

RESULTS OF THE

2024 Canadian Book Publishing Industry SALARY SURVEY

PRESENTED BY

The Association of Canadian Publishers
in partnership with Work in Culture



**Work in
Culture**

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2024 Canadian Book Publishing Industry Salary Survey

Authors: Andrew Martin & Dani MacDonald
Designer: Kilby Smith-McGregor
Editors: Dani MacDonald & Jessica Riches
Typesetter: Dani MacDonald

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Association of Canadian Publishers
401 Richmond Street W, Studio 258
Toronto, ON M5V 3A8
www.publishers.ca

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About

Association of Canadian Publishers

[The Association of Canadian Publishers \(ACP\)](#) is the national voice of Canadian-owned English-language book publishers, representing 115 independent companies across Canada. Through collective work, ACP advocates and collaborates to create the conditions for Canadian-owned book publishers' economic and cultural success. ACP works to help its members build the audience share for Canadian-authored and Canadian-published books in Canadian bookstores, libraries, educational institutions, and homes, and around the world.

Work in Culture

[Work in Culture \(WIC\)](#) is a non-profit arts service organization that has been serving the cultural sector since 1998. WIC's mission is to advance the careers of artists, creatives, and cultural workers from diverse lived experiences, and support the organizations that engage them, through entrepreneurial and business skills development and innovative research.

Andrew Martin

Andrew Martin is a consultant specializing in cultural industry operations. He has a UK law degree and for several years worked for LexisNexis there, before moving to Toronto as head of the Canadian company. During the 1990s he was Executive Director of Access Copyright, where he negotiated all of the education and government licences. After three years running the B2B database division of CanWest (now Postmedia), he started a consulting practice in 2005.

INTRODUCTION



Background

The last Canadian publishing salary survey, conducted by industry magazine *Quill & Quire*, was released in 2018. In order to provide more current data on wages across the industry, the Association of Canadian Publishers partnered with Work in Culture to release an updated salary survey of the Canadian book publishing sector in 2024. An initiative of ACP's Diversity and Inclusion Committee, the survey provides a comprehensive picture of salary averages across different departments and positions, and also sets wages against demographic metrics such as gender and race. The survey measures changes in Canadian publishing salaries since 2018, with the intent to provide data to empower both employers and employees to make informed decisions when it comes to pay.

ACP's salary survey comes at a time when Canadian consumers and businesses are facing a cost-of-living crisis, particularly in major cities like Toronto and Vancouver where most publishers are based. Meanwhile, many Canadian publishers are struggling to keep pace with salary expectations, wrestling with historically depressed wages in the face of rising inflation. With employee turnover on the rise and a generation of publishers aging out of the business, presses are under pressure to offer fair pay to retain talent.

However, compensation is not just a financial issue; it's a cornerstone of equity and inclusion. In 2022, ACP's Diversity Baseline Survey unveiled a stark reality: low salaries and a lack of transparency in compensation are significant barriers to diversity within the publishing sector. For many, traditional entry paths like unpaid or low-paid internships are simply not viable. In fact, 19% of write-in responses pointed to salary transparency and increases as key steps toward a more inclusive sector.

ACP's salary survey seeks to provide a much-needed resource for Canadian publishers. Addressing compensation disparities in publishing will set the groundwork for building a more inclusive, sustainable, and vibrant industry.

[READ THE 2018 QUILL & QUIRE
CANADIAN BOOK PUBLISHING INDUSTRY
SALARY SURVEY](#)

Methodology

For the purposes of accurate comparison, the 2024 salary survey questions and response options for the most part match those of *Quill & Quire's* 2018 survey. Several new questions were added to collect more demographic information, and in some cases additional answer choices were included to collect more nuanced data.

