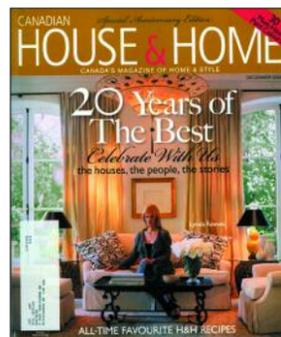




Last year's storm in *Chatelaine's* editorial suite didn't hurt ad sales any



*LouLou* was far and away the year's best performer with a 43% rev spike



*House & Home* pips *Time* (Canada) as Canada's fifth biggest mag



*Elle Canada* comes from zero to \$10 million since launching in 2001

# THE TOP 50

The biggest and strongest magazines? Women's service and shelter glossies. Again.

BY WILLIAM SHIELDS

Mainstream, mass-circulation magazine publishing in Canada is largely a question of understanding what women want. Women—who's prepared to argue the contrary?—read more magazines. In the land of print, men generally reach for newspapers or niche titles, women reach for their wide-ranging glossies. Women's and shelter titles have proven to be the most consistent performers this decade. Consequently, the largest, fastest-growing magazines skew towards women. Women shop more, both for themselves and the home.

*LouLou* understands this. As a hyper-consumer title targeting women, it's the sort of entity that leaves *Adbusters* founder Kalle Lasn growling into his cereal and Rogers Publishing president Brian Segal whistling in the shower. With the English edition posting a 43% gain in revenue, it is by far the most robust performer of this year's Top 50—and it isn't even a member of PMB.

About the chart: New this year is a breakout of circulation revenue, allowing readers to see

just how a magazine's three potential revenue streams pan out. Stunning to note that Quebecor/TVA's celebrity weekly *7 Jours* generates more newsstand revenue than *Chatelaine*, *Canadian Living*, *Reader's Digest*, *Maclean's*, *Time*, *Flare* and *Canadian Business* combined.

There are still those who should be on the Top 50 but because their ad revenue is not officially tracked—and they decline to reveal it when asked—they aren't there. For example, *The Hockey News* would make the list based on its circulation revenue alone (\$4.2 million) but it declines to reveal its ad page count. Quebec magazine mogul Claude J. Charron's right-hand woman, Elizabeth Deschamps, has pulled their pop-culture weekly *La Semaine* from our list by declining to reveal the numbers. It made No. 12 on last year's list after its first year of publishing and it was a strong contributor to the Top 50's aggregate newsstand revenue (generating \$13.8 million), as was the now-defunct rival to *La Semaine* (TVA's *Sensass*, \$12.4 million). Factor in *TV Guide's* November death (newsstand sales down \$2.5 million), and you

