

Book Publishing
Policy & Programs
Annual Report



Printed Matters

Book Publishing Policy and Programs

Annual Report // 2002.2003

CONTENTS

01	Foreword
02	Chapter One: Canadian Books to Canadian Readers
04	Chapter Two: The Canadian Book Publishing Environment
06	Chapter Three: Supporting the Book Industry
08	Chapter Four: Aid to Publishers
12	Chapter Five: Aid to Industry and Associations
16	Chapter Six: The Canadian Book Industry Supply Chain Initiative
20	Forward
22	The Numbers

Foreword

According to the bestseller list in the March 10, 2003 issue of *Maclean's*, the most popular work of fiction in Canada was *The Romantic* by Canadian author Barbara Gowdy. She wasn't the only homegrown writer Canadians were keeping company with in the final few weeks of a long winter. Five of the ten books on the *Maclean's* list were written by Canadians. The other four Canadian-penned bestsellers were *The Last Crossing* by Guy Vanderhaeghe, *Unless* by Carol Shields (which had been on the list for 46 weeks and was shortlisted for the Man Booker Prize), *Mercy* by Alissa York and *The Navigator of New York* by Wayne Johnston. Very good company indeed.

The Archambault hardcover bestseller list for April 22nd yielded similar results for French-language books. Four of the top ten bestsellers were written by Canadian authors – *Tout là-bas* by Arlette Cousture, *La maison des regrets* by Denis Monette, *Le pied dans la Bush* by Peter Scowen and *L'avaleur de sable* by Stéphane Bourguignon.

Take a look at any Canadian bestseller list and chances are – winter, spring, summer or fall – you'll find a lot of domestic talent. The fact is that Canadians love to read Canadian writers. And so does the rest of the world.

Canadian writing, both fiction and nonfiction in every form and genre, is internationally renowned. A high-profile illustration of our enviable literary reputation is the Man Booker Prize, one of the world's preeminent international

awards. To date, Canadians have been short listed for the Booker Prize a total of 19 times. In 2002, Yann Martel became the third Canadian author to receive the Booker, for his novel *Life of Pi*.

The numbers back up this critical acclaim. In 1998-1999, Canadian books had sales of more than \$400 million outside of Canada and total revenue exceeding \$2 billion¹.

This report reviews the efforts of the Publishing Policy and Programs Branch of Canadian Heritage to help contribute to the success of Canadian books in 2002–2003. It discusses the mandate and priorities of the Branch; the environment and challenges of the Canadian book industry; the Branch's funding support of the industry; and some of the Branch's various projects and initiatives.

For more information on the activities of Publishing Policy and Programs with respect to the Canadian book industry, please visit www.canadianheritage.gc.ca.

¹ Statistics Canada // Survey of Book Publishers and Exclusive Agents // 87F0004XPB



1



2



3



4

1. Le Canada, Une histoire populaire
Don Gillmor & Pierre Turgeon
Les Éditions Fides et McClelland & Stewart
2. Canada, A People's History
Don Gillmor & Pierre Turgeon
McClelland & Stewart and les Éditions Fides
Great Plains Publications
3. the 52nd poem - a novel
Thomas Trofimuk
Great Plains Publications
4. Développement durable et participation publique
Corinne Gendron & Jean-Guy Vaillancourt
Les presses de l'université de Montréal

Chapter One Canadian Books to Canadian Readers

"The focus of our cultural policies for the future must be on excellence in the creative process, diverse Canadian content, and access to the arts and heritage for all Canadians." SPEECH FROM THE THRONE, JANUARY 31, 2001

The overriding objective has always been to ensure that Canadian content is available to Canadian readers.

The Publishing Policy and Programs Branch administers funding programs and other policy instruments in support of the Canadian book and magazine publishing industries, carries out research and analysis, and provides industry-related advice and recommendations to the Minister of Canadian Heritage.

The Government of Canada has long supported Canadian publishing industries, whether through direct funding programs, legislation or regulatory instruments. Regardless of the public policy measure, the overriding objective has always been to ensure that Canadian content is available to Canadian readers.

With respect to book publishing, the main tool to achieve this objective is the Book Publishing Industry Development Program (BPIDP), which provides \$39 million to support

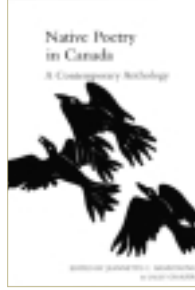
the Canadian book industry. Most of this is used for operational funding for publishers. BPIDP encourages the creation of a diverse range of Canadian-authored books by fostering a competitive and viable publishing industry.

Through BPIDP, Publishing Policy and Programs also supports the Canadian Book Industry Supply Chain Initiative, marketing and promotion projects for Canadian books, initiatives for Aboriginal and official minority language publishers, an internship program for new publishing-industry professionals, and business development for small publishers.

In addition to the funding programs, the Branch is responsible for other policy measures, including foreign investment policy in book publishing and distribution and the parallel importation regulations of the *Copyright Act*.



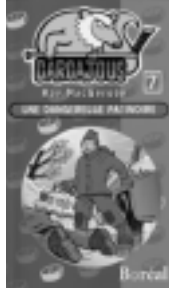
1



2



3



4

1. Thomson
Edited by Dennis Reid
Douglas & McIntyre
Broadview Press
2. Native Poetry in Canada
Edited by Jeanette C. Armstrong & Lally Grauer
Broadview Press
3. The Screech Owl's Home Loss
Roy MacGregor
McClelland & Stewart
4. Une dangereuse patinoire
Roy MacGregor
Éditions du Boréal

Chapter Two The Canadian Book Publishing Environment

In Canada, the book publishing sector has a diverse range of firms differentiated from one another by size, language, country of ownership and editorial focus. Although this diversity is integral to the richness of Canadian publishing as a cultural resource, it presents unique challenges for our book industry.

On the one hand, the largest international publishing firms in the world have a presence in Canada, making the work of authors from around the world readily available to Canadian readers. On the other, Canadian-owned firms – largely comprised of small, independent houses – are dedicated to nurturing Canadian writers and ensuring that voices reflecting all facets of our society are heard. As a result, Canadian readers have at their disposal one of the most comprehensive book resources in the world; one that represents an extraordinarily broad spectrum of regional, national and international writing.

All of this does not come without a price. Because of the small size of the Canadian market, its two distinct language markets and our appetite for books from both home and abroad, Canada has one of the most competitive book markets in the world. Canadian books must be priced competitively with international bestsellers – books that tend to be lavishly promoted and sold inexpensively by foreign publishers, which benefit from the low cost of sales offered by the large size of their markets.

There is also competition for Canadian authors. Large international publishing houses are able to offer bigger advances than their Canadian counterparts, reducing the capacity of Canadian houses to benefit from their investment in the initial development of bestselling writers.

This environment is one of the key issues for Canadian houses committed to publishing new authors, fulfilling niche markets and challenging the industry status quo.

In addition to the complex market conditions faced by Canadian publishers, global book industry and retail trends are making a major impact. The channels through which books reach the public have evolved dramatically over the past five years – the big-box retailing model has become commonplace and online bookstores compete for consumer attention. While the role that online retailing will play is still unclear, it is apparent that the choice and convenience offered by new retail models is affecting the expectations of consumers. These expectations translate into new challenges for the Canadian book industry. Demands for a wider range of products, more informed service and quicker fulfillment are changing the relationships between publishers, distribu-

tors and booksellers. Supply chain efficiencies increasingly reside at the juncture between profit and loss.

Yet despite these challenges, Canadian houses have remained vital, independent and dedicated to publishing books that reflect our culture and speak to all Canadians. This is due to the commitment and tenacity of Canadian publishers, and, in part, to the support of book policies and programs that seek to mitigate the challenges of operating in the Canadian market.

