



AVERAGE SALARIES, BONUSES & RAISES

Average salary	Average salary		Average bonus	Percentage receiving bonus	Percentage receiving ≥ 2% raise in 2012	Total respondents
	Canadian-owned	Multi-nationals				

EXECUTIVE

Owner/CEO/president	\$56,400	\$56,400	n/a	\$3,350	39%	24%	21
Executive or senior vice-president	94,000	91,900	\$112,500	16,350	55	44	10
Admin or executive assistant	33,400	37,500	32,900	600	75	39	8

EDITORIAL

Publisher or VP publishing	\$62,000	\$57,000	\$137,500	\$7,000	63%	50%	16
Editorial director or editor-in-chief	67,900	67,900	n/a	1,150	57	43	7
Managing/production editor	41,300	35,200	61,400	4,300	50	48	30
Senior/acquisitions editor	50,000	47,400	55,000	3,300	66	57	29
Editor/copy editor	40,000	38,800	42,500	1,600	54	31	37
Editorial assistant	33,800	34,100	33,000	1,650	46	31	13

SALES, MARKETING, AND PUBLICITY

Sales and marketing VP or director	\$83,000	\$82,500	\$85,000	\$7,550	80%	40%	5
Marketing manager	45,200	44,800	47,500	3,650	73	33	12
Marketing assistant or co-ordinator	34,300	32,900	37,500	1,850	72	34	19
Sales manager or director	62,900	63,300	61,700	9,650	82	50	12
Sales rep	45,300	44,700	50,000	1,950	67	40	18
Sales assistant or co-ordinator	33,300	33,500	32,500	750	67	51	6
Promotion or publicity manager	39,000	39,000	n/a	0	0	0	5
Publicist	38,400	38,400	n/a	500	25	38	8
Publicity assistant	30,000	26,700	32,500	1,750	67	42	7

DESIGN AND PRODUCTION

Production or design manager	\$51,700	\$49,100	\$66,300	\$6,650	46%	46%	13
Production assistant or co-ordinator	32,500	31,300	35,000	2,150	67	34	6
Art or creative director	48,800	52,500	37,500	250	25	25	4
Design assistant or co-ordinator	35,000	35,000	n/a	250	100	50	2

RIGHTS

Rights manager or director	\$48,300	\$48,300	n/a	\$2,400	50%	34%	6
Rights assistant or co-ordinator	36,900	38,300	32,500	750	25	0	4

SUPPORT SERVICES

VP or director of operations/finance	\$90,000	\$90,000	n/a	\$15,000	100%	50%	2
General business manager	38,400	38,400	n/a	1,550	87	75	8
Accountant	54,200	54,200	n/a	3,750	33	0	3
Customer service rep	31,300	31,300	n/a	0	0	0	2

DIGITAL

Digital/IT manager	\$44,200	\$42,500	\$57,500	1,500	44%	56%	9
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OVERALL AVERAGES	\$48,300	\$47,700	\$55,300	\$3,500	56%	37%	322
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DEMOGRAPHIC BACKGROUND

GENDER (All respondents)

Female	75%
Male	25

AGE

Under 30	31%
Between 30 and 40	34
Between 40 and 50	18
Over 50	17

EXPERIENCE

(Length of time in the book industry)

Less than three years	21%
Between three and 10 years	43
Between 11 and 20 years	21
More than 20 years	14

LOCATION

(Respondents who work in...)

Toronto	62%
Ontario (outside Toronto)	11
Prairie provinces	7
City of Vancouver	6
Atlantic Canada	6
British Columbia, (outside Vancouver)	4
Quebec	3
Yukon/Northwest Territories	1

TYPE OF FIRM

(Respondents who work at a...)

Trade publisher/distributor	38%
Educational publisher/distributor	21
Scholarly press/distributor	11
Children's publisher/distributor	9
Other publisher/distributor	4
Sales agency	3
Publishing-technology company	2
Wholesaler	2
Other	9

SIZE OF FIRM

Ten employees or fewer	24%
Between 11 and 30	30
Between 31 and 100	14
More than 100	27
Self-employed	5

OWNERSHIP

Canadian-owned	81%
Foreign-owned	19



CLOSEUP: GENDER GAP

	Female	Male
DEMOGRAPHICS		
Gender of respondents	75%	25%
Average age	36	42
Percentage who have completed a post-secondary publishing course	86%	45%
COMPENSATION		
Average salary	\$45,600	\$54,000
Percentage who received a 2012 bonus of \$1,000 or more	30%	35%
Percentage who received a 2012 raise of 2% or more	27	41
DIVISION OF LABOUR (gender split by department)		
Executive positions	52%	48%
Editorial positions	81	19
Marketing and publicity positions	75	25
Sales positions	62	38

About the Q&Q salary survey

We collected survey responses online over several weeks in late spring 2013. We solicited responses on our website, in email newsletters, and via social-media platforms. The surveys were completed anonymously. • Results are based on completed surveys from 393 publishing professionals. (The previous survey, in 2008, received about 395 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, bonuses to the nearest \$50, and most percentages to the nearest whole number.