

Masthead

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Special Report, September, 2011

THE TOP 50

Magazines recovered in 2010. But will it hold through 2011?

By Staff



Retains its throne as No. 1



Top title for single-copy revenue



Top title for subscription revenue



Largest increase in overall revenue, 60.77%



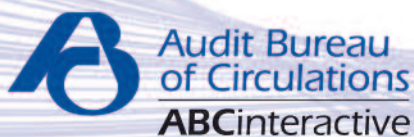
Largest decrease in overall revenue, -31.36%

Masthead's ranking of the Top 50 magazines is based on revenue from ad sales and circulation. Following a transitional year last year with two Top 50 lists, our "Classic" and "Extended" lists, this year's Top 50 is back to just one ranking, using the "Extended" criteria. The difference? In our

calculations for ad revenue, the old "Classic" list included only the run-of-press estimated ad revenue. The "Extended" list uses numbers for run-of-press as well as inserts, which we feel is a truer reflection of total print advertising revenue. (Online revenue is not included in our Top 50 lists... yet. See "How we compile the Top 50.")

The good news for the 2010 calendar year (results for which are used for this Top 50) is that many publications recovered from a difficult 2009. Shelter and fashion titles in particular rebounded strongly as a group, up an average of 27.9% in revenue across all titles in those categories. The question is, will it hold for 2011 given current market conditions?

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THE TOP 50

THE TOP 50 BY NUMBERS

	'10	'09
# of Transcontinental-owned titles	14	12
# of Rogers-owned titles	11	12
# of TVA-owned titles	5	3
# of Reader's Digest-owned titles	4	4
# of St. Joseph Media-owned titles	2	4
# of titles primarily read by women	28	32
# of titles based in Toronto	27	37
# of titles based in Montreal	19	12
# of titles based in Vancouver	1	1
# of titles where circ revenue exceeds ad revenue	9	6
# of dead titles in the Top 50	1	0
# of titles dropped from last year's list	2	1

Two titles climbed into this year's top 10: *Elle Canada* now proudly wears #9 (last year it ranked 18), and another French title, the celebrity weekly *7 Jours*, edged up from 12 to 10.

That means two titles dropped out of the top 10: *Châteline* fell from 6 to 13, while *Today's Parent* slipped from 8 to 12.

But *Chatelaine*, the English edition, keeps its throne as the queen of Canadian magazines, occupying the No. 1 spot since 2002 (*Maclean's* had been the previous occupant for several years). And according to our calculations, revenue at the Rogers women's title increased 3.58%, thank you very much.

One title has joined the Top 50 for the first time: *Vita* is the French-language equivalent of *More*, published for women over 40. It enters the Top 50 at No. 44. *MoneySense* also moves out of our "Next 8" list (No. 52 last year) into the Top 50 proper, standing at No. 47, thanks to a 39% jump in revenue.

A few more notes on individual titles:

- *Eye Weekly* changed its name to *The Grid* earlier this year, but we've kept the old name since our data is from 2010.

TOP FIVE BY NEWSSTAND REVENUE

7 Jours	\$8.73 million
Hello! Canada	\$8.67 million
Canadian Living	\$2.87 million
Canadian House & Home	\$2.82 million
TV Hebdo	\$2.29 million

TOP FIVE BY PAID SUBSCRIPTIONS

Reader's Digest	\$12.83 million
Maclean's	\$12.24 million
Movie Entertainment	\$8.58 million
Canadian Living	\$6.56 million
Our Canada	\$4.12 million

TOP FIVE OVERALL GAINERS

Elle Canada	60.77%
Canadian House & Home	54.30%
Decormag	47.37%
Hello! Canada	43.44%
MoneySense	39.47%

TOP FIVE OVERALL DECLINERS

Homemakers	-31.36%
Selection du Reader's Digest	-19.15%
Reader's Digest	-17.93%
Financial Post Magazine	-15.98%
Eye Weekly	-14.83%

- *Harrowsmith Country Life* sadly ended its legendary run this year, but it was publishing last year so it's on the list for presumably the final time.
- The French and English editions of Rogers shopping title *LouLou* are entered separately, but in recent months *LouLou* has really operated internally as one magazine, with essentially the same content in both languages. In future years, *LouLou* may appear as one title.
- For years we've tried to stickhandle past the bureaucracy to get Transcontinental's *Hockey News* properly listed on our ranking. Its ad revenue is not monitored by LNA and we've been unable to obtain revenue information from the publisher. We have included the title in this year's list based on its significant circulation revenue, but clearly it should be higher on the list.
- Like many other TV listings titles, *The Toronto Star's StarWeek* magazine has fallen on tough times. As high as No. 9 on our list back in 2001 with revenues topping \$13 million, *StarWeek* this year dropped off the list completely, falling to No. 62 on our spreadsheet with revenues of \$1.6 million.