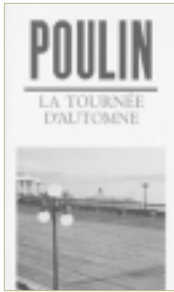
GENERAL DISTRIBUTION SERVICES

In 2002, the book distributor General Distribution Services (GDS), which distributed more than 40 of the most important cultural presses in English Canada, went bankrupt. The client publishers of GDS lost most of their receivables.

In June 2002, Minister of Canadian Heritage Sheila Copps announced financial assistance for the Canadian book publishers affected by this situation. This assistance took the form of advance payments on each publisher's annual Book Publishing Industry Development Program funding. Twenty-three publishers received payments, which were designed to address immediate cash-flow requirements. These measures were complemented by support from the Canada Council for the Arts for very small literary presses. In October 2002, the Minister announced special, one-time financial assistance – advance payments of future-year funding – for the same 23 publishers plus two additional houses.

"Canadian book publishing remains a viable and competitive industry, which continues to publish world-class authors," said Minister Copps. "These measures will ensure that this success continues."

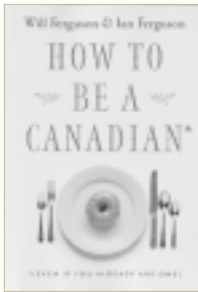
The level of assistance given to each publisher was based on a detailed analysis of the publisher's financial situation, business plan, cash-flow projections, financing arrangements, new distributor relationships and the publisher's ability to take other remedial action.



1



2



3



4

1. La tournée d'automne
Jacques Poulin
Leméac éditeur
2. Oryx and Crake
Margaret Atwood
McClelland & Stewart
3. How to be a Canadian
Will Ferguson & Ian Ferguson
Douglas & McIntyre
4. Les détours du destin
Jean Bâcle
Les éditions des Plaines

Chapter Three Supporting the Book Industry

Today, more than 640 book publishers operate in Canada. In the 1970s, there were less than 300.

The Book Publishing Industry Development Program has four components: Aid to Publishers, Aid to Industry and Associations, Support for the Canadian Book Industry Supply Chain Initiative, and International Marketing Assistance.

BPIDP BY THE NUMBERS

Book Publishing Industry Development Program Contributions 2002-2003 (in millions of dollars)

Total: \$38.8 million

Aid to Publishers	International Marketing Assistance	Support for the Canadian Book Industry Supply Chain Initiative	Aid to Industry and Associations	Special Assistance for publishers affected by GDS
27.2	4.8	2.1	2.5	2.2

AID TO PUBLISHERS

The cornerstone of BPIDP is the Aid to Publishers component. The main purpose of this component is to encourage the production and promotion of Canadian-authored books. Each year, over 200 Canadian publishers, from small regional presses to houses that publish more than a hundred titles annually, receive funding through Aid to Publishers.

In 2002–2003, contributions totalling \$27.2 million were given to 217 publishers. This component is discussed in more detail in chapter four.

AID TO INDUSTRY AND ASSOCIATIONS

This component provides the book industry with the ability to raise the profile of Canadian books and helps develop tools for better business planning and professional development. Through collective efforts such as marketing and promotion campaigns and research projects, the industry as a whole acquires the ability to anticipate and respond to new challenges.

In 2002–2003, Aid to Industry and Associations funded 86 projects for a total of \$2.5 million. See chapter five.

SUPPORT FOR THE CANADIAN BOOK INDUSTRY SUPPLY CHAIN INITIATIVE

Launched in 2002–2003, this component is helping Canadian publishers, wholesalers, distributors and book-sellers transform the book supply chain into an efficient and productive process. Funding supports projects such as the improvement of bibliographic data and the promotion of Electronic Data Interchange.

In its inaugural year, this component funded 16 projects and 144 publishers, contributing a total of \$2.1 million. See chapter six.

INTERNATIONAL MARKETING ASSISTANCE

This component promotes Canadian books in the global marketplace. It is administered by the Association for the Export of Canadian Books on behalf of Canadian Heritage.

READ AROUND THE WORLD

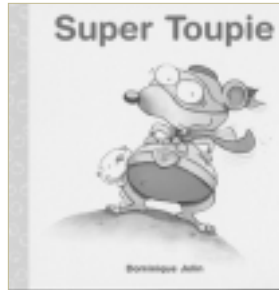
Founded in 1972, the Association for the Export of Canadian Books (AECB) is a non-profit organization that helps Canadian book publishers develop foreign markets and promote export sales of their books. It provides market intelligence to publishers as well as direct financial assistance.

In 2002–2003, the AECB received an additional \$1.3 million from BPIDP for the administration of the International Marketing Assistance component. This brought the total funds available for International Marketing Assistance programs to \$4.8 million.

The International Marketing Assistance component is made up of four funding programs: the Export Marketing Assistance Program, the New Market Development Fund, the Export Expertise Development Fund and the Foreign Rights Marketing Assistance Program. If you would like more information about International Marketing Assistance or the AECB, please contact the organization at (613) 562-2324 or visit www.aecb.org.



1



2



3



4

1. Canadian Girls who rocked the world
Tanya Lloyd
Whitecap Books
2. Super Toupie
Dominique Jolin
Les éditions Héritage
3. First Nations? Second Thoughts
Tom Flanagan
McGill-Queen's University Press
4. Premières Nations ? Seconds regards
Tom Flanagan
Les éditions du Septentrion

Chapter Four Aid to Publishers: Access and Sustainability

The amount of annual funding given under the Aid to Publishers component of the Book Publishing Industry Development Program is based on an individual publisher's sales of Canadian titles in relation to the sales of all participating publishers.

AID TO PUBLISHERS, 2002–2003

	Total	BC	Prairies	Ontario	Quebec	Atlantic
Number of publishers	217	23	26	57	102	9
New Titles published	5,474	429	449	1,221	3,256	119
Aid to Publishers contributions	\$27,199,996	\$2,417,130	\$2,458,063	\$8,167,057	\$13,516,023	\$641,723

ACCESS

Publishing Policy and Programs is committed to building a BPIDP that is more responsive to the way the Canadian book industry functions. In 2002–2003, this commitment resulted in a revision of the guidelines for determining the financial viability of applicants to Aid to Publishers. There is now a more detailed approach to assessing the viability of applicants. This approach allows for a better analysis of the health of every type of publishing house.

In addition, the eligibility requirements for categories that have previously been under-represented in the component, such as smaller Aboriginal publishers and official language minority publishers, have been amended to give these publishers greater access to funding.

Door-to-door publishing expertise

The Branch's commitment to responsiveness to industry needs also led to the implementation of a travelling consultant service for smaller Canadian publishers. These consultants provide business, financial and management advice that promotes better business practices and helps publishers develop strategic business plans.

"Having access to a publishing consultant through BPIDP was great. Susan Renouf offered a great perspective from her position of observer and her experience and knowledge made her an excellent sounding board. I was motivated after having the chance to discuss new ideas. And, it was really helpful to receive affirmation and support from someone in the industry."

