

Daily newspaper advertising net revenue in 1986 was \$1.6 billion, up 10% from 1985. There were 11 dailies published in French, 100 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 942 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 (CP), a co-operative agency owned by most Canadian dailies. CP delivers Canadian and world news by satellite and wire, to its 110 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 well in 1986. The average circulation of non-dailies was up 2% from the previous year and the number of non-dailies reached 1,295.

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 1986, there were 57 such papers in Canada, with a total distribution per issue of 1.7 million and an average distribution of 29,579 per paper, about three times the circulation of the average community newspaper. The 942 community

newspapers listed in 1986 had a total circulation of 9.7 million for an average circulation of over 10,000 per paper.

Between 1985 and 1986, the number of university and school papers remained at 169, with total circulation per issue of 2.1 million. The average circulation of weekend tabloids was also stable at 62,000 per issue.

The number of ethnic non-dailies increased from 75 in 1985 to 81 in 1986. Total average circulation per issue of the ethnic papers was up 28%.

14.5.4 Periodicals

In 1986-87, there were more than 1,300 periodicals published in Canada. Six out of 10 of these served special interests, nearly one-third were general interest magazines and the remainder were scholarly periodicals.

Although single copy sales were down by over 20% from the previous year, advertising, subscription and other revenues were all up, leading to a small increase in profit margins.

The total estimated revenue of the periodicals in 1986-87 was \$725 million; advertising accounted for 64% of this total. Nearly 1,000 publishers were involved in producing the periodicals. Of these, 134 published more than one periodical.

The total circulation per issue was over 35 million copies. General interest periodicals were responsible for 63% of total circulation per issue. Annual circulation was about 420 million copies; Canada Post delivered 71%.

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 Canadian ethnic serial publications are quite high, the ethnic serials project is an ongoing process which identifies and acquires all new newspaper and periodical titles. The collection of about 1,800 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 reference and information services division to provide a reference and consulting service to researchers.