

ANNEX IV

COMMENTS MADE BY THE CANADIAN PERIODICAL PUBLISHERS ASSOCIATION

INTRODUCTION

The focus of this study was on four cultural sectors (i.e., book publishing, sound recording, film and video and private art galleries and dealers).

In the course of the study we were approached by the Canadian Periodical Publishers Association concerning the needs of the periodical publishing industry with respect to foreign marketing. The views expressed are as follows:

Importance of Foreign Markets

The following points were made about the importance of foreign markets to Canadian periodical publishers:

- Special interest magazines in Canada were reported to have limited subscriberships in Canada. The limit for individual subscribers was considered to be between 500 and 800 and approximately 500 for institutional subscribers. This limited circulation base is considered to be too small to maintain the magazines as financially viable operations.
- For literary magazines, international markets were considered to be important due to the size of the Canadian market for such publications and for building a reputation in this market. The assistance of the Canada Council and the Ontario Arts Council were said to have been extremely useful to the industry in developing high quality, literary magazines capable of competing effectively in international markets.
- Medium-size periodical publishers were said to be jumping into the consumer market and therefore competing with the large circulation, 4 colour magazines of U.S. publishers. The U.S. products