

The Magazine About Magazines

Masthead

Q&A

Rogers Publishing
President and CEO
Brian Segal



Q You're the chair and host of ABC's annual conference in Toronto this November. What'll be your message to attendees?

A My message and the message of the conference is that in a fragmenting media environment, in an era of specialty TV, weakening audiences for network television, channel surfing, and PVRs print as a medium with loyal audiences will continue to

continues on page 22 >

Salary Survey



Compensation jumps by 7.1% but not everyone's happy

Are you getting enough? If not, now may be the time to ask. After three years of slogging through what likely ranks one of the worst ad recessions since the early 1990s, magazine adspend appears to be recovering.

While average salaries have increased in every department since our 2002 survey—one would expect them to, given inflation—some of us have done better than others. The big winners are those in management, where the average salary of \$77,785 represents a 21.7% jump over 2002. Other departmental averages shake out like this: advertising, \$62,709 (+1.1%); new media, \$57,543 (+12.9%); editorial, \$51,281 (+4.7%); art, \$46,347 (+1.3%); production, \$44,656 (+7.3%); and circulation, \$41,100 (+0.64%).

But those numbers come with a proviso. While the response rate to this year's survey leapt by 50.3% to 451 submissions—our highest-ever total since we started this check-up in 1990—you've got to remember that respondents remain anonymous

and represent only a handful of the estimated 6,000 full-time magazine personnel employed in this country.

A long-standing industry complaint is the utter dearth of data; Statistics Canada hasn't reported on us since 1999. No publisher, save Aurora, Ont.-based trade publisher CLB Media, seems willing to share with the world what they're paying their people. (Look for CLB's numbers in these pages early next year.)

That said, our survey shows a 7.1% overall jump in compensation levels since 2002. The highest reported salary this year was from, surprise, an advertising director hauling down \$166,000. That's considerably lower than the highest-ever reported salary—\$310,000, reported by a group publisher back in the glory days of 2000, followed by an ad director who confessed to raking in \$245,000, also in 2000. Still chump change compared to, say, what Rogers Media grand frommage Tony Viner took home in 2003—\$1.3 million, before stock options.

