

SALARY SURVEY

Average salaries, bonuses, and raises

| POSITION | AVG. SALARY | AVG. CANADIAN-OWNED | AVG. MULTATIONALS | % RECEIVING BONUS | % RECEIVING >2% RAISE IN 2017 | TOTAL RESPONDENTS |
|---|-----------------|---------------------|-------------------|-------------------|-------------------------------|-------------------|
| EXECUTIVE | | | | | | |
| Publisher or VP publishing | \$72,500 | \$60,000 | \$145,000 | 48% | 36% | 12 |
| Executive director | 55,500 | 55,500 | N/A | 0 | 50 | 2 |
| Admin or executive assistant | 37,000 | 37,000 | N/A | 0 | 33 | 3 |
| EDITORIAL | | | | | | |
| Editorial director or editor-in-chief | 73,750 | 73,750 | N/A | 33 | 66 | 5 |
| Managing/production editor | 52,200 | 45,900 | 58,500 | 11 | 59 | 19 |
| Senior/acquisitions editor | 54,700 | 47,900 | 61,500 | 27 | 49 | 14 |
| Editor/copy editor | 47,500 | 41,400 | 53,600 | 6 | 42 | 26 |
| Assistant/associate editor | 39,900 | N/A | 39,900 | 33 | 66 | 6 |
| Editorial assistant | N/A | 31,730 | 33,500 | 8 | 25 | 24 |
| SALES, MARKETING & PUBLICITY | | | | | | |
| Marketing manager or assistant manager | 50,950 | 47,600 | 54,300 | 52 | 49 | 19 |
| Sales director | 89,000 | 81,000 | 97,000 | 83 | 66 | 6 |
| Sales manager | 58,400 | 52,400 | 64,400 | 78 | 67 | 18 |
| Sales rep | 45,350 | 46,500 | 44,200 | 53 | 29 | 21 |
| Sales/marketing assistant or co-ordinator | 36,250 | 36,200 | 36,300 | 33 | 60 | 15 |
| Publicity director/manager | 64,950 | 55,900 | 74,000 | 45 | 55 | 11 |
| Senior publicist | 43,900 | 43,900 | N/A | 25 | 50 | 4 |
| Publicist | 38,800 | 38,800 | N/A | 14 | 42 | 7 |
| Publicity assistant or co-ordinator | 32,350 | 30,600 | 34,100 | 17 | 53 | 17 |
| DESIGN, PRODUCTION, DIGITAL | | | | | | |
| Production/design managers, digital directors, creative directors | 65,300 | 65,300 | N/A | 57 | 28 | 8 |
| Digital operations manager/specialist | 47,000 | N/A | 47,000 | 60 | 60 | 5 |
| Production assistant or co-ordinator | 34,900 | 34,900 | N/A | 10 | 30 | 10 |
| Senior designer or designer | 48,000 | 38,500 | 57,500 | 50 | 50 | 4 |
| Production/design assistant or co-ordinator | 39,000 | N/A | 39,000 | 0 | 25 | 4 |
| Data manager or analyst | 46,000 | 46,000 | N/A | 20 | 20 | 5 |
| Digital merchandiser | 51,000 | N/A | 51,000 | 50 | 50 | 2 |
| RIGHTS | | | | | | |
| Rights manager or director | 72,500 | 72,500 | N/A | 50 | 100 | 2 |
| Rights assistant or co-ordinator | 35,200 | 35,200 | N/A | 16 | 66 | 6 |
| SUPPORT SERVICES | | | | | | |
| General business manager | 48,000 | 48,000 | N/A | 75 | 75 | 4 |
| Assistant | 30,000 | N/A | 30,000 | 0 | 0 | 4 |
| Overall | \$50,246 | \$48,603 | \$56,711 | 33% | 48% | 283 |

