

MBR Canada 2019

Insights From The 2018 Canadian Newsstand Box Score

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Metro 360

Introduction To The Data



- **13th Year of producing The Canadian Newsstand Box Score.**
- **Previously presented by Coast to Coast Newsstand Services Partnership, going forward will be presented by The Industry Action Group.**
- **Data generously provided by RS2 Canada.**

Introduction To The Data



- **Service to the industry for Publishers, Wholesalers and Retailers.**
- **English Language titles only, distributed By Mass Market Wholesalers.**
- **The full 2018 Canadian Box Score Report will be available on the IAG Website shortly.**
- **www.magazinesatretail.ca**

Top 15 Titles



| 2018 Rank | 2017 Rank | Title Name | Freq | Category | 2018 Unit Sale | 2017 Unit Sale | 2018 \$ Sale | 2017 \$ Sale |
|-----------|-----------|-------------------|------|-------------------|----------------|----------------|--------------|--------------|
| 1 | 1 | People | WK | Celebrity | 2,478,974 | 2,560,587 | \$17,053,541 | \$17,597,094 |
| 2 | 2 | Woman's World | WK | Women's Lifestyle | 3,950,345 | 4,024,738 | \$10,850,908 | \$10,063,811 |
| 3 | 3 | Hello! | WK | Celebrity | 1,503,543 | 1,470,658 | \$9,472,184 | \$8,809,241 |
| 4 | 4 | In Touch Weekly | WK | Celebrity | 1,480,716 | 1,621,373 | \$7,388,773 | \$7,991,310 |
| 5 | 5 | Star | WK | Tabloid | 920,716 | 1,021,726 | \$6,435,805 | \$7,141,865 |
| 6 | 7 | US Weekly | WK | Celebrity | 861,508 | 913,654 | \$5,561,557 | \$5,472,787 |
| 7 | 6 | National Enquirer | WK | Tabloid | 887,627 | 974,912 | \$5,316,886 | \$5,839,723 |
| 8 | 11 | First For Women | MO | Women's Lifestyle | 1,053,187 | 1,046,663 | \$4,259,212 | \$3,376,349 |
| 9 | 9 | Globe | WK | Tabloid | 626,919 | 665,443 | \$3,755,245 | \$3,986,004 |
| 10 | 8 | Life & Style | WK | Celebrity | 744,783 | 822,720 | \$3,716,467 | \$4,081,214 |
| 11 | 10 | OK! Weekly | WK | Celebrity | 467,670 | 498,528 | \$3,269,013 | \$3,484,711 |
| 12 | 12 | Closer | WK | Entertainment | 523,078 | 544,579 | \$3,133,237 | \$3,229,288 |
| 13 | 13 | House & Home | MO | Home Decor | 451,645 | 472,310 | \$2,927,834 | \$3,070,015 |
| 14 | 15 | Canadian Living | MO | Women's Lifestyle | 630,947 | 681,738 | \$2,772,675 | \$2,821,774 |
| 15 | 14 | Hello! SIP | BM | Celebrity | 370,076 | 437,087 | \$2,586,831 | \$3,055,238 |

Facts

- **In 2018, there were 1,842 English language titles distributed through Mass-Market Wholesalers.**
- **Of those 1,842 titles, 19% were Canadian-Published in 2018, up 2% from 17% in 2017.**
- **How many titles had a positive retail \$ sales increases in 2018?**





526



**Titles Had Positive Retail \$ Sales
Increases in 2018.**

That's about 29% of all Titles!

Facts

- **How many titles had a positive unit sales increases in 2018 out of the 1,842?**

- **248?**

- **693?**

- **469?**

- **125?**





469

**Titles Had Positive Unit Sales
Increases in 2018.**

That's about 26% of all Titles!

Frequency Sales

| Freq | 2018 \$ Sale | 2017 \$ Sale | 2018 \$ MS % | 2017 \$ MS % |
|------|---------------|---------------|--------------|--------------|
| AN | \$ 8,056,568 | \$ 8,407,532 | 3.0% | 3.2% |
| BM | \$ 30,573,114 | \$ 32,718,509 | 11.6% | 12.3% |
| BW | \$ 11,769,030 | \$ 11,245,436 | 4.5% | 4.2% |
| MO | \$ 81,346,709 | \$ 82,731,475 | 30.8% | 31.1% |
| QU | \$ 23,666,239 | \$ 20,854,934 | 9.0% | 7.8% |
| SA | \$ 27,505,973 | \$ 26,575,840 | 10.4% | 10.0% |
| WK | \$ 81,454,885 | \$ 83,409,029 | 30.8% | 31.4% |

