

Canadian Single-Copy Snapshot

November 2006

Thousands of dollars	Magazine Type						
	General Interest	Special Interest Consumer	Business or Trade	Farm	Religious	Scholarly	All Magazines
Revenue							
Single-copy	\$84,036	26,665	1,766	374	1,805	3,100	\$117,745
Subscriptions	\$140,785	67,820	22,351	9,249	19,100	32,025	\$291,330
Advertising	\$332,787	252,989	329,323	41,337	5,131	32,022	993,589

Source: Statistics Canada 2003/2004 Periodical Publishing Survey (most recent available)

Total Canadian periodical single-copy market:

Estimated \$750 million annually, including all foreign and domestic single-copy sales.

Annual value of single-copy sales distributed by major Canadian wholesalers represented by the Periodical Marketers of Canada:

\$666 million

Number of Canadian retailers serviced by PMC members:

30,000

Average number of titles distributed by PMC members:

2,591

Number of Canadian titles distributed by PMC members:

167

Percentage of all PMC member sales attributed to Canadian titles:

6.7%

PMC retails sales by class of trade (from Sept. 2005 PMC Periodical Database Report):

- Supermarkets: 34.2%
- Convenience stores: 22.5%
- Drug stores: 14.3%
- Dept./Discount stores: 11.0%
- Newsstands: 6.4%
- Book stores: 6.3%
- Terminals: 3.8%
- All other retailers: 1.5%

Factors affecting single-copy market:

- Wide variety of consumer choice. Not a “500-channel” universe but a “3,000-channel” universe
- Consolidation and control in the retail sector — retailers control title selection and set price of displays
- Wholesaler dependence on major suppliers and customers — non-Canadian titles account for 93% of sales
- Capital limitations of Canadian publishers. Tight budgets restrict press runs, advertising, promotion.

Source: PMC Study, “The Newsstand Channel,” 2005/2006