The online survey was open between September 9 and November 25, 2024. The link was distributed to book publishing firms across Canada by direct email, through other publishing associations, and via social media. ACP also partnered with Work in Culture to assist with survey distribution. The survey was open to staff at book publishing firms of all sizes, genres, and geographical locations and to both Canadian-owned presses and multinational firms operating in Canada. ACP asked that the survey be shared with all full-time, part-time, and contract staff, as well as interns and freelancers. The survey was conducted in English and distributed via English-language publishing associations and book publishing media. Though some representatives of French-language publishing firms may be represented in the results, this report is understood to reflect the workforce of the Canadian English-language publishing industry.

The survey was anonymous and self-reported. Participation was voluntary and all demographic questions were optional. Not all respondents answered every question; percentages and averages are calculated based on the number of answers for a given question. Many demographic questions, such as gender, race, and sexual orientation, allowed respondents to select as many options as applied, so percentages for each category may not total to 100%. In calculating the average salary, we did not include positions for which there were two or fewer respondents. 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. Most salaries are rounded to the nearest \$100.

Framing the Survey

The 2024 Canadian Book Publishing Survey addresses two things—compensation and industry demographics—and it does so in the context of two previous surveys: the [2018 Quill & Quire Salary Survey](#) and the [2022 ACP Diversity Baseline Survey](#). Bundling all of this together is challenging. The three surveys are not identical in scope and the specific questions asked; they are spaced before, during, and after the pandemic; and the participation rates are different. But the 2024 survey with 779 respondents is a more accurate indicator of industry demographics than the 2022 baseline survey (439 respondents), and although the compensation section of the 2024 survey drew just 591 participants (not all of whom answered all of the questions), this is a big improvement on the 283 in the 2018 survey. In some respects, though, this complicates comparisons because those low participation rates might affect the validity of some of the earlier results. And according to 2023 research conducted by Nordicity, the industry employs some 8,760 FTEs in Canada.

There are other differences that need to be mentioned. With a longer list of designated positions, participants could more easily identify one that best fit their job. That means that someone who might have checked one box in 2018 did not necessarily check the same box in 2024. And in deciding what 2024 data to report, positions with very low response rates were omitted because, realistically, what is the average if there were only one or two answers? Mostly this impacted multinationals, for which in many job categories the responses were extremely low.

When it came to the demographics section, the questions largely mirrored the 2022 baseline survey as very few such questions were asked in 2018 and when they were, they were worded differently and with fewer options. This is unfortunate because a six-year frame of reference is probably more meaningful than two years. One way to view this though is to construe much of the data as showing a high degree of stability across the book publishing sector.

Overall, the 2024 survey offers a reliable snapshot of an industry that is resilient, generally paying its staff better, and certainly no less diverse than indicated by the earlier surveys. For future surveys, securing a higher level of participation is important, but 2024 is an improvement and the results are solid.

SUMMARY OF RESULTS



Executive Summary

Looking at salaries by job title ([Figure 1, p. 12](#)), the 2018 *Quill & Quire* survey offered fewer position titles than the 2024 survey and had fewer respondents: 283 versus 591. These factors limit the comparisons that can be made. However, there are several trends that can be identified:

- Whereas in 2018 there were only 12 respondents who checked the **Publisher/VP Publishing/Publishing Director** box, in 2024 that number was 56 who also gave salary data, with 73 giving it as their job title; and **the average salary at that level for Canadian-owned companies was \$88,000 in 2024, up from \$60,000 in 2018**. This reflects the higher response rate but it also suggests that there has been a significant increase in the compensation paid to the most senior publishers.
- This is further reflected in the average salaries across most—but not all—of the other editorial/publishing positions. Although the Editorial Director average salary was almost unchanged (possibly a function of very few such salaries entered in 2018) the others recorded **average increases in the 20%–25% range, which is about what would be expected over a six-year period**.
- The list of positions in the 2024 survey for sales/marketing/publicity was longer and it included more options at the senior level. That impacts the available comparisons because it's likely that senior executives simply didn't see themselves reflected in the 2018 survey. Also relevant here is that compensation for sales and, to some extent for marketing roles, is influenced by performance; and neither survey asked for details of commissions. To give an example, and to the extent that conclusions can be drawn, **Sales Directors of Canadian-owned companies earned less (\$77,000) in 2024 than the average (\$81,000) in 2018**, but with double the number of participants this could be that there were more responses in 2024 by the sales directors of smaller companies.
- **Participation by multinationals was disappointing.** There was a reluctance by many of these companies to advance information that might identify the respondent or give a glimpse of overall compensation levels. Where the numbers in any category are too small to be meaningful, they were excluded and denoted as n/a.
- **For the 2024 survey a longer list of operational positions was provided.** Two points need to be made. First, there are obviously very few direct comparisons with the 2018 survey, which had only two positions in its “support services” category. Secondly, many of these positions are generic in the sense that publishers are competing with other industries and, unlike with their publishing/editorial and, to an extent, sales/marketing teams, the salaries offered need to align with the broader economy.