Frequency Sales

| Frequency | # of Titles | 2018 \$ Sale | 2017 \$ Sale |
|-----------|-------------|-----------------|-----------------|
| MO | 450 | \$81,346,709.39 | \$82,731,474.54 |
| BM | 409 | \$30,573,113.59 | \$32,718,508.90 |
| SA | 340 | \$27,505,973.31 | \$26,575,839.76 |
| QU | 298 | \$23,666,239.25 | \$20,854,933.84 |
| AN | 269 | \$8,056,568.40 | \$8,407,531.82 |
| BW | 55 | \$11,769,029.60 | \$11,245,435.75 |
| WK | 21 | \$81,454,885.37 | \$83,409,028.50 |

Category Sales

| 2018 Rank | 2017 Rank | Category | 2018 \$ Sale | 2017 \$ Sale |
|-----------|-----------|--------------------|--------------|--------------|
| 1 | 1 | Celebrity | \$57,429,452 | \$58,053,803 |
| 2 | 2 | Women's Lifestyle | \$25,374,596 | \$23,668,992 |
| 3 | 3 | Tabloid | \$17,277,931 | \$18,712,865 |
| 4 | 6 | Crosswords/Puzzles | \$15,885,476 | \$15,334,177 |
| 5 | 7 | General Interest | \$15,339,244 | \$10,043,996 |
| 6 | 4 | Food/Recipes | \$15,292,273 | \$15,669,718 |
| 7 | 5 | Home Decor | \$15,177,785 | \$15,392,439 |
| 8 | 13 | Health/Wellness | \$7,815,726 | \$6,384,822 |
| 9 | 8 | Fashion/Beauty | \$7,784,301 | \$9,491,279 |
| 10 | 11 | Entertainment | \$7,739,836 | \$7,819,408 |
| 11 | 10 | Current Affairs | \$6,988,396 | \$7,846,951 |
| 12 | 9 | Science/Nature | \$6,954,081 | \$8,503,059 |
| 13 | 12 | Automotive | \$6,203,465 | \$6,567,995 |
| 14 | 14 | Business/Finance | \$5,321,217 | \$5,400,468 |
| 15 | 15 | Crafts | \$5,123,198 | \$4,858,691 |

Category Sales

| Category | 2018 \$ Sale | 2017 \$ Sale | 2018 vs 2017 \$ |
|----------------------|--------------|--------------|-----------------|
| General Interest | \$15,339,244 | \$10,043,996 | \$5,295,248 |
| Women's Lifestyle | \$25,374,596 | \$23,668,992 | \$1,705,604 |
| Health/Wellness | \$7,815,726 | \$6,384,822 | \$1,430,903 |
| Crosswords/Puzzles | \$15,885,476 | \$15,334,177 | \$551,299 |
| Colouring Books | \$1,151,604 | \$781,085 | \$370,519 |
| Crafts | \$5,123,198 | \$4,858,691 | \$264,507 |
| Boating | \$810,699 | \$599,682 | \$211,017 |
| Comics | \$4,239,422 | \$4,046,810 | \$192,612 |
| Home Improvement | \$1,473,172 | \$1,351,695 | \$121,477 |
| Travel | \$1,426,920 | \$1,314,015 | \$112,905 |
| Ethnic/Religion | \$159,695 | \$66,628 | \$93,067 |
| Basketball | \$286,531 | \$228,839 | \$57,692 |
| Children | \$2,904,325 | \$2,847,532 | \$56,793 |
| Hobby/Collectibles | \$1,194,561 | \$1,146,935 | \$47,625 |
| Music | \$1,669,619 | \$1,628,647 | \$40,972 |
| Cannabis | \$325,812 | \$304,965 | \$20,847 |
| Astrology/Horoscopes | \$48,736 | \$43,927 | \$4,809 |
| Fiction | \$28,677 | \$27,646 | \$1,031 |

Class of Trade Sales

| Class Of Trade | 2018 \$ Sales | 2017 \$ Sales |
|-------------------|-----------------|-----------------|
| Super Market | \$76,310,429.29 | \$79,803,572.46 |
| Mass Merchandiser | \$68,414,922.35 | \$66,823,994.01 |
| Drug | \$61,825,962.80 | \$62,449,633.45 |
| Book Store | \$14,943,245.30 | \$16,425,577.69 |
| Convenience | \$13,858,900.08 | \$16,595,338.55 |
| Terminal | \$13,138,816.10 | \$14,269,456.39 |
| Newsstand | \$11,140,566.54 | \$12,863,309.34 |
| Libraries | \$1,365,250.14 | \$1,371,633.05 |
| Home Improvement | \$1,163,260.44 | \$1,227,504.15 |
| Hospitals | \$1,040,804.16 | \$1,085,420.81 |

Facts

- **In 2017, the average retail cover price was about \$6.74.**
- **In 2018, that average cover price rose to about \$7.10.**
- **Out of the 1,842 English Language Titles distributed in 2017, 471 had an increase to their average cover price.**



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Thank You!