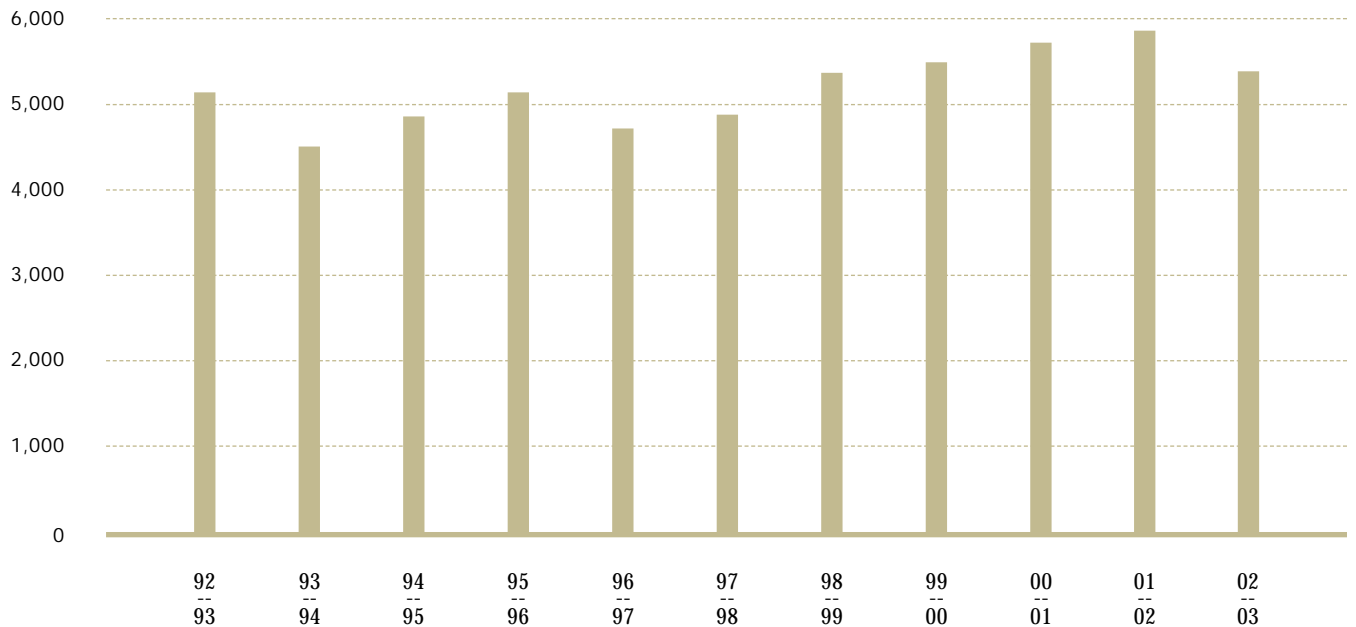
Ruth Linka, General Manager
NeWest Press

GREATER MARKET ACCESS FOR FRENCH-CANADIAN PUBLISHERS

In 2002–2003, *Le Regroupement des éditeurs canadiens-français* implemented a major BPIDP-funded project to market French-Canadian books published outside of Quebec to bookstores in Quebec and across the rest of Canada. Two promotional campaigns, one in the spring and the other in the fall, are also part of the project. These campaigns increase the visibility of French-Canadian publishers at the various *Salons du livre* that take place each year.

SUSTAINABILITY

Number of New Titles Published by Aid to Publishers Recipients



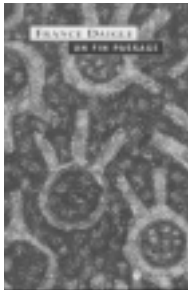
Since its inception in 1992–1993, the Aid to Publishers component has been a very successful tool in supporting Canadian publishers – in spite of a number of significant challenges in the marketplace over the past decade. The number of new titles published by funding recipients was 5,109 in the component's inaugural year. In 2002–2003, the number of new titles published was 5,474.

- Penumbra Press
- Publications MNH inc.
- The Gateway to Knowledge Inc.
- Éditions Trait d'union

A component of growth

In 2002–2003, there were new recipients of Aid to Publishers funding:

- Bouton d'or Acadie
- Breton Books
- Creative Book Publishing
- Cygnet Publishing Group Inc.
- Éditions les herbes rouges
- Les éditions GID Inc.
- Lingo Media Inc.



1



2



3



4

1. Un fin passage
France Daigle
Éditions du Boréal
2. A Fine Passage
France Daigle
House of Anansi Press
3. La bambina che amava troppo i fiammiferi
Gaétan Soucy
Marcos y Marcos, Italy
4. Ingen Større Ulykke
Alistair MacLeod
Klim, Denmark

Chapter Five

Aid to Industry and Associations: Key Results

The Book Publishing Industry Development Program also supports the Canadian book industry through project funding in key areas.

Last year's projects included numerous successful book fairs and festivals, and the participation of the Aboriginal Book Publishers of Canada in the Canadian Aboriginal Festival.

MARKETING AND PROMOTION

In 2002–2003, priority was given to projects that were national in scope, encouraged closer ties among the various sectors of the industry and fostered greater awareness of Canada's cultural diversity. Results of last year's projects include numerous successful book fairs and festivals, and the participation of the Aboriginal Book Publishers of Canada in important industry events.

The word on the street... and in the salons

Taking place across Canada, the Word on the Street festivals and the *Salon du livre* French-language book fairs bring together authors, publishers and readers from all over the country to celebrate Canadian books.

There were 12 Salons across Canada, including *Le salon international du livre de Québec*. This prestigious event features hundreds of Canadian writers as well as special guest authors from countries such as France and Mexico. There were also Salons in Vancouver, Edmundston and Toronto. Besides the Quebec Salons, the *Salon du livre de Toronto* is the largest French-language event of its kind in North America.

Word on the Street is a series of free outdoor festivals featuring author readings, hands-on activities and publisher booths. The festivals are held in late September. They were more popular than ever last year, charming crowds in Halifax, Calgary, Toronto, Vancouver and Kitchener, which

was an inaugural event. Three of the four returning venues broke attendance records (one venue had good attendance but very bad weather). The Halifax festival alone had 40,000 visitors, a remarkable number given the size of the city.

In addition to its funding support of the festivals, Publishing Policy and Programs teamed up with Word on the Street and the Children's Book Centre to sponsor a children's literature tent in the four returning cities. Many of the readings were standing-room only and both kids and authors alike enjoyed sharing this unique storytelling opportunity. (*image 1*)



1

Children's literature tent at Word on the Street

Going places

Another marketing and promotion achievement for 2002–2003 was the participation of the Aboriginal Book Publishers of Canada (ABPC) in the Canadian Aboriginal Festival held in Toronto from November 29 to December 1, 2002. For this event, the ABPC worked with BPIDP to create a collective catalogue that highlights a selection of titles offered by each of its member publishers. (*image 2*)

In 2002–2003, the ABPC also participated in the Aboriginal Gathering on Artistic Expression and BookExpo.



2

Aboriginal Book Publishers of Canada's collective catalogue

PROFESSIONAL DEVELOPMENT

Professional development projects focus on the acquisition of skills related to the publishing and promotion of books or the management of a publishing house. Results for 2002–2003 projects include an ongoing series of summer workshops for publishing-industry professionals.

Publishing U

Hosted by Simon Fraser University through the Canadian Centre for Studies in Publishing, this summer workshop series is the result of a partnership between the Canadian book publishing industry and the Centre. The workshops deal with the latest trends and operating procedures in book publishing. The Centre is advised by an industry-based steering committee and board, including representatives from Raincoast Books, UBC Press, Orca Books, Penguin Canada, McClelland & Stewart and the Canadian Booksellers Association.

PUBLISHING INTERNSHIPS

Launched in 2000–2001, this program allows small publishing houses to provide invaluable training for new industry professionals, who in turn accomplish useful tasks the company might not otherwise have had the resources to carry out. Last year, priority was given to publishing houses with annual sales under \$500,000.

The publishing internship program has been growing every year since its launch.

The publishing internship program has been growing every year since its launch. In 2002–2003, there were more than twice as many interns placed compared to the previous year.

Book cases

"The internship initiative helped us focus our attention on our publishing needs while providing professional training to a dedicated employee. We now feel we have an employee who has undergone intensive in-house training, who is now aware of our specific needs, but who is also well qualified to transport those skills to any other position in the industry."

Ron Smith, Publisher
Oolichan Books

"Because the Porcupine's Quill is a relatively small company, I have had a chance to do everything from plate-making to publicity, from the typesetting of a suite of poems to the calming of a panicked author. Tim and Elke's years of experience in the trade have furnished them not only with skills but with stories, and they have been generous in the sharing of both. I would recommend this experience not only to anyone who wants to work in publishing, but to anyone who thinks she knows about books!"

