

Masthead

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Special Report, August, 2012

THE TOP 50

Masthead's ranking of the Top 50 magazines based on revenue from ad sales and circulation

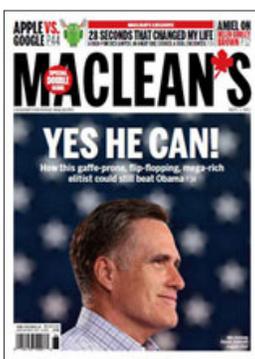
By Jeff Hayward



Retains its throne as No. 1



Still made #42 on list, but now defunct



Top title for subscription revenue



Largest increase in overall revenue, 19.5%



Largest decrease in overall revenue, -63.6%

It was all the usual suspects at the top of last year's money-makers, with *Chatelaine* holding its crown as queen of Canadian consumer magazines. Not only did *Chatelaine* hold its place at the top of the list, so did the rest of the top six from 2010 — including *Cana-*

dian Living in second spot, *Maclean's* in third, *Reader's Digest* in fourth, *Canadian House & Home* in fifth, and *Hello! Canada* in sixth. However, not one of those titles actually made a revenue gain from 2010, with *Reader's Digest* losing the most ground. Hot on the heels of the top six

was *Flare*, which actually jumped more than 19% in total revenue last year. 2011 was another good year overall for fashion-oriented magazines, as *Elle Canada* made a 13% leap and *Fashion* boasted a 7% gain.

There are some new faces in the top 50 list:

Give buyers a clear picture of your brand with ABC's Consolidated Media Report.

subscriptions • single-copy sales • page views • tablet editions • e-newsletters • social media • app metrics



Learn how *Fine Cooking* used a CMR to show a total brand universe of 1.7 million at www.accessabc.ca/press/finecooking2012.htm.

THE TOP 50

Outdoor Canada creaked in at #50, *Canadian Family* edged up from #51 in 2010 to #49 in 2011, and *Plaisirs de vivre* made a top 50 appearance in 46th spot.

Dropping out of the top 50 list was *Cineplex* magazine (#51 in 2011, #46 in 2010). *Harrow-smith Country Life*, the now-defunct publication (it suddenly disappeared from the face of the earth last year leaving subscribers in the lurch), had held the 50th position in 2010.

Here's some stuff you should know about the 2011 list:

- We couldn't establish 2011 newsstand revenue for *Glow* and *Pure*, the English and French magazines for Shoppers Drug Mart, however *Glow* still had a strong showing at #23 on the list. The publications have since been taken over by St. Joseph Media from Rogers.
- For years we've tried to stickhandle past the bureaucracy to get TC Media's *Hockey News* properly listed on our ranking; this year was no different. Its ad revenue is not monitored by LNA and we've been unable to obtain revenue information from the publisher. Even without

that info, it still made #45 on the list, up from #49 in 2010.

- We couldn't get ad revenue numbers for *Our Canada* in time for this report, but the magazine still managed to hold a top 50 ranking at #48 (its business model is focused on circulation). If we assume its ad revenue was around the same as 2010, which was approximately \$278,000, that would place it in 47th spot.
- We also didn't receive LNA data for *Canadian Home Workshop* (we didn't have that info for 2010 either), but it still ended up close to the same place as last year (#58 instead of #56).
- The legendary *Homemakers* magazine that launched in 1966 and was last owned by TC Media is no more, since replaced by TC's multi-platform offering *Fresh Juice*. We couldn't obtain 2011 circulation revenue for *Homemakers*, but it still ended its life at #42 on our list.
- *Sharp* magazine's newsstand/sub revenue data is from the publisher. We didn't include revenue from the *Sharp Book for Men*, published twice a year; the publisher said single-copy sales from that was \$372,900. **M**

How we compile the Top 50:

Except where noted, ROP and insert ad revenue was supplied by Nielsen Leading National Advertisers for calendar year 2011. 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 2011 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. This ranking covers consumer magazines and business titles publicly available by subscription or on newsstands. Some trade and professional titles may have revenues that would include them among Canada's largest titles (e.g. *CA Magazine*), but they are not included here. We encourage feedback from readers on our methodology.

