

## The Future is Now (Online Bonus!)

*In the Sept/Oct 20<sup>th</sup> anniversary issue of Masthead, publisher Doug Bennet toted up predictions made in our 10<sup>th</sup> anniversary issue by then-editor Patrick Walsh. We couldn't fit Doug's whole piece in the mag, but since the web knows no such bounds, here it is in its entirety.*

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How time flies. In our 10<sup>th</sup> anniversary issue of October, 1997, then-editor Patrick Walsh (now editor of Outdoor Canada) went out on a limb and made dozens of predictions about the state of the industry in the year 2007. "We'll tally up in another 10 years," he wrote. Time's up. Herewith we report on Patrick's, ahem, prescience, based on his original lists in six categories. Our impeccable hindsight is noted in italics. Hey Patrick... you done pretty good!

### **Ten things that won't change**

- unpaid mags trying to go paid

*Sometimes a dream for controlled-circ publishers, but not the hot issue it once was. The industry seems mostly comfortable with its various circ models despite incentives to go paid from various federal grant programs.*

- unpaid mags failing to go paid

*The nightmare part of the dream.*

- freelance rates (well, not significantly)

*Sadly true. A dollar a word is still a good rate 10 years later.*

- requests to see stories before publication

*Easy lob ball, Patrick!*

- Quebecor's zeal for acquisitions

*The company's been through the wringer over the decade but this past summer completed a \$414 million takeover of newspaper publisher Osprey Media, which also publishes several magazines.*

- Rogers' ownership of Maclean Hunter

*The cable TV and wireless giant bought the legendary Maclean Hunter stable of magazines (and more importantly, its lucrative cable TV assets) in 1994. Now MH is a warm memory at reunions and retirement parties as only a handful of the still-employed old guard is left to grumble about Rogers bean-counters. Next stop: what happens when Ted is gone?*

- Saturday Night losing money

*Wrong. It eventually did stop losing money when it was shuttered for good by final owner St. Joseph Media in 2005.*

- magazines going off the rate card

*Never!*

- readers saying they love Masthead

*Keep those letters coming...*

- readers not paying for Masthead

*Actually, more and more do! Thank you! Subscribe today at [www.mastheadonline.com](http://www.mastheadonline.com)!*

### **Ten things that will change**

- *Chatelaine's* logo

*Well done Patrick. Redesigned in 1999 with the next iteration due spring 2008.*

- *Shift's* editorial focus

*Changed permanently in 2003 when Shift, sniff, was also shuttered.*

- *Shift's* graphic design

*Is it just us, or does anybody else think Shift may have been one of those titles ahead of its time... and maybe now would be a better time? Evan Solomon, where are you?*

- *Style at Home's* name

*Patrick, 0, Telemedia, 1. The name stuck. It had changed in 1997 from Canadian Select Homes and several monikers before that. The mag (now owned by Transcontinental) has done very well since. There's a lesson.*

- lead times (they'll get shorter)

*Thank Adobe.*

- *Saturday Night's* editor

*Ibid.*

- *Saturday Night's* publisher

*Ibid.*

- CSME's advertising guidelines

*Suspicious! Did Mr. Walsh have the inside track here? In 2006 he headed a Magazines Canada task force to devise a new set of advertising guidelines, building on the work done by the Canadian Society of Magazine Editors. The task force's new guidelines were published earlier this year and have been adopted by CSME.*

- male domination at the executive level

*Patrick mostly got this right, though the mag industry is perhaps no different than any other industry. At the same time, there are plenty of successful entrepreneurial female publishers out there (Lynda Reeves, Ruth Kelly, Linda Gourlay, Ellen Kral come to mind) and among the big publishers, Transcontinental leads with the most women at the highest ranks.*

- National Magazine Award categories

*No brainer!*

### **Ten things that will disappear**

- The Electronic Rights Licensing Agency

*Correct. TERLA was dissolved and the responsibility for the protection of writers' electronic rights was transferred to Access Copyright.*

- Quebec's abundance of hi-tech titles

*A hot story in Masthead at the time, and Patrick was right: almost all the new titles died (as did many elsewhere in the category).*

- perfumed inserts

*The big stink about scent strips drifted away after publishers let readers opt-out of odorous editions. There aren't as many perfumed inserts as there used to be, but they haven't completely disappeared.*

- the Western Magazine Awards

*What was he smoking? (Must have been from B.C.) The WMAs are going strong after 25 years.*

- ads supplied on film

*Got that right. Thank Adobe.*

- Canada Council grants

*Oops. Even the Tories have put more money into the Canada Council.*

- new Macintosh computers

*There is always a new Macintosh computer.*

- Magazines Canada

*Yes and no. The old Magazines Canada organization was absorbed by the sort-of rival Canadian Magazine Publishers Association in 2003. Two years later, the CMPA ditched its name in favour of the punchier (and French-friendly) Magazines Canada.*

