

The Magazine About Magazines

# Masthead

## Q&A

St. Joseph Media  
President  
Donna Clark



**Q** You've been president now for about six months. What aspect of the operation has commanded most of your attention?

**A** I have spent a lot of time learning about the business and meeting as many stakeholders as possible. The first priority was to take a look at our organization and processes, and to make changes that allow us to serve our audiences and our advertisers more effectively.

continues on page 25 >

82 NEW MAGAZINES  
26 DOWN THE DRAIN  
6 MISSING IN ACTION

# TALLY SCOOP!

Call your lawyer, IT'S BACK!



**TORSTAR'S TEMPTRESSES**  
Swan and Vassos launch gossip rag *Weekly Scoop*



**GIANT KILLERS**  
A man, a woman, an expired non-comp agreement. It's a bloodbath!

## 2005 Exposed!

### OUR EXCLUSIVE ANNUAL REVIEW OF STOPS, STARTS & OUTRAGEOUS SEX CHANGES

**S**ources have revealed that publishers across the country appear to have been engaging in an astonishing plot to build circulation by feeding public fascination with wealth, celebrity, beauty and luxurious homes, *Masthead* has learned. Major magazine launches in 2005 show a lusty swing toward sensationalism and aspirational consumerism. Quebec's wild newsstand culture was rocked with the launch of a pair of saucy gossip glossies from the forehead of Claude J. Charron. English Canada got *Weekly Scoop*—a slick and unlikely venture into the realm of celebrity obsession from social crusader Torstar Corp. Michael Bate returned

from self-imposed exile and revived a paper edition of *Frank*. And *Maclean's*, that defender of Y-front sensibilities, is now prancing around the family room in crotchless underwear and nipple tassels with its riotous redesign. It's as if tabloid is seeping into the water supply. The bottom line: it's a battle for attention in a world jammed with media options. Magazines, as they always have, are adapting. *Masthead's* annual Tally of launches and closures is regarded as a barometer of the industry's health and vitality, and while we aren't close to breaking last year's record-setting 139 starts (launches dropped 41% to 84), closures are down 21%.

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March/April 2006 \$6.95  
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# TALLY SCOOP!

THE BATTLES  
THE STARS  
THE DOGS

*Our annual Tally of magazine starts and stops*

BY WILLIAM SHIELDS

**N**ow, for those who may be tempted to think the sky's falling ("launches down 41%!"), it must be noted that we are invariably contacted by numerous publishers whose launches we overlooked (and if you're one of them, please, give us call). That's why we include a Tally Revisited sidebar, designed to capture these unnoticed operations. Indeed, an additional 15 launches from 2004 were brought to our attention last year, bringing the total to a record 139 starts. We expect this year's total of 82 starts to be nearly 100 when we come to report our findings next time around. So, as tempting as it is to torque a dramatic spread that would do a tabloid treatment proud, the real decline in starts will prove more like 28%. Still, a troubling decline? Why?

#### Down, but not out

Former Transcontinental Media president André Préfontaine probably summed it up best

during a recent interview, suggesting an explanation lies in the state of the ad market and Canada Post. "It's my sense that the industry is becoming increasingly difficult, and for two reasons," he says. "On the advertising side, campaigns are unpredictable and they do not follow the regular cycles we used to experience, so it's harder to plan. And secondly, for magazines that would want to distribute through Canada Post, the rate increases of the last several years have made it very difficult to plan the cost of delivering a magazine over several years, so it makes it a more challenging environment for anyone who would want to launch."

