

The Magazine About Magazines

Masthead

Q&A

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Q Gesca is in the midst of an aggressive expansion into the English Canadian market. Where do you see growth opportunities?

A There are a number of areas which offer growth opportunities, but rather than detail them, let me explain our corporate platform, which is really about harvesting passions.

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SALARY SURVEY

**New methodology
Enhanced accuracy
Record response rate**

Money. Unless you're in ad sales or management, this isn't...how shall we put it...the most lucrative of professions. If it's a profession at all. It's more of a craft, and as such it is in many ways its own reward. But money helps, and every year we hope to get a little more of it. Our biennial Salary Survey is your guide to who's making what. This year's survey offers enhanced accuracy. It allows you to mine the results with greater applicability to your own particular situation. For the first time, the role of sales commissions and a "seniority premium" have been calculated. While this survey is hardly the last word on fair compensation, it remains the only independently produced, publicly available tally of magazine industry pay levels. **continues on page 10 >**



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SALARY SURVEY

Our new methodology and record-response rate enhance accuracy

DATA COMPILED BY GLORIA MA STORY BY WILLIAM SHIELDS

A total of 572 magaziners completed our anonymous questionnaire, with the overwhelming number of you (91%) opting to go the online route via SurveyMonkey.com.

If participation is any indication, interest in the survey is growing. In 2004, response rate spiked by 50%. This year it jumped again by 27%. When *Masthead* launched the Survey in 1990, it was designed not only to satisfy curiosity but to address the need for some kind of benchmark, something that managers could use when determining compensation packages. That need remains, and this survey continues to be one of the most requested articles that we publish.

This year we've improved it in several ways:

- We are now reporting *median* and not *average* salary. (Thanks to *Atlantic Business* editor Dawn Chafe for this suggestion.) What's the difference? Quick math lesson. Outrageous extremes distort reality. Implausible publishers pulling in \$10,000 skew that category in the same way that high-flying editors making \$250,000 distort theirs. The median approach arranges all salaries in a row and selects the middle one resulting in a figure that half the respondents exceed, and half fall short of. It's simply a more realistic assessment of who's making what. Nevertheless, we still report on those crazy extremes, so there's still an

LEGEND

median salary
salary range # of respondents

THE BIG PICTURE

	Respondents
Male	205
Female	367
Total	572

Historically, *Masthead* has published salary averages. This year marks our move to median reporting. The result? More realistic figures that are not skewed by the wild extremes of exceedingly under- and well-paid magazine employees. As the legend above shows, we still report those fascinating spreads

WHO GETS WHAT

		Consumer (Small/Medium) circ. < 50,000	Consumer (Large) circ. > 50,000	Association, trade farm, medical
Advertising	Advertising director/manager	\$67,000 30k-108k 4	\$56,500 54.5k-78.6k 4	\$94,000 40k-150k 10
	Sales representative	\$51,000 40k-62k 2	\$85,500 36.5k-205k 18	\$70,000 30.5k-145k 13
	Sales assistant	\$27,955 26.5k-29.41k 2	- 0	\$36,500 29k-44k 4
Art	Art director	\$30,000 24k-42k 8	\$59,000 48k-90k 10	\$49,000 38k-72k 15
	Assoc. art director	\$38,500 32k-50k 6	\$41,000 25k-62.1 6	\$38,000 32k-50k 11
Circulation	Circulation director/manager	\$45,350 17.8k-55k 6	\$69,450 17k-100k 14	\$46,500 26k-110k 15
	Mid-level officer	- 0	\$46,000 29k-50k 3	- 0
	Circulation assistant	\$32,500 1	\$45,000 1	- 0
Editorial	Editorial director	\$70,500 69k-72k 2	\$60,000 42k-69k 3	\$75,000 40k-105k 7
	Editor	\$40,500 30k-72k 10	\$51,000 27k-94.5k 14	\$59,000 31.1k-110k 41
	Managing editor	\$39,000 27.5k-60k 11	\$52,500 35k-82k 10	\$50,000 10k-107k 19
	Senior/exec. editor	\$39,500 39k-40k 2	\$50,000 35k-68k 13	\$60,000 50k-70k 2
	Features/ assoc. editor	\$30,500 28k-32k 3	\$36,000 12k-61k 11	\$39,700 30k-60k 12
	Copy editor/ researcher	\$31,500 1	\$34,100 30k-48k 7	\$33,500 31.5k-37.3k 4
	Editorial assistant	- 0	\$33,000 30k-35k 3	\$36,500 33k-38k 2
Management	Group publisher/ sr. exec	\$122,000 78k-166k 2	\$105,000 85k-125k 2	\$140,000 80k-400k 10
	Publisher	\$36,000 24k-95k 9	\$100,000 75k-130k 3	\$92,000 30.8k-240k 16
	Prom. manager	\$24,000 1	\$28,000 1	- 0
	Research/ marketing manager	- 0	\$63,000 47k-95k 9	\$67,500 36k-75k 3
Production	Production manager	\$42,500 25k-62k 5	\$61,100 40k-72k 8	\$44,500 31.2k-88.2 14
	Production assistant	\$25,000 25k 2	\$32,000 25k-40.1 9	\$40,100 32k-41k 3
Web	Online director	- 0	\$35,000 35k-46k 3	\$82,000 62k-102k 2
	Web designer	\$65,000 1	\$42,500 39k-49k 4	\$46,000 1