2006	2005	Title	Ad revenue	Sub revenue	Newsstand revenue	Total revenue	Annual change	Total 2003
1	1	Chatelaine	\$48,193,078	\$6,483,602	\$1,663,611	\$56,340,291	11.8 %	\$44,438,104
2	2	Canadian Living	\$36,208,625	\$6,480,957	\$3,271,107	\$45,960,689	12%	\$38,222,284
3	3	Reader's Digest	\$17,300,611	\$19,176,151	\$1,239,972	\$37,716,735	0.6%	\$38,509,670
4	4	Maclean's	\$22,244,984	\$12,681,151	\$1,332,852	\$36,258,986	0.9%	\$37,772,006
5	6	CDN House & Home	\$18,749,680	\$2,578,863	\$2,903,374	\$24,231,917	12.0%	\$17,899,006
6	5	Time	\$15,233,586	\$6,702,032	\$1,128,349	\$23,063,966	-7.7%	\$26,804,615
7	9	Flare	\$15,316,456	\$1,689,757	\$532,386	\$17,538,598	0.7%	\$16,149,658
8	10	Châtelaïne	\$13,437,750	\$2,662,376	\$693,804	\$16,793,931	5.8%	\$13,724,807
9	7	7 Jours	\$5,973,470	\$256,213	\$10,402,321	\$16,632,004	-22.1%	\$17,400,396
10	11	Coup de Pouce	\$11,687,603	\$3,102,503	\$1,265,804	\$16,055,909	10.8%	\$13,725,159
11	16	Style at Home	\$10,575,969	\$2,540,070	\$1,630,122	\$14,746,160	17.7%	\$10,593,891
12	15	Movie Entertainment	\$4,001,732	\$9,599,616	\$0	\$13,601,348	4.8%	n/a
13	14	Fashion	\$12,455,048	\$702,300	\$242,348	\$13,399,695	2.8%	\$11,177,853
14	15	L'actualité	\$8,873,690	\$3,992,082	\$524,803	\$13,390,575	6.1%	\$12,243,125
15	8	TV Guide	\$5,806,358	\$5,515,569	\$1,809,742	\$13,131,669	-26.0%	\$21,000,143
16	13	NOW	\$12,293,988	\$0	\$0	\$12,293,988	-7.3%	\$9,926,718
17	17	Today's Parent	\$10,615,541	\$1,267,769	\$254,259	\$12,137,569	-2.2%	\$10,239,910
18	19	Canadian Business	\$8,883,096	\$2,031,314	\$377,725	\$11,242,135	6.9%	\$11,310,633
19	25	enRoute	\$10,244,150	\$0	\$0	\$10,244,150	10.5	\$6,611,486
20	23	Homemakers	\$7,596,662	\$1,827,942	\$808,295	\$10,232,895	7.1%	\$8,506,341
21	28	Elle Canada	\$8,011,172	\$1,389,134	\$683,939	\$10,084,245	13.9%	\$8,628,342
22	27	Today's Bride <sup>†</sup>	\$9,858,454	\$0	\$175,189	\$10,033,642	12.1%	n/a
23	20	Weddingbells <sup>††</sup>	\$9,601,456	\$0	\$175,500 <sup>†††</sup>	\$9,776,956	-2.0%	n/a
24	26	Toronto Life	\$7,844,381	\$1,173,384	\$272,052	\$9,289,817	0.4%	\$8,292,777
25	22	Canadian Geographic	\$2,497,493	\$6,392,110	\$376,551	\$9,266,134	-4.4%	\$8,502,511
26	24	Elle Québec	\$7,365,735	\$1,260,495	\$568,319	\$9,194,548	-2.8%	\$8,693,028
27	35	LouLou	\$7,358,345	\$1,335,637	\$465,389	\$9,159,371	42.7%	n/a
28	29	Selection du RD	\$3,458,695	\$5,123,435	\$267,936	\$8,850,066	2.8%	\$8,996,573
29	34	glow	\$8,180,752	\$0	\$129,749	\$8,310,501	25.1%	\$5,631,354
30	33	Report on Business	\$8,225,722	\$0	\$0	\$8,225,722	13.4%	\$7,572,324
31	31	Clin d'oeil	\$6,532,689	\$558,781	\$637,220	\$7,728,690	-4.9%	\$6,892,033
32	32	TV Hebdo	\$1,830,630	\$2,686,566	\$2,705,801	\$7,222,996	-9.6%	\$10,010,223
33	30	Starweek	\$6,980,523	\$0	\$0	\$6,980,523	-17.9%	\$12,363,001
34	36	Wish	\$5,260,161	\$845,835	\$686,160	\$6,792,156	7.9%	n/a
35	42	Decoration Chez-Soi	\$5,052,744	\$869,226	\$503,404	\$6,425,374	9.2%	\$5,555,101
36	37	Financial Post Business	\$6,371,718	\$0	\$0	\$6,371,718	3.1%	\$6,209,030
37	39	Food & Drink	\$6,261,444	\$0	\$0	\$6,261,444	4.0%	\$5,575,047
38	43	Le Bel Age	\$3,835,309	\$2,007,754	\$135,383	\$5,978,445	5.9%	\$5,032,714
39	41	eye	\$5,900,678	\$0	\$0	\$5,900,678	0.1%	\$4,886,213
40	45	Les idées de ma maison	\$4,739,709	\$700,656	\$370,272	\$5,810,637	13.6%	\$4,755,710
41	40	Western Living <sup>†††</sup>	\$5,613,380	\$13,201	\$13,814	\$5,640,394	-5.2%	\$5,581,440
42	47	Canadian Gardening	\$2,953,932	\$1,956,855	\$233,977	\$5,144,763	0.9%	\$5,445,453
43	48	Cottage Life	\$3,063,540	\$1,634,903	\$207,274	\$4,905,716	1.2%	\$4,165,677
44	44	Famous	\$4,716,460	\$0	\$0	\$4,716,460	10.7%	n/a
45	50	CARP <sup>††</sup>	\$2,887,981	\$1,591,567	\$0	\$4,479,548	7.3%	\$4,316,493
46	46	Inside Entertainment <sup>†††</sup>	\$4,309,597	\$0	\$13,466	\$4,323,063	-15.2%	\$5,460,620
47	-	LouLou (Fr.)	\$3,078,585	\$632,339	\$333,094	\$4,044,018	13.8%	n/a
48	53	Decormag	\$3,035,638	\$760,239	\$193,709	\$3,989,585	4.1%	\$3,600,307
49	58	Canadian Home & Country	\$2,058,046	\$1,540,574	\$267,671	\$3,866,291	14.8%	n/a
50	49	Vice <sup>†</sup>	\$3,675,000	\$0	\$0	\$3,675,000	-21.7%	n/a
<b>TOTAL</b>			<b>\$456,202,021</b>	<b>\$121,762,956</b>	<b>\$39,496,738</b>	<b>\$617,461,715</b>	<b>7.6% average</b>	
<b>TOTAL 2005</b>			<b>\$436,188,682</b>	<b>\$123,634,310</b>	<b>\$68,864,794</b>	<b>\$622,199,895</b>		
<b>TOTAL 2004</b>			<b>\$409,951,880</b>	<b>\$121,897,166</b>	<b>\$40,924,543</b>	<b>\$572,773,589</b>		
<b>TOTAL 2003</b>			<b>\$388,589,557</b>	<b>\$121,313,197</b>	<b>\$40,739,523</b>	<b>\$550,548,827</b>		