- Some additional charts have been prepared to indicate the **average salaries (and salary ranges) for certain positions according to type of publisher**, e.g., adult trade, children's, etc. These are limited to industry-specific (as opposed to generic) roles and to roles for which there are enough participants for the data to be useful. In other words, if a type/job showed very few people, it wasn't included. The results need to be interpreted carefully. With fewer salaries in each segment, averages can be distorted by the inclusion of just one or two high-earners. A good example is the average salary for a VP Publishing at a scholarly press (\$117,000); more instructive perhaps is the range of salaries (\$65,000–\$185,000). [\(Figure 5, p. 16\)](#)
- As shown in the tables that follow, the 2024 survey gives insights into whether there are different averages based on gender and race [\(Figure 4, p. 16\)](#). There are, but they are relatively small. **The 2024 average salary for all positions was \$64,580; for those who identified as female, the average was \$64,738, while for men it was \$63,868:** this dramatically reverses the findings of the 2018 survey, which reported \$45,100 and \$60,600, respectively. Is this a function of very dramatic pay increases for women? Possibly, but probably not. The higher participation rate, especially around senior publishing and editorial positions, is a more likely explanation, mindful that the average increase between 2018 and 2024 is approximately 30%.
- In the 2018 survey there was no data comparing salary and race, but in 2024 there was, and it showed a gap. **For those identifying as white the average salary was just over \$66,000, while the average was \$61,650 for BIPOC respondents.** Again, though, care is needed in drawing conclusions because multiple factors might be at play, including representation and levels of participation by job title.

When reviewing industry demographics there are several significant conclusions:

- **Book publishing in Canada is predominantly staffed by people who identify as white:** 79% in 2024, 75% in 2022, but considerably more diverse than in 2018 when 87% were in that category. [\(Figure 12, p. 20\)](#)
- Differences in how gender and sexual orientation questions were framed complicates comparisons. 13% identified (in the language of that survey) as LGBTTIQ2S+ in 2018, but a more multi-faceted picture emerges in the two subsequent surveys, which included more detailed questions on gender and sexual orientation. These indicate that **only 61% (in both the 2024 and 2022 surveys) identified as heterosexual.** [\(Figure 14, p. 22\)](#)
- The 2018 survey asked simpler questions and 84% identified as female, 15% as male and just 0.3% as non-binary. But in 2022 and 2024, and with a much wider set of options, there were notable differences. **In 2022 the categorization was 75% female, 17% male, and 5% non-binary. And in 2024, the respective percentages were 79%, 15%, and 4%.** It's difficult to draw conclusions beyond the possibility—because this is a survey that falls well short of being a census—that the male/female

balance hasn't changed materially, while there has been an increase in respondents identifying as non-binary. [\(Figure 13, p. 21\)](#)

