

# TALLY '07

Launches down 15% as publishers play cautiously

BY MARCO URSI

## 2007 TALLY AT A GLANCE

Total launches	63
Total closures	19
Missing in action	2
Consumer launches	49
Industry trade launches	5
Association launches	4
Consumer closures	10
Trade closures	8
Custom launches*	4
Custom closures*	1

\*not included in total launch figure

## PAST TALLY ROUNDUP

YEAR	TOTAL LAUNCHES	TOTAL CLOSURES
2007	63	19
2006	74	24
2005	85	33
2004	139	34
2003	101	47
2002	83	50
2001	69	43
2000	81	60
1999	122	64
1998	106	76
1997	116	55

## TALLY MAKING

What follows are the criteria we used to identify launches and closures:

- Launches are listed alphabetically by name; subject, unless self-explanatory; owner/publisher; and city
- Only standalone magazines with bonafide editorial content are counted as launches.
- Not included are annuals; magazines bound into other titles; newspaper sections; inserts/unbound supplements touted as magazines; and magazines that have relaunched under a new name, unless the magazine had ceased publishing for over a year.
- Magazines produced for corporations to promote their products or services—custom publications—are listed in the Tally but are not added to the total number of launches and closures or to the pie charts.
- Magazines suspended for more than a year are counted as closures.
- English and French editions of the same launch count as one.
- Unless found, magazines listed as MIA will be counted as closures next year.

It would be easy to sound the alarm bells. The number of launches hit a record low in 2007, with only 63 debuts (see the full list, pages 18 and 19). That's a 15% decline from 2006, and a 46% decline from 1997, when 116 new titles arrived. While the number of launches will almost certainly increase when we revisit the tally next year, there's no denying that 2007 was a year when most publishers—big, medium and small alike—chose to play it safe.

But while launches do give an indication of the industry's health, they aren't the only sign. We tracked just 19 closures in 2007, with another two mags listed as "on hiatus." High-profile closures came few and far between. Ad pages were up, as was circulation at some of the country's largest titles. Many publishers preferred to consolidate gains and focus on expanding in other areas, such as on the Web, rather than chance it with a pricey print launch.

### B-to-b focuses on alternative growth

A closer look at the b-to-b sector offers important clues as to why launches are down. Only five new trade titles premiered in 2007. Judging by this figure alone, you might get the impression that b-to-b is in crisis.

But industry leaders say print launches tell only a small part of the story. "We're increasingly looking at alternative revenue streams," says Stuart Morrison, president of The Cartwright Group Ltd. Websites, e-newsletters and trade shows have become just as important as print magazines, he says.

John Milne, senior vice president of the Rogers business and professional publishing group, expressed a similar viewpoint. "Launching new magazines is expensive," he says. "Surveying existing audiences through the Internet, conferences, custom publishing and with research is inexpensive. There are many unmet needs still out there in many of the markets that we serve. We're not afraid of launching, but how do you best meet information needs? If a launch is one of those ways, great. If it isn't, that's fine too."

Phillip Boyd, president of the Canadian

Business Press, agreed that b-to-b is moving toward multi-platform business models, but also outlined some of the difficulties faced by publishers who still may want to produce print magazines.

"The biggest handicap in terms of start ups and the principal reason why the number of business and professional publications dropped is the high cost of postage," he said in an e-mail interview. "The controlled circulation model does not receive assistance from the Publications Assistance Program (PAP). Hopefully, the current review of PAP and the Canada Magazine Fund by Canadian Heritage will identify this challenge and recommend assistance to encourage publishers to convert to the request model." (To read our full Q&A with Boyd regarding the state of b-to-b, visit MastheadOnline.com.)

### Careful in consumer

Many of the biggest players on the consumer side—Rogers Publishing, St. Joseph Media, TVA Publications—all stayed quiet in 2007. Only 49 new consumer books entered the fray last year, a 22% decline from 2006 and well below the 10-year average of 60 launches per year.

Despite the relative lack of activity on the launch front, several established publishing companies did expand their portfolios through new brands.

