

in numbers, from 86 to 94, and in total circulation per issue, from 1.05 million to 1.14 million. Average circulation of these papers remained constant at 12,000. Circulation of weekend tabloids remained unchanged at 585,000 but because the number of weekend newspapers increased from seven to eight, the average publication was left with a smaller slice of the circulation pie in 1982.

The number of ethnic non-dailies fell from 86 in 1981 to 74 in 1982. As a result, total circulation per issue of the ethnic papers dropped from 666,000 to 639,000 although the remaining papers had a higher average circulation. Since 1978, both the number and total circulation of ethnic non-dailies have decreased by 43%.

Sales revenues for non-dailies increased substantially, but advertising revenues grew at a much slower rate. Subscription and single copy sales totalled \$49.7 million in 1981, up 13% from the previous year. Advertising revenues rose from \$145.1 million in 1980 to \$153.6 million in 1981. Total revenues of \$203.3 million for the non-dailies in 1981 represent an increase close to 8% but if the effects of inflation are considered, the revenue of non-dailies was actually reduced.

14.7.4 Periodicals

The greatest change in the Canadian periodical industry in 1982 was the disappearance of weekend supplements, the magazines distributed with Saturday editions of newspapers for many years. *Today Magazine* was closed down in August 1982 and *Perspectives*, its French-language counterpart, early in 1983. The only remaining weekend supplement, *En voyage*, is a travel supplement published six times each year and distributed with seven dailies.

Consumer, trade and ethnic magazines fared better than magazines in other categories in 1982, increasing both in number and total circulation from 1981. The total per issue circulation of ethnic magazines increased by 14% but still remained below the 1979 level. Consumer magazines and trade magazines increased their total per issue circulation 4% while the number of titles in each category increased 3%. Trade magazines had consistent growth over the past several years, and the 1982 increase in consumer magazine circulation brought it back to its 1980 level of 37.4 million.

Religious magazines had a small increase in circulation between 1981 and 1982, but their numbers dropped from 26 to 24, a further decrease from 35 in 1979. Farm magazines did not have a good year in 1982, with their total circulation down 8% for 113 publications, eight fewer than in 1981. Total circulation in the directories category in 1982 was down 5%.

Of the 62.1 million total circulation per issue of periodicals in 1982, 10.0 million was attributable to 416 foreign-published magazines, a slight drop from the 1981 figure of 10.1 million.

14.7.5 Ethnic serials project

A Canadian ethnic serials project at the National Library of Canada contributes to the federal government's multicultural program. The national library undertook in 1973 to collect all serial publications of Canada's cultural communities. All known Canadian ethnic newspapers were ordered on subscription; all Canadian periodicals, including ethnic, have deposited two copies of each publication in the national library since 1969 as required by law. The collection of about 1,500 titles is the largest in Canada.

This program preserves and makes available to researchers material that would otherwise be lost or difficult to obtain. An ethnic serials specialist is on staff in the newspaper division to provide a reference and consulting service to researchers.

Periodicals and newspapers on microfilm in the national library collection are available to researchers on interlibrary loan; original newspapers must be consulted in the library.

Checklist of Canadian ethnic serials was published by the newspaper division of the national library in May 1981, listing all known Canadian ethnic serial publications.

14.8 Native communications program

This program received cabinet and Treasury Board approval in 1981 to continue and expand its mandate until 1984. Grants are provided to native communication resource organizations set up to serve the communications needs of native people in given large geographical areas. The native communications societies collectively produce radio and television programs, newspapers, film and video, library services and point-to-point survival communications through high frequency and single side band radio systems.