



The Daily

Statistics Canada

Tuesday, August 8, 1995

For release at 8:30 a.m.

STATISTICS CANADA STATISTIQUE CANADA

AUG 8 1995

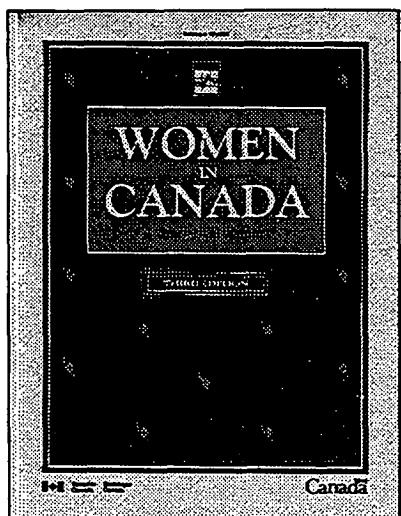
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MAJOR RELEASES

● Periodicals publishing, 1993/94

Canada's periodicals have encountered tough times because of steep declines in circulation and revenues. The major exception has been special interest publications, where circulation is soaring.

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Women in Canada

Third edition

The third edition of *Women in Canada* paints a comprehensive portrait of the nation's female population. It tracks the progress of women—or lack of it—toward greater equality in areas such as income, housing, education, employment and family life. Immigrant women, visible minority women, aboriginal women and women with disabilities are discussed in separate chapters.

The statistical report finds that in many respects the social and economic well-being of women has improved over the last two decades. However, despite this progress, gaps remain between women and men on several fronts.

This publication will be especially useful for teachers, students, researchers, and marketers, as well as those involved in developing and implementing social programs for women.

Women in Canada, third edition (89-503, \$49) is now available. See "How to order publications".

For further information on this release, contact Colin Lindsay (613-951-2603, the Internet: ghalnan@statcan.ca), Target Groups Project, Housing, Family and Social Statistics Division. Additional information is available on the Internet at <http://www@statcan.ca>.



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MAJOR RELEASES

Periodicals publishing

1993/94

Canada's periodicals have encountered tough times because of steep declines in circulation and revenues. The major exception has been special interest publications—for example, publications specializing in computers—where circulation is soaring.

Within the industry as a whole, circulation, revenue, and the number of publications have all dropped during the past four years.

In the 1993/94 fiscal year, the industry reported revenues of \$795.4 million, down 6.6% from the previous year and 10.2% from 1989/90. Advertising revenues alone plunged 14.3% during the four years.

Annual circulation dropped 4.9% during the past four years, to 496.3 million copies. There were 1,331 Canada-based periodicals in 1993/94, a loss of 162 since 1989/90.

General consumer periodicals, with 44% of circulation, have suffered the most, despite accounting for only 10% of periodicals. In 1993/94, their circulation stood at 216.2 million, down a substantial 25.7% from 1989/90.

Special interest periodicals surging

The outlook is brighter for special interest periodicals, which are targeted at specific audiences such as computer and sports enthusiasts. In 1993/94, their share of total circulation in Canada hit 30.4%, compared with only 18% four years earlier. That strength seems to reflect the industry's increasing orientation toward niche markets.

In 1993/94, 386 special interest periodicals recorded total circulation of 151.1 million copies, up a remarkable 60.2% from four years earlier.

Note to readers

The Periodical Publishing Survey collects information on periodicals published in Canada. A periodical is: published more than once a year but not more than once a week; does not have more than 70% advertising content; and, is available to the general public.

For the fiscal year 1993/94, survey respondents numbered 1,331. The survey covered six types of publications: general consumer (for example, Le Lundi, Macleans), special interest consumer (for example, New Mother, Âge d'Or, Vie Nouvelle), business and trade (for example, L'Automobile, Canadian Business), religious (for example, The Catholic Register, Prions en église), farm (for example, Le Coopérateur Agricole, Cattlemen) and scholarly (for example, Canadian Journal of Mathematics, Études Internationales).

Revenue, circulation and number of periodicals

Category of periodical	1989/90	1992/93	1993/94
General consumer			
Revenue (\$ millions)	418	356	316
Circulation (millions)	291	217	216
Number of periodicals	237	162	135
Special interest			
Revenue (\$ millions)	170	190	189
Circulation (millions)	94	149	151
Number of periodicals	443	389	386
Other			
Revenue (\$ millions)	297	306	290
Circulation (millions)	137	138	129
Number of periodicals	813	849	810
Total			
Revenue (\$ millions)	885	852	795
Circulation (millions)	522	504	496
Number of periodicals	1,493	1,400	1,331

Several factors have affected sales

Since 1989, the supply and demand of periodicals have been affected by a number of factors, including the goods and services tax, recession, competition for advertising dollars, reduced government grants, and fluctuating newsprint prices. In response, publishers have had to cut costs and change labour strategies.

Advertising revenues fell to \$485.3 million in 1993/94, an 8.3% drop from the previous year and a 14.3% decline since 1989/90. From 1985 to 1991, periodicals saw their market share of advertising dollars drop from 6.6% to 5.7%.

Government grants are an important component of revenue for some publications. After rising in recent years, grants fell 6.7% in 1993/94. General consumer periodicals were hardest hit, absorbing a 31.3% cutback.