Amanda Jernigan, Intern
Porcupine's Quill

RESEARCH

In 2002–2003, a research project led to the formation of a strategic industry group.

The task in hand

In consultation with the Canada Council for the Arts and BPIDP, the Task Force on Distribution and Sales of Literary Titles in the Canadian Market has been formed to assist the

independent bookseller community. The objective of the task force is to provide information and tools to support the efforts of independent booksellers to hand-sell literary titles.

The task force is made up of the Literary Press Group (a non-profit association that provides sales and marketing services for 40 Canadian-owned literary publishers) and a select group of authors and independent booksellers. Its mandate is to pool resources for a marketing initiative designed to increase the number of literary titles in bookstores, the number of stores stocking literary titles and the sell-through rate of titles.



1



2



3



4

1. Now I see How Great I can be
Linda Sky Grossman
Second Story Press
2. Imprints
Dom Salianni, Jeff Siamon, Janet Hannaford,
Lori Farren, Cam MacPherson, David Friend
Gage Learning
3. Frank, The Life and Politics of Frank McKenna
Philip Lee
Goose Lane
4. Un baume pour le cœur
Neil Bissoondath
Éditions du Boréal

Chapter Six The Canadian Book Industry Supply Chain Initiative: Chain Reaction

Formed in September 2001, the Canadian Book Industry Supply Chain Initiative (SCI) is a partnership between Publishing Policy and Programs and every sector of the Canadian book industry. The SCI will identify inefficiencies in the Canadian book industry distribution and communications infrastructure, recommend strategies for improvement and implement change.

Two thirds of the 217 publishers that received assistance under Aid to Publishers also received a contribution for their activities in support of SCI objectives.

Currently, the SCI has three main objectives – ensuring access to a complete, up-to-date bibliographic database for all titles available in Canada; facilitating the adoption of an industry-wide electronic communications platform; and equipping the supply chain with the capacity to collect and share point-of-sale data.

Basically, the SCI will help turn the supply chain into a well-oiled machine.

In 2002–2003, the Support for the Canadian Book Industry Supply Chain Initiative component of BPIDP funded strategic investments in the publishing, distribution, wholesale and retail sectors of the industry. Publishers used the

funding to create, populate and maintain bibliographic databases. Canadian distributors and wholesalers purchased computer hardware, software and other equipment necessary for the implementation of standard Electronic Data Interchange documents.

Support for the Canadian Book Industry Supply Chain Initiative has had an excellent industry participation rate in its first year of operation. Two thirds of the 217 publishers that received assistance under Aid to Publishers also received a contribution for their activities in support of SCI objectives. In addition to the \$1 million distributed among these 144 publishers, \$1.1 million was given to other industry sectors.

The Canadian Book Industry Supply Chain Initiative story so far...

The groundwork

— **March 2001**
The Branch initiated dialogue between the Canadian book industry and UK supply-chain specialists. Richard Knight of Whitaker BookTrack attended Canadian Heritage meetings with French- and English-language market representatives to discuss point-of-sale data collection and analysis.

— **June 2001**
The Branch organized a delegation of UK supply-chain specialists to Canada. There was a panel discussion at BookExpo Canada and meetings with French- and English-language market representatives.

— **July 2001**
The Branch consulted with the industry to identify Canadian supply chain issues and key areas for improvement.

The initiative

— **September 2001**
The Canadian Book Industry Supply Chain Initiative was created and a steering committee to develop strategies for the English market was established.

An IT committee that includes more than 30 technological experts from all sectors of the English market was also formed.

February // March 2002
The Branch consulted with the industry to identify the priorities for BPIDP funding for 2002–2003.

— **May 2002**
The Support for the Canadian Book Industry Supply Chain Initiative component was introduced.

The funding

— May 2002

The steering committee drafted a report presenting 10 recommendations for action in support of supply chain improvements in English Canada.

— June 2002

Three hundred and fifty industry representatives attended a presentation by the steering committee, IT committee and the Branch on supply chain improvement strategies. The steering committee business plan and Canadian Heritage funding priorities were released.

— July 2002

The Branch received positive comments from all sectors of the industry on the recommendations of the steering committee.

— December 2002

BookNet Canada was formed. BookNet is an industry organization dedicated to improving the Canadian book industry supply chain. Board members come from the publishing, wholesale, distribution and retail sectors, as well as Canadian Heritage.

— February 2003

Following a national search, Michael Tamblyn, former vice-president of online operations at Indigo, was appointed as the first BookNet Canada President and CEO.

Forward

The success of Canadian writing, at home and abroad, is the result of the dedication of our diverse and gifted writers. It is the product of the unceasing labours of a skilled and committed publishing industry. It is both the cause and the effect of having a nation of readers, a country with a literacy rate of almost one hundred per cent. There is one more element in this successful equation. Government support of Canadian writing and publishing is substantial, strategic and sustained. For more than a century, the Government of Canada has had policies and programs that help the creation, distribution and promotion of books that reflect our distinctive and dynamic culture – and add more chapters to the story of Canada.

Allan Clarke
Director General, Publishing Policy and Programs

Gordon Platt
Director, Book Publishing Policy and Programs

Doris Boivin
Manager, Book Publishing Industry Development Program

Annie Carruthers
Manager, Book Publishing Policy

Publishing Policy and Programs
Book Publishing Industry Development Program (BPIDP)
Department of Canadian Heritage
15 Eddy Street // 15-4-D
Hull, Quebec K1A 0M5

tel: (819) 997-4944
fax: (819) 997-4169
email: bpidp_padie@pch.gc.ca
website: www.canadianheritage.gc.ca/bpidp

This report was prepared by John Graham and
Manon Allie, Publishing Policy and Programs.

ISBN: CH41-5/2003 0-662-67419-7

AID TO PUBLISHERS

Statistical Overview

	1998-99	1999-00	2000-01	2001-02	2002-03
Number of Book Publishers – Total	201	213	213	217	217
Number of French-Language Book Publishers	97	103	105	105	104
Number of English-Language Book Publishers	104	110	108	112	113
Number of New Titles Published – Total	5,417	5,482	5,708	5,874	5,474
French-Language Book Publishers	3,207	3,252	3,368	3,446	3,207
English-Language Book Publishers	2,210	2,230	2,340	2,428	2,267
Sales of Canadian-Authored Titles					
Total (in millions of dollars)	\$264	\$273	\$260	\$281	\$288
French-Language Book Publishers	\$144	\$146	\$130	\$137	\$144
English-Language Book Publishers	\$120	\$127	\$130	\$144	\$144
Publishing Revenue					
Total (in millions of dollars)	\$334	\$359	\$369	\$388	\$410
French-Language Book Publishers	\$186	\$190	\$192	\$198	\$203
English-Language Book Publishers	\$148	\$169	\$177	\$190	\$207
Total Revenue					
Total (in millions of dollars)	\$570	\$615	\$627	\$615	\$635
French-Language Book Publishers	\$244	\$260	\$259	\$267	\$280
English-Language Book Publishers	\$326	\$355	\$368	\$348	\$355
Sales of Canadian-Authored Titles as a % of Total Revenue	46.3%	44.4%	41.6%	45.6%	45.4%
Profit Margin of Book Publishers	2.2%	2.2%	2.8%	2.2%	2.9%
Number of Publishers per Total Revenue Category					
Total Revenue: \$0 - \$149,999	12	11	10	10	10
\$150,000 - \$499,999	68	71	74	77	72
\$500,000 - \$999,999	32	35	39	40	39
\$1 million to \$2,999,999	49	55	43	43	50
\$3 million and over	40	41	47	47	46
Contributions Allocated per Region (2002-2003)	Number of Publishers	\$ Millions	% of Total		
British Columbia	23	\$2.4	8.9%		
Prairies	26	\$2.5	9.2%		
Ontario	57	\$8.2	30.1%		
Quebec	102	\$13.5	49.6%		
Atlantic	9	\$0.6	2.2%		
TOTAL	217	\$27.2	100.0%		

