

Periodical publishing 2003/2004

Table 1 - Financial and employment information, by category.

	General consumer	Special interest consumer	Business or trade	Farm	Religious	Scholarly	Total
Thousands of dollars							
Revenue							
Advertising	332,787	252,989	329,323	41,337	5,131	32,022	993,589
Single-copy sales	84,036	26,665	1,766	374	1,805	3,100	117,745
Subscription sales	140,785	67,820	22,351	9,249	19,100	32,025	291,330
Government grants	8,949	12,333	7,062	619	335	5,797	35,095
Web site/E-commerce	5,431	2,864	3,147	39	4	371	11,856
Ancillary products	10,696	7,637	17,736	97	443	1,098	37,708
Other revenues	9,130	27,568	9,974	1,582	7,621	9,999	65,874
Total revenues	591,814	397,877	391,358	53,296	34,439	84,412	1,553,196
Expenses							
Editorial and design	85,231	61,375	68,997	8,835	7,609	16,093	248,139
Production and printing	169,785	124,920	94,935	14,517	10,455	25,311	439,922
Fulfillment and invoicing	92,270	25,773	17,379	2,597	1,852	2,903	142,772
Marketing and promotion	62,759	48,436	63,687	5,264	1,838	6,393	188,377
Distribution	38,679	34,213	28,665	5,002	5,616	7,179	119,353
Administration and general	75,456	63,453	51,235	7,281	4,444	14,626	216,495
Web site/E-commerce	6,840	3,477	2,757	152	228	1,591	15,045
Ancillary products	6,495	6,983	17,260	87	433	542	31,800
Total expenses	537,514	368,629	344,913	43,734	32,474	74,639	1,401,904
Profit (loss) before taxes	54,300	29,247	46,445	9,563	1,965	9,773	151,293
Profit margin (% of total revenues)	9.18	7.35	11.87	17.94	5.71	11.58	9.74
Number							
Number of periodicals with profit	191	478	421	71	102	227	1,490
Number of periodicals with loss	133	283	216	31	72	158	893
Total number of periodicals	324	761	637	102	174	385	2,383
Employment							
Full-time employees	1,681	1,845	2,034	299	217	386	6,462
Part time employees	483	918	743	147	221	514	3,027
Volunteers and unpaid staff	648	1,862	496	40	510	1,704	5,260
Thousands of dollars							
Remuneration							
Full-time	92,753	77,758	90,928	13,733	7,473	16,148	298,793
Part time	5,955	14,687	10,193	1,339	2,066	5,503	39,743
Freelance fees	22,034	22,083	21,745	1,933	1,175	4,211	73,180
Total remuneration	120,742	114,528	122,865	17,005	10,714	25,862	411,716
Circulation							
Total annual circulation ('000)	305,077	273,388	93,999	18,882	44,791	41,817	777,954
Circulation per periodical ('000)	942	359	148	185	257	109	326
Circulation per issue	63,858	35,208	15,604	12,969	17,663	7,651	27,178

Sources: Statistics Canada : Survey of periodical publishing, 2003/2004 ;

Periodical publishing: data tables, June 2005, catalogue no 87F0005XIE

Periodical publishing 2003/2004

Table 2 - Financial and employment information, by language.