Last year, run-of-press ad pages grew just 0.4% compared to 6.5% in 2004. As the ad market goes, so goes the industry—which typically generates 70% of a magazine's revenues. It's easy to understand why would-be publishers might put their launch plans on ice with that sort of contraction in progress. The glass-half-full view

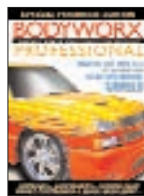


TVA launches pre-emptive strike on Charron's *La Semaine*

January



Freed from his non-comp, Charron targets rival TVA



Inspired by such hits as *Monster Garage* and *Pimp My Ride*



A 125,000-circ glossy from Family Communications

February



Helping acreage-owning Albertans live the rural life



Bridging the gap between parents and kids' schooling

March

**STARTS**

**Consumer**

**Arts/Culture**

- *Quinté* (arts/cultural criticism/David Harcourt/Toronto)

**Automotive**

- *Modified Mustangs* (for Mustang owners/Vertical Scope Inc./Toronto)

**City/Regional**

- *Alberta Country* (acreage living in Alberta/Dakota Advertising and Design/Calgary)
- *Georgia Straight Living* (home décor/Georgia Straight/Vancouver)
- *Georgia Straight Style Fashion* (lifestyle/Georgia Straight/Vancouver)
- *Grand* (lifestyle/City Media Group [Torstar]/Waterloo, Ont.)
- *Manitoba Outdoors* (hunting and fishing/Wildlife Information Network of Manitoba/Winnipeg)
- *Ruby* (lifestyle/City Media Group [Torstar]/Hamilton, Ont.)

**Entertainment & Food**

- *La Semaine* (celebrity gossip/Les Publications Charron & Cie/Montreal)
- *Point* (indie music/Michael Kirkdjian/North Vancouver)
- *Sensass!* (celebrity gossip/TVA/Outremont)
- *Télé Semaine* (television listings/Les Publications Charron & Cie/ Montreal)
- *Weekly Scoop* (celebrity news weekly/Torstar/Toronto)

**Health/Wellness**

- *Allergic Living* (lifestyle/AGW Publishing/Toronto)
- *Georgia Strait*

*MindBodySoul* (spiritual health/Georgia Straight/Vancouver)

- *Green Living* (natural beauty/health/Key Publishers/Toronto)
- *Stitches for Patients* (humour, health/CLB Media/Aurora, Ont.)

**Industry**

- *Progress Research & Discovery* (university research/Progress Corp./Halifax)

**Lifestyle**

- *Toronto Luxury Lifestyle Report* (epicures/Toronto Media Group/Toronto)
- *Privilege* (epicures/Tom Vachliotis/Toronto)
- *Zi Magazine* ("young sophisticates"/Zinat Damji/Calgary)

**Men's**

- *Muscle Car News* (automotive/Diego De Simone/Montreal)
- *Northern Customs & Rods* (hot rods/APV Publishing Inc./Kelowna, B.C.)
- *Sir* (high fashion/Kontent Group Inc./Toronto)

**Recreation/Travel/Sports**

- *Adventurous* (outdoor sports/OP Publishing/Vancouver)
- *Breathe magazine* (alternative sports culture/Joel Perrella/King City, Ont.)
- *Deckchair* (cruise travel/Dockside Media Group/Edmonton)
- *Golfstyle* (upscale Golfers' lifestyle/Town Media/Hamilton)
- *Legends* (travel/Susan Kislenco and Adria Iwasutiak/Toronto)
- *Park & Pipe* (ski and snowboarding for

teens/What Publishers/Winnipeg)

- *Western Canadian Resorts & Investment* (properties, travel/Source Media Group/Calgary)

**Food & Shelter**

- *Acreage Life* (hobby farm, lifestyle/Western Producer Publications/Saskatoon)
- *Alberta Country* (food in Toronto/Gene Shannon/Toronto)
- *City Bites* (food in Toronto/Gene Shannon/Toronto)
- *deco shopping* (shopping mag/ TVA/Outremont)
- *Home and Décor* (home décor/Trader Media Corporation/Toronto)
- *Inspirations* (interior design/decoration/Éditions Gesca/Montreal)
- *Island Home & Style* (West Coast/Thomas Santalab and Wynn Horn/Vancouver)
- *tout simplment* (food/TVA/Outremont)