AID TO PUBLISHERS AND CANADIAN BOOK INDUSTRY
SUPPLY CHAIN INITIATIVE FOR BOOK PUBLISHERS

Funding 2002-2003

Publisher	Language	Province	Aid to Publishers Contribution	Supply Chain Contribution
Alliage Éditeur	F	QC	\$ 12,642	—
Altitude Publishing Group of Companies	E	AB	\$ 172,307	\$ 10,000
Annick Press Ltd.	E	ON	\$ 219,056	\$ 10,000
Anvil Press	E	BC	\$ 4,597	\$ 5,000
Apple Press Publishing Limited	E	ON	\$ 18,978	—
Aquila Communications Inc.	E	QC	\$ 48,110	\$ 5,000
Arsenal Pulp Press Ltd.	E	BC	\$ 82,929	\$ 7,500
Art Global Inc.	F	QC	\$ 57,668	—
Bayeux Arts Inc.	E	AB	\$ 21,566	\$ 5,000
Between The Lines Incorporated	E	ON	\$ 46,094	\$ 5,000
Bibliothèque québécoise inc.	F	QC	\$ 63,000	\$ 5,000
Borealis Press Limited	E	ON	\$ 37,371	\$ 5,000
Bouton d'or Acadie	F	NB	\$ 7,730	—
Breakwater Books Limited	E	NL	\$ 129,133	—
Breton Books	E	NS	\$ 25,330	\$ 5,000
Brick Books	E	ON	\$ 6,174	\$ 5,000
Broadview Press Inc.	E	AB	\$ 192,760	\$ 10,000
Broquet Inc.	F	QC	\$ 92,215	—
Canadian Scholars' Press Inc.	E	ON	\$ 78,619	\$ 7,500
Captus Press Inc.	E	ON	\$ 109,035	\$ 7,500
CCI Learning Solutions Inc.	E	BC	\$ 177,893	—
Collectors Guide Publishing Inc.	E	ON	\$ 96,783	—
Corporation des éditions Fides	F	QC	\$ 177,437	\$ 10,000
Coteau Books	E	SK	\$ 66,292	\$ 5,000
Crabtree Publishing Company Limited	E	ON	\$ 586,828	\$ 10,000
Creative Book Publishing	E	NL	\$ 45,227	\$ 5,000
Cygnets Publishing Group Inc.	E	AB	\$ 53,973	\$ 5,000
Décarie, éditeur inc.	F	QC	\$ 73,121	\$ 5,000
Detselig Enterprises Ltd.	E	AB	\$ 48,997	\$ 5,000
Douglas & McIntyre Ltd.	E	BC	\$ 514,908	\$ 10,000
Dundurn Press Limited	E	ON	\$ 117,935	\$ 10,000
ECW Press Ltd.	E	ON	\$ 144,374	\$ 10,000
Édimag inc.	F	QC	\$ 66,533	—
Éditions ADA inc.	F	QC	\$ 17,538	—
Éditions Alexandre Stanké inc.	F	QC	\$ 56,367	—
Éditions Anne Sigier inc.	F	QC	\$ 54,425	—
Éditions Brault et Bouthillier inc.	F	QC	\$ 143,537	—
Éditions de la paix enrg.	F	QC	\$ 13,382	\$ 5,000
Éditions de Mortagne	F	QC	\$ 101,686	—
Éditions du phare inc.	F	QC	\$ 81,867	\$ 7,500
Éditions Hurlubise HMH ltée	F	QC	\$ 285,674	\$ 10,000
Éditions J.C.I. inc.	F	QC	\$ 10,603	—

Publisher	Language	Province	Aid to Publishers Contribution	Supply Chain Contribution
Éditions l'Artichaut inc.	F	QC	\$ 68,666	—
Éditions les herbes rouges	F	QC	\$ 7,156	—
Éditions Marie-France ltée	F	QC	\$ 107,888	—
Éditions Médiaspaul	F	QC	\$ 68,055	—
Éditions Michel Quintin inc.	F	QC	\$ 82,288	\$ 7,500
Éditions Mille Iles inc.	F	QC	\$ 70,648	\$ 5,000
Éditions Phidal inc.	F	QC	\$ 502,134	\$ 10,000
Éditions Pierre Tisseyre inc.	F	QC	\$ 82,624	—
Éditions Prise de Parole	F	ON	\$ 16,048	—
Éditions sciences et culture inc.	F	QC	\$ 94,296	\$ 10,000
Éditions Tormont inc.	F	QC	\$ 850,000	—
Éditions Trait d'union inc.	F	QC	\$ 118,187	\$ 10,000
Emond Montgomery Publications Limited	E	ON	\$ 136,292	\$ 10,000
Fernwood Publishing Co. Limited	E	NS	\$ 71,316	\$ 5,000
Fifth House Ltd.	E	AB	\$ 109,904	—
Firefly Books Ltd.	E	ON	\$ 669,924	\$ 10,000
Fitzhenry & Whiteside Limited	E	ON	\$ 211,584	\$ 10,000
Formac Publishing Company Limited	E	NS	\$ 85,730	\$ 7,500
Gaëtan Morin éditeur ltée	F	QC	\$ 331,834	\$ 10,000
Gage Learning Corporation	E	ON	\$ 848,107	—
Garamond Press Ltd.	E	ON	\$ 30,997	\$ 5,000
Goose Lane Editions Ltd.	E	NB	\$ 95,707	\$ 7,500
Great Plains Publications Ltd.	E	MB	\$ 33,172	\$ 5,000
Groupe Beauchemin, éditeur ltée	F	QC	\$ 331,797	\$ 10,000
Groupe Ville-Marie littérature inc.	F	QC	\$ 127,906	—
Guérin, éditeur ltée	F	QC	\$ 274,924	\$ 10,000
Guernica Editions Inc	E	ON	\$ 34,203	\$ 5,000
Guides de voyage Ulysse inc.	F	QC	\$ 154,551	\$ 10,000
Guy Saint-Jean éditeur inc.	F	QC	\$ 88,749	\$ 7,500
Hancock House Publishers Ltd.	E	BC	\$ 85,965	\$ 7,500
Harbour Publishing Co. Ltd.	E	BC	\$ 118,200	\$ 10,000
Heritage House Publishing Co. Ltd.	E	BC	\$ 90,654	\$ 7,500
Horsdal & Schubart Publishers Ltd.	E	BC	\$ 37,451	\$ 5,000
House of Anansi Press Ltd.	E	ON	\$ 80,521	\$ 7,500
Hyperion Press Limited	E	MB	\$ 68,813	—
Insomniac Press Ltd.	E	ON	\$ 46,147	\$ 5,000
International Self-Counsel Press Ltd.	E	BC	\$ 272,246	\$ 10,000
Irwin Law Inc.	E	ON	\$ 76,320	—
James Lorimer & Company Limited	E	ON	\$ 79,963	\$ 7,500
Key Porter Books Limited	E	ON	\$ 408,728	\$ 10,000
Kids Can Press Ltd.	E	ON	\$ 782,849	\$ 10,000
Lanctôt éditeur inc.	F	QC	\$ 72,974	\$ 5,000
Le boréal express ltée	F	QC	\$ 626,484	\$ 10,000
Le loup de gouttière inc.	F	QC	\$ 19,652	\$ 5,000
Leméac éditeur inc.	F	QC	\$ 152,066	—
Les Écrits des Forges inc.	F	QC	\$ 32,726	\$ 5,000
Les éditions Alire inc.	F	QC	\$ 43,391	—
Les éditions Chouette (1987) inc.	F	QC	\$ 290,907	—

