

million — about 82% in English and 17% in French (Table 14.8).

Daily newspaper advertising net revenue in 1985 was \$1.3 billion, up 11% from 1983. There were 11 dailies published in French, 99 in English, and five in other languages. Although the circulation of daily newspapers blankets the more populous areas well beyond publishing points, the smaller cities, towns and rural areas are also served by 929 community newspapers catering to local interests.

14.5.2 Syndicates and wire services

In addition to their news-gathering staffs and facilities, Canadian newspapers subscribe to syndicates and wire services. The largest Canadian wire service is the Canadian Press, a co-operative agency owned by most Canadian dailies. CP delivers Canadian and world news by satellite and wire, to its 108 members; many of them also subscribe to Laserphoto which delivers, by satellite, more than 600 news photos a week, or to a mailed news photo service. An affiliate, Broadcast News Ltd., provides wire news by satellite and an audio service to AM and FM radio stations, to television stations, and for display by cable television companies. Another CP affiliate, Press News Ltd., serves CBC radio and television stations, community newspapers, magazines, and corporate and government clients. CP has its own news-gathering staff in 13 Canadian cities as well as in New York, Washington and London. Each member newspaper provides local news and pictures for transmission to fellow members and members share the cost in proportion to their circulations.

CP carries world news from Reuters (the British agency), from The Associated Press (the United States co-operative) and from Agence France-Presse (of France) and these agencies receive CP news on a reciprocal basis. CP maintains a French-language service in Quebec.

14.5.3 Non-daily newspapers

Canada's non-daily newspapers fared better in 1985 than in previous years. The average circulation of non-dailies was up 13% from 1983 and the number of non-dailies reached 1,277.

The non-dailies include shoppers, community newspapers, weekend tabloids, university and school papers and ethnic non-dailies. Shoppers are free distribution publications in a newspaper format consisting almost entirely of advertising. In 1985 there were 57 such papers in Canada with a total distribution per issue of 1.7 million and an average distribution of 29,333 per paper, about three times the circulation of the average

community newspaper. The 929 community newspapers listed in 1985 had a total circulation of 9.5 million for an average circulation of just over 10,000 per paper.

Between 1983 and 1985, university and school papers increased both in numbers, from 155 to 169, and in total circulation per issue, from 1.4 million to 2.1 million. Average circulation per paper increased 26%. The average circulation of weekend tabloids decreased by 12%.

The number of ethnic non-dailies increased from 72 in 1983 to 75 in 1985. As a result, total average circulation per issue of the ethnic papers was up 7%.

14.5.4 Periodicals

In May 1985, Statistics Canada conducted the Periodical Publishing Survey for the first time. This survey collected information about the employment, sales and financial situation of periodical publishers operating in Canada in 1984, as well as data on the frequency, language type, subject, circulation and distribution of the periodicals they published. (Magazines are classified as periodicals.) Data highlights include the following:

Publishers. The total estimated revenue of periodical publishers was \$723 million in 1984 with advertising revenue accounting for 57% of this total; 110 publishers (14%) produced more than one periodical; periodical publishers reported 7,247 full-time employees and 3,691 volunteers; and 41% of publishers declared before taxes profits.

Language. Of the 1,151 periodicals reported, 60% were classified as English, 24% were designed as French and the remaining 16% were categorized as bilingual or other.

Circulation. Total circulation per issue was 33.5 million copies with general interest publications accounting for 73% of this total. Almost three-quarters of the total circulation was distributed through Canada Post.

14.5.5 Ethnic serials project

A Canadian ethnic serials project at the National Library of Canada contributes to the federal government's multicultural program. In 1973, the National Library undertook 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. Since the beginning and terminating rates of the