	English	French	English French Bilingual	Other languages	All languages
Thousands of dollars					
Revenue					
Advertising	732,351	183,682	64,938	12,618	993,589
Single-copy sales	57,710	56,614	3,372	49	117,745
Subscription sales	209,243	54,424	25,558	2,104	291,330
Government grants	18,989	10,550	5,342	215	35,095
Web site/E-commerce	9,682	1,312	767	95	11,856
Ancillary products	31,861	4,929	871	46	37,708
Other revenues	35,756	7,346	21,866	906	65,874
Total revenues	1,095,593	318,858	122,714	16,031	1,553,196
Expenses					
Editorial and design	164,212	55,867	24,484	3,577	248,139
Production and printing	301,995	90,332	41,190	6,405	439,922
Fulfillment and invoicing	119,141	19,649	3,543	439	142,772
Marketing and promotion	140,591	38,565	8,611	611	188,377
Distribution	84,109	19,935	13,499	1,811	119,353
Administration and general	154,114	38,616	20,727	3,039	216,495
Web site/E-commerce	11,586	1,636	1,789	34	15,045
Ancillary products	25,935	5,063	494	309	31,800
Total expenses	1,001,681	269,663	114,335	16,224	1,401,904
Profit (loss) before taxes	93,911	49,195	8,379	-193	151,293
Profit margin (% of total revenues)	8.57	15.43	6.83	-1.20	9.74
Number					
Number of periodicals with profit	909	282	198	101	1,490
Number of periodicals with loss	538	170	144	41	893
Total number of periodicals	1,447	452	342	142	2,383
Employment					
Full-time employees	4,531	1,299	555	77	6,462
Part time employees	1,824	671	403	129	3,027
Volunteers and unpaid staff	2,557	1,068	1,452	183	5,260
Thousands of dollars					
Remuneration					
Full-time	212,731	60,004	23,669	2,390	298,793
Part time	26,221	6,670	4,708	2,144	39,743
Freelance fees	49,182	15,314	7,656	1,029	73,180
Total remuneration	288,134	81,987	36,033	5,562	411,716
Circulation					
Total annual circulation ('000)	482,726	158,788	51,163	85,277	777,954
Circulation per periodical ('000)	334	351	150	601	326
Circulation per issue	28,686	24,593	26,255	22,265	27,178

Sources: Statistics Canada : Survey of periodical publishing, 2003/2004 ;
 Periodical publishing: data tables , June 2005, catalogue no 87F0005XIE

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Table 3 - Financial and employment information, by province/territory.

	Atlantic	Que.	Ont.	Man.	Sask.	Alb.	B.C.	Territories	Canada
Thousands of dollars									
Revenue									
Advertising	16,670	231,874	610,982	22,203	14,100	25,439	71,032	1,289	993,589
Single-copy sales	1,890	62,899	45,917	1,241	478	206	5,067	46	117,745
Subscription sales	8,286	94,319	161,700	4,790	4,681	3,753	13,530	270	291,330
Government grants	741	11,550	18,426	1,190	315	648	2,156	70	35,095
Web site/E-commerce	121	1,340	10,071	x	27	121	175	x	11,856
Ancillary products	429	5,544	30,004	x	x	429	1,172	x	37,708
Other revenues	1,977	10,612	41,656	x	x	2,252	6,342	x	65,874
Total revenues	30,114	418,137	918,756	32,057	20,068	32,848	99,474	1,741	1,553,196
Expenses									
Editorial and design	5,731	67,187	144,378	5,944	3,190	6,343	14,837	529	248,139
Production and printing	9,219	123,580	248,770	9,541	5,433	10,056	32,815	507	439,922
Fulfillment and invoicing	2,006	34,894	96,522	2,391	1,234	1,064	4,412	248	142,772
Marketing and promotion	3,763	40,783	117,532	4,417	2,055	4,026	15,529	272	188,377
Distribution	2,053	28,788	71,992	2,898	1,042	3,215	9,318	49	119,353
Administration and general	5,855	62,450	117,159	4,684	1,663	5,900	18,489	295	216,495
Web site/E-commerce	107	1,832	12,431	102	x	320	244	x	15,045
Ancillary products	482	5,669	24,327	105	x	340	837	x	31,800
Total expenses	29,217	365,184	833,112	30,082	14,664	31,264	96,480	1,900	1,401,904
Profit (loss) before taxes	897	52,953	85,645	1,975	5,404	1,585	2,994	-159	151,293
Profit margin (% of total revenues)	2.98	12.66	9.32	6.16	26.93	4.82	3.01	-9.13	9.74
Number									
Number of periodicals with profit	79	346	728	56	24	99	154	4	1,490
Number of periodicals with loss	44	205	434	48	16	58	86	2	893
Total number of periodicals	123	551	1,162	104	40	157	240	6	2,383
Employment									
Full-time employees	286	1,448	3,481	215	107	269	647	9	6,462
Part time employees	106	773	1,466	120	63	169	314	16	3,027
Volunteers and unpaid staff	369	1,262	2,422	275	93	333	502	4	5,260
Thousands of dollars									
Remuneration									
Full-time	9,734	67,204	174,700	7,711	5,020	8,297	25,730	397	298,793
Part time	1,063	8,129	22,824	1,370	458	1,951	3,734	214	39,743
Freelance fees	976	17,408	45,972	1,484	148	1,861	5,211	121	73,180
Total remuneration	11,773	92,742	243,496	10,564	5,626	12,109	34,674	732	411,716
Circulation									
Total annual circulation ('000)	13,946	198,547	465,709	12,424	6,852	23,509	56,677	289	777,954
Circulation per periodical ('000)	113	360	401	119	171	150	236	48	326
Circulation per issue	8,561	27,280	32,746	15,670	8,537	16,779	24,910	7,785	27,178