Publisher	Language	Province	Aid to Publishers Contribution	Supply Chain Contribution
Les éditions coopératives Albert St-Martin de Montréal	F	QC	\$ 57,542	\$ 5,000
Les éditions de la Chenelière inc.	F	QC	\$ 850,000	—
Les éditions de la courte échelle inc.	F	QC	\$ 185,881	\$ 10,000
Les éditions de la fondation de l'entrepreneurship	F	QC	\$ 57,619	—
Les éditions de la pleine lune	F	QC	\$ 12,018	\$ 5,000
Les éditions de l'instant même inc.	F	QC	\$ 38,284	\$ 5,000
Les éditions d'enseignement religieux F.P.R. inc.	F	QC	\$ 78,308	\$ 5,000
Les éditions des Intouchables inc.	F	QC	\$ 121,457	\$ 10,000
Les éditions des Plaines	F	MB	\$ 11,581	\$ 5,000
Les éditions du CRAM inc.	F	QC	\$ 27,686	\$ 5,000
Les éditions du Nordir (1996) inc.	F	ON	\$ 4,873	—
Les éditions du remue-ménage inc.	F	QC	\$ 14,946	\$ 5,000
Les éditions du Septentrion inc.	F	QC	\$ 77,850	—
Les éditions du trécaré	F	QC	\$ 201,530	\$ 10,000
Les éditions du vermillon inc.	F	ON	\$ 9,870	\$ 5,000
Les éditions Duval inc.	E	AB	\$ 133,033	\$ 10,000
Les éditions écosociété	F	QC	\$ 42,382	\$ 5,000
Les éditions GID Inc.	F	QC	\$ 53,374	—
Les éditions Héritage inc.	F	QC	\$ 207,527	\$ 10,000
Les éditions internationales Alain Stanké ltée	F	QC	\$ 113,577	\$ 10,000
Les éditions J.C.L. inc.	F	QC	\$ 74,967	\$ 5,000
Les éditions La Pensée inc.	F	QC	\$ 95,727	\$ 7,500
Les Éditions Le griffon d'argile inc.	F	QC	\$ 105,060	\$ 7,500
Les Éditions Liber inc.	F	QC	\$ 16,571	\$ 5,000
Les éditions libre expression ltée	F	QC	\$ 102,815	—
Les éditions l'interligne inc.	F	ON	\$ 5,699	—
Les éditions Logiques inc	F	QC	\$ 169,556	\$ 10,000
Les éditions Multimondes inc.	F	QC	\$ 48,084	—
Les éditions Nouvelles	F	QC	\$ 41,268	\$ 5,000
Les éditions Novalis inc.	F	QC	\$ 284,264	\$ 10,000
Les éditions Québec-Amérique inc.	F	QC	\$ 423,388	\$ 10,000
Les éditions Québecor inc.	F	QC	\$ 165,065	\$ 10,000
Les éditions Reynald Goulet inc.	F	QC	\$ 173,242	—
Les éditions septembre inc.	F	QC	\$ 99,198	—
Les éditions septembre-collection choisir enr.	F	QC	\$ 131,051	—
Les éditions Thémis inc.	F	QC	\$ 59,885	—
Les éditions transcontinental inc.	F	QC	\$ 99,288	\$ 7,500
Les éditions Triptyque inc.	F	QC	\$ 31,271	\$ 5,000
Les éditions Trois-Pistoles	F	QC	\$ 44,702	—
Les éditions TVA inc.	F	QC	\$ 36,895	—
Les éditions un monde différent ltée	F	QC	\$ 84,789	\$ 7,500
Les éditions vents d'ouest (1993) inc.	F	QC	\$ 24,102	—
Les éditions Yvon Blais inc.	F	QC	\$ 319,988	\$ 10,000
Les presses de l'université de Montréal	F	QC	\$ 28,716	\$ 5,000
Les presses de l'université d'Ottawa	F	ON	\$ 32,260	—
Les presses de l'université Laval	F	QC	\$ 135,405	—
Les publications Graficor (1989) inc.	F	QC	\$ 315,989	\$ 10,000
Les publications Modus Vivendi inc.	F	QC	\$ 129,049	—

Publisher	Language	Province	Aid to Publishers Contribution	Supply Chain Contribution
Librairie Raffin (1990) inc.	F	QC	\$ 22,886	—
Lidec inc.	F	QC	\$ 261,968	\$ 10,000
Lingo Media Inc.	E	ON	\$ 54,409	—
Lobster Press Registered	E	QC	\$ 38,188	\$ 5,000
Lone Pine Media Productions Ltd.	E	AB	\$ 398,667	\$ 10,000
Louise Courteau éditrice inc.	F	QC	\$ 46,346	—
Loze-Dion éditeur inc.	F	QC	\$ 22,558	—
Macfarlane Walter & Ross Ltd.	E	ON	\$ 73,288	\$ 7,500
Maple Tree Press Inc.	E	ON	\$ 116,993	\$ 10,000
Marcel Didier inc.	F	QC	\$ 42,033	\$ 5,000
McArthur & Company Publishing Limited	E	ON	\$ 198,967	\$ 10,000
McClelland & Stewart Ltd.	E	ON	\$ 655,413	\$ 10,000
McGill-Queen's University Press	E	QC	\$ 189,860	\$ 10,000
Mediscript Communications Inc.	E	AB	\$ 38,219	—
Modulo éditeur inc.	F	QC	\$ 279,603	\$ 10,000
Mondia éditeurs inc.	F	QC	\$ 97,119	\$ 7,500
Mosaic Press	E	ON	\$ 51,626	—
Natural Heritage/Natural History Inc.	E	ON	\$ 51,651	\$ 5,000
New Society Publishers Ltd.	E	BC	\$ 98,110	\$ 10,000
New Star Books Ltd.	E	BC	\$ 14,512	\$ 5,000
NeWest Publishers Ltd.	E	AB	\$ 34,879	\$ 5,000
Nimbus Publishing Limited	E	NS	\$ 151,751	\$ 10,000
Norbry Publishing Limited	E	ON	\$ 56,257	—
Oberon Press	E	ON	\$ 22,057	\$ 5,000
Oolichan Books	E	BC	\$ 14,578	\$ 5,000
Orca Book Publishers Ltd.	E	BC	\$ 105,104	\$ 7,500
Pacific Edge Publishing Ltd.	E	BC	\$ 34,493	—
Pacific Educational Press	E	BC	\$ 32,093	—
Pembroke Publishers Limited	E	ON	\$ 75,979	\$ 5,000
Pemmican Publications Incorporated	E	MB	\$ 29,056	—
Penumbra Press	E	ON	\$ 13,999	\$ 5,000
Pippin Publishing Corporation	E	ON	\$ 32,429	—
Porcupine's Quill Inc.	E	ON	\$ 29,646	\$ 5,000
Portage & Main Press Ltd.	E	MB	\$ 100,851	—
Pottersfield Press Limited	E	NS	\$ 29,799	—
Presses de l'université du Québec	F	QC	\$ 111,306	—
Presses inter-universitaires inc.	F	QC	\$ 20,579	\$ 5,000
Productions jeux de mots inc.	F	QC	\$ 23,564	\$ 5,000
Publications MNH inc.	F	QC	\$ 17,426	—
Quarry Press Inc.	E	ON	\$ 83,095	\$ 7,500
Rainbow Horizons Publishing Inc.	E	SK	\$ 59,416	—
Raincoast Book Distribution Ltd.	E	BC	\$ 120,365	—
Red Deer Press Ltd.	E	AB	\$ 81,687	\$ 7,500
Robert Davies Multimedia Publishing Inc.	E	QC	\$ 18,960	\$ 5,000
Robert Rose Inc.	E	ON	\$ 186,715	\$ 10,000
Rocky Mountain Books Ltd.	E	AB	\$ 85,758	\$ 7,500
Ronsdale Press	E	BC	\$ 16,498	\$ 5,000
Sara Jordan Publishing	E	ON	\$ 38,627	\$ 5,000