**Special Interest**

- *C-ing Magazine* (photojournalism/Keith Morison/Calgary)
- *Citizen Pet* (animal companionship/Fresh Paint Communications/Calgary)
- *Creaturesall* (animal lovers/Bob Fielder/Calgary)
- *Ecopreneur* (environmental entrepreneurship/Peter Pallotta/Mississauga, Ont.)
- *Ego* (architecture/Kibbutz Communication/Montreal)
- *Esteem* (personal growth/Christian Medy/Toronto)
- *Frank magazine* (satire, gossip/Michael Bate/Ottawa)

- *Geez* (lifestyle for Christians/Aiden Enns and Will Braun/Winnipeg)
- *Pools, Spas & Patios* (backyard stuff/Hubbard Publishing/Markham, Ont.)
- *Puppy Basics* (dog care/Family Communications/Toronto)
- *Sway* (black community/Metroland [Torstar]/Toronto)
- *Today's Canadian* (new immigrant/Toronto Sun/OCASI/Toronto)
- *Together* (parenting/MIR Communications/Toronto)
- *U* (alumni magazine/University of Calgary/Calgary)
- *U&I* (photography/Taku Kumbabe/Toronto)
- *Urbanology* (urban culture/Priya Ramanujam/Toronto)
- *Women & Horses* (horse lovers/DT Publishing/St. Ann's, Ont.)

**Women's**

- *Alexine* (girls 13-17/Les Publications Charron & Cie/ Montreal)
- *Desire* (lesbians/Shelagh Anderson/Alberta)
- *Life Peak* (healthy lifestyle/Dorothy Adamiak/Toronto)
- *Lush* (high fashion/Mahfud Ibrahim/Toronto)
- *Yummy Mummy* (young mothers/National Families Publications/Vancouver)
- *Black Woman & Child* (parenting/Nicole Osbourne James/Toronto)

**Youth/Student**

- *Pop Junior* (kindergarten to grade 2

- students/Paton Publishing/Toronto)
- *Shout* (aboriginal youth/CanWest Media Works/Saskatchewan)
- *The Grind* (Career studies/Paton Publishing/Toronto)
- *Traffic* (Urban lifestyle/Don Ambridge/Vancouver)
- *Wasted Youth* (music, skateboarding for teens/HOT SOS Design/Toronto)

**TRADE/BUSINESS**

**Industry**

- *Advisor's Edge Report* (financial advisors/Rogers Media/Toronto)
- *Bodyworx Professional* (car body shops/Media Matters Inc./Thornhill, Ont.)
- *Emergency Management Canada* (emergency management/Andrew John Publishing/Dundas, Ont.)
- *Formes* (architecture, construction, design [French]/Claude Paquin/Montreal)
- *Government Buyer* (government buyers/Baum Publications/Vancouver)
- *Jewellery Business* (personal ornaments/ Kenilworth Group/ Richmond Hill, Ont.)
- *Pet Professional* (pet retailers/Rolling Rhino Communications/Winnipeg)
- *Renew Canada* (infrastructure renewal/We Communications Inc./Toronto)
- *Style Homme* (men's Fashion/Style Communications/Toronto)
- *Wood Industry* (wood processing/Blair Tullis/Markham, Ont.)

**Association**

- *Canadian Auto Dealer News* (Canadian Automobile Dealers Association/CLB Media, Aurora, Ont.)
- *Conexus* (Italian Chamber of Commerce/Vancouver)
- *Markham Business* (Markham Board of Trade/Markham, Ont.)
- *Public Relations Dialogue* (Seneca College Corporate Communications/Toronto)
- *The Chamber Wire* (Winnipeg Chamber of Commerce/Sun Media Custom Publishing/Winnipeg)

**CUSTOM**

- *Aloft* (for CanJet/Metro Guide Publishing/Halifax)
- *Canadian Trees* (for Tree Canada Foundation/Pegasus Publications Inc./Winnipeg)
- *Honda: The Magazine* (for Honda Motor Co./St. Joseph Media/Toronto)
- *New You* (for New Your Show/Medicard Finance Inc./Toronto)
- *Occasions* (for Nova Scotia Liquor Corporation/ Transcontinental Speciality Publications/Halifax)
- *Pensez Santé* (for Le Comptoir [Wal-mart]/Xclamation/ Westmont, Que.)
- *Teen Glow* (for Shoppers Drug Mart/Rogers Media/Toronto)
- *The Official CFL Magazine* (for CFL/CanMedia Inc/Edmonton)



