



Cultural Human Resources

Conseil des ressources humaines

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Disclaimer

The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of CHRC and the Government of Canada.

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Introduction

- Mercer is pleased to present the results of the 2008 Canadian Magazine Industry Market Compensation Survey.
- This Survey was conducted in the fall of 2008. All data presented are effective as of September 1, 2008.
- This report presents market compensation data aggregated from survey submissions from 113 publications, represented by 29 organizations across Canada. There were none from the Atlantic provinces.
- Survey results presented are subject to Mercer's formal data reporting rules which are aimed at protecting
 participant data confidentiality and ensuring statistical integrity. A minimum of four organizations is required to report
 the 50th percentile.
 - In the case where there is insufficient data to report, "---" will appear.
- If you have any questions regarding the data presented in this report, please contact:

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Introduction (cont'd)

- The 50th percentile of Base Salary and Actual Total Cash are presented on pages 4 and 5 of this report for 21 positions in the magazine industry.
 - Base Salary, defined as actual annual base salary in Canadian dollars as of September 1, 2008.
 - Actual Total Cash, defined as 2008 base salary plus most recent actual short-term incentive payout
 - Note: For organizations that do not have a short-term incentive or annual bonus program, actual total cash is equal to base salary
 - 50th Percentile, defined as fifty percent of companies pay less than this amount, fifty percent pay more. Also called the median.
 - The majority (>70%) of Canadian organizations target the 50th percentile (or "middle of the market") when establishing compensation levels. (*Source*: *Mercer's Policies and Practices Database*)
- This report presents the Base Salary and Actual Total Cash by three different types of magazines. Specifically,
 - Consumer These periodicals are aimed at an entire market or a large portion of that market for the purpose of informing and entertaining the reader.
 - <u>Trade</u> These periodicals deal with processing, manufacturing, sales or operation of industries, or a specific
 industry, occupation or profession. They are published to interest and assist persons actively engaged in the
 sector.
 - **Special Interest** These periodicals are aimed at a special-interest market and inform and entertain the reader.

Survey Findings

			Consumer		Trade		Special Interest	
Position	Title	Position Description	Base Salary	Actual Total Cash	Base Salary	Actual Total Cash	Base Salary	Actual Total Cash
1000	Publisher	This is the top position within the publication. Responsible for the overall direction. Oversees news, advertising, circulation, production departments and the business office. Coordinates the efforts of senior executives and works with them to develop current and long-range objectives, strategies, and policies for the publication. Responsible for the profit/loss position of the publication. In smaller magazines, the Publisher may also be responsible for executing these duties.	\$135,600	\$159,373	\$95,000	\$109,120	\$40,000	\$40,000
2000	Top Editor	Most senior editorial position. Sets editorial policy, vision and content. Oversees all operations. In smaller magazines, the Top Editor may also be responsible for writing, editing and assigning.	\$100,297	\$100,297	\$67,944	\$68,437	\$58,239	\$58,239
2001	Managing Editor	Executes editorial vision. Manages schedules and maintains workflow. Researches and writes. Assigns freelance. Reports to Top Editor. Second in command in editorial. In smaller magazines, the Managing Editor may also be responsible for copyediting, copywriting, fact-checking and proof reading.	\$68,638	\$72,438			\$39,179	\$39,179
2003	Section Head - Business	The top editorial position in the business section. Manages the gathering, editing and makeup of the business section. Makes or recommends hiring decisions.	\$74,305	\$76,880				
2005	Section / Feature Editor	Researches and writes a number of sections & articles. Fact checks, proof reads. May contribute to the website. May supervise photo shoots. May be involved in page design "look & feel". Typically reports to the Managing Editor or the Top Editor	\$45,396	\$45,396	\$46,993	\$46,993	\$33,763	\$33,763
2007	Art Director	Oversees visual direction (layout/design) of entire publication. Responsible for the look and feel of publication. Designs features/covers and coordinates display of sections. Directs\supervises the art, graphics and photography departments\budgets. Makes or recommends hiring decisions. In smaller magazines, the Art Director may also be responsible for graphic design, layout and production tasks.	\$77,048	\$77,492	\$51,725	\$51,725	\$53,948	\$53,948
2009	Feature Writer	Writes longer pieces that explore issues, developments, or people's lives in a narrative style, with authority and expertise. Must be highly skilled in the long form of journalism. Entertains and informs with skillful use of writing that brings a subject matter alive.	\$45,835	\$45,835				
2011	Researcher	General office support, research or fact-checking for various departments, verifies accuracy of articles. May have one or more of the following duties: compiles information, monitors and administers recall files, maintains record keeping of published material, maintains contact lists, arranges for courier services, monitors/distributes/tracks equipment and arranges set-up for editorial board meetings.	\$44,499	\$47,877				
2014	Photographer	Covers all aspects of photojournalism including taking pictures, collecting related information, working with photo editor and art director, editing photos, etc. Covers assignments with creativity and imagination. Must understand technical aspects of photography and must be able to identify stories with strong judgement.	\$42,070	\$42,070				
2015	Copy Editor	Ensures that all stories, cutlines and graphics that appear in the publication are as accurate as possible with no factual, spelling or grammatical errors, that the stories meet acceptable writing and journalistic standards. Checks reference materials and works with reports to refine and develop stories.	\$47,502	\$48,543				
2016	Section Head - Trade	The top editorial position within the trade section. Manages the gathering, editing and makeup of a specific section. Makes or recommends hiring decisions.			\$47,727	\$47,727		

