

Magazine Lineage and Circulation

According to "Advertising Age", an authoritative advertising publication, Canadian magazines in the month of March, 1944, showed 318.4 pages of advertising with 209,325 lines as compared with 275.5 pages and 180,283 lines in the same month of 1943, an increase of over 16 per cent. Canadian Farm publications showed 274 pages with 241,822 lines in March, 1944, compared with 217.4 pages and 194,262 lines in March, 1943. This is an increase of 24.5 per cent in March lineage over the same month a year ago. In this connection the following quotation from page 16 of March 11, 1944, issue of Toronto *Saturday Night* is interesting:—

Fifth on the continent, *Saturday Night* carries nearly three times as much advertising as does any other national periodical of general appeal in the Dominion. It is one of only five periodicals of this character on the entire continent carrying over one million lines of advertising. These periodicals are *Life*, *Saturday Evening Post*, *Time*, *Colliers' Weekly* and *Saturday Night*.

The facts are, as every advertising agency man knows and as admitted by the press representative here, that the business now available cannot possibly be accommodated by many papers.

Let us now look at the weekend publications, those heavy consumers of newsprint, ink, photographic and cut material comprising the *Financial Post*, *Saturday Night*, *Toronto Star Weekly*, *Montreal La Presse*, *La Patrie*, *Le Petit Journal*, *Montreal Standard* and the *Photo Journal*. Here is something really worth looking at. In 1940 these had weekly circulations totalling 918,818 copies. In 1942 the combined circulation had gone up to 1,266,656; in 1944 the same publications had gone up to 1,630,274 in combined circulation. This is an increase of 77 per cent during the years that Canada has been at war. Even farm papers increased 80,000 copies from 1940 to 1944. How can publications justify their attacks on the C.B.C. under such circumstances? Which really is expanding, the C.B.C. or the publications? To such an amazing extent is the public uninformed of the actual conditions in the publishing industry that it is beginning to believe that the publishers are suffering untold agonies at the hand of government regulations, and now the C.B.C. is blamed along with the government.

It is interesting to note that C.B.C.'s total revenues have increased 21.4 per cent since 1940-41, an average of seven per cent annually. Included in this is commercial revenue which showed a gain of 32.3 per cent over the same period or about 11 per cent annually.

C.B.C. Selling Expense Discussed

It was suggested before this Committee on June 2nd that the C.B.C. maintains an aggressive selling organization and that the increased business is the result of a hard hitting effort. Well, the contrary is the case. The C.B.C. does not maintain salesmen. It pursues no aggressive efforts. Indeed, I am sorry to say that in my opinion it neglects to do many of the most elementary things which an aggressive selling organization would do to get business. This is shown clearly from the amount spent by the Commercial Department as disclosed in the accounts of the Corporation. The actual expenditure of the Commercial Department in 1939-40 was \$108,000, whereas in 1942-43 it was only \$102,000. The most important point is that only 10 per cent of this was devoted to promotion. Ninety per cent of it went to essential operations. It is doubtful if such a large volume of operations is handled anywhere by so small a staff and in two languages.