How we compile the Top 50:

Except where noted, ROP and insert ad revenue was supplied by Nielsen Leading National Advertisers for calendar year 2010. We apply a 0.7 multiple to ROP revenue figures to account for discounting, and a 0.5 multiple to insert revenue also to account for discounting. Subscription and single-copy revenues are calculated using base data from the Audit Bureau of Circulations or CCAB div. of BPA Worldwide, typically using the December 2010 circulation results or closest available to that date. We apply a 0.6 multiple to subscription revenues because publishers often discount the price through different offers, and also to account for averaging over two-year subscription terms. (Some publishers do not discount, specifically *Canadian Geographic* and *Cottage Life*, and we have also not applied the discount to discount-priced *Zoomer* or *Enfants Québec*.) For single-copy, we apply a 0.5 multiple to account for commissions taken by retailers, distributors and wholesalers. Revenue from special-interest publications, websites, events, government grants and other ancillary products is not included. We encourage feedback from readers on our methodology.



Joins the Top 10 at #9, up from #18



Squeaks in at #50, but now defunct



Joins the Top 50 for the first time



Renamed *The Grid* in 2011: will it stop revenue decline?



2010 was a good year for shelter titles after crappy 2009

THE TOP 50

Top 50 2010 "Extended"

Title	2010	2009	Ad revenue	Sub revenue	Single-copy revenue	Total revenue	Annual change
Chatelaine	1	1	\$43,724,668	\$3,763,247	\$1,648,274	\$49,136,189	3.58
Canadian Living	2	2	\$38,674,084	\$6,555,042	\$2,874,572	\$48,103,698	1.57
Macleans	3	4	\$25,199,543	\$12,236,050	\$3,287,513	\$40,723,105	27.98
Reader's Digest	4	3	\$23,154,101	\$12,826,848	\$842,597	\$36,823,546	-17.93
Canadian House & Home	5	7	\$21,308,110	\$3,172,848	\$2,815,195	\$27,296,153	54.30
Hello! Canada	6	9	\$11,194,101	\$3,535,071	\$8,666,494	\$23,395,666	43.44
Coup de Pouce	7	5	\$14,856,914	\$3,177,992	\$1,132,861	\$19,167,768	-2.20
Flare	8	10	\$16,324,338	\$798,312	\$369,705	\$17,492,355	11.89
Elle Canada	9	18	\$15,220,904	\$1,300,522	\$484,581	\$17,006,007	60.77
7 Jours	10	12	\$7,810,538	\$154,421	\$8,732,418	\$16,697,377	10.81
Style at Home	11	11	\$11,898,500	\$3,312,374	\$1,422,597	\$16,633,471	7.81
Today's Parent	12	8	\$15,072,101	\$1,290,418	\$160,974	\$16,523,494	-0.04
Châtelaine	13	6	\$13,461,478	\$2,224,602	\$791,551	\$16,477,631	-9.10
Fashion	14	15	\$15,072,373	\$636,860	\$222,008	\$15,931,241	28.96
NOW	15	13	\$12,351,958	—	—	\$12,351,958	-5.14
EnRoute	16	16	\$11,946,245	—	—	\$11,946,245	5.94
L'actualité	17	21	\$7,092,405	\$3,180,901	\$900,235	\$11,173,541	12.46
Toronto Life	18	17	\$10,111,677	\$582,957	\$291,298	\$10,985,931	2.83
