

# Magazine Financial Ratios - Revenue

Ratios are expressed as a percentage of total revenue. While every magazine is different, you can use these ratios as a benchmark to compare your magazine's revenue against the average of other magazines in your category.

For expense-side ratios, see the Masthead

QuickGuide for Magazine Financial Ratios - Expenses.

Source: Calculated from Statistics Canada, Periodical Publishing Survey, 2003/2004, [www.statscan.ca](http://www.statscan.ca)

MQG June 2005

Revenue Category	Magazine Type						
	General Interest	Special Interest Consumer	Business or Trade	Farm	Religious	Scholarly	All Magazines
Advertising	56.2%	63.6%	84.1%	77.6%	14.9%	37.9%	64.0%
Single-copy sales	14.2%	6.7%	0.5%	0.7%	5.2%	3.7%	7.6%
Subscription sales	23.8%	17.0%	5.7%	17.4%	55.5%	37.9%	18.8%
Government grants	1.5%	3.1%	1.8%	1.2%	1.0%	6.9%	2.3%
Web site/E-commerce	0.9%	0.7%	0.8%	0.1%	0.0%	0.4%	0.8%
Ancillary products	1.8%	1.9%	4.5%	0.2%	1.3%	1.3%	2.4%
Other revenues	1.5%	6.9%	2.5%	3.0%	22.1%	11.8%	4.2%
Total Revenues	100%	100%	100%	100%	100%	100%	100%
Total Expenses	90.8%	92.6%	88.1%	82.1%	94.3%	88.4%	90.3%
Profit (loss) before taxes	9.2%	7.4%	11.9%	17.9%	5.7%	11.6%	9.7%

## Definitions:

**Government grants:** Grants from any government source, but not including the Publications Assistance Program (postal subsidy, which is paid to Canada Post).

**Ancillary products:** Includes book sales, consumer and trade shows, related TV and radio properties, etc.

**Other revenue:** Includes list rentals, private donations, membership dues, back-issue sales, intra-company transfers.