continues on page 10 >

CONTENTS



New car lifestyle mag page 16

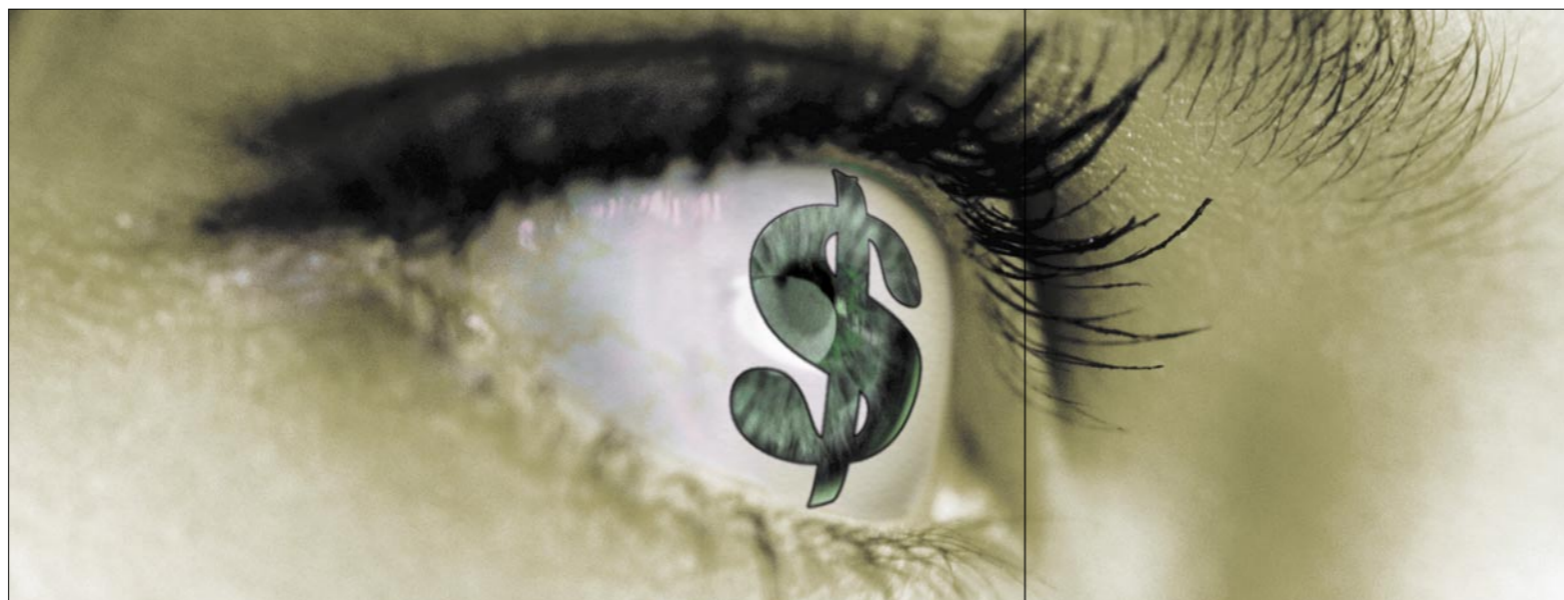
DEPARTMENTS

- Editor's Note **3**
- Reporter **5**
- Inside: Ad Sales **9**
- Starts, Stops & Changes **16**
- People in Print **21**
- Source Directory **22**
- Point Taken **26**



November/December 2004 **\$6.95**
www.mastheadonline.com

Your guide
to the
industry's
compensation
benchmarks



Salary Survey

WHO GETS WHAT

		CONSUMER AVERAGE SALARY \$	BUSINESS* AVERAGE SALARY \$	HIGHEST SALARY \$	LOWEST SALARY \$	# OF RESPONSES
ADVERTISING	Advertising director/manager	83,513	78,958	166,000	24,000	29
	Sales representative	70,393	61,306	115,000	20,000	33
	Sales assistant	51,000	31,083	58,000	22,500	10
ART	Art director	54,417	49,883	95,000	28,000	20
	Associate art director	41,650	39,440	63,000	28,800	18
CIRCULATION	Circulation director/manager	52,653	45,954	70,000	21,000	32
	Mid-level officer	34,933	50,243	58,000	17,000	13
	Circulation assistant	33,313	29,500	43,000	24,000	7
EDITORIAL	Editorial director	87,183	75,875	150,000	9,600	14
	Editor	67,556	59,560	150,000	17,000	68
	Managing editor	43,233	56,875	73,000	21,600	23
	Senior/executive editor	51,800	51,483	62,000	33,000	11
	Features/associate editor	38,894	38,536	52,840	17,000	37
	Copy editor/researcher	46,033	28,875	80,000	26,000	10
	Editorial assistant	28,457	43,583	46,000	28,000	15
MANAGEMENT	Group publisher/senior executive	91,833	152,591	160,000	34,000	20
	Publisher	67,875	101,680	150,000	24,000	23
	Promotion manager	50,500	30,000	65,600	30,000	7
	Research/marketing manager	58,300	69,500	78,000	30,000	12
PROD'N	Production manager	60,157	55,315	96,000	20,000	31
	Production assistant	34,050	29,100	35,000	15,000	7
NEW MEDIA	Online editor	72,000	60,250	105,000	30,000	8
	Web designer	50,000	47,920	57,350	29,990	3

* Business titles include farm, trade, association and business magazines

THE BIG PICTURE

	RESPONDENTS
MALE	150
FEMALE	301
TOTAL	451

ARE YOU CURRENTLY LOOKING FOR A BETTER PAYING JOB? (%)

		ADVERTISING	ART	CIRCULATION	EDITORIAL	MANAGEMENT	PRODUCTION	NEW MEDIA
MALE	YES	38%	53%	45%	30%	36%	50%	67%
	NO	62%	47%	55%	70%	64%	50%	33%
FEMALE	YES	43%	48%	32%	45%	39%	30%	44%
	NO	57%	52%	68%	55%	61%	70%	56%

continued from cover >

Now, while that's more in a year than most of us can expect to make in a couple of decades—drinks on Tony next time you see him—the truth is that most of us aren't looking for better paying jobs. In other words, we're happy where we are. The chart below suggests that the happiest among us are male editorial staffers, followed by management and sales types. Among females, production and circulation personnel are most content to stay put.

Polishing up their résumés are male online workers, with 67% looking to make a move. As for women, 70% of those in the production department are weighing their options.

