Magazines Canada 50th

HOTSHEET

STATE OF THE NEWSSTAND Q1 2024

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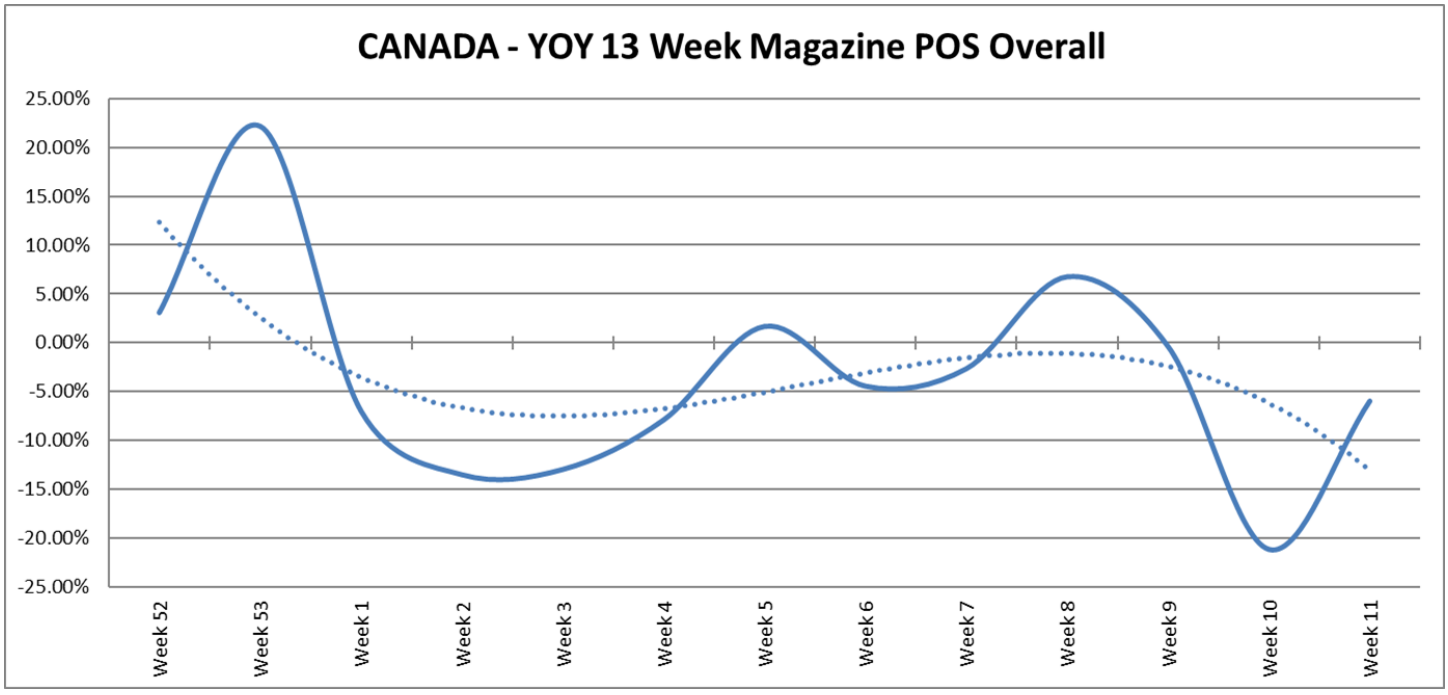
By Craig Sweetman

Newsstand and Circulation Consultant Craig Sweetman/CRS Media shares a quarterly update on the state of newsstand magazine sales for the 1st Quarter – 2024 for the Canadian marketplace

The current year over year trend for the Canadian market at the week 11 mark of 2024 is negative 12.5% per trend line in the graph inserted below. This current level is parallel with 4th quarter 2023 results. However, week 11 is only down 5.8%, which is a positive indicator. In another chart later in this report the overall YoY decline sits at -8.5% in dollars, which again is a positive versus the overall trend line. This negative overall trend continues to be driven for the most part by a decline in distributed product of over 20% year over year. As a result, overall sales efficiency in Canada is at a 22.5% 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.



LEGEND

Solid line: *week by week*

Dotted line: *trend line*

There are some continual positives in that TNG has now completed an aggressive retailer relogo program which will transform the checkout areas and expand SIP exposure in that area. This will drive higher sales in several retailers and the recent sales results bear this out.

