

Alberta Magazine Fact Sheet

TELLING OUR STORIES FROM A UNIQUELY ALBERTAN PERSPECTIVE

Alberta magazines connect to the neighbourhoods, cities and landscapes in which their readers live and are an important part of creating vibrant and growing communities.

- The Alberta periodical publishing industry boasts 180 magazines and more than 100 scholarly journals
- Based on Statistics Canada data, in 2011, the most recent year for which the data is available, the Alberta magazine industry contributed more than \$60 million to the Alberta economy
- Every dollar invested by the Alberta Media fund generated a \$142 return
- Alberta magazines contribute \$38 million to Alberta's GDP*
- The contribution made by Alberta magazines to employment and wages results in more than 1,000 part- and full-time jobs, \$10 million in publishing wages and a further \$6 million to the Alberta wage economy*
- Alberta publishers deliver 18 million copies of Alberta magazines to readers each year
- General interest or consumer titles predominate in Alberta, and in Western Canada, where the ratio of consumer to trade titles is 74:26
- In Western Canada, 83% of magazine titles are free to readers
- Federal and provincial grants to Alberta Magazine publishers accounted for less than 1% of revenue
- Alberta magazines and their employees contribute more than \$1 million to the Alberta government in the form of corporate and provincial income taxes

*Calculated using an accepted Statistics Canada generated expenditure multipliers of 1.51, .95, and .6 to account for indirect and induced activity and jobs for magazine publishing. This multiplier does not take into account the value of information contained in periodicals, nor their contributions to culture or social capital.

Findings as published in the study, *Alberta Magazines: Economic Impact Study 2015* by Rowland Lorimer, PhD, Director, Canadian Institute for Studies in Publishing, Simon Fraser University



Professional creators such as writers, editors, designers, illustrators and photographers contribute to Alberta magazines. Alberta magazines not only provide opportunities for these artists to showcase their work, but enable them to practice their craft in Alberta rather than moving to other provinces or to the U.S. to make a living. Alberta magazines play a significant role in developing and sustaining a strong creative community in Alberta.

These professional artists tell Alberta's stories to fellow Albertans and to those beyond our borders. This is how we bond as a community and gain insight into who we are and what we value as Albertans.

Every time someone reads and/or purchases an Alberta magazine, they help support the arts and creative community in Alberta.

Such participation in the arts contributes to:

- healthier communities that promote active, social bonding;
- developing creative thinkers who are sought after by the business/corporate community for their originality, resourcefulness and excellent problem solving skills;
- fostering innovation and confidence in new ideas;
- creating a current and future audience for the arts;
- passing on commercial information to consumers and other businesses.

albertamagazines.com

Flippin' sweet.