

HOTSHEET

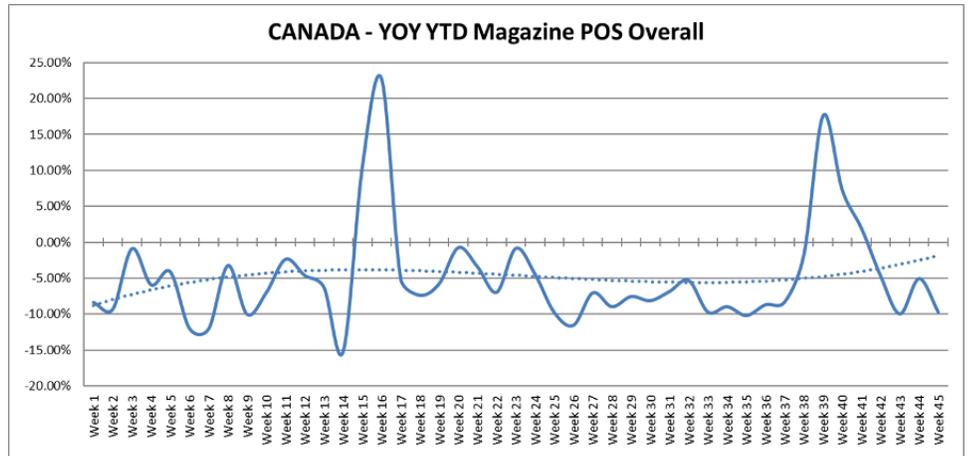
State of the Newsstand Q4 2022

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 – 2022 for the Canadian Marketplace.

- The current Year over Year trend for the Canadian market is negative 2% per trend line in graph inserted below...this current improvement in trend has been driven by the numerous SIPs put out after the Queen's passing and shows increases in Gross \$ Sales in week 38 of 5%, week 39 of 18%, week 40 of 10% and week 41 of 3%, After these 4 weeks of gains the sales have declined vs 2021. Once again, these declines have mostly been driven by reductions in copies to the retail market. The decline in copies to market has mostly been driven by the rising costs of printing and shipping of copies, which have gone up anywhere between 20-35% depending upon the printer and carrier.
- There are some continual positive Individual Retailer numbers to report in that Costco continues to be up and Indigo/Chapters is also up. Airport locations continue to post exceptional sales growth with Paradies and Hudson News both up double digits in growth over 2021



- As far the Newsstand Retail Footprint is concerned both TNG and CMMI have been successful in protecting Mainline space and continue that ongoing battle at checkout against competitive products and the encroachment of Self Scan units replacing regular checkouts.
- The current market share breakdown for the CDN market only is inserted below and is broken down in a different manner than the North American chart shown in the previous Quarter's report. Areas of growth in the Canadian market in the first 11 months of 2022 are SIPs, Puzzles, General Interest, Hobby, Computer, Business and Finance, Entertainment, Niche Publications and Automotive.

Master Subject Category	Category Share
SIPS	24.3
WOMEN'S GENERAL	12.1
WEEKLIES/TABLOIDS	11.9
HOME DECOR	7.8
PUZZLES	7.2
FOOD	5.1
FITNESS & HEALTH	3.5
CRAFTS/SEWING	2.8
NEWS	2.3
HOBBIES	2.3
AUTOMOBILE	2.2
SCIENCE & TECHNOLOGY	2.1
ALMANAC	1.9
SPORTS SPECTATOR	1.7
OTHER	12.9
TOTAL	100.0

- The outlook for 2023 would be cautiously positive as the appetite for magazine publications from consumers is certainly there, based upon the success of the Queen SIPs in the 3 weeks after her passing. As long as there are no severe supply chain or retail disruptions or reductions in frequency across the board, I believe we can look forward to a good year in 2023.