A timely magazine about learning from past disasters



OP Publishing's answer to explore and Extreme



One of three spinoffs from the Georgia Straight



For acreage owners care of Western Producer



Foodie title aims to take a bite out of Toronto ad pie



Trade publisher jumps into consumer market



## 2005 TALLY AT A GLANCE

Total launches	82
Total closures	26
Missing in action	6
Consumer launches	67
Industry trade launches	10
Association launches	5
Consumer closures	21
Trade closures	5
Custom launches*	8

\*not included in total launch figure

## PAST TALLY ROUNDUP

YEAR	TOTAL LAUNCHES	TOTAL CLOSURES
2005	82	26
2004	139	34
2003	101	47
2002	83	50
2001	69	43
2000	81	60
1999	122	64
1998	106	76
1997	116	55
1996	106	41

of the situation, however, is that in a market where media options are burgeoning—look at satellite radio, podcasts, blogs, text messaging, websites—magazine ad spend is protecting its share of the pie. Not bad for a medium that's more than 200 years old.

What's difficult to spin positively is the hammering inflicted by Canada Post on publishers'

**"I have been a quiet reader of celebrity magazines. I know I'm not alone."  
—Kathryn Swan**

distribution costs. Last November, postal costs increased by as much as 36% at some titles, with most enduring increases of around 15%. Talk about a disincentive. No wonder we're seeing a renewed interest in the newsstand as an alternate distribution channel.

### The fertility of the newsstand

The biggest launches of 2005 were all geared toward the newsstand, particularly sensation-loving weeklies. Look at Quebec and the re-emergence of Claude J. Charron. He sold his magazine company, Trustrar Ltd., to Quebecor

Inc.'s TVA Group in 2000 for \$46 million (including \$23 million in cash). Within days of his non-compete arrangement expiring in January 2005, he leapt from his harness and launched a glossy weekly, *La Semaine* ("the week"), to rival TVA's *7 Jours*; and weekly television magazine *Télé Semaine* to rival *TV 7 Jours*. In a pre-emptive strike, TVA launched *Sensass!* just days earlier. ABC circ figures from June 2005 show that *La Semaine* is moving about 115,000 copies per week on the newsstand. Charron also launched a glossy for teen girls called *Alexine*, which takes on TVA's *Cool!*.

The intense competition has pushed operating expenses at TVA's publishing sector up by 27% to \$76.9 million last year from \$60.6 million in TVA's halcyon, pre-Charron era. Publishing revenues in calendar 2005 remained flat for TVA at \$77.1 million, up slightly from \$76.3 million in 2004. It's a magazine war.

Joining the celebrity weekly trend was *Weekly Scoop*, which publisher Torstar says is moving about 100,000 copies. "I have been a quiet reader of celebrity magazines," said publisher Kathryn Swan at the swank October launch party in Toronto. "I know I'm not alone." Indeed, celebrity mags are among the fastest growing in North America, which explains why, in August, we saw the launch in Canada of the North American edition of *OK!* backed up by a \$2 million Canadian marketing push. Not be left out of a good thing, Rogers Publishing announced it'll be introducing a Canadian edition of celebrity weekly *HELLO!* magazine in August 2006. Circulation will be entirely via newsstand with a

