

STATE OF THE NEWSSTAND

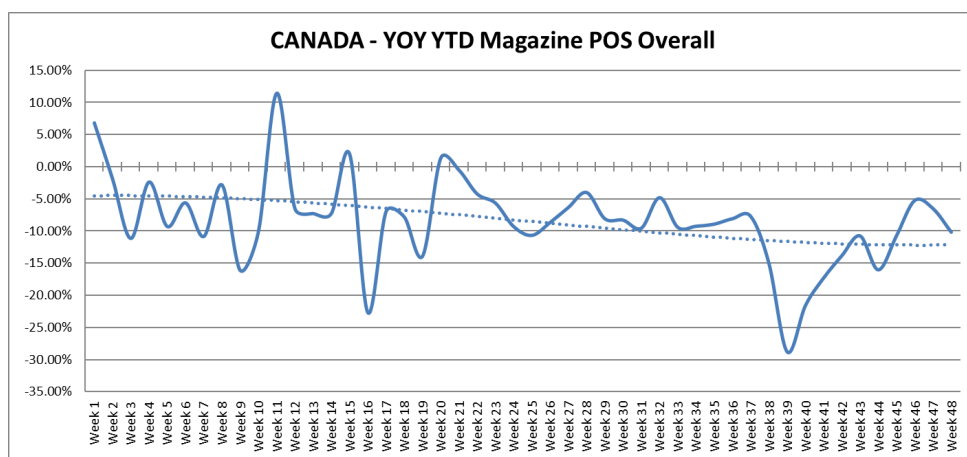
Q4 2023

By Craig Sweetman



Newsstand and Circulation Consultant Craig Sweetman/CRS Media shares a quarterly update on the state of newsstand magazine sales for the 4th quarter – 2023 for the Canadian Marketplace

The current Year over Year trend for the Canadian market at the week 48 mark of 2023 is negative 12.3% per the trend line in the graph inserted on the next page...this current decline, which is slightly worse than 3rd quarter results, in trend has been driven for the most part by a decline in distributed product of over 20% year to date. As a result, overall sales efficiency in Canada is at a 22% sell-through rate. Once again, these declines have mostly been driven by reductions in copies to the retail market. The decline in copies to market continues to be driven by the continually rising costs of printing and shipping of copies and reduction in frequency of issues distributed to market.



There are some continual positives in that TNG has embarked on an aggressive retailer re-logo program this past Summer, which will transform the checkout areas and expand SIP exposure in that area. This will drive higher sales in several retailers. This re-logoing program is 80% complete across Canada and should be fully completed by end of February 2024.

The current title category market share breakdown for Canada is inserted below and represents the full year 2023 vs 2022. The SIP category continues to grow and gain market share and has gained 1.3% in share in just the last quarter. The other categories showing growth are Almanacs, Photography, Humour & Cartoon, Science Fact & Fiction and Regional publications. The categories showing the biggest declines are Weeklies & Tabloids, Home Décor, Food and News.

2023 v 2022				
Major Category	# of Titles	Net Retail \$ % Change	Net Unit Sales % Change	Category Share
TV&MOVIE SIPs	155	29.2%	14.8%	20.3%
WOMEN'S GENERAL	130	-3.8%	-15.4%	13.1%
PUZZLES	98	4.1%	-0.2%	8.8%
SOCIAL & LITERARY	144	-16.9%	-18.0%	7.8%
HOME DECOR	105	-19.3%	-27.4%	6.3%
WEEKLIES/TABLOIDS	7	-48.9%	-55.0%	6.3%
FOOD	81	-22.9%	-24.1%	4.2%
ALMANAC	14	115.7%	98.7%	3.2%
FITNESS & HEALTH	62	-17.1%	-21.2%	3.0%
SIPS	98	-2.1%	1.4%	3.0%
CRAFTS/SEWING	87	-12.7%	-19.4%	2.4%
NEWS	25	-23.7%	-27.6%	2.3%
HOBBIES	70	-9.7%	-13.2%	2.3%
PHOTOGRAPHY	9	29.1%	13.1%	0.1%
HUMOUR & CARTOON	2	265.6%	429.9%	0.1%
SCIENCE FACT/FICTION	8	18.1%	12.5%	0.1%
REGIONAL	10	13.2%	8.1%	0.0%



The outlook for the 2024 is cautiously positive with the completion of the major re-logoing project across the retail universe being completed in Canada, which will most certainly drive higher sales at retail. Also, as SIPs and niche titles continue to grow their marketshare, there is an opportunity there for publishers to grow by investing in these areas.

Also, I read an article this week in [The Conversation](#) by Julian Novitz entitled “Magazines were supposed to die in digital age. Why haven’t they?” that I’m sharing below.

In the classic comedy Ghostbusters (1984), newly hired secretary Janice raises the subject of reading, while idly flipping through the pages of a magazine. The scientist Egon Spengler responds with a brusque dismissal: “print is dead.”

Egon’s words now seem prescient. The prevailing assumption of the past couple of decades is that print media is being slowly throttled by the rise of digital. Print magazines, in particular, are often perceived as being under threat.

While not nearly as popular as they once were, magazines haven’t died. New ones have started since the dire predictions began, while others continue to attract loyal readerships.

*So what’s the enduring appeal of the print magazine? Why didn’t it die, as so many predicted? **Please read the full article via [this link](#).***