TOP FIVE BY NEWSSTAND REVENUE

Hello! Canada	\$7.5 million
7 Jours	\$7.1 million
Maclean's	\$5.1 million
Canadian House & Home	\$2.8 million
Canadian Living	\$2.8 million

TOP FIVE BY PAID SUBSCRIPTIONS

Maclean's	\$9.9 million
Reader's Digest	\$9.0 million
Canadian Living	\$5.2 million
Hello! Canada	\$4.1 million
Chatelaine	\$3.7 million

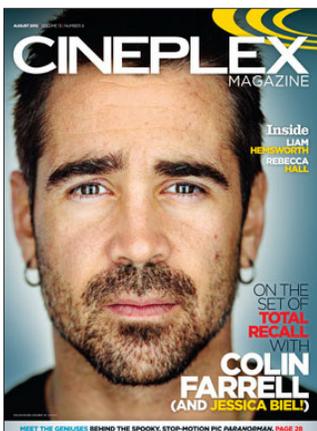
TOP FIVE OVERALL GAINERS

Flare	19.5%
Elle Quebec	14.6%
Elle Canada	13.2%
LouLou (Fr)	12.0%
Profit	11.6%

TOP FIVE OVERALL DECLINERS

Not including titles with missing revenue info

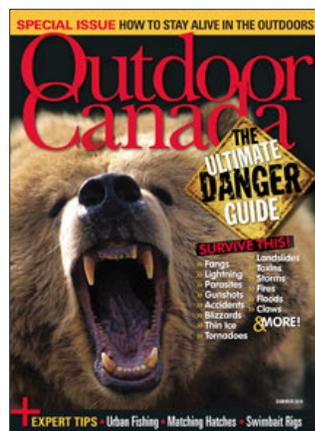
Movie Entertainment	-63.6%
StarWeek	-57.2%
More	-33.4%
Cineplex	-31.6%
Vita	-31.3%



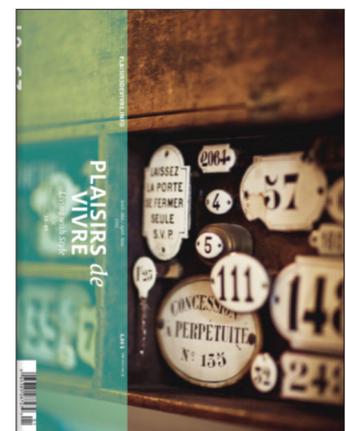
Dropped from #46 in 2010 to #51 in 2011



Makes an appearance in the almost-made-its



Jumps into top 50 from #54 in 2010



Jumped from #52 in 2010 to #46 in 2011

THE TOP 50

Top 50 2011 "Extended" (includes insert revenue)