## STOPS

### Consumer

- *Artichoke* (visual arts/Vancouver)
- *Canadian Teddy Bear News* (collectors/artists/Water Valley, Alta.)
- *Capital Santé* (women's service/Transcontinental/Montreal)
- *Canadian Music Network* (music industry/Donald Tarlton/Toronto)
- *Desire* (lesbian issues/Shelagh Anderson/Alberta)
- *Horse & Country* (horses/Equine Publications/Toledo, Ont.)
- *Just magazine* (Montreal city mag/Peter Metz/Montreal)
- *Rece* (women's/upscale entertaining [French]/TVA Group/Montreal)
- *Saturday Night* (general interest/St. Joseph Media/Toronto)
- *Scarlett* (Women's/Sonny Wong/Vancouver)
- *Start Up Manitoba* (Small business/Digitech Marketing Inc./Winnipeg)
- *The Atlantic Baptist* (Halifax)
- *The Cape Bretoner* (regional general interest/Sydney, N.S.)
- *Today's Canadian* (news for new immigrants/Toronto/Sun Media)
- *Toronto Living Luxury* (lifestyle epics/AdComm Media Group/Calgary)
- *Total Gamer* (video games/Piccolo Publishing/Toronto)
- *Varqa* (childrens/Sahba Fariborz/Toronto)

- *Vein* (arts/Vancouver)
- *Voices Across Boundaries* (interdisciplinary criticism)
- *Vous* (Lifestyle for baby boomer [French]/TVA Group/Montreal)
- *Zi Magazine* (lifestyle/Zinat Damji/Calgary)

### Trade

- *Clinical and Investigative Medicine* (Canadian Medical Association, Ottawa)
- *Medical Paradigm* (Multi-Med Inc./Milton, Ont.)
- *Pet Commerce* (pet retail/August Communications/Winnipeg)
- *Style Homme* (menswear industry/Style Communications/Toronto)
- *Take One* (film/television/Canadian Independent Film & Television Publishing Association/Toronto)

## MISSING IN ACTION

### Consumer

- *Capital magazine*
- *Chalk & Cue* (pool/Sheri Richardson/Mississauga)
- *Ecopreneur* (ecofriendly companies/Peter Pallotta/Mississauga)
- *Muscle Car News* (consumer automotive/Diego De Simone/Montreal)
- *True Player Magazine* (sports culture)
- *Point Magazine* (indie music/Michael Kirkdjian/North Vancouver)



From the publisher of *Auto Trader*, shelter porn



Launched by a father; boasts parent advisory board



Biannual travel pub targets hip, urban jetsetters



For personal and professional growth in the 18-49 demo



30,000-circ quarterly creates the itch niche



Edmonton publisher launches custom title for CFL fans

May

June

**TALLY 2004 REVISITED  
LAUNCHES WE  
MISSED**

**Consumer**

- *Actif Roulant* (automotive/Auto Journal Inc./Lachine, Que.)
- *Calgary Living: Luxury Lifestyle* (epicures/AdComm Media Group/Calgary)
- *Get Out There* (active lifestyle/Get Out There Communications/Toronto)
- *Ice Hockey World* (hockey/Kerry Goulet/Toronto)
- *Just magazine* (Montreal city mag/Peter Metz/Montreal)
- *Medical Paradigm* (Multimed Inc/Milton, Ont.)
- *Orange Life* (lifestyle/Shine media Inc./Calgary)
- *Parrot Life* (parrot owners/Jagwar Graphics/Deux Montagnes, Que.)
- *Simcoe Life* (regional lifestyle/Osprey Media Group/Barrie, Ont.)
- *Toronto Living Luxury Lifestyle* (Calgary epicures/AdComm Media Group/Calgary)

**Custom**

- *Longos magazine* (For Longo Brothers Fruit Markets Inc./Mississauga, Ont)

**Trade**

- *Alberta Oil: The Magazine* (oil industry/Calgary Media Group/Calgary)
- *Employee Benefit News Canada* (Source Media/New York)

- *Pizza Magazine Quarterly Canada* (pizza retailing/Oxford, Mississippi)
- *The Hosting Standard* (Web hosting/Vertical Scope Inc./Toronto)

**CLOSURES WE MISSED**

**Consumer**

- *Blood & Aphorisms* (literary/Toronto)
- *Felt* (arts/Toronto)
- *Frank magazine* (satire/gossip)
- *Planet Jazz* (music/Montreal)
- *Plus* (lifestyle/Cortex Publishing/Toronto)
- *Recto Verso* (general interest/Montreal)
- *VMM* (fashion/Saint Lambert, Que.)