Publisher	Language	Province	Aid to Publishers Contribution	Supply Chain Contribution
Second Story Press Inc.	E	ON	\$ 51,198	\$ 5,000
Sogides ltée	F	QC	\$ 722,094	—
Sono Nis Press	E	BC	\$ 48,643	—
Soulières éditeur, inc.	F	QC	\$ 51,063	—
Talon Books Ltd.	E	BC	\$ 61,304	\$ 5,000
The Boston Mills Press Ltd.	E	ON	\$ 118,997	\$ 10,000
The Frederick Harris Music Co., Limited	E	ON	\$ 347,351	—
The Gateway to Knowledge Inc.	E	ON	\$ 91,602	\$ 7,500
The Mercury Press Publishers Inc.	E	ON	\$ 5,771	\$ 5,000
The Solski Group Ltd.	E	ON	\$ 130,764	\$ 10,000
Theytus Books Ltd.	E	BC	\$ 12,352	\$ 5,000
Thistledown Press Limited	E	SK	\$ 24,098	\$ 5,000
Thompson Educational Publishing, Inc.	E	ON	\$ 53,694	\$ 5,000
Tortoise Press Inc.	E	AB	\$ 282,057	—
Trifolium Books Inc.	E	ON	\$ 45,836	—
Tundra Inc.	E	ON	\$ 121,299	\$ 10,000
Turnstone Press Limited	E	MB	\$ 24,626	\$ 5,000
University of Alberta Press	E	AB	\$ 70,230	\$ 5,000
University of British Columbia Press	E	BC	\$ 149,565	\$ 10,000
University of Calgary Press	E	AB	\$ 52,687	\$ 5,000
University of Manitoba Press	E	MB	\$ 12,243	\$ 5,000
University of Toronto Press Incorporated	E	ON	\$ 326,289	\$ 10,000
Vanwell Publishing Limited	E	ON	\$ 39,821	\$ 5,000
Vehicule Press Reg'd	E	QC	\$ 13,232	\$ 5,000
Warwick Publishing Inc.	E	ON	\$ 107,679	—
Weigl Educational Publishers Limited	E	AB	\$ 251,191	\$ 10,000
Whitecap Books Ltd.	E	BC	\$ 274,316	—
Wilfrid Laurier University Press	E	ON	\$ 49,973	\$ 5,000
Wilson & Lafleur Ltée	F	QC	\$ 130,367	\$ 10,000
Wood Lake Books Inc.	E	BC	\$ 50,354	\$ 5,000
XYZ éditeur	F	QC	\$ 70,847	\$ 5,000
TOTAL			217 publishers \$27,199,996	144 publishers \$1,042,500

AID TO INDUSTRY AND ASSOCIATIONS

Funding 2002-2003

MARKETING AND PROMOTION

Client	Project	Contribution
Aboriginal Book Publishers of Canada	Indigenous Authors Tour / Canadian Aboriginal Festival	\$ 10,988
Anvil Press	3-Day Novel-Writing Contest Promotion	\$ 13,235
Association des auteures et auteurs de l'Ontario français	Les 15 ans de l'AAOF... l'écriture franco-ontarienne en fête - Promotional Initiative	\$ 7,500
Association des auteurs de la Montérégie	Grands Prix du livre de la Montérégie 2003 - Promotion	\$ 9,500
Association des libraires du Québec	Implantation d'unités régionales - Marketing and Promotion	\$ 54,745
Association for the Export of Canadian Books	Travelling Displays Book Promotion	\$ 17,000
Association nationale des éditeurs de livres	Journée mondiale du livre et du droit d'auteur - Publishers/Writers' Promotional Initiative	\$ 34,000
Association of Book Publishers of British Columbia	Read BC: Tourism Catalogue Marketing Initiative	\$ 28,292
Association of Book Publishers of British Columbia	Specialty Catalogues BC Book Marketing Initiative	\$ 15,371
Association of Book Publishers of British Columbia	Library Book Purchase Plan BC Book Promotion	\$ 23,920
Association of Book Publishers of British Columbia	Marketing & Promotion Initiative	\$ 9,134
Association of Canadian Publishers	ACP Marketing Initiatives: 1 Media List - Digitizing, 2 Salon du livre	\$ 16,613
Association of English-Language Publishers of Quebec	Montreal Review of Books Promotion	\$ 27,054
Association of Manitoba Book Publishers	Prairie Books Now - Promotion of Indigenous Titles	\$ 17,993
Association of Manitoba Book Publishers	BookExpo 2003 Marketing Initiative	\$ 3,803
Association québécoise des salons du livre	Outils de promotion et de communication - Promotion	\$ 20,608
Atlantic Publishers Marketing Association	Summer Book Promotional Brochure Initiative	\$ 25,928
Atlantic Publishers Marketing Association	Christmas Book Promotional Brochure Initiative	\$ 27,496
Atlantic Publishers Marketing Association	Atlantic Books Today - Promotion of Indigenous Titles	\$ 69,665
Blue Metropolis Foundation	Blue Metropolis Literary Festival Promotion	\$ 30,000
Blue Metropolis Foundation	Traduction en direct et série de lectures - Writers' Festival	\$ 60,187
Book Publishers' Association of Alberta	Best of the West 2002 - Promotion of Indigenous Titles	\$ 23,650
Book Publishers' Association of Alberta	Collective Promotion BookExpo Canada 2002	\$ 3,534
Book Publishers' Association of Alberta	Collective Promotion BookExpo Canada 2003	\$ 5,400
Canadian Children's Book Centre	Children's Book News Promotional Initiative	\$ 42,946
Canadian First Book Fairs Inc.	Canadian First Book Fairs Marketing Initiative	\$ 30,740
Canadian Publishers' Council	Get Caught Reading Marketing Campaign - Phase II	\$ 34,600
Carrefour de la littérature, des arts et de la culture (CLAC)	Marketing et promotion de la programmation estivale et automnale	\$ 5,000
League of Canadian Poets	National Poetry Month	\$ 25,265
League of Canadian Poets	Marketing Initiatives	\$ 37,749
Literary Press Group	Sales and Marketing	\$ 221,325
Mosquito Books Limited (Independent Book Alliance of Canada)	Writers Unfolding Promotional Initiative - Pilot Project	\$ 5,930
Regroupement des éditeurs canadiens-français	Livres, disques, etc. - Minority Language Promotional Initiative	\$ 50,000
Regroupement des éditeurs canadiens-français	Commercialisation et activités stratégiques - Marketing Initiative	\$ 111,667
Salon du livre de la Côte-Nord inc.	Salon du livre (19e édition)	\$ 15,085
Salon du livre de l'Abitibi Témiscamingue	Salon du livre (26e édition)	\$ 19,000

Salon du livre de l'Outaouais	Salon du livre	\$ 37,000
Salon du livre de Montréal	Salon du livre (25e édition)	\$ 80,000
Salon du livre de Rimouski	Salon du livre	\$ 18,000
Salon du livre de Toronto	Salon du livre (10e édition)	\$ 30,000
Salon du livre de Trois-Rivières inc.	Salon du livre	\$ 19,500
Salon du livre d'Edmundston	Salon du livre	\$ 25,000
Salon du livre du Saguenay Lac Saint-Jean	Salon du livre (38e édition)	\$ 21,000
Salon international du livre de Québec	Salon du livre	\$ 45,700
Saskatchewan Publishers Group	Marketing Initiatives	\$ 10,415
Saskatchewan Publishers Group	Books Go Public Promotional Initiative	\$ 21,534
Saskatchewan Publishers Group	On-Line Marketing Initiative	\$ 6,613
Saskatchewan Publishers Group	Display/Travelling Book Box Promotion	\$ 12,248
Société de promotion du livre (S.P.L.) Inc	Annuaire 2002-2003 de l'édition au Québec et au Canada français	\$ 9,500
Société de promotion du livre (S.P.L.) Inc	Livre d'ici Internet - Promotion	\$ 17,416