The current title category market share breakdown for Canada is inserted below and shows that the SIP (inclusive of TV & Movie and SIP sets) category continues to grow and gain market share and has gained another 1.8% in share in just the last quarter. The other categories showing growth are Almanacs, News, and Music. The categories showing the biggest declines are Weekly Tabloids & Tabloids, Home Décor, Food, Crafts & Sewing, Science & Technology, and Social & Literary.

2024 v 2023						
Major Category	# of Titles	Net Retail % Change	Net Unit % Change	Category Share	Last Qtr	Plus/Minus
TV&MOVIE	162	21.7%	8.6%	20.1%	19.1%	1.0%
WOMEN'S GENERAL	133	-5.5%	-15.4%	13.0%	13.8%	-0.8%
PUZZLES	103	-0.9%	-4.3%	8.6%	9.0%	-0.4%
SOCIAL&LITERARY	156	-17.1%	-19.2%	7.8%	8.2%	-0.4%
HOME DECOR	108	-22.5%	-29.4%	6.0%	6.3%	-0.3%
WEEKLIES/TABLOIDS	7	-43.6%	-49.5%	6.0%	7.9%	-1.9%
FOOD	86	-21.1%	-22.9%	4.5%	4.4%	0.1%
SIPS	103	14.5%	16.2%	3.7%	2.9%	0.8%
FITNESS&HEALTH	69	-13.5%	-18.1%	3.1%	3.4%	-0.3%
NEWS	26	0.9%	-4.1%	2.9%	2.4%	0.5%
HOBBIES	74	-3.9%	-7.7%	2.4%		
CRAFTS/SEWING	100	-16.3%	-20.9%	2.3%		
AUTOMOBILE	55	-9.4%	-14.9%	2.2%		
SCIENCE& TECHNOLOGY	34	-17.4%	-15.1%	2.1%		
SPORTS SPECTATOR	52	-7.6%	-7.7%	1.8%		
ALMANAC	14	33.6%	21.0%	1.5%	0.6%	0.9%
COMIC DIGEST	7	-11.6%	-20.8%	1.3%		
CHILDREN	43	4.1%	-5.8%	1.2%		
WOMEN'S FASHION	15	-8.6%	-16.0%	1.1%		
MUSIC	39	54.9%	33.6%	1.0%	0.7%	0.3%
GARDEN	20	-30.1%	-28.5%	0.8%		
HUNTING&FISHING	36	-7.6%	-10.0%	0.7%		
BUSINESS/FINANCE	28	-8.9%	-20.3%	0.7%		
SPORTS PARTICIPATORY	48	-31.0%	-30.3%	0.7%		
INHOUSE BIPADS|	14	-11.8%	-19.9%	0.5%		
MEN'S GENERAL	14	-25.2%	-30.0%	0.4%		
MOTORCYCLE	16	-8.3%	-15.0%	0.3%		
FOREIGN TITLES	11	-5.2%	-12.2%	0.3%		
SOPHISTICATES-PRIMARY	26	-29.3%	-33.4%	0.3%		
TRAVEL	23	-32.7%	-27.2%	0.3%		
GUNS	25	-17.2%	-20.0%	0.2%		
ANIMAL	18	-39.6%	-31.2%	0.2%		
CALENDARS/POSTERS	5	2.1%	-1.6%	0.2%		
CONSUMER GUIDES	6	-3.4%	-6.7%	0.2%		
BOATING	16	-18.3%	-19.0%	0.2%		
SOPHISTICATES-EXPLICIT	17	-34.0%	-37.1%	0.2%		
ART & ANTIQUES	21	-11.9%	-9.6%	0.2%		
AVIATION	11	9.8%	0.5%	0.2%		
COMPUTING	13	-16.3%	-19.6%	0.1%		
BRIDAL	12	-23.1%	-25.3%	0.1%		
HOME PLANS	7	-5.4%	-8.5%	0.1%		
PHOTOGRAPHY	10	29.8%	27.7%	0.1%		
TEEN	3	-16.1%	-16.3%	0.1%		
HUMOUR&CARTOON	2	203.4%	347.9%	0.1%		
MILITARY/SURVIVAL	10	-18.9%	-32.4%	0.1%		
SCIENCE FACT/FICTION	8	22.9%	19.0%	0.1%		
REGIONAL	10	20.6%	15.1%	0.0%		
SOPHISTICATES-SECONDARY	8	-19.3%	-25.5%	0.0%		
ETHNIC	3	-28.6%	-28.0%	0.0%		
AUDIO/STEREO	2	-2.9%	-4.8%	0.0%		
TATTOO	9	-48.6%	-53.4%	0.0%		
MARIJUANA/CBD	6	-74.2%	-78.6%	0.0%		
DETECTIVE	2	-1.7%	-0.7%	0.0%		
ELECTRONIC MEDIA	1	0.0%	0.0%	0.0%		
ASTRO/HOROSCOPE	1	-100.0%	-100.0%	0.0%		
TOTAL	**1,848**	**-8.5%**	**-15.2%**	**100.0%**		

