



BY CHRIS CHAMBERS, MAGAZINES CANADA ACCOUNTS MANAGER

# YOUR GUIDE TO MAGAZINES CANADA'S NEWSSTAND SALES REPORTS

**DETAILED REPORTING OF** a magazine's newsstand performance is important for many reasons, and is usually a requirement when applying for grants and awards. The various sales reports available to publishers using Magazines Canada's distribution services will help them to identify trends and gain a historical perspective—these reports are valuable tools that should help publishers make decisions and move ahead successfully. Here is a description of the reports available to Magazines Canada publishers, where they can be found, and how they might be used.

## HISTORY

**Bulk Sales Report (available on our website):** This is a comprehensive sales report broken down issue by issue. It shows the on-sale dates, draw numbers (quantity distributed), returns, copies sold, sell-through percentage and numbers of dealers (stores) who received copies from Magazines Canada. Inevitably, it will capture the current issue which will not be final. Data from issues that are not final is incomplete, as those copies are in the stores and not necessarily sold.

Issues whose sales data is final are denoted with an "F" beside the year column of an issue. An issue is final about 100 days after the follow-up issue has been invoiced. This is to allow the stores time to return unsold copies. Another thing to keep in mind is that the number of dealers will not be accurate if a magazine is being sent to a wholesaler (such as Disticor, LMPI or Monahan). Wholesalers appear on a bulk report as a single dealer, but in fact they are sending magazines to multiple stores—sometimes many stores. Publishers are usually paid for sold copies of a magazine about two months after an issue becomes final.

## GEOGRAPHY

**ABC Report (Audit Bureau of Circulation, available on our website):** Some grant applications require a publisher to say how many copies are being distributed to each province and territory. This is what the ABC Report does.

## CURRENCY

**Draw Report (available on our website):** This is the number of copies we currently have orders for. As stores open and close and adjust their draws, this number will change. It's a good guide for determining how many copies to send for distribution. As a general rule, publishers should round up to the nearest 25 copies from the number on the Draw Report. You can also contact the Accounts Manager at Magazines Canada to discuss your magazine's draw and address specifics.

## TRACTION

**Issue History by Dealer Report (available upon request—contact Magazines Canada Accounts Manager):** This is a report that we are regularly asked for by publishers who want a better idea exactly where their magazine is being sent. It lists the stores Magazines Canada is sending the magazine to, and the draw quantities.

It is also possible (again upon request) to receive a report of the postal codes that Disticor is sending their copies to. These will be mostly Chapters and Indigo stores and, in some cases, Multi Mags stores in Montreal. A master list of these addresses will be provided to help sleuth out the specific store locations.

 [DOWNLOAD MORE HOTSHEETS AT magazinescanada.ca/cultural/hotsheets](https://magazinescanada.ca/cultural/hotsheets)





Many magazines will list the stores selling their magazines on their website. While bigger magazine distributors habitually frown on giving out this information, Magazines Canada encourages the listing of stores that sell Canadian magazines on any and all reputable websites.

### REMUNERATION

**Remittance Report (sent when payment for a sold issue is made; also available upon request):** Total sales (Net) are then broken down by store or wholesaler discount. It is difficult to imagine that this information would be essential or even very interesting to most Magazines Canada publishers, but here's what each discount means:

- 30% is what most Magazines Canada stores get—it's our standard discount
- 35% discount is what new stores receive for their first year with us as an incentive
- 40% discount is what we give to the wholesalers LMPI and Monahan
- 50% is what we pay Disticor (for copies sold by Chapters and Indigo). Looking at the number of copies sold at 50% discount will give you a snapshot of how your magazine is doing at Chapters and Indigo stores.

Please note that publishers are paid 45% of the cover price for copies sold at any and all stores (and discounts).

The Remittance Report is often sent accompanied by a **Detail Listing of Credits**. If there are deductions from a payment, they are listed here. Probably the most common deduction is known as "Fuel Surcharge": this is a 12-cent-per-copy charge that Disticor passes on to Magazines Canada and we must pass back to the publishers. If your magazine is being sent to Chapters or Indigo, you are paying this charge. Other deductions include charges for barcodes, barcode labels, and, in some cases, outstanding membership dues.

### TRY THIS

A **Cover-Versus-Sales Analysis** report will give these bulk report numbers some personality and it's a good idea to create one for your magazine—a colour scan of each issue's cover with final sales data and on sale dates from the bulk report beside each. Perhaps all of your best selling issues had orange covers, or big numbers on them, or photos of Sarah Polley. You might be surprised what this sort of illustrated bulk report will tell you about your magazine. And once you discover what is working for your magazine repeat it: this is a time-honoured tradition for all successful magazines. How many times have William and Kate graced the covers of *Hello!* magazine?

 **DOWNLOAD MORE HOTSHEETS AT** [magazinescanada.ca/cultural/hotsheets](http://magazinescanada.ca/cultural/hotsheets)