Periodicals have managed to earn profits—and to increase them recently—only by keeping tight control on costs. Salaries, wages and fees fell 3.9% to \$181.6 million in 1993/94. Non-salaried costs fell 6.8% during the same year and dropped 16.6% during the previous four years.

During the past five years, profit before tax (as a percentage of total revenue) has ranged from a low of 2.1% in 1990/91 to a high of 5.7% in 1993/94. Again,

periodicals differ by category, with business and trade periodicals the most profitable and religious periodicals the least.

Since 1989/90, some cost cutting has been achieved by reducing the number of full-time (-8.5%) and part-time (-16.2%) employees. As well, the use of contract work has increased. But professional fees, accounted for only 18.5% of total employee compensation, have grown 65% since 1989/90.

Paper costs will likely have a profound impact on periodicals in the future. According to the industrial product price index, paper prices rose 26% in the first four months of 1995, compared with the same period last year.

For further information on this release, or to order tables, contact Pina La Novara (613-951-1573, fax: 613-951-9040), Culture Statistics Program, Education, Culture and Tourism Division. ■

OTHER RELEASES

Oil pipeline transport

May 1995

Net receipts of crude oil and equivalent hydrocarbons totalled 10 768 811 cubic metres in May, down 0.6% from May 1994. Year-to-date receipts to the end of May 1995 (53 827 881 cubic metres) rose 2.6% over the same period in 1994. Net receipts of liquefied petroleum gases and refined petroleum products in May (5 652 785 cubic metres) declined 2.0% from May 1994. Year-to-date receipts declined 0.5% to 30 109 237 cubic metres.

Pipeline exports of crude oil (5 323 878 cubic metres) increased 21.2% from May 1994; pipeline imports (705 556 cubic metres) declined 33.8%. Year-to-date exports of crude at the end of May 1995 (24 360 580 cubic metres) were up 9.2% from 1994; year-to-date imports (3 896 541 cubic metres) decreased 15.8%. Canadian crude oil has found a ready market in the United States, where indigenous production has been declining in recent years.

May deliveries of crude oil by pipeline to Canadian refineries totalled 4 599 075 cubic metres, an 8.8% decrease from 1994. May deliveries of liquid petroleum gases and refined petroleum products increased 9.8% to 422 712 cubic metres. Year-to-date deliveries of crude oil to refineries at the end of May 1995 totalled 24 926 121 cubic metres, down 5.1% from the same period in 1994.

Available on CANSIM: matrix 181.

The May 1995 issue of *Oil pipeline transport* (55-001, \$11/\$110) will be available shortly. See "How to order publications".

For further information on this release, contact Gérard O'Connor (613-951-3562), Energy Section, Industry Division. ■

Specified domestic electrical appliances

June 1995

Year-to-date shipments of kitchen appliances to the end of June 1995 amounted to 185,908 units.

Data for June 1995 on the shipments of kitchen appliances are confidential to meet the secrecy requirements of the Statistics Act.

The June 1995 issue of *Specified domestic electrical appliances* (43-003, \$6/\$60) will be available shortly. See "How to order publications".

For further information on this release, contact Laurie Vincent (613-951-3523), Industry Division. ■

Crushing of oilseeds

June 1995

Oilseed processors crushed 205 000 tonnes of canola in June, up 15% from June 1994 (179 000 tonnes). At the end of June 1995, processors reported the following stocks: 81 000 tonnes of canola seed, 29 000 tonnes of canola oil and 47 000 tonnes of canola meal.

Available on CANSIM: matrix 5687.

The June 1995 issue of *Cereals and oilseeds review* (22-007, \$15/\$144) will be released shortly. See "How to order publications".

For further information on this release, contact Jeannine Fleury (613-951-3859), Grain Marketing Unit, Agriculture Division. ■

Deliveries of major grains

June 1995

Data on the June deliveries of major grains are now available.

Available on CANSIM: matrices 976-981.

The June issue of *Cereals and oilseeds review* (22-007, \$15/\$144) will be released shortly. See "How to order publications".

For further information on this release, contact Jeannine Fleury (613-951-3859), Agriculture Division. ■



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PUBLICATIONS RELEASED

Gypsum products, June 1995

Catalogue number 44-003

(Canada: \$6/\$60; United States: US\$8/US\$72; other countries: US\$9/US\$84).

Retail trade, May 1995

Catalogue number 63-005

(Canada: \$20/\$200; United States: US\$24/US\$240; other countries: US\$28/US\$280).

Wholesale trade, May 1995

Catalogue number 63-008

(Canada: \$18/\$180; United States: US\$22/US\$216; other countries: US\$26/US\$252).

Canada's international transactions in securities, May 1995

Catalogue number 67-002

(Canada: \$17/\$170; United States: US\$21/US\$204; other countries: US\$24/US\$238).

Unemployment insurance statistics, May 1995

Catalogue number 73-001

(Canada: \$16/\$160; United States: US\$20/US\$192; other countries: US\$23/US\$224).

Women in Canada, third edition

Catalogue number 89-503E

(Canada: \$49; United States: US\$59; other countries: US\$69).

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