Salary discrepancies along gender lines continue to be a troublesome fact. In all but one category (new media), males outearn females. The most glaring inequality occurs in the editorial suite, where men make 54.8% more (though, note, male respondents were, on average, five years older); in management, men earn 52.4% more, but were only three years older, on average. Message to patri-archs: come join us in the 21st century, why don't you?

Consumer titles continue to offer higher salaries on average than trade books, except in the management category. And circ size matters; the bigger the circ, the better the compensation. If it's money you're after, penetrate the upper management ranks—you'll make the most there. If you can't do that, advertising is your best bet. **M**

In this year's survey we asked you what was the worst thing and the best thing about your workplace. The responses form a veritable catalogue of things to avoid and cultivate. The beauty of an anonymous survey is that it encourages a spirit of unbridled candour and, as you'll see, that's apparently what we got. Managers take note!

GRIPES

- "A boss who expects you to read his mind, and yells at you if you don't, and who swears, lies and bullshits constantly"
- "Lack of vision and leadership"
- "Advertisers' deadlines—they're rarely met"
- "Art director unwilling to work crazy hours"
- "Atrocious and embarrassing pay"
- "Bureaucracy, layoffs, nickel-and-diming budget policies, trickle-down bullying"
- "Computers that crash all the time, no software upgrade, no raise"
- "Constant chaos"
- "Corporate bullshit, red tape, buck passing,

- crappy benefits, paltry freelance budget"
- "Couch is too small"
- "Disorganization"
- "Editors who remain aloof"
- "Excessive responsibility, no money for additional staff, long hours"
- "Feel-good journalism—we don't ruffle feathers"
- "Gossip, politics, internal rivalries between magazines"
- "Ad director is a moody micro manager who is extremely sarcastic"
- "Heavy workload"
- "If I told you, you'd know where I work"
- "Intrusion of advertising into editorial"
- "Lack of advancement opportunities"
- "Location"
- "Management"
- "Megalomaniac for a boss"
- "My Chicken Little publisher who thinks the sky is falling and the publication is failing every time someone disagrees with a news story"
- "No bonuses; editor gets ALL the credit"

- "No real direction or positive reinforcement offered by publisher"
- "No windows"
- "Office politics"
- "Publisher is an idiot"
- "Publisher is an idiot with a massive ego"
- "Publisher who really wants to be an editor; not enough money in budget to pay freelancers what they deserve"
- "Recent 'restructuring' has forced us to let go of very talented people and keep mediocre people"
- "Salespeople: their total disconnect from the publishing business"
- "The cubicles! Whoever came up with the idea that open concept was a good thing must have been smoking crack"
- "They're all idiots"
- "Too corporate!"
- "Turnover"
- "Underpaid, understaffed, underappreciated"
- "VERY big company that doesn't understand publishing division"

WAGES AND THE WORKLOAD

RESPONSIBLE FOR:	CONSUMER AVERAGE SALARY - \$	BUSINESS* AVERAGE SALARY - \$
One magazine	47,484	50,690
More than one	64,867	64,717

SUPERVISES:	CONSUMER AVERAGE SALARY - \$	BUSINESS* AVERAGE SALARY - \$
One person	50,267	55,905
Two to six people	60,060	66,666
More than six	96,021	106,441

GEOGRAPHICAL CONSIDERATIONS

	CONSUMER Average Salary - \$	BUSINESS* Average Salary - \$
Atlantic Provinces	66,400	44,856
Montreal Area	50,196	80,288
Quebec	-	-
Greater Toronto Area	64,704	63,684
Ontario	47,283	59,609
MB, SK, AB	50,211	48,911
BC, Yukon, NWT	48,902	63,444

THE PERKS OF THE TRADE

HOLIDAYS	CONSUMER (number of respondents)	BUSINESS* (number of respondents)
1 WEEK	0	0
2 WEEKS	66	63
3 WEEKS	79	110
4 WEEKS	30	36
4+ WEEKS	15	16
Car allowance or company car?		
YES	38%	62%