Canada Wide Media Inc., the largest independent publisher in Western Canada, launched the sustainability-oriented Vancouver city mag, *Granville*. Calgary's Venture Publishing Inc. targeted young working Albertans with the elegantly designed and smartly written *Unlimited*. Toronto-based Family Communications Inc. looked for a piece of the thriving parenting market with the oversized, celebrity-fronted *ParentsCanada*. And CTVglobemedia inserted a quarterly called *Globe Investor* into 100,000 copies of its flagship newspaper.

### Advertising gains

The number of launches may be down, but run-of-press ad pages in the country's largest consumer magazines were up 2.7% in 2007,

according to Leading National Advertisers Canada, which tracks advertising sales at 98 magazines. Meanwhile, ad revenues were up 4.9% to \$732.5 million (although this number is based solely on rate cards and doesn't take discounts into account).

When inserts and supplements are included in the counts, the numbers look even better: Pages grew by 3.2% and revenue by 5.3% (\$817.7 million).

It's interesting to compare these numbers to those from the Publishers Information Bureau, which tracks the American market. While U.S. magazine ad revenue was up 6.1% in 2007, ad pages were virtually flat, declining 0.6%.

### Launch of the year

Transcontinental Media's *More* was far and away the most successful launch of the year and one of the most successful launches in recent memory. According to recent data published by the Audit Bureau of Circulations, *More* has already become the 23rd-highest ABC-audited paid-circulation magazine in the country. Aimed at women over 40, *More* has garnered 86,771 subscriptions and moved an average of 37,612 copies per issue on the newsstands since it launched last March. With estimated combined ad, subscription and newsstand revenues around \$5.7 million, it appears Transcontinental has already earned enough to cover the \$5 million start-up bill.

### Key closures

Rogers shuttered both the English and French editions of shopping/shelter title *Chocolat* in September, less than a year after launching. "The path to profitability was longer than we expected," said Marc Blondeau, senior vice president of consumer publishing. In other words, the company took the cautious route and closed quickly.

Ezra Levant closed the conservative *Western Standard* to cut his losses, providing further evidence that news and political magazines struggle to operate in the black. The editorial team, however, has kept the magazine's website alive, a trend we expect will continue at stopped print titles where social goals outweigh financial ones.

### Green theme

Magazine launches often provide a window into the cultural zeitgeist—if people are thinking and talking about something, someone's going to a launch a magazine about it. This year, it seems environmental issues were top-of-mind. Including the aforementioned *Granville*, there were five titles launched in 2007 with a sustainability or green living focus: *Edible Toronto* (local food), *Green Business* (sustainable development advice for executives), *Vision Durable* (sustainable development) and *Our Green Home* (sus-

tainable shelter). That's a trend we expect will continue well into this year; we count four more green titles that have already launched or are planned for 2008. **M**

## STOPS

### Consumer

- *Chocolat*  
Rogers Publishing Inc.  
Toronto
- *Western Standard*  
Ezra Levant  
Calgary
- *Edmonton Life*  
Captive Media  
Edmonton
- *Shout*  
Canwest/MGM  
Regina
- *Digital Journal*  
Janusz J. Überall  
Toronto
- *Burnt Toast*  
Cindy Deachman  
Ottawa
- *Warrior*  
Media Guerriere  
Montreal
- *Our World*  
Karen Cottingham  
Calgary
- *Canadian Health Connections*  
Bonnie Monteith & Heather Ramsay  
Calgary
- *Femme Plus*  
TVA Publications Inc.  
Montreal

## MISSING IN ACTION

- *C-ing*  
Morison Communications/Calgary
- *Press Review*  
Jana Cassidy/Toronto

## TALLY 2006 REVISITED

## LAUNCHES WE MISSED

### Consumer

- *Canadian Winter*  
Cold lifestyle/Griffintown Media Inc./Montreal
- *Anna Magazine*  
Cooking and entertaining/Mari Loewen/Winnipeg
- *Asian Network: The Journal of Asian Canadian Perspectives/Social issues/AsianNetwork*  
Canada/Ottawa

