.ii

SOURCES CONSULTED TO COMPILE ESTIMATES

OF NUMBER OF CANADIAN PERIODICALS - QUEBEC⁽¹⁾

<u>Full Title</u>	<u>Source/Publisher</u>	<u>Nemonic</u>	<u>Format⁽²⁾</u>	<u>Number of Publications Listed in Québec</u>
Liste des revues et journaux courants du Québec reçus à la Bibliothèque nationale du Québec	Bibliothèque nationale	BNQ	P	2,000
Répertoire des médias québécois	Ministère des Communications	RMQ	P	225
L'officiel de la publicité au Québec	Agence générale d'éditions professionnelles Inc.	OPQ	P	120
Répertoire analytique des publications gouvernementales du Québec	Ministère des Communications	RAPG	P	
Le Québec en revue	Association des éditeurs de périodiques culturels québécois	AEPCQ	P	35
Répertoire des périodiques de langue française		AUPELF	P	
Catalogue général 1983 de Périodica	Périodica	CGP	P	
Répertoire analytique d'articles de revues du Québec		RADAR	P	148
Liste annuelle des éditeurs de périodiques subventionnés par le	Ministère des Affaires culturelles	MAC	P	30
Liste annuelle des éditeurs de périodiques subventionnés par le	Ministère de l'Éducation	FCAC	P	
Répertoire des associations et la liste des Sociétés membres de la Chambre de commerce de Montréal	La Chambre de Commerce de Montréal	CCM	P	

(1) Not included on English listing

(2) P Print

EXHIBIT A.II

CALCULATIONS USED TO ESTIMATE THE BUSINESS COMPONENT
OF THE UNIVERSE

	<u>English Market</u>	<u>French Market</u>	<u>Rounded Canada Estimate</u>
<u>Agriculture</u>			
1. Titles	135	15	150
2. Average Circulation	20,000	11,000	
3. Total Single Issue (000's) Circulation (1 x 2)	2,700	165	2,900
4. Average Frequency	6.7	6.7	
5. Total Annual Circulation (000's) (4 x 3)	18,090	1,105	19,000
<u>Business Newsletters</u>			
1. Titles	90	10	100
2. Average Circulation	2,500	1,000	
3. Total Single Issue (000's) (1 x 2)	225	10	250
4. Average Frequency	26	26	
5. Total Annual Circulation (000's) (4 x 3)	5,850	260	6,000
<u>Trade, Technical and Professional-Commercial</u>			
1. Titles	400	125	500
2. Average Circulation	17,000	7,000	
3. Total Single Issue (000's) (1 x 2)	6,800	875	8,000
4. Average Frequency	11.5	11.5	
5. Total Annual Circulation (4 x 3)	78,200	10,063	88,000
<u>Trade, Technical and Professional-Association</u>			
1. Titles	800	250	1,100
2. Average Circulation	4,300	4,000	
3. Total Single Issue (000's) (1 x 2)	3,440	1,000	4,000
4. Average Frequency	7	7	
5. Total Annual Circulation (4 x 3)	23,800	7,000	31,000
<u>Trade, Technical and Professional-Government</u>			
1. Titles	200	100	300
2. Average Circulation	15,000	10,000	
3. Total Single Issue (000's) (1 x 2)	3,000	1,000	4,000
4. Average Frequency	4	4	
5. Total Annual Circulation (4 x 3)	12,000	4,000	16,000
<u>Total Business Category</u>			
1. Titles	1,625	500	2,150
3. Total Single-Issue (000's)	16,165	3,050	19,150
5. Total Annual Circulation (000's)	138,220	22,428	160,000

EXHIBIT A.III

CALCULATIONS USED TO ESTIMATE THE CONSUMER COMPONENT
OF THE UNIVERSE

	<u>English Market</u>	<u>French Market</u>	<u>Rounded Canada Estimate</u>
<u>TV/Radio</u>			
1. Titles	37	13	50
2. Average Circulation	151,000	150,000	150,000
3. Single Issue Circulation(000's) (1 x 2)	5,600	1,950	8,000
4. Average Frequency	49	49	49
5. Total Annual Circulation (000's) (4 x 3)	275,000	95,000	370,000
 <u>Public Advocacy/Association</u>			
1. Titles	330	138	500
2. Average Circulation	8,700	6,000	8,000
3. Single Issue Circulation(000's) (1 x 2)	2,900	828	4,000
4. Average Frequency	6	6	6
5. Total Annual Circulation (000's) (4 x 3)	17,000	5,000	22,000
 <u>General Consumer</u>			
1. Titles	450	150	600
2. Average Circulation	62,800	38,000	57,000
3. Single Issue Circulation(000's) (1 x 2)	28,800	5,700	34,000
4. Average Frequency	11	10	11
5. Total Annual Circulation (000's) (4 x 3)	318,000	57,000	375,000
 <u>Total Consumer Category</u>			
1. Titles	816	300	1,150
2.			
3. Total Single - Issue (000's)	37,000	9,000	46,000
4.			
5. Total Annual Circulation (000's)	610,000	157,000	767,000