OVERALL DEMOGRAPHICS

Brainiest ■ Most experienced ■ Youngest ■

	Resp.	Avg. age	Duration of job	Education				Experience			Geography		
				High school	College	Univ under	Univ post	<3 yrs	4-10 yrs	>10 yrs	GTA	Rest of Canada	
Advertising	M	21	40	5.6	10%	38%	38%	14%	19%	33%	48%	55%	45%
	F	42	37	5.3	14%	36%	45%	5%	31%	33%	36%	73%	27%
Art	M	31	34	3.7	13%	67%	16%	4%	26%	52%	22%	65%	35%
	F	35	35	4.4	0%	49%	45%	6%	34%	29%	37%	62%	38%
Circulation	M	10	36	3	10%	30%	20%	40%	40%	40%	20%	80%	20%
	F	31	35	3	3%	32%	58%	7%	13%	68%	19%	60%	40%
Editorial	M	68	39	5.2	1%	21%	52%	26%	22%	40%	38%	53%	47%
	F	126	36	3.2	2%	11%	59%	29%	28%	56%	16%	68%	32%
Mngmt	M	31	46	8.1	11%	29%	56%	4%	9%	23%	58%	54%	46%
	F	37	40	5.3	3%	27%	50%	20%	30%	27%	43%	71%	29%
Production	M	9	33	5.2	11%	67%	22%	0%	22%	56%	22%	56%	44%
	F	35	34	4.6	9%	37%	43%	11%	29%	34%	37%	67%	33%
Web	M	6	33	2.3	0%	50%	50%	0%	50%	25%	25%	50%	50%
	F	12	34	2.5	0%	17%	67%	17%	50%	42%	8%	82%	18%

opportunity to laugh and cry. (see Chart Legend).

• Note that we've split the consumer mag category into small-to-medium and large circulation, allowing you to plot a more precise route to your cell on the chart. As a general rule, the bigger the circ, the better the pay. We always suspected that was the case—now we can demonstrate it.

• We have computed "The Experience Factor." We all know seniority counts for something. We now have an idea of just how much. Aggregating all positions and tagging those with less than five years' experience as the baseline, you can compute the financial premium that comes with your years of experience.

• Commission rates have long clouded the salary figures for sales reps, directors and publishers. We've taken steps to get behind those brute figures by breaking out the median percentage of commission versus salary in those categories. The result, we trust, will shed more light on these two central components of compensation.

Finally, a word about demographics. Women remain the best responders to this survey, representing 65% of the total sample; the best responders by department continue to be editorial workers.

We thank everyone for their participation. Feedback is always welcome at salariesurvey@masthead.ca. **M**

Editorial workers show the greatest level of survey participation, representing 34% of the total, followed by managers (12%). Male managers have the most seniority. Editorial types, collectively, are the most formally educated. In every category except management, women are more likely to hold a university degree. Women account for 64% of total respondents. Best survey responders: women in editorial

ARE YOU CURRENTLY LOOKING FOR A BETTER PAYING JOB?

		Advertising	Art	Circulation	Editorial	Management	Production	New Media
Male	Yes	25%	53%	70%	22%	11%	50%	50%
	No	75%	47%	30%	78%	89%	50%	50%
Female	Yes	38%	50%	34%	30%	22%	35%	10%
	No	62%	50%	66%	70%	78%	65%	90%

The happiest males are in management (quelle surprise) and the happiest females are working in online operations. Most ad people plan to stay put. Males in art, production and new media could be ready to jump ship. The only group happier than people in editorial are those in management. The only group unhappier than those in art are those in circulation

THE EXPERIENCE FACTOR

Years of Experience	Median Salary	Index
< 5	\$37,500	\$1.00
5-9	\$48,000	\$1.28
10-14	\$50,000	\$1.33
15-19	\$62,000	\$1.65
20-24	\$65,000	\$1.73
25+	\$69,000	\$1.84

What's five years of seniority worth? About 28 cents on the dollar. Here, for the first time, we have correlated compensation to years worked so you can quantify your job experience

SALES COMMISSION (% OF TOTAL COMPENSATION)

	Consumer (Medium) circ. < 50,000	Consumer (Large) circ. > 50,000	Association, trade farm, medical
Advertising director/manager	20% 0%-42% 4	51% 9%-100% 4	47% 0%-100% 10
Sales representative	16% 0%-32% 2	41% 0%-100% 18	45% 10%-100% 13
Publisher	0% 0%-52% 2	0% 0%-23% 3	10% 0%-38% 4

Standard compensation rates for salespeople simply do not exist. For that reason, salary variations are extreme. The chart above reveals for the first time media commission rates proportionate to salary amongst sales professionals, by book size and type. As you can see, the ranges are vast