Title	2011	2010	Ad revenue	Sub revenue	Single-copy revenue	Total revenue	Annual change
Chatelaine	1	1	\$42,329,702	\$3,683,251	\$2,365,775	\$48,378,727	-1.54
Canadian Living	2	2	\$39,866,176	\$5,232,366	\$2,760,601	\$47,859,143	-0.51
Macleans	3	3	\$25,053,048	\$9,893,267	\$5,149,693	\$40,096,008	-1.54
Reader's Digest	4	4	\$21,001,235	\$8,953,619	\$860,150	\$30,815,003	-16.32
Canadian House & Home	5	5	\$19,452,182	\$2,498,191	\$2,823,192	\$24,773,564	-9.24
Hello! Canada	6	6	\$10,638,017	\$4,072,446	\$7,523,183	\$22,233,646	-4.97
Flare	7	8	\$19,161,737	\$1,360,854	\$393,468	\$20,916,059	19.57
Elle Canada	8	9	\$17,884,595	\$636,774	\$733,282	\$19,254,651	13.22
Coup de Pouce	9	7	\$14,099,955	\$3,617,941.95	\$1,024,242	\$18,742,139	-2.22
Fashion	10	14	\$16,400,368	\$442,382	\$190,890	\$17,033,640	6.92
Today's Parent	11	12	\$15,038,348	\$1,207,886	\$170,567	\$16,416,801	-0.65
Style at Home	12	11	\$12,440,577	\$2,364,982	\$1,436,560	\$16,242,119	-2.35
Châtelaïne	13	13	\$12,579,415	\$1,729,502	\$642,549	\$14,951,466	-9.26
7 Jours	14	10	\$5,442,770	\$149,925	\$7,104,255	\$12,696,950	-23.96
NOW	15	15	\$12,073,514	—	—	\$12,073,514	-2.25
Elle Québec	16	22	\$10,267,866	\$498,707	\$495,114	\$11,261,687	14.6
EnRoute	17	16	\$11,188,762	—	—	\$11,188,762	-6.35
L'actualité	18	17	\$6,916,295	\$3,009,486	\$1,232,877	\$11,158,658	-0.13
LouLou (Eng)	19	23	\$8,598,556	\$860,472	\$783,652	\$10,242,680	6.33
Toronto Life	20	18	\$9,259,241	\$459,909	\$294,418	\$10,013,567	-8.85
Canadian Business	21	19	\$7,687,473	\$938,564	\$1,047,776	\$9,673,812	-3.78
Food & Drink	22	25	\$9,095,605	—	—	\$9,095,605	9.00
Glow	23	24	\$8,932,589	—	—	\$8,932,589	-2.44
Clin d'oeil	24	26	\$6,857,701	\$346,705	\$447,543	\$7,651,949	0.64
Selection du Reader's Digest	25	20	\$4,654,408	\$2,455,475	\$236,664	\$7,346,548	-26.45
Report on Business	26	28	\$6,703,739	—	—	\$6,703,739	-7.93
TV Hebdo	27	32	\$2,010,210	\$2,194,974	\$2,011,589	\$6,216,773	-6.26
Western Living	28	35	\$6,135,822	\$11,424	—	\$6,147,246	5.07
Chez-Soi	29	33	\$4,700,470	\$437,704	\$282,833	\$5,421,008	-14.39
Canadian Geographic	30	27	\$2,948,876	\$2,130,535	\$283,743	\$5,363,154	-28.82
Canadian Gardening	31	39	\$3,996,239	\$1,084,864	\$216,414	\$5,297,517	7.41
Zoomer	32	30	\$3,440,850	\$1,277,053	\$327,240	\$5,045,143	-26.12
Loulou (Fr)	33	41	\$4,191,764	\$404,417	\$448,364	\$5,044,546	11.99
Best Health	34	34	\$4,071,920	\$637,556	\$267,585	\$4,977,061	-20.39
Les idées de ma maison	35	38	\$3,739,792	\$677,635	\$266,641	\$4,684,068	-5.81
More	36	31	\$3,399,084	\$780,480	\$280,314	\$4,459,878	-33.37
Cottage Life	37	37	\$3,323,087	\$705,387	\$287,885	\$4,316,359	-20.27
Decormag	38	43	\$3,486,927	\$452,759	\$139,261	\$4,078,946	-4.40
Le Bel Age	39	36	\$3,884,767	\$62,624	\$103,875	\$4,051,266	-30.50
Good Times	40	45	\$2,609,404	\$1,224,078	—	\$3,833,482	-7.51
The Grid	41	40	\$3,732,093	—	—	\$3,732,093	-18.42
MoneySense	42	47	\$2,298,678	\$1,056,639	\$313,857	\$3,669,174	-3.25
Homemakers (now Fresh Juice)	43	29	\$3,583,779	—	—	\$3,583,779	-50.16
Financial Post Magazine	44	48	\$3,386,506	—	—	\$3,386,506	-4.97
The Hockey News	45	49	—	\$2,657,719	\$593,731	\$3,251,450	-4.41
Plaisirs de vivre	46	52	\$3,040,646	—	—	\$3,040,646	11.55
Vita	47	44	\$2,335,294	\$419,141	\$95,418	\$2,849,853	-31.32
Our Canada	48	42	—	\$2,668,060	\$69,521	\$2,737,581	-39.17
Canadian Family	49	51	\$2,471,985	\$197,412	\$55,026	\$2,724,423	-5.16
Outdoor Canada	50	54	\$1,270,548	\$1,137,240	\$200,978	\$2,608,766	0.24
Total			\$447,682,607	\$74,630,409	\$43,960,725	\$566,273,742	

TOP TEN ALMOST MADE-ITS

Cineplex	51	46	\$2,608,442	—	—	\$2,608,442	-31.58
Profit	52	58	\$2,382,631	—	—	\$2,382,631	11.64
Sharp	53	—	\$2,336,119	\$30,922	\$121,800	\$2,336,119	—
Enfants Quebec	54	53	\$2,316,074	—	—	\$2,316,074	-13.19
Moi & Cie	55	—	\$1,314,182	\$296,332	\$544,094	\$2,154,608	—
Pure	56	57	\$2,096,344	—	—	\$2,096,344	-5.18
Vancouver Magazine	57	55	\$1,810,533	\$14,890	\$77,170	\$2,071,895	-14.08
Canadian Home Workshop	58	56	—	\$1,574,605	\$127,851	\$1,702,456	-33.76
Affaires Plus	59	—	\$658,070	\$918,733	\$22,263	\$1,599,066	—
StarWeek	60	—	\$1,598,759	—	—	\$1,598,759	-57.23