SALARY SURVEY

Demographic background

| GENDER | |
|-------------------|-------|
| Female | 84.1% |
| Male | 14.8% |
| Non-binary | 0.3% |
| Prefer not to say | 2% |

| AGE | |
|-------------------|-------|
| Under 30 | 38.1% |
| Between 30 and 40 | 39.6% |
| Between 40 and 50 | 11.7% |
| Over 50 | 10.6% |

| PERCENTAGE WHO IDENTIFY AS NON-WHITE | |
|--------------------------------------|-------|
| | 12.8% |

| PERCENTAGE WHO IDENTIFY AS LGBTQ2S* | |
|-------------------------------------|-------|
| | 13.1% |

| PERCENTAGE WHO IDENTIFY AS A PERSON WITH A DISABILITY | |
|---|------|
| | 3.2% |

| EXPERIENCE (length of time in the book industry) | |
|--|-------|
| Less than three years | 24.9% |
| Between three and 10 years | 48.4% |
| Between 11 and 20 years | 18.3% |
| More than 20 years | 8.4% |

| EMPLOYMENT STATUS | |
|-------------------|-----|
| Full-time | 85% |
| Contract | 11% |
| Part-time | 4% |

| LOCATION (respondents who work in...) | |
|---------------------------------------|-------|
| Toronto | 50.7% |
| Ontario (outside Toronto) | 26.1% |
| British Columbia (outside Vancouver) | 8.1% |
| Vancouver | 7% |
| Prairie provinces | 4.1% |
| Quebec | 2.3% |
| Atlantic Canada | 1.7% |
| Yukon/Northwest Territories | 0% |

| TYPE OF FIRM (respondents who work at a...) | |
|---|-------|
| Trade publisher/distributor | 53% |
| Publishing/retail technology company | 8.1% |
| Children's publisher/distributor | 7.8% |
| Educational publisher/distributor | 7.8% |
| Scholarly press/distributor | 5.5% |
| Sales agency | 2.9% |
| Literary agency/rights management | 1.4% |
| Wholesaler | 0.9% |
| Other | 12.6% |

| SIZE OF FIRM (number of employees) | |
|------------------------------------|-------|
| Fewer than 10 | 20.6% |
| Between 11 and 30 | 31.6% |
| Between 31 and 100 | 13.6% |
| More than 100 | 31% |
| Self-employed | 3.2% |

| OWNERSHIP | |
|----------------|-------|
| Canadian owned | 69.9% |
| Foreign owned | 30.1% |

THE INTERN QUESTION

According to respondents, 70.8% of firms offer internships; 68.2% of those are paid.



* lesbian, gay, bisexual, transsexual, transgender, intersex, queer, questioning, and two-spirited

Gender gap

| DEMOGRAPHICS | FEMALE | MALE |
|-----------------------|--------|-------|
| Gender of respondents | 84.1% | 14.8% |

| COMPENSATION | | |
|---|----------|----------|
| Average salary | \$45,100 | \$60,600 |
| Percentage who received a 2017 bonus of \$1,000 or more | 31% | 43% |
| Percentage who received a 2017 raise of 2% or more | 46% | 46% |

| DIVISION OF LABOUR (gender split by department) | | |
|---|-----|-----|
| Administration | 10% | 2% |
| Executive | 8% | 10% |
| Editorial | 37% | 27% |
| Marketing, publicity, sales | 45% | 61% |



ABOUT THE Q&Q SALARY SURVEY

We collected survey results over several weeks in early spring 2018. We solicited responses on our website, in newsletters, and via social media. • All surveys were completed anonymously. • Results are based on completed surveys by 345 publishing professionals. (The previous survey, in 2013, received 393 responses.) Not all respondents answered every question; percentages and averages are calculated based on the number of answers for a given question. In calculating the average salary, we did not include positions for which there was only one respondent. • Averages based on a small number of responses are most susceptible to variation due to the small sample size. We opted to include these figures in order to provide a comprehensive snapshot of the industry but they should be used as guidelines only. • Salaries were rounded to the nearest \$100, and most percentages to the nearest whole number.