PRAISE

- “A great deal of flexibility”
- “Ability to set own agenda, schedule”
- “Amazing co-workers”
- “Beer fridge”
- “Benefits, boss, building”
- “Cafeteria, two cafés, gym, video store...am I giving too much away?”
- “Casual atmosphere”
- “Co-workers, constant chaos”
- “Creative freedom”
- “During the summer we work shorter hours”
- “Employee morale; my boss tries very hard to ensure we are happy and compensated fairly”
- “Fantastic people; we’re close, like family”
- “Flex time, plus two weeks off paid at Xmas”
- “Hands-off management style”
- “Having my dog at my feet”
- “I can set my own hours as long as I meet deadline”
- “I get to work from home”
- “I’m the only rep on my book, so I get to handle all clients”
- “Liberté”
- “My messy office”
- “Non-corporate atmosphere”
- “Opportunities for growth, recognition, challenging work”
- “Paper, words, pictures—putting them together for our reader”
- “Relaxed environment, relaxed dress code”
- “That it challenges my brain every day”
- “That my office door closes and locks”
- “The chance to push boundaries and do things that have never been done before”
- “The large variety of people I interact with every day”

- “The people”
- “Very little hierarchy, informal atmosphere, very caring environment”
- “Very rarely have to deal with ad agencies!”
- “The view”
- “Variety”
- “Very cool to blaze new paths in the world of Web; love the camaraderie and integration efforts between print and online”
- “Well-known product name opens doors with ad prospects in our industry”
- “Working with creative people”
- “Working with leading-edge technology”

—William Shields. Survey data compiled by Jennifer Hollingsworth. Thanks to all who participated.

DOES SIZE MATTER?

	CIRCULATION	CONSUMER Average Salary - \$	BUSINESS* Average Salary - \$
ADVERTISING	0-10,000	82,233	68,444
	10-50,000	46,438	51,450
	50-100,000	49,667	103,000
ART	0-10,000	48,000	43,400
	10-50,000	44,667	48,750
	50-100,000	73,500	-
CIRCULATION	0-10,000	43,908	-
	10-50,000	32,600	37,283
	50-100,000	32,800	45,627
EDITORIAL	100,000+	53,489	-
	0-10,000	53,569	100,000
	10-50,000	54,333	50,298
MANAGEMENT	10-50,000	45,057	52,902
	50-100,000	69,468	59,400
	100,000+	52,738	78,250
PRODUCTION	0-10,000	39,000	80,850
	10-50,000	67,042	143,147
	50-100,000	93,400	127,333
NEW MEDIA	100,000+	70,455	35,000
	0-10,000	-	53,313
	10-50,000	44,125	40,350
	50-100,000	75,767	64,200
	100,000+	42,700	71,280
	0-10,000	-	29,990
	10-50,000	-	45,667
	50-100,000	74,000	65,850
	100,000+	63,333	104,000

LIVE AND EARN: THE OVERALL DEMOGRAPHICS

- Brainiest group
- Best-paid group
- Youngest group
- Most experienced group

	Advertising		Art		Circulation		Editorial		Management		Production		New Media		
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	
Respondents - #	21	44	14	19	9	39	53	113	27	30	13	21	2	7	
Average age	41	38	32	34	42	37	39	34	43	40	37	40	27	34	
Average salary - \$	73,724	70,366	46,971	46,595	55,699	41,870	71,209	45,986	114,044	74,850	57,181	46,781	54,425	57,427	
Average duration of current job (years)	4	4	4	4	5	5	5	3	6	5	6	5	2	3	
EDUCATION	High School	10%	9%	14%	0%	11%	15%	4%	4%	3%	3%	8%	24%	0%	0%
	College	57%	37%	65%	63%	33%	46%	19%	15%	26%	30%	54%	38%	50%	14%
	University, Undergrad	19%	39%	14%	21%	45%	39%	45%	59%	59%	54%	38%	24%	50%	86%
	University, Postgrad	14%	13%	7%	16%	11%	0%	32%	22%	12%	13%	0%	14%	0%	0%
EXPERIENCE	3 years or less	9%	27%	29%	32%	11%	28%	9%	32%	18%	33%	0%	19%	50%	29%
	4 to 10 years	67%	50%	57%	36%	33%	51%	55%	49%	41%	27%	62%	38%	50%	42%
	More than 10 years	24%	23%	14%	32%	56%	21%	36%	19%	41%	40%	38%	43%	0%	29%
GEOGRAPHY	Greater Toronto Area	43%	55%	43%	58%	56%	59%	55%	59%	63%	63%	38%	38%	100%	71%
	Rest of Canada	57%	45%	57%	42%	44%	41%	45%	41%	37%	37%	62%	62%	0%	29%