Southern Alberta Independent Bookseller's Association	Experience the Difference Promotional Campaign	\$ 14,445
--	--	-----------

Union des écrivains et écrivains québécois	8e Festival international de la littérature	\$ 23,000
Vancouver International Writers Festival Society	A World of Words - Writers' Festival	\$ 31,963
Victoria Literary Arts Festival Society	Literary Arts Festival of Victoria (May 2003) - Writers' Festival	\$ 18,139
West Coast Book Prize Society	BC Book Prize Marketing Project - Promotion of BC Publishers	\$ 22,500
Word on the Street	Word on the Street - Publishers/Writers Event	\$ 85,355

Wordfest: Banff-Calgary International Writers Festival	PanCanadian WordFest (2002 & 2003) - Writers' Festival	\$ 75,000
---	--	-----------

Writers' Federation of Nova Scotia	Atlantic Book Week and Festival - Writers' Festival	\$ 52,670
Writers' Trust of Canada	Canada Book Week - Publishers and Writers Promotion	\$ 168,750
Writer's Union of Canada	Writer's Emergency Fund - Writers' Initiative	\$ 120,000

Subtotal Marketing and Promotion	60 projects	\$2,120,666
---	--------------------	--------------------

RESEARCH

Client	Project	Contribution
--------	---------	--------------

Literary Press Group	Task Force on Distribution and Sales of Literary Titles in the Canadian Market	\$ 9,300
----------------------	--	----------

Opening Doors for Children c/o Regina Public Library	Opening the doors to children: Reading and Viewing Preferences	\$ 30,630
---	---	-----------

Simon Fraser University	ONIX Automation	\$ 66,758
-------------------------	-----------------	-----------

Subtotal Research	3 projects	\$ 106,688
--------------------------	-------------------	-------------------

PROFESSIONAL DEVELOPMENT

Client	Project	Contribution
--------	---------	--------------

Association des distributeurs exclusifs de livres en langue française	Programme de formation 2002-2003	\$ 10,839
---	----------------------------------	-----------

Association des libraires du Québec	Programme de perfectionnement professionnel	\$ 24,000
Association nationale des éditeurs de livres	Formation professionnelle	\$ 59,010
Association of Book Publishers of British Columbia	Professional Development Seminars	\$ 6,116
Association of Canadian Publishers	Professional Development Seminars	\$ 62,790

Association of English-Language Publishers of Quebec	Professional development Seminars and Workshops	\$ 2,842
--	---	----------

Association of Manitoba Book Publishers	Professional Development Projects 2003	\$ 3,364
Fédération des coopératives québécoises en milieu scolaire	Perfectionnement professionnel des libraires du réseau Coopsco	\$ 12,141
Literary Press Group	Professional Development	\$ 14,050
Saskatchewan Publishers Group	Professional Development – Tri Province	\$ 12,334
Simon Fraser University	Master of Publishing: Industry Instructors Program	\$ 21,983
Simon Fraser University	Summer Workshop	\$ 30,600
Subtotal Professional Development	12 projects	\$ 260,068

PUBLISHING INTERNSHIPS

Client	Project	Contribution
Anvil Press	Canadian Publishing Internship Initiative	\$ 5,635
ECW Press	Canadian Publishing Internship Initiative	\$ 1,620
Éditions écosociété	Canadian Publishing Internship Initiative	\$ 2,205
Éditions Trait d'union	Canadian Publishing Internship Initiative	\$ 2,295
Natural Heritage	Canadian Publishing Internship Initiative	\$ 1,810
New Society Publishers	Canadian Publishing Internship Initiative	\$ 5,400
New Star Books	Canadian Publishing Internship Initiative	\$ 7,176
Newest Publishers	Canadian Publishing Internship Initiative	\$ 900
Oolichan Books	Canadian Publishing Internship Initiative	\$ 7,020
Penumbra Press	Canadian Publishing Internship Initiative	\$ 5,285
Porcupine's Quill	Canadian Publishing Internship Initiative	\$ 4,463
Subtotal Publishing Internships	11 projects	\$ 43,809
TOTAL Aid to Industry and Associations	86 projects	\$2,531,231

CANADIAN BOOK INDUSTRY SUPPLY
CHAIN INITIATIVE FOR PROJECTS

Funding 2002-2003

BIBLIOGRAPHIC DATABASE

Client	Project	Contribution
Access Copyright	International Standard Text Code, Phase 2	\$ 36,871
BTLF	Création et implantation d'une base de données bibliographiques	\$ 231,000
Hushion House Publishing Limited	Automation of bibliographic and Inventory data entry, feeds and reporting	\$ 32,399
TBM Book Manager Ltd	Creation of Titlewave Initiative	\$ 38,036
Subtotal	4 projects	\$ 338,306

EDI / INFRASTRUCTURE

Client	Project	Contribution
Édipresse Inc.	Projet EII (Échange d'informations informatisées)	\$ 8,453
Éditions Marie-France	Database EDI Improvement	\$ 7,500
Fairmount Books	Electronic Commerce Development Strategy	\$ 39,494
H.B. Fenn and Company Limited	Distribution Centre Upgrade	\$ 95,000
Lone Pine Publishing	Supply Chain Infrastructure Project, Phase 3	\$ 47,150
Nicholas Hoare Ltd.	Inventory and Sales Data Software	\$ 49,859
Nimbus Publishing Limited	Distribution Enhancement Program	\$ 21,225
S & B Books	On-Line EDI Initiative	\$ 30,860
University of Toronto Press	Improvement and Expansion of the Distribution Services of University of Toronto Press	\$ 300,000
Whitehots	Winsol Database Implementation	\$ 33,500
Subtotal	10 projects	\$ 633,040

OTHER

Client	Project	Contribution
TBM Book Manager Ltd	Pubstock Software Initiative	\$ 47,545
Book and Periodical Council	Book Summit 2002	\$ 31,867
Subtotal	2 projects	\$ 79,412
TOTAL	16 projects	\$1,050,758

ADVANCE PAYMENTS TO CANADIAN CLIENT PUBLISHERS
OF GENERAL DISTRIBUTION SERVICES
2002-2003

Publisher

Anvil Press	\$ 1,815
Brick Books	\$ 4,339
Coteau Books	\$ 61,296
Douglas & McIntyre Ltd.	\$ 709,107
ECW Press Ltd.	\$ 201,623
Fitzhenry & Whiteside Limited	\$ 19,322
Garamond Press Ltd.	\$ 17,704
Goose Lane Editions Ltd.	\$ 124,511
Harbour Publishing Co. Ltd.	\$ 40,679
Key Porter Books Limited	\$ 375,456
McGill-Queen's University Press	\$ 332,452
New Star Books Ltd.	\$ 6,636
NeWest Publishers Ltd.	\$ 28,648
Porcupine's Quill Inc.	\$ 7,991
Quarry Press Inc.	\$ 20,800
Red Deer Press Ltd.	\$ 63,169
Robert Davies Multimedia Publishing Inc.	\$ 2,715
Ronsdale Press	\$ 6,894
Talon Books Ltd.	\$ 74,107
Thistledown Press Limited	\$ 11,706
Thompson Educational Publishing, Inc.	\$ 70,321
Trifolium Books Inc.	\$ 3,738
Turnstone Press Limited	\$ 11,874
Vehicule Press Reg'd	\$ 10,400
XYZ éditeur	\$ 11,602
<hr/>	
TOTAL	\$2,218,903