Sources: Statistics Canada : Survey of periodical publishing, 2003/2004 ;

Periodical publishing: data tables, June 2005, catalogue no 87F0005XIE

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Table 4 - Financial and employment information, by circulation size.

	< 5,000	5,000 to 19,999	20,000 to 49,999	50,000 to 99,999	100,000 +	Total
Thousands of dollars						
Revenue						
Advertising	50,364	235,795	207,870	153,173	346,386	993,589
Single-copy sales	2,579	8,252	19,813	20,591	66,509	117,745
Subscription sales	34,274	31,679	38,526	37,428	149,423	291,330
Government grants	9,920	7,651	6,464	4,123	6,937	35,095
Web site/E-commerce	429	1,848	863	1,567	7,149	11,856
Ancillary products	2,206	11,648	5,346	7,155	11,353	37,708
Other revenues	11,389	11,779	11,700	6,271	24,735	65,874
Total revenues	111,160	308,653	290,583	230,308	612,492	1,553,196
Expenses						
Editorial and design	24,550	57,127	53,090	38,055	75,317	248,139
Production and printing	33,242	84,188	81,636	61,557	179,299	439,922
Fulfillment and invoicing	4,776	13,164	14,738	17,531	92,563	142,772
Marketing and promotion	10,665	44,790	37,431	30,643	64,849	188,377
Distribution	7,562	22,141	25,569	17,717	46,364	119,353
Administration and general	18,401	45,698	46,559	32,821	73,016	216,495
Web site/E-commerce	1,467	2,299	820	2,040	8,420	15,045
Ancillary products	2,059	11,327	5,750	5,998	6,666	31,800
Total expenses	102,722	280,734	265,593	206,361	546,495	1,401,904
Profit (loss) before taxes	8,439	27,920	24,990	23,947	65,997	151,293
Profit margin (% of total revenues)	7.59	9.05	8.60	10.40	10.78	9.74
Number						
Number of periodicals with profit	589	465	268	76	92	1,490
Number of periodicals with loss	420	259	119	52	43	893
Total number of periodicals	1,009	724	387	128	135	2,383
Employment						
Full-time employees	808	1,884	1,461	930	1,379	6,462
Part time employees	1,073	839	586	290	239	3,027
Volunteers and unpaid staff	3,580	1,052	391	152	85	5,260
Thousands of dollars						
Remuneration						
Full-time	25,896	71,921	63,779	50,949	86,248	298,793
Part time	8,904	9,651	9,571	3,483	8,134	39,743
Freelance fees	7,328	17,679	15,143	9,256	23,774	73,180
Total remuneration	42,129	99,251	88,493	63,687	118,156	411,716
Circulation						
Total annual circulation ('000)	12,364	77,613	128,072	100,974	458,931	777,954
Circulation per periodical ('000)	12	107	331	789	3,399	326
Circulation per issue	1,675	10,673	29,186	68,353	261,509	27,178

Sources: Statistics Canada : Survey of periodical publishing, 2003/2004 ;
 Periodical publishing: data tables, June 2005, catalogue no 87F0005XIE

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Table 5 - Financial and employment information, by not-for-profit vs. for-profit companies