<sup>†</sup>publisher-supplied ad sales data <sup>††</sup>publisher-supplied subscription revenue <sup>†††</sup>publisher-supplied circulation data

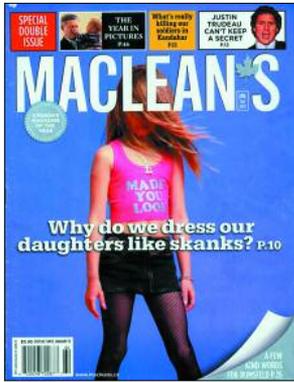
can see why aggregate newsstand revenue is down for the Top 50.

### She's still the one.

Since it overtook *Maclean's* in 2001 as the country's largest magazine, *Chatelaine* has contin-

ued to pull ahead, leaving a widening gap between it and No. 2, *Canadian Living*. Last year's 11.8% jump is attributable largely to the introduction of a thirteenth regular issue plus one special-interest publication (SIP). In 2005, *Chatelaine* had just 12 issues plus one SIP.

Given its lofty perch, many eyes remained fixed on where editor-in-chief Sara Angel, appointed last May, will take the title. The skies haven't entirely cleared. Newsstand sales, a key metric often trotted out as proof of reader engagement, were down 19% for the six months end-



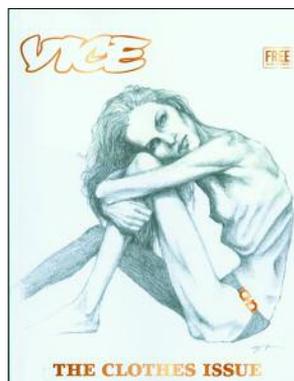
Provocative content and a loud redesign helped stabilize the old girl



enRoute is soaring on strong ad sales that have grown by 55% since 2003



Inside Entertainment revenue drops 15.2%—is it really that bad?



Bad boy Vice has estimated annual ad sales worldwide of \$24 million

ing December 2006. Another challenge: *More*, the new service title for women aged 40-plus. With approximately 46% (1.94 million) of *Chatelaine's* readership in that demo, Transcontinental Media's upstart, 120,000-circ glossy might dampen *Chatelaine's* torrid growth rate if it doesn't grow ad support in the category. As usual, it's up to the media planners.

### Hot shoppers

As was the case with *Chatelaine*, pent-up advertiser demand drove a frequency increase from eight to 10 issues last year for both the English and French editions of *LouLou*, Rogers' *Lucky*-inspired shopping magazine. The two issues added were dated January/February and June/July. This resulted in revenue increases of 42.7% and 13.8%, respectively. Look for more double-digit gains next year as publisher and editor-in-chief Marie-José Desmarais confirms that yet another two issues will be added in 2007 bringing the title up to full monthly frequency.