Canadian Business	19	25	\$7,151,162	\$1,477,727	\$1,424,519	\$10,053,408	20.40
Selection du Reader's Digest	20	14	\$6,102,183	\$3,647,277	\$239,369	\$9,988,829	-19.15
Movie Entertainment	21	23	\$1,265,252	\$8,577,000	—	\$9,842,252	8.51
Elle Québec	22	24	\$8,733,191	\$606,079	\$487,293	\$9,826,562	8.58
LouLou (Eng)	23	22	\$8,201,852	\$922,591	\$508,754	\$9,633,198	1.14
Glow	24	20	\$9,156,084	—	—	\$9,156,084	-9.60
Food & Drink	25	27	\$8,344,210	—	—	\$8,344,210	19.93
Clin d'oeil	26	30	\$6,349,686	\$547,445	\$706,254	\$7,603,385	25.73
Canadian Geographic	27	26	\$3,169,954	\$3,977,175	\$387,062	\$7,534,191	-6.52
Report on Business	28	38	\$7,281,517	—	—	\$7,281,517	39.22
Homemakers	29	19	\$4,664,893	\$1,953,482	\$572,712	\$7,191,087	-31.36
Zoomer	30	28	\$4,783,241	\$1,800,839	\$245,126	\$6,829,206	1.03
More	31	31	\$4,741,361	\$1,586,275	\$365,958	\$6,693,595	11.94
TV Hebdo	32	34	\$2,513,094	\$1,832,675	\$2,286,423	\$6,632,191	16.46
Décoration Chez-Soi	33	32	\$5,189,866	\$690,490	\$452,219	\$6,332,574	10.10
Best Health	34	35	\$4,540,453	\$1,468,170	\$242,798	\$6,251,422	12.86
Western Living	35	40	\$5,822,897	\$27,662	—	\$5,850,559	21.77
Le Bel Age	36	29	\$3,955,097	\$1,786,011	\$88,213	\$5,829,321	-7.66
Cottage Life	37	36	\$3,302,836	\$1,921,865	\$188,853	\$5,413,554	0.66
Les idées de ma maison	38	39	\$4,029,184	\$584,389	\$359,554	\$4,973,128	2.32
Canadian Gardening	39	33	\$3,050,894	\$1,717,044	\$164,274	\$4,932,212	-13.46
Eye Weekly (renamed Grid)	40	37	\$4,574,650	—	—	\$4,574,650	-14.83
Loulou (Fr)	41	42	\$3,778,933	\$423,752	\$301,823	\$4,504,507	-1.18
Our Canada	42	41	\$278,648	\$4,135,182	\$86,212	\$4,500,042	-2.59
Decormag	43	49	\$3,316,284	\$799,237	\$151,172	\$4,266,693	47.37
Vita	44	—	\$2,773,441	\$1,236,653	\$139,122	\$4,149,216	—
Good Times	45	44	\$2,318,723	\$1,826,175	—	\$4,144,898	-3.60
Cineplex (formerly Famous)	46	43	\$3,812,453	—	—	\$3,812,453	-12.22
MoneySense	47	52	\$1,877,206	\$1,307,435	\$607,685	\$3,792,326	39.47
Financial Post Magazine	48	45	\$3,563,594	—	—	\$3,563,594	-15.98
The Hockey News	49	—	n/a	\$2,832,168	\$569,160	\$3,401,328	—
Harrowsmith Country Life	50	47	\$1,603,237	\$1,486,459	\$144,795	\$3,234,491	0.38
Total			\$454,720,112	\$107,919,724	\$45,362,222	\$608,002,057	

TOP EIGHT ALMOST MADE-ITS

Canadian Family	51	48	\$2,618,458	\$206,317	\$47,898	\$2,872,673	-5.01
Plaisirs de vivre	52	54	\$2,718,941	\$4,246	\$2,673	\$2,725,860	13.67
Enfants Québec	53	—	\$2,316,074	\$337,427	\$14,631	\$2,668,131	—
Outdoor Canada	54	50	\$1,270,548	\$1,137,240	\$200,978	\$2,608,766	-6.79
Vancouver Magazine	55	51	\$2,179,962	\$87,660	\$143,700	\$2,411,321	-11.84
Canadian Home Workshop	56	53	\$579,625	\$1,574,605	\$127,851	\$2,282,081	-11.21
Pure	57	—	\$2,210,957	—	—	\$2,210,957	—
Profit	58	56	\$2,040,577	\$49,579	\$44,015	\$2,134,171	-8.12