	For profit	Not for profit	Total
Thousands of dollars			
Revenue			
Advertising	930,084	63,505	993,589
Single-copy sales	111,107	6,638	117,745
Subscription sales	257,961	33,368	291,330
Government grants	24,856	10,239	35,095
Web site/E-commerce	11,399	457	11,856
Ancillary products	35,980	1,728	37,708
Other revenues	44,687	21,187	65,874
Total revenues	1,416,074	137,122	1,553,196
Expenses			
Editorial and design	215,962	32,177	248,139
Production and printing	390,975	48,947	439,922
Fulfillment and invoicing	137,428	5,344	142,772
Marketing and promotion	180,139	8,239	188,377
Distribution	102,802	16,551	119,353
Administration and general	191,553	24,943	216,495
Web site/E-commerce	13,861	1,184	15,045
Ancillary products	30,161	1,640	31,800
Total expenses	1,262,879	139,025	1,401,904
Profit (loss) before taxes	153,195	-1,902	151,293
Profit margin (% of total revenues)	10.82	-1.39	9.74
Number			
Number of periodicals with profit	963	527	1,490
Number of periodicals with loss	494	399	893
Total number of periodicals	1,457	926	2,383
Employment			
Full-time employees	5,585	877	6,462
Part time employees	1,931	1,096	3,027
Volunteers and unpaid staff	1,585	3,675	5,260
Thousands of dollars			
Remuneration			
Full-time	268,946	29,847	298,793
Part time	27,828	11,915	39,743
Freelance fees	62,326	10,854	73,180
Total remuneration	359,100	52,616	411,716
Circulation			
Total annual circulation ('000)	688,126	89,828	777,954
Circulation per periodical ('000)	472	97	326
Circulation per issue	37,655	10,694	27,178

Sources: Statistics Canada : Survey of periodical publishing, 2003/2004 ;

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Table 6 - Financial and employment information, by country of control.

	Foreign	Canada	Total
Thousands of dollars			
Revenue			
Advertising	40,169	953,420	993,589
Single-copy sales	3,135	114,611	117,745
Subscription sales	53,407	237,923	291,330
Government grants	0	35,095	35,095
Web site/E-commerce	x	x	11,856
Ancillary products	x	x	37,708
Other revenues	676	65,198	65,874
Total revenues	97,499	1,455,697	1,553,196
Expenses			
Editorial and design	9,779	238,360	248,139
Production and printing	26,018	413,904	439,922
Fulfillment and invoicing	21,699	121,073	142,772
Marketing and promotion	7,253	181,124	188,377
Distribution	9,795	109,558	119,353
Administration and general	19,577	196,918	216,495
Web site/E-commerce	x	x	15,045
Ancillary products	x	x	31,800
Total expenses	94,577	1,307,326	1,401,904
Profit (loss) before taxes	2,922	148,371	151,293
Profit margin (% of total revenues)	3.00	10.19	9.74
Number			
Number of periodicals with profit	15	1,475	1,490
Number of periodicals with loss	4	889	893
Total number of periodicals	19	2,364	2,383
Employment			
Full-time employees	99	6,363	6,462
Part time employees	13	3,014	3,027
Volunteers and unpaid staff	5	5,255	5,260
Thousands of dollars			
Remuneration			
Full-time	6,091	292,702	298,793
Part time	330	39,413	39,743
Freelance fees	333	72,847	73,180
Total remuneration	6,755	404,961	411,716
Circulation			
Total annual circulation ('000)	34,098	743,856	777,954
Circulation per periodical ('000)	1,795	315	326
Circulation per issue	103,428	26,565	27,178

Sources: Statistics Canada : Survey of periodical publishing, 2003/2004 ;

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Symbol legend

The symbols described in this document apply to all data published by Statistics Canada from all origins including surveys, censuses and administrative sources, as well as straight tabulations and all estimations.

The following symbol legend should be included with all publications.

- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0** true zero or a value rounded to zero
- 0^s** value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- P** preliminary
- r** revised
- x** suppressed to meet the confidentiality requirements of the Statistics Act
- E** use with caution
- F** too unreliable to be published