**Custom**

- *Leafs Nation* (Toronto Maple Leafs/St. Joseph Media/Toronto)

**Trade**

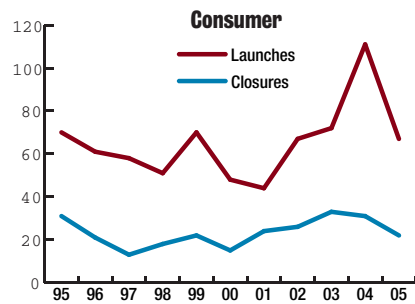
- *MD Canada* (general interest for doctors/Hollinger/Toronto)
- *Manure Matters* (Issues Ink/Winnipeg)



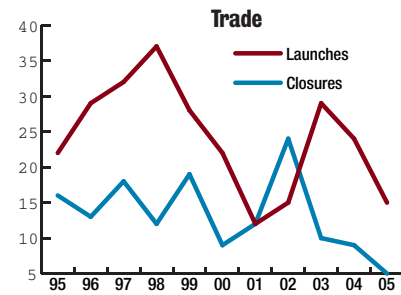
**High-end offering from Calgary Media Group**



**Claude J. Charron with long-time colleague and marketing whiz Elizabeth Deschamps. "In 2001 we started to think about [La Semaine]," she told us. "We haven't come back to compete...We've come back to have fun."**



**As anyone who's had a great year knows, it's hard to top a record year. And 2004 was that. More media choices and increased postal costs have resulted in a softening on the launch front. The good news: closures are down.**



**The business-to-business sector is at one of its lowest points ever, with just 15 new titles launched last year. The good news is that closures are down. The Canadian Business Press is calling for help.**

target of 25,000 copies per issue in the first year. Perhaps these domestic players can take a bite out of their American counterparts that sell briskly in the country, players such as *Us Weekly* (73,734 copies), *Star* (131,504), *In Touch* (76,293) and the mother of the lot, *People* (204,260).

And, of course, there's *Frank*—which deals in gossip about those in political, commercial and media power, from "fartcatchers" to "obergruppenfuhrers." After a thoroughly disastrous repositioning upmarket, the anonymous lot who bought it from Michael Bate in 2003 abandoned it '04 and Bate revived it in '05.

**Shelter and lifestyle**

The two strongest categories in the past five years have been women's interest and shelter magazines. The readerships are largely female. Women typically play a greater role in purchase decisions where toiletries and home furnishings are concerns, so magazines targeting them tend to have a healthier ad base. That attracts prospective publishers, and we need only look at the launches to see who they are: women's titles *Alexine*, fashion glossy *Lush*, *Yummy Mummy* and *Life Peak*; and shelter books *Acreage Life* (for hobby farmers), *Home & Décor* (from Trader Media, of *Auto Trader* fame), a trio of standalone tabs from Vancouver's *Georgia Straight* (*MindBodySoul*, *Living*, and *Style*), *Inspirations* (Gesca), Vancouver-based *Island Home & Style*, to name a few. And there's new entrants to the category *NUVO* created in Canada—luxury lifestyle glossies that target the



**Vancouver urban lifestyle glossy has stateside circ**



**Charron's second launch of 2005, targeting TVA's Cool!**



**Kenilworth title goes head-to-head with Canadian Jeweller**



**Brit glossy, launches stateside and solicits Canadian circ**



**Former banker folds glossy after first issue**



**Kontent's gift to neatly coiffed men of various ages**

July

August

October





**Pssst!** Did you hear that Weekly Scoop publisher Kathryn Swan (left) and editor Vivian Vassos had a tryst with Brad Pitt in Alberta? Neither did we. However, we did hear at press time, that Swan had resigned from her post!

super rich. Tom Vachliotis's quarterly *Privilege* and Jeremy Crawford's unmarked-advertorial-packed *Toronto Luxury Lifestyle Report*.