- Ventura Publisher

*A one-time Quark competitor completely forgotten except by desktop publishing nerds.*

- the U.S. split-run issue

*See below.*

### **Ten things that won't disappear**

- postal subsidies

*Right-o. Not that the lobbying never stops.*

- Robert Fulford

*Grumpy in his wise old age, but we still love him. Visit [www.robertfulford.com](http://www.robertfulford.com) for a list of recent scribbles.*

- unpaid internships

*Are you kidding? Free labour!*

- dead wood

*Uh, did you mean paper, Patrick, or decrepit hacks at Maclean's? In the case of the former, paper is still hanging on, while at the latter, Ken Whyte had his way with 'em.*

- advertorials

*1997 almost seems like an innocent age...*

- lavish launch parties

*Toro (whoops!) topped the charts with a whopper at Casa Loma in April 2003, complete with strip-tease, while The Walrus put on a respectable show later the same year.*

- 'zines

*Largely replaced by blogs, but paper-pushers are still with us, bless their toner-stained souls.*

- unemployed j-school grads

*We hear they make excellent editors! Hire one immediately!*

- embarrassing typos

*In 2003, we misspelled the name of our own magazine... on the cover (must have been the effect of all those launch parties we covered). We will never live "Mashead" down.*

- inter-departmental squabbles

*It was production's fault.*

### **Ten things that will return**

- Banff Magazine Publishing Workshop

*Not quite the mountains, but Niagara-on-the-Lake is home to the daughter of Banff, the Professional Publishing Workshop produced by Magazines Canada.*

- bids on Southam's trades

*Sold! To Hollinger Inc. Sold! To Glacier Ventures.*

- John Fraser

*Still waiting... but the former editor of Saturday Night seems pretty comfy in his tweed as Master of Massey College at U of T.*

- Jeffrey Shearer

*Nailed it. The former president of Telemedia Publishing has ink in his veins. He owns and publishes a regional lifestyle magazine called On The Bay in the affluent and growing Collingwood district of Georgian Bay.*

- Ann Vanderhoof

*Oops. After a brilliant editorial career at Quill & Quire and Cottage Life, she and her art director husband, Steve Manley, jumped on their yacht to sail the Caribbean and write books. We miss them... but do they miss us?*

- Sports Illustrated Canada

*A Canadian advertising edition still exists.*

- rising paper costs

*They go up, they go down, they go up, they go down. Embattled North American and European producers, facing declining volumes and Asian super-competition, are struggling to stay in the black, with the U.S. government going so far as to slap steep tariffs on Chinese coated stock—seen as possibly the first salvo in a wider U.S.-China trade war.*

- Gerald Hannon to Ryerson

*Nope. The controversial journalism professor, writer and male prostitute was not re-admitted to the hallowed halls.*

- widespread enthusiasm for the Internet

*Understatement of the decade, though in 1997 the 2001 crash was still to come.*

- the U.S. split-run issue

*Clever Mr. Walsh, predicting both this topic's demise... and resurrection. For now all is quiet on the Southern Front... in fact, if anything, Canadian publishers seem to be leading the charge, what with the Canadian editions of More and Elle produced by Transcontinental. Meanwhile, U.S. publishers have enough to worry about, and the Canadian industry has done remarkably well at eroding—but certainly not erasing—U.S. dominance at the newsstand.*

### **Ten things that won't return**

- A man on the cover of *Flare*

*Guess it bombed on the newsstand. We don't remember any guys in the last decade.*

- Jim Warrillow

*The former head of Maclean Hunter Publishing is comfortably semi-retired.*

- Frank Stronach

*The former head of ill-fated Vista magazine—a \$10-million business-lifestyle-something magazine—is comfortably in charge of a mega-zillion-dollar auto parts empire.*

- Jim McCoubrey

*The former head of Telemedia Publishing went on to chair CBC but then had a serious car accident in the last 1990s. We've lost track of him since.*

- Bonnie Fuller

*The former editor of Flare is... do we really have to tell the story?*

- waxing machines

*For the youngsters out there: no, this does not suggest a late 20<sup>th</sup>-century fashion obsession with removing excess body hair from magazine staffers. You see, in the old days, galleys of photaset type had to run through... oh never mind. Waxers never returned.*

- Thomson's interest in magazines

*Made the right call with the move to electronic publishing in the 1980s and 1990s. Too bad about Google.*

- Graydon Carter

*Maybe some day he'll move back to Ottawa. Er, maybe not.*

- Tyler Brûlé

*Monocle man has a new gig in London keeping him busy. But his company did create the graphics for Toronto's controversial (but damn good-looking) Porter Airlines.*

- *Canadian Business* as a monthly

*Nice call. By all accounts, the move to biweekly publication in the mid-1990s has been a great success.*