## CLOSURES WE MISSED

### Trade

- *Communications & Networking*  
Transcontinental Media Inc./Toronto

- *Flag and Banner*  
The Flag Shop  
Vancouver

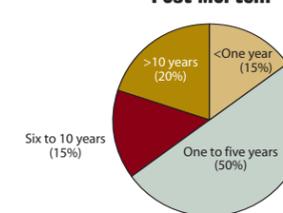
### Custom

- *FilmPrint*  
LIFT  
Toronto

### Trade

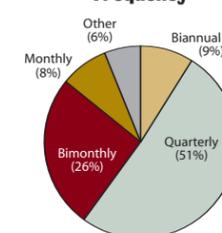
- *Computing Canada*  
IT World,  
Toronto
- *Technology in Government*  
Transcontinental Media  
Toronto
- *Stitches*  
CLB Media Inc.,  
Aurora, Ont.
- *Stitches for Patients*  
*Health & Humour*  
CLB Media Inc.  
Aurora, Ont.
- *Second Impressions*  
Loretta Puckrin,  
St. Albert, Ab.
- *Espresso Magazine*  
OFC Publications Inc.,  
Montreal
- *Far North Oil & Gas*  
Up Here Publishing Ltd.,  
Yellowknife
- *Canadian Diamonds*  
Up Here Publishing Ltd.,  
Yellowknife

## Post Mortem



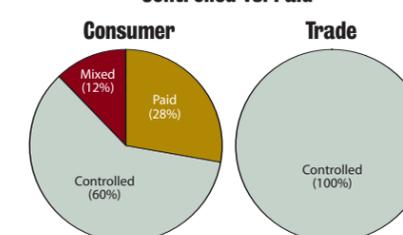
They say the first five years are the hardest. Over 60% of 2007 closures came during that period.

## Frequency



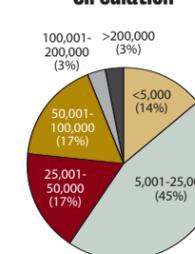
The monthly magazine is a rarity these days.

## Controlled vs. Paid



Certain circulators may despise it, but most new mags opted for controlled models in 2007.

## Circulation



A breakdown of starts by size. Launches with circ over 25,000 remain in the minority.

**STARTS**  
Consumer  
AUTOMOTIVE



- **Scooter Canada**  
Motorcycles/LC media/Brossard, Que.

**BUSINESS**



- **Vision Durable**  
Sustainable development/Transcontinental Media Inc./Montreal

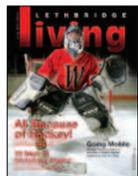


- **Globe Investor**  
CTVglobemedia Publishing Inc./Toronto

**CITY/REGIONAL**



- **Granville**  
Sustainable living/Canada Wide Media/Vancouver



- **Lethbridge Living**  
2R Inc./Lethbridge, Ab.



- **Nova Scotia Policy Review**  
Rachel Brighton Bridgetown, N.S.



- **IN Oakville**  
Little Green Tree Publishing/Oakville, Ont.



- **The Block**  
West coast urban life/Evan Ho/Vancouver



- **Urbanite**  
Winnipeg lifestyle/Studio Publications/Winnipeg

**ENTERTAINMENT/FOOD**



- **Edible Toronto**  
Local food/Gail Gordon Oliver/Toronto



- **Naked Eye**  
Pop culture/Burton Rice & Michael Leblanc Montreal



- **Strutter**  
Heavy metal/Craig Knight/Toronto



- **Canadian Real Estate**  
Key Media International Publishing/Toronto



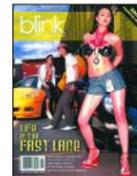
- **Chronically Canadian**  
Crohn's disease/Amanda Semenoff/Vancouver