### Special interest here to stay

The strength of magazines has always been their specificity. And that might explain why the most dramatic closure of 2005 was the entirely killable/unkillable *Saturday Night*—Canada's most famous general-interest magazine. And that was its greatest handicap—it was a shotgun in a world of sniper rifles, delivering to advertisers a mongrel demographic in which too few media planners showed an interest. So, for the fourth time in its 118-year history, it closed. White-knight owner St. Joseph Media simply couldn't continue propping the legendary money-loser up for a fifth year. Gotta love it for trying.

These days, the trick is to build a readership around distinct interests. No surprise, then, that special interest forms our biggest category. There are magazines for emergency management, photojournalism, blacks, design, women and their horses, personal growth and parrot owners (see Tally 2004 Revisited). Such vertical titles—so called because they reach up and down demographic strata to build audience around a single interest—do fail, however, if they're unable to attract an audience of any considerable size. (See Stops and Missing in action.)

### Softness in trade sector

Launch activity in the trade sector was anemic

last year. Just 10 new trade titles launched, down from 22 in 2004—a decline of 55%. It's a troubling downward trend.

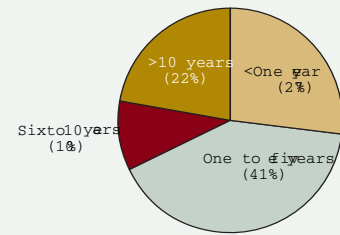
Canadian Business Press president Phil Boyd says the industry never has recovered from the body blow it took in 1991 when controlled-circ titles were deemed ineligible for postal subsidies under the Publications Assistance Program. He says that at least 100 titles folded between 1991 and 1995, and were never replaced. "The postage costs are crippling," he says, adding that most publishers are paying full rate. Boyd says he's preparing a report for PAP officials that will show the trade press is an industry "maybe not in crisis, but it certainly needs help." This year's Tally suggests he has a point. Hopefully, help is on the way. **M**

## TALLY MAKING

What follows are the criteria we used to identify launches and closures:

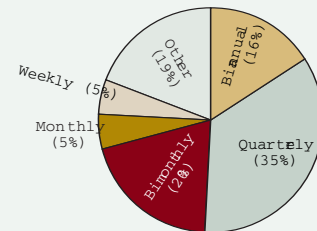
- Launches are listed alphabetically by name; subject, unless self-explanatory; owner/publisher; and city
- Only standalone magazines with bonafide editorial content are counted as launches.
- Not included are annuals; magazines bound into other titles; newspaper sections, inserts/unbound supplements touted as magazines; and magazines that have relaunched under a new name, unless the magazine had ceased publishing for over a year.
- Magazines produced for corporations to promote their products or services—custom publications—are listed in the Tally but are not added to the total number of launches and closures or to the pie charts.
- Magazines suspended for more than a year are counted as closures.
- English and French editions of the same launch count as one.
- Unless found, magazines listed as MIA will be counted as closures next year under 2005 Revisited.

### Post Mortem



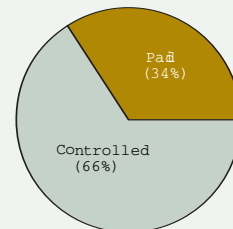
**A look at life expectancy: a startling 68% of publications fold within five years of launching**

### Frequency



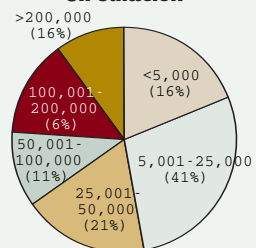
**Quarterlies and bimonthlies form the majority of new launches; monthlies and weeklies are rare**

### Controlled vs. Paid



**Comparing circ models: Paid is gaining ground—in 2004 only 30% of starts were paid, and 70% controlled**

### Circulation



**A breakdown of last year's magazine starts by size. Most launches are under 25,000 circ**



**Ex-Hollinger exec Todd Latham's start-up on infrastructure**



**Torstar's answer to In Touch, complete with Eh-listers**



**From landlocked Edmonton, a glossy on cruising. Bravo!**



**Baum Publications' seventh mag targets construction industry**



**Michael Bate's efrank.ca in ink-on-paper format**



**Winter 2005—the last (for now) issue of the mighty brand**

November

December