

Analysis of COVID-19 Survey

Magazine publisher responses as of April 2/20

By David McKie, data journalism expert.

Additional information added by Sylvia Skene in colour.

Number of survey respondents: 154

Number of magazines represented, by province:

AB: 56 (out of 192, or 29%)

BC: 89 (out of 325, or 27%, though most larger publishers represented in survey)

BC-ON: 4

ON: 149 (out of 1135, or 13% of total)

QC: 72 (out of 414, or 17%)

Other (MB, SK, NL, NS, NT, SK, YT): 24 (out of 471 (including NB), or 5%)

Total: 394

Total publications in Canada: 2384 (conservative estimate based on Magazines Canada 2019 data project, as some B2B, niche, online and community publications are likely missing)

Percentage of magazines by jurisdiction:

AB: 14.2%

BC: 22.6%

BC-ON: 1%

ON: 37.8%

QC: 18.3%

Other: 6.1%

Number of magazines that anticipate workforce reductions and say they may have to cease publication within the next 3-6 months, broken down by jurisdiction:

AB: 40

BC: 55

BC-ON: 4

ON: 36

QC: 29

Other: 19

Total: 183

Percentage of magazines that anticipate workforce reductions and say they may have to cease publication within the next 3-6 months broken down by jurisdiction:

AB: 71.43%

BC: 61.80%

BC-ON: 100%

ON: 24.16%

QC: 40.28%
Other: 79.17%.

Note that Western & Atlantic provinces and territories harder hit, but as largest magazines in Quebec and Ontario, impact will be severe across Canada.

Percentage of magazines in peril that receive the Canada Periodical Grant broken down by jurisdiction:

AB: 17.9%
BC: 25.8%
BC-ON: 100%
ON: 15.4%
QC: 34.7%
Other: 54.2%

Total: 24.9% of respondents

Note difference with above stats.

Number of positions that may be affected, by province:

AB: 127.5
BC: 245
BC-ON: 2
ON: 186.9
QC: 256
Other: 59.5

Total: 866.9

The number of positions at risk at magazines that anticipate workforce reductions and say they may have to close publications within the next 3-6 months if don't receive financial assistance, broken down by jurisdiction:

AB: 117.5
BC: 159
BC-ON: 2
ON: 75
QC: 148.5
Other: 58

Total: 560

Percentage of positions at risk at magazines that anticipate workforce reductions and say they may have to close publications within the next 3-6 months if don't receive financial assistance, broken down by jurisdiction:

AB: 92.2%
BC: 64.9%
BC-ON: 100%
ON: 40.1%
QC: 60.4%
Other: 97.5%.

Number of magazines that depend on donations in addition to other sources of revenue broken down by province:

AB: 3
BC: 16
ON: 10
QC: 5
Other: 3
Total: 37

Number of magazines that depend on donations in addition to other sources of revenue that are in peril broken down by province:

AB: 1
BC: 5
ON: 4
QC: 2
Total: 12

***** Percent of magazines that depend on donations in addition to other sources of revenue that are in peril broken down by province:**

AB: 33.3%
BC: 31.3%
ON: 40%
QC: 40%
Total: 32.4% of respondents

*** I won't do much more with these numbers because the magazines in question also receive revenue from other sources such as ads. Hence, it's difficult to read too much into the numbers. However, since you had expressed an interest during our most recent conversation, I included this category.

Number of magazines dependent on ad sales in addition to other revenue sources broken down by jurisdiction:

AB: 54
BC: 88
BC-ON: 4
ON: 148
QC: 70
Other: 23
Total: 387

Number of magazines dependent on ad sales in addition to other revenue sources that said they anticipated laying off staff if they received no financial support between 3-6 months broken down by jurisdiction:

AB: 40
BC: 54
BC-ON: 4
ON: 36
QC: 28

Other: 19
Total: 181

Percent of magazines dependent on ad sales in addition to other revenue sources that said they anticipated laying off staff if they received no support between 3-6 months broken down by jurisdiction:

AB: 74.1%
BC: 61.4%
BC-ON: 100%
ON: 24.3%
QC: 40%
Other: 82.6%
Total: 46.8%

Number of magazines dependent on contests and submission fees in addition to other sources of revenue such as ads, broken down by province:

AB: 18
BC: 37
ON: 86
QC: 10
Other: 4
Total: 155

Number of magazines dependent on contests and submission fees in addition to other sources of revenue such as ads that are in peril, broken down by province:

AB: 16
BC: 28
ON: 17
QC: 9
Other: 2
Total: 72

Percentage of magazines dependent on contests and submission fees in addition to other sources of revenue such as ads that are in peril, broken down by province:

AB: 88.9%
BC: 75.7%
ON: 19.8%
QC: 90%
Other: 50.%
Total: 46.5%

Projected Ads and "Other" revenue loss to publications that anticipated layoffs if they received no help within 3-6 months, broken down by jurisdiction:

AB: \$3,910,100
BC: \$16,103,040
BC-ON: \$250,000
ON: \$10,672,600

QC: \$13,169,000

Other: \$4,064,500

Total: \$48,169,240 (x 6 (whole industry) = \$288M)

Projected Ads and “Other” revenue loss to recipients of the “Canada Periodical Fund’s Aid To Publishers Program” that anticipated layoffs if they received no help within 3-6 months, broken down by jurisdiction:

AB: \$395,000

BC: \$13,617,640

BC-ON: \$250,000

ON: \$6,381,000

QC: \$12,620,000

Other: \$2,739,500

Total: \$36,003,140

Per cent of projected Ads and “Other” revenue loss to recipients of the “Canada Periodical Fund’s Aid To Publishers Program” that anticipated layoffs if they received no help within 3-6 months, broken down by jurisdiction:

AB: 10.1%

BC: 84.6%

BC-ON: 100%

ON: 59.8%

QC: 95.8%

Other: 67.4%

Total: 74.7%

Projected Ads and “Other” revenue loss to recipients of the “Canada Council for the Arts” program that anticipated layoffs if they received no help within 3-6 months, broken down by jurisdiction:

AB: \$40,000

BC: \$7,640

ON: \$1,017,000

QC: \$60,000

Total: \$1,124,640