- **Tonic Toronto**  
Health, wellness/Jamie Bussin/Toronto



- **Amoi**  
Black community/Chioma Productions/Toronto



- **Blink**  
Young urban asian/Lise Marie Chen/Toronto



- **Blunt**  
Opinion/Thomas Wang/Toronto



- **Desi Life**  
South Asian lifestyle/Torstar/Toronto



- **Kiva**  
African Canadian culture/Akede Inc./Alberta



- **Lifestyle Alberta**  
Web Impact/Toronto



- **Lifestyle Ontario**  
Web Impact/Toronto



- **MeraDesh**  
Indian lifestyle and fashion/MeraDesh Communications Winnipeg



- **Muslim Girl**  
Muslim life/ExecuGo Media/Toronto/Los Angeles



- **Our Green Home**  
Green living/Green Group/Toronto



- **Passion**  
Multiculturalism/Future-core Media Inc./Toronto



- **Trenz (Toronto ed.)**  
Urban lifestyle/Robin Wilkinson/Toronto



- **Whitesand**  
Tropical real estate/Whitesand Group of Companies Inc./Toronto

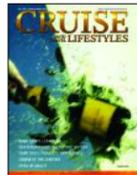


- **Unlimited**  
Working lifestyle/Venture Publishing Inc./Edmonton



- **M Magazine**  
Men's lifestyle/London Free Press/London, Ont.

**REC/TRAVEL/SPORTS**



- **Cruise and Travel Lifestyles**  
Vanessa Lee/Toronto



- **Manitoba Score**  
Amateur sports/Tom Thiessen/Winnipeg



- **SportsVision**  
Vision training/OFC Publications Inc./Montreal



- **Thoroughbred Style**  
Horse racing/Silks Media Corporation/Toronto



- **Whitesand**  
Tropical real estate/Whitesand Group of Companies Inc./Toronto

**SPECIAL INTEREST**



- **1234V**  
Vaginas/Jo Snyder & Sarah Michaelson Winnipeg



- **Canadian Beading**  
Patricia Frazier/Mississauga, Ont.



- **Dance Time**  
John Oliver/Toronto



- **Hub: CE**  
Electronics for dummies/Piccolo Publishing Inc./Toronto



- **Muscle News**  
Fitness/Wellnx Life Sciences/Montreal



- **Outdoor Photography Canada**  
Roy Ramsay/Toronto



- **Photosh**  
Amateur photos/Mike Barnes & Rachel Morris/Ottawa



- **Your Wedding...Imagine**  
GIJO Ltd./Winnipeg

**WOMEN'S**



- **B Magazine: Beauty and beyond**  
34+ women/Torstar & PaperCity Toronto



- **MOM magazine**  
Women with families/aMuse Communications/Spruce Grove, Ab.



- **More**  
40+ women/Transcontinental Media Inc./Toronto



- **ParentsCanada**  
Family Communications Inc./Toronto



- **Real Women on the Run**  
Modern women/Kim Berube/Calgary



- **She, Your Magazine for women**  
Barbara Hunter & Diane Diachina/London, Ont.



- **Crow Toes Quarterly**  
Children's literature/Christopher Millin/Richmond, B.C.



- **Girls Can Do Anything**  
Young girls/Jennifer Merfield/Ajax, Ont.



- **Teens Now Talk**  
Youth empowerment/Jessica Bowden/Halifax



- **Youthink, Alberta Edition**  
High school written/Andrew Sloan/Vancouver



- **Zamoof!**  
Children seven to 12/Dream Wave Publishing Inc./Kelowna, B.C.

**Custom**



- **Replay**  
Sportschek/Trafalgar Publications/Toronto



- **Show/Extra!**  
Bell ExpressVU/Spafax Inc./Montreal



- **Zoom Zoom**  
Mazda/Redwood Custom Communications/Toronto



- **Checkerspot**  
Climate change/Canadian Wildlife Federation/Kanata, Ont.



- **Claims Canada**  
Insurance claims/Business Information Group/Toronto



- **Company**  
Women in business/Company of Women/Oakville, Ont.



- **TechLife**  
People in technology/NAIT Corporate Communications/Edmonton



- **Energy Management**  
CLB Media Inc./Aurora, Ont.



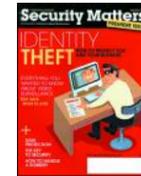
- **Green Business**  
CLB Media Inc./Aurora, Ont.



- **Marketingedge**  
Promotional products/Steve Whigham



- **Precedent**  
Young lawyer lifestyle/Melissa Kluger/Toronto



- **Security Matters**  
Security for small business/KAP Publishing/Thornhill, Ont.