The following chart is a slightly different breakdown of North American sales, so includes US sales by title category. As you can see the SIP area (which is inclusive of Entertainment & No Segment Applied sets) is positive in total and represents 30.2% of total sales when combined.

Major Category	Bipad Count	Sales	Prior Year Sales	Sales Variance	Sales Pct Var.	Dollars	Prior Year Dollars	Dollar Variance	Pct Dollar Var	Category Share
ENTERTAINMENT	537	4,538	4,845	-307	-6%	$41,624	$41,783	($159)	-0%	26.7%
PUZZLES	183	2,567	2,631	-65	-2%	$16,584	$16,198	$386	2%	10.6%
HOME	351	1,100	1,460	-360	-25%	$12,879	$16,673	($3,794)	-23%	8.2%
WOMENS	361	2,615	2,863	-248	-9%	$12,402	$13,345	($944)	-7%	7.9%
FOOD	280	966	1,136	-170	-15%	$12,020	$13,550	($1,530)	-11%	7.7%
HOBBY	1,023	859	998	-139	-14%	$10,236	$11,256	($1,020)	-9%	6.6%
HUMAN CULTURE	760	590	700	-110	-16%	$7,429	$8,557	($1,128)	-13%	4.8%
NEWS FINANCE	146	523	319	204	64%	$6,355	$3,552	$2,802	79%	4.1%
FAMILY	295	493	636	-142	-22%	$6,337	$7,963	($1,626)	-20%	4.1%
NO SEGMENT APPLIED	1,327	436	28	407	1440%	$5,496	$298	$5,198	1,746%	3.5%
HEALTH & FITNESS	215	443	705	-262	-37%	$5,490	$8,739	($3,249)	-37%	3.5%
CRAFTS	270	263	346	-82	-24%	$3,870	$4,470	($600)	-13%	2.5%
SPORT	520	308	336	-28	-8%	$3,777	$4,062	($285)	-7%	2.4%
OUTDOORS	368	391	470	-79	-17%	$3,657	$4,244	($588)	-14%	2.3%
AUTOMOTIVE	315	325	395	-70	-18%	$3,235	$3,652	($417)	-11%	2.1%
LIFESTYLE	172	261	275	-13	-5%	$2,584	$2,357	$228	10%	1.7%
REGIONAL	309	211	248	-37	-15%	$1,742	$1,929	($187)	-10%	1.1%
FOREIGN LANGUAGE	101	24	19	5	25%	$307	$198	$109	55%	0.2%
SOPHISTICATES	11	8	18	-10	-57%	$106	$250	($145)	-58%	0.1%
Total	**7,544**	**16,922**	**18,427**	**-1,506**	**-8%**	**$156,130**	**$163,078**	**($6,949)**	**-4%**	**100.0%**

The outlook for the 2024 is still cautiously positive with the completion of the major relogoing project across the retail universe in Canada, which is already driving higher sales at retail. Also, as SIPs and niche titles continue to grow their market share there is an opportunity there for publishers to grow by investing in these areas.

ABOUT THE AUTHOR

Craig Sweetman has over 40 years experience in the retail circulation and consumer marketing areas of the magazine business. He was Eastern Canadian Manager for Conde Nast Publications for 15 years and managed the growth of such publications as *Architectural Digest, Vogue, Vanity Fair*, and *GQ* magazines. When Conde Nast and Hearst merged their retail side in 2000, Craig took over the new role of Retail Sales Manager – Canada East at CMG where he managed the growth of additional publications such as *Oprah, Cosmopolitan*, and *Esquire*.

He then moved to Coast to Coast in 2003 to become Director of Canadian Agency Relations where he was instrumental in the launch and growth of such publications as *Zoomer, Sharp, Sharp's Book for Men, Pacific Yachting*, and *Outdoor Canada*. He launched his own consultancy in 2013. Craig is Chair of the CMAC (Circulation Marketing Advisory Committee) for Magazines Canada and also chairs an industry group called the (IAG) Industry Action Group.

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