- Disability was addressed in much greater detail in the two later surveys. It's possible that differences in response rates affected the answers—**whereas 26% of respondents said they had a disability in 2022, that dropped to 19% in 2024**, which is somewhat counterintuitive. In the 2018 *Quill & Quire* survey, just 3% of respondents identified as having a disability, although a reference in the 2022 baseline survey report says that in a similar 2018 survey 17% of respondents identified as having a disability. That latter number seems more accurate, depending on how disability is defined. [\(Figure 16, p. 23\)](#)
- There was a decline in the proportion of full-time staff during and immediately after the COVID-19 pandemic. **In 2018, 85% of respondents reported being full-time; this dropped to just over 70% in the 2022 survey but recovered to more than 81% by late 2024.** [\(Figure 18, p. 24\)](#)
- **Is the industry getting older? It seems so.** The age range options were narrower in 2018, but that year's survey had 38% of respondents as being under 30. In both 2022 and 2024, though, that had dropped to 20%. Between 30 and 40, there were almost 40% in 2018 but an average of about 33% in the two subsequent surveys. In the 40–50 range, just under 12% in 2018 and almost double that in 2022 and 2024. **And while only 11% of respondents said in 2018 that they were 50+, nearly 23% did in both of the following surveys.** It could be that older people are getting hired. Or, and this seems more likely, that the book publishing industry workforce is fairly stable and aging in place. [\(Figure 15, p. 22\)](#)
- Although asked using different age ranges in the 2018 survey, **almost 40% of respondents in 2024 said that they'd worked in the industry for 12 or more years.** That compares (roughly, not directly) with about 27% with a similar level of experience six years earlier. Conversely, there are today fewer people reporting both three or fewer years and ten or less years. Again, therefore, the indications are that there has been a pattern of people staying put and, correspondingly, fewer new hires. [\(Figure 19, p. 24\)](#)
- **Where do publishing professionals live? Ontario, mostly!** In 2024 it was 61%, with more than two-thirds of that in the GTA. This is up from almost 54% two years prior, but because of how the 2022 questions were structured it isn't possible to determine if there was a migration from the GTA to elsewhere in the province. Numbers in Atlantic Canada are unchanged, a slight decline in the Prairies and British Columbia, and an increase in Quebec. [\(Figure 17, p. 23\)](#)

The profile of the Canadian book publishing industry has changed over the last six or so years, but not significantly, and some of the changes may be because of greater granularity in the questions asked. **It's a better-paid industry, with fewer low-pay jobs, especially post-pandemic:** in 2024 there were 25% earning under \$50,000 while in 2022 there were 36%; at the \$50,000–\$80,000 levels there were 56% of respondents

in 2024 compared with 49% in 2022; and at the \$80,000+ level there were 19% of respondents in 2024 and 15% in 2022. While in small part this may reflect higher participation by people in higher paid jobs, taken as a whole the data suggests that salaries in book publishing are increasing.

The survey also included questions about the types of firms where participants are employed. However, it's important to note that these charts do not tell us the profile of the industry. For instance, **47% of respondents checked "adult trade" as the type of publisher at which they work.** But that means only that 47% of survey respondents are in this sector, and we cannot conclude that this is representative across the industry—especially as participants could check more than one sector. [\(Figure 9, p. 18\)](#)

Similar issues arise with employee numbers and annual turnover because, again, these answers reflect participants, and respondents employed by multinationals are underrepresented in the survey results. On the other hand, intuitively it makes sense that the majority of employees are in small-to-medium companies. [\(Figure 10, p. 19\)](#)

Finally, at the request of industry managers consulted ahead of the survey, salary data show both the average and the median salary for most positions.