St. Joseph Media's aspirational shopping title, *Wish*, performed modestly, growing 7.9% last year.

For advertisers, the allure of this exciting category is a reader who comes to the magazine as a consumer rather than a conserver. Such magazines will continue to perform well provided the disconnect between shopoholicism and environmental degradation continues, as is likely.

### Shelter continues strong

House & Home Media president and publisher Lynda Reeves is in a nice place. Demographic trends have been dealing her a strong hand year after year. Since 2003, *House & Home* revenue has grown by 35.4%. "There's an awful lot of nesting going on," she says. "The baby boomers are not acting like anybody thought they would." Instead of gliding modestly into retirement, selling the family home and slowing down, they're buying vacation homes, re-doing kitchens, constructing additions; meanwhile, their kids, the echo boomers, are buying their first homes. While we don't include ancillary revenue in our Top 50, it should be noted that *H&H's* branded merchandise, sold through Hbc stores, generated \$40 million in sales last year, Reeves says. (Note to suitors: Reeves is still not ready to sell the company. We estimate its worth conservatively at \$65 million.) Category rival *Style at Home* also performed well posting a 17.7% gain.

### Notables

*Maclean's* raunchy November 2005 redesign appears to be growing on people if newsstand sales are any indication. Single-copy sales are up 24.7% for the six months ending December. The so-called "Skanks" cover story on the sexualization of girls, while dated Jan. 1 of this year, is shown because it perfectly illustrates editor-in-chief/publisher Kenneth Whyte's approach

## TOP 10 ALMOST-MADE-ITS

Title	Revenue
Canadian Home Workshop	\$3,358,905
Good Times	\$3,538,686
Outdoor Canada	\$3,508,582
MoneySense	\$3,347,534
Tribute	\$3,124,718
Harrowsmith Country Life	\$3,103,529
Plaisir de vivre	\$3,081,417
Ontario Out of Doors	\$3,062,365
Vancouver	\$2,752,441
Le Lundi	\$2,733,434

to journalism: a cheerful inability to leave any hot button unpushed. Whyte says that that provocative cover is tracking to sell between 15,000 and 20,000 copies, and could ultimately be bested only by the Princess Diana cover, following her death in 1997. Overall revenues have stabilized (+0.9%). "Some people think we're provocative, some people think we just talk very frankly about things that they're interested in," says Whyte. "Everybody's got opinions on these things but as long as we're finding an audience and selling magazines, I'm not worried." *Time*, meanwhile, is down 7.7%. Others in the news-and-business category continue to post positive gains with *Canadian Business*, *Report on Business* and *Financial Post Business* all growing.

Declining figures in the celebrity category, as witnessed by *7 Jours* and *Inside Entertainment* don't bode well for *Hello!*, Rogers' 2006 entrant into this category. Though not tracked by LNA, its ad:edit ratio has remained static at 18:82 and by our estimate is breaking even at best. This year will be key for the Spanish-bred, Canadian licensed split run. *Inside Entertainment's* 15.2% decline is more like half that in actuality, says principal Michael King, as ratecard discounts have been reduced.

A continuing success story is *Vice*. Canadian revenues might have dropped by 21.7% but the brand now operates in nine countries: Canada, the U.S., U.K., Japan, Australia, Germany, Italy and Scandinavia. Not bad for a 16-page newsprint zine launched from Montreal in 1994. "We are in EVERY way leading the way," a founder crowed to *Masthead* in 2003. **M**

### NOTE ON METHODOLOGY

Except where noted, advertising revenues were provided by LNA Canada and weighted with a 0.7 multiple to account for discounting; ad data provided by publishers are also weighted with a 0.7 multiple. Circulation revenues tallied using ABC/BPA audit data and publishers' listings in the May 2006 issue of CARD. Subscription revenues were weighted with 0.6 multiple to account for discounting (except for *Canadian Geographic* and *Cottage Life*, which don't discount); newsstand revenues were weighted with a 0.5 multiple to account for sales commissions and fees extracted by distributors, wholesalers and retailers. To make the task manageable, magazine brand extensions and ancillary products, such as consumer shows, are not included.