EXHIBIT A.IV

CALCULATIONS USED TO ESTIMATE THE SCHOLARLY, ARTISTIC AND LITERARY,
AND RELIGIOUS COMPONENTS OF THE UNIVERSE

	<u>English</u> <u>Market</u>	<u>French</u> <u>Market</u>	<u>Rounded</u> <u>Canada</u> <u>Estimate</u>
<u>Scholarly/Educational</u>			
1. Titles	350	160	500
2. Average Circulation	3,500	3,000	3,300
3. Single Issue Circulation(000's) (1 x 2)	1,225	480	1,700
4. Average Frequency	4	4	4
5. Total Annual Circulation (000's) (4 x 3)	4,900	1,920	7,000
<u>Artistic and Literary</u>			
1. Titles	400	240	650
2. Average Circulation	2,800	2,200	2,600
3. Single Issue Circulation(000's) (1 x 2)	1,120	528	1,800
4. Average Frequency	5	5	5
5. Total Annual Circulation (000's) (4 x 3)	5,600	2,640	9,000
<u>Religious</u>			
1. Titles	400	200	600
2. Average Circulation	5,000	2,500	4,200
3. Single Issue Circulation(000's) (1 x 2)	2,000	500	2,500
4. Average Frequency	7	7	7
5. Total Annual Circulation (000's) (4 x 3)	14,000	3,500	18,000

EXHIBIT A.V
ESTIMATE OF TOTAL
UNIVERSE OF CANADIAN PERIODICALS
1981

	<u>Titles</u>	<u>Total Single-Issue Circulation</u> (000's)	<u>Total Annual Circulation</u> (000's)
<u>By Categories</u>			
Business			
Trade, Technical and Professional	1,900	16,000	135,000
Agricultural	150	2,900	19,000
Business Newsletters	100	250	6,000
Sub-total	<u>2,150</u>	<u>19,150</u>	<u>160,000</u>
Consumer			
General	600	34,000	375,000
TV/Radio	50	8,000	370,000
Public Advocacy/Association	500	4,000	22,000
Sub-total	<u>1,100</u>	<u>46,000</u>	<u>767,000</u>
Scholarly	500	1,700	7,000
Arts, Culture and Literary	650	1,800	9,000
Religious	<u>600</u>	<u>2,500</u>	<u>18,000</u>
TOTAL	5,050	71,150	961,000
ROUNDED	5,000	71,000	961,000
<u>By Language Markets</u>			
French Language	1,400	14,000	188,000
English Language	3,600	57,000	773,000

Sources: A wide spectrum of information sources were used - see details in Section A.I of the Appendices

EXHIBIT B. I

DATA SOURCES AND PROSPECTS

<u>Data Items</u>	(1) <u>Source</u>	(2) <u>Coverage</u>	(3) <u>Possible Sources (Current)</u>	(4) <u>Include in New Survey</u>
<u>A. Advertising</u>				
A.1 Lineage	AB	Major Consumer		Yes
A.2 Revenue	E,AB	"		Yes
A.3 Advertising Source	E,AB	"		No
<u>B. Circulation</u>				
B.1 Newsstand	CARD		PDA	
	ABC	Major Consumer		Yes
B.2 Post Office by class	CARD	Major Consumer		
	PO,ABC	2nd Class, Commercial	PO	Yes
B.3 Other Circulation Channels	CARD	Commercial		Yes
	ABC	Major Consumer		
B.4 Revenue by Source				Yes
B.5 Development Costs	ABC	Major Consumer		No
B.6 By Province/Country	ABC	Major Consumer		
	CARD	Commercial		No
<u>C. Employment</u>				
C.1 Full-time	SC	Publishers		No
C.2 Part-time	SC	Publishers		No
C.3 Editorial				Yes
C.4 Production	SC	Publishers		No
C.5 Other Publication-Related Employment	SC			No
C.6 Other Sectors	SC			No
<u>D. Financial</u>				
D.1 Operating Revenues By Source	CBP	Business	SC	Yes
D.2 Operating Expenses By Source	CBP	Business	SC	Yes
D.3 Profit Before Tax	SC	Publishers		Yes
D.4 Capital Employed	SC	Publishers		No
<u>E. Editorial</u>				
E.1 Source				Yes
E.2 Cost				Yes
E.3 Subject Matter	CARD	Commercial		
	ABC	Major Consumer		No
<u>F. Ownership</u>				
F.1 Type of Company	SC		SC	Yes
F.2 Country of Ownership	SC	Large Firms	SC	Yes
<u>G. Foreign Periodicals</u>				
G.1 Circulation	ABC	Major Consumer	PDA	No
<u>H. Readership</u>				
H.1 Purchase	PMB,SC		SC	No
H.2 Reach	PMB		SC	No

* See key on next page

EXHIBIT B.1

DATA SOURCES AND PROSPECTS (Continued)

Sources

AB	Advertising Bureau (Magazines Canada)
E	Elliott Research
CARD	Canadian Advertising Rates and Data
ABC	Audit Bureau of Circulation
PO	Post Office
CCAB	Canadian Circulation Audit Board
SC	Statistics Canada
CBP	Canadian Business Press
PMB	Print Measurement Bureau
PDA	Periodical Distributors Association

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