By the Numbers: Salary Data

FIGURE 1: COMPENSATION

POSITION TITLE	SALARY: CANADIAN-OWNED		SALARY: MULTINATIONAL		MEDIAN ANNUAL INCREASE	AVERAGE BONUS	TOTAL RESPONSES
	Average	Median	Average	Median			
EDITORIAL/PUBLISHING							
Publishing Director/VP Publishing/Publisher	\$88,000	\$75,000	n/a	n/a	3.0%	\$6,400	56
Editorial Director/Editor-in-Chief	\$70,000	\$72,500	n/a	n/a	2.5%	\$2,100	20
Managing Editor	\$60,000	\$58,500	\$70,500	\$68,500	3.0%	\$1,600	34
Acquisitions Editor (inc. senior)	\$64,600	\$62,250	\$81,600	\$76,000	3.4%	\$2,780	33
Production Editor	\$49,470	\$50,000	n/a	n/a	5.4%	n/a	6
Editor/Copy Editor	\$55,000	\$54,500	\$66,300	\$67,000	6.0%	\$1,470	21
Associate/Assistant Editor	\$51,000	\$49,000	\$56,000	\$55,000	4.1%	n/a	21
Editorial Assistant	\$40,250	\$44,200	\$47,200	\$46,000	6.8%	\$1,090	14
SALES/MARKETING/PUBLICITY							
VP Sales & Marketing	\$94,000	\$100,000	n/a	n/a	3.0%	\$4,100	8
Sales Director	\$77,000	\$72,500	\$90,200	\$81,000	7.5%	\$9,150	16
Marketing Director	\$72,280	\$70,000	\$94,700	\$80,000	4.3%	\$3,750	12
Marketing Manager (#2 position)	\$59,290	\$57,200	\$62,525	\$70,000	3.0%	\$3,960	24
Sales Manager (#2 position)	\$63,500	\$66,000	\$70,000	\$68,000	5.0%	\$7,020	23
Sales Representative (salary only)	\$53,500	\$50,000	\$65,000	\$66,100	11.0%	\$7,025	27
Sales/Marketing Assistant/Coordinator	\$45,800	\$46,000	\$47,680	\$48,970	3.0%	\$1,760	47
Publicity Director/Manager (#1 position)	\$60,300	\$53,000	n/a	n/a	4.4%	\$2,100	10
Publicist/Senior Publicist	\$51,600	\$52,000	n/a	n/a	5.8%	\$3,000	10

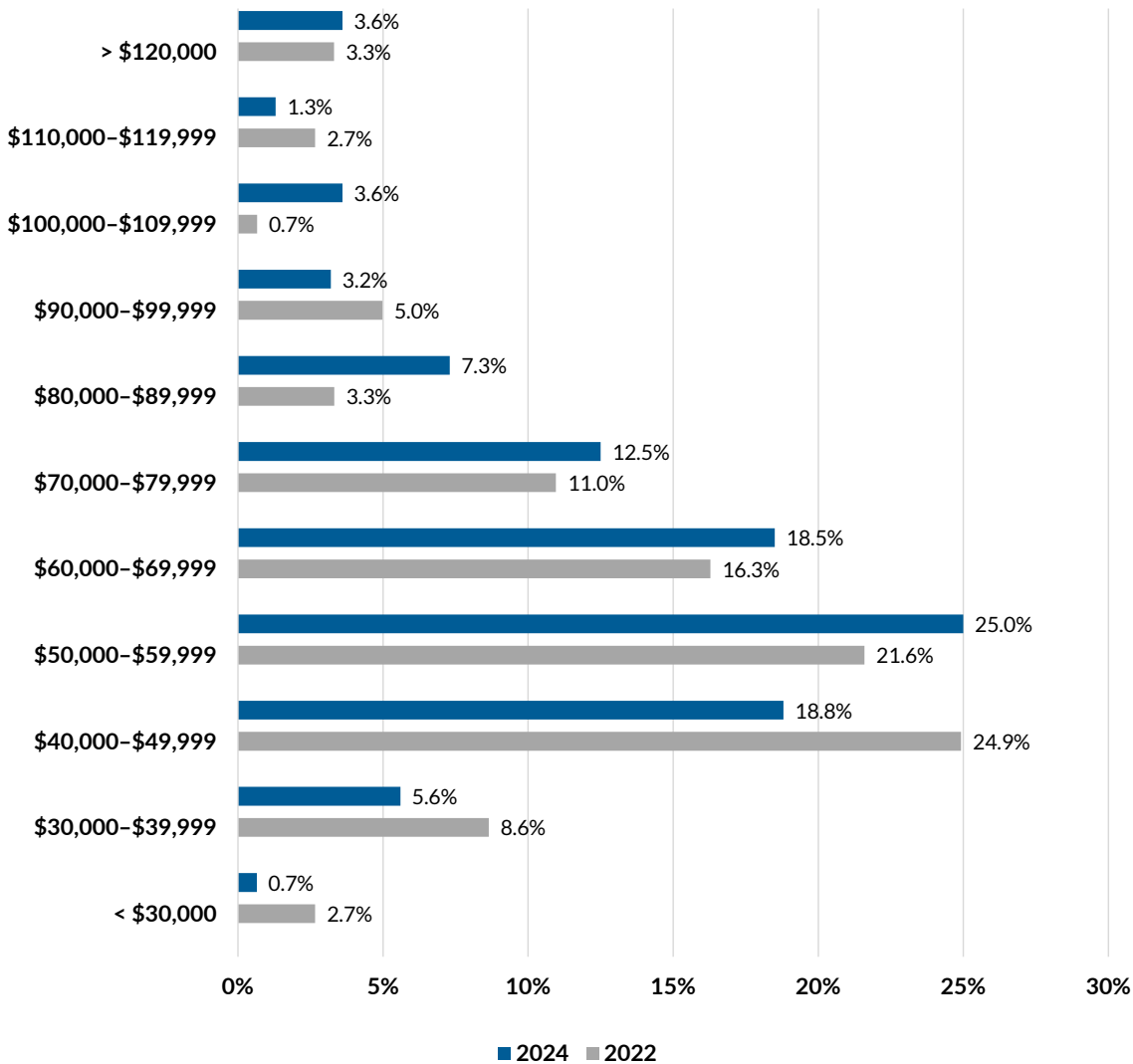
FIGURE 1: COMPENSATION (CONTINUED)

POSITION TITLE	SALARY CANADIAN		SALARY MULTINATIONAL		MEDIAN ANNUAL INCREASE	AVERAGE BONUS	TOTAL RESPONSES
	Average	Median	Average	Median			
DESIGN/PRODUCTION/DIGITAL							
Art/Creative Director	\$81,500	\$77,000	n/a	n/a	3.0%	\$7,250	6
Production Director	\$97,750	\$87,000	n/a	n/a	n/a	n/a	5
Production Manager	\$59,500	\$57,000	\$60,090	\$59,670	3.5%	\$1,850	17
Digital Production Coordinator	\$59,800	\$58,000	n/a	n/a	n/a	n/a	6
Production Assistant/Coordinator	\$39,450	\$41,500	\$57,000	\$50,000	3.0%	\$1,425	10
Designer/Senior Designer	\$57,000	\$58,000	\$62,300	\$54,060	4.0%	\$1,100	20
RIGHTS & PERMISSIONS							
Rights Director/Manager	\$71,935	\$70,000	n/a	n/a	12.6%	\$500	5
DISTRIBUTION/INVENTORY							
Operations Director/Manager	\$62,300	\$59,400	\$67,626	n/a	n/a	\$10,925	4
ADMINISTRATION/FINANCE							
General/Office Manager	\$70,840	\$58,500	n/a	n/a	2.8%	\$6,100	6

NOTE: The following position titles were included in the survey but do not feature in the report due to low response numbers:

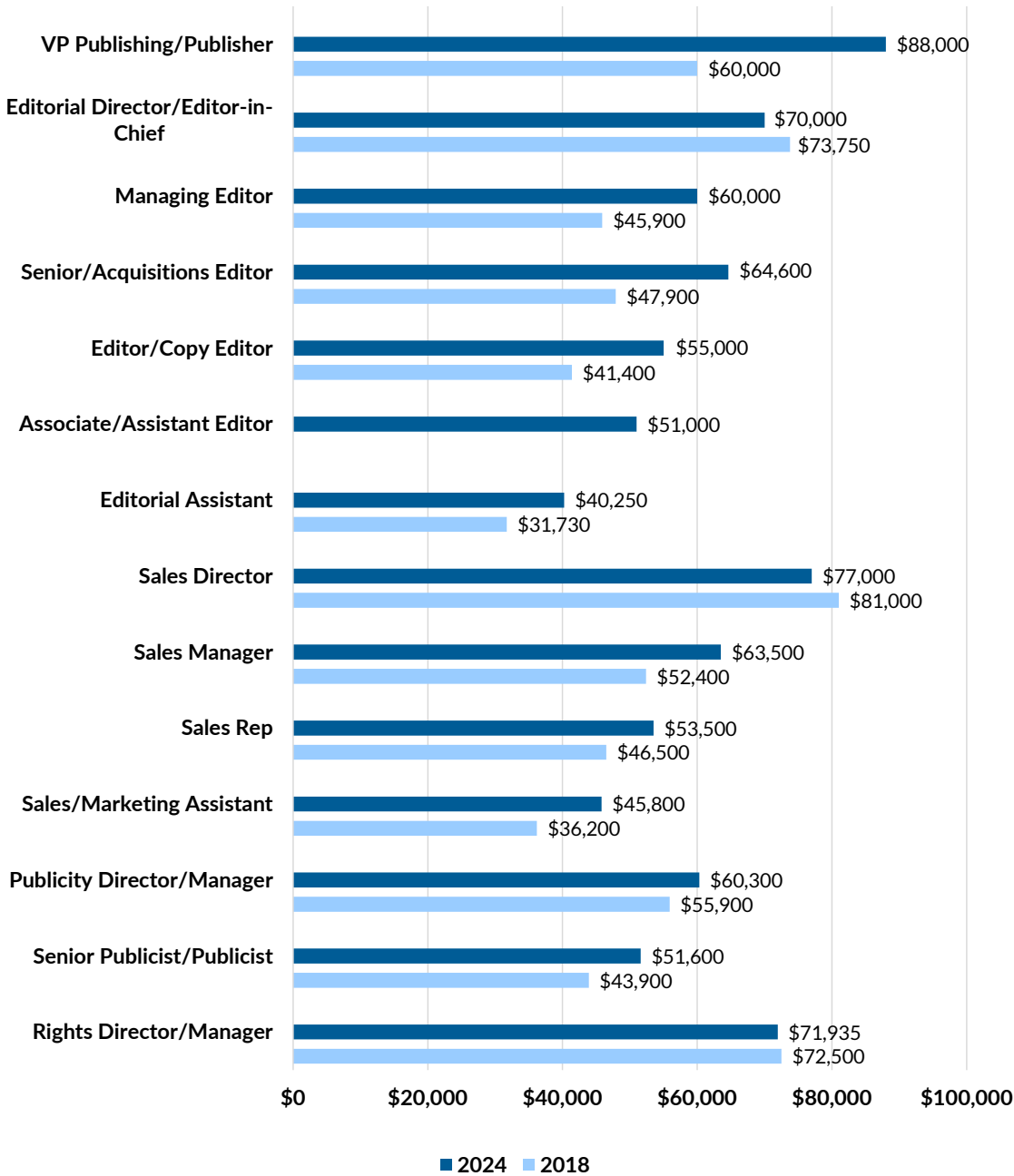
- Publicity Assistant/Coordinator
- Rights Assistant/Coordinator
- Permissions Manager/Assistant
- Distribution Manager
- Inventory Manager/Assistant Manager
- Warehouse (any, inc. shipper)
- Finance Manager/Controller
- Payables/Receivables Clerk/Finance Assistant
- Executive/Admin Assistant

FIGURE 2: SALARY COMPARISONS BY RANGE, 2024 VS. 2022