Note: Base Salary and Actual Total Cash data presented is effective as of September 1, 2008

Survey Findings (cont'd)

	Title	Position Description	Consumer		Trade		Special Interest	
Position			Base Salary	Actual Total Cash	Base Salary	Actual Total Cash	Base Salary	Actual Total Cash
2017	Section Head - Consumer	The top editorial position in the consumer section. Manages the gathering, editing and makeup of the business section. Makes or recommends hiring decisions.	\$64,000	\$64,000				
3001	On-line Editor	Executes editorial vision and content for on-line version of publication. Converts\re-packages content to web, runs monthly contests. May or may not write. A marketing\brand thinker with an understanding of demographics and empathy for technology. Reports to VP\GM or Publisher.	\$51,462	\$51,462				
3002	Web Operations Manager	Responsible for web strategy and operations. Develops business plan and annual budget for website function. Accountable for budget, staff planning, management, and products and service delivery. Oversees operational activities of the website(s) with specific attention aimed at content creation and website maintenance.	\$83,000	\$87,985				
3007	Graphic Designer	Using graphics software (e.g., Quark, Illustrator, PhotoShop, Acrobat), designs and produces finished artwork. Creates design ideas, advises on layout, typefaces, colors and styles for advertisements, publications, presentations using innovative approaches to design devices, type treatments, and spatial solutions. Capable of advanced implementation of the principles of typography, color and design. Has significant experience with and knowledge of printing processes. May work in an online environment using web-based graphics and design tools such as Flash, FrontPage and Dream Weaver.	\$45,457	\$46,000	\$54,074	\$54,074	\$34,060	\$34,060
4001	Production Editor	Position is responsible for directing the editing staff in order to ensure on-time production of the newspaper/publication. Ensures the work of staff is distributed efficiently and that page flow meets requirements and deadlines. Position is fully accountable for the production quality of the newspaper/publication and has shared responsibility for story approval and content.	\$55,948	\$55,948				
4002	Production Manager	Manages day-to-day production responsibilities, layout, collection of ads, final proofs. Accountable for timely production, quality and efficiency. Reports to Production Director.	\$57,577	\$57,577			\$45,854	\$45,854
5001	Top Marketing	Responsible for developing policies, programs and objectives for all product/service marketing activities of the organization. Direct marketing research, product planning, and advertising functions to accomplish corporate objectives. Advises and assists top executives on pricing and market considerations affecting sales.	\$131,500	\$137,750				
5002	Marketing Manager	Develop and execute marketing strategies, programs and promotions for an on-line or print publication. Works to strengthen the publication's marketplace position based on best-practices and competitive/industry analysis. Manage marketing and communications plans, programs and campaigns including branding, advertising, event management, and public relations.	\$72,300	\$82,909				
6000	Top Circulation	Responsible for sales and distribution, and directing the carrier adviser, clerks and/or mailroom system. Has budget responsibilities. Develops long-term circulation strategies and plans to address competitive issues, drive circulation growth, and increase market share. In smaller magazines, the Top Circulation position may be responsible for all circulation and distribution duties.	\$95,677	\$110,287				
6001	Circulation Sales & Marketing Director	Manages daily circulation sales and marketing programs to achieve goals. Formulates plans for special promotions and sales efforts. Trains and develops staff.	\$85,222	\$89,421				

Note: Base Salary and Actual Total Cash data presented is effective as of September 1, 2008

Survey Findings (cont'd)

				Consumer		Trade / Special Interest	
Position	Title	Position Description	Base Salary	Actual Total Cash	Base Salary	Actual Total Cash	
1	Sales Representative	Responsible for selling products, technical products or services to a wide range of accounts and customers. At minimum, this is a fully qualified working-level sales position with accountability for achieving specific sales objectives.	\$54,000	\$88,069	\$50,138	\$71,290	
3	Key/National Account Manager	Responsible for selling products and services primarily to a select group of major accounts of regional, national or strategic significance. Typically has extensive product knowledge or technical knowledge and customer relations skills, gathered over a minimum of five to ten years of sales experience.	\$65,575	\$101,704	\$58,350	\$90,784	
4	Sales Administrator	Co-ordinates the administrative activities of the sales department. Specific responsibilities may include, but are not limited to, preparing sales reports, processing orders, administering commission pay, and managing expense accounts. Other related duties may include conducting background sales research, liaising between field sales representatives and internal operations personnel, and assisting sales and marketing personnel on projects and assignments. Typically requires two to four years of experience. Typically reports to the Sales Administration Manager or to the Division Sales Manager.	\$38,000	\$36,596	\$36,596	\$37,080	
5	Sales Supervisor/Manager	Responsible for executing the organization's sales strategy within a division or a business unit. Implements divisional sales objectives; plans activities of sales force; co-ordinates training; monitors sales force performance and maintains divisional sales records. Reports to the Sales Director or Sales Executive (Subsidiary/Division).	\$85,926	\$129,692	\$63,484	\$94,692	
6	Sales Director	Responsible for ensuring the organization's sales volume and profitability objectives are met. Responsibilities typically include the establishment of: business development objectives, sales and communications programs and policies, sales territories and forecasts. May develop and monitor distribution policies, customer service programs and pricing strategies.	\$93,411	\$144,540	\$82,935	\$134,231	

Note: Base Salary and Actual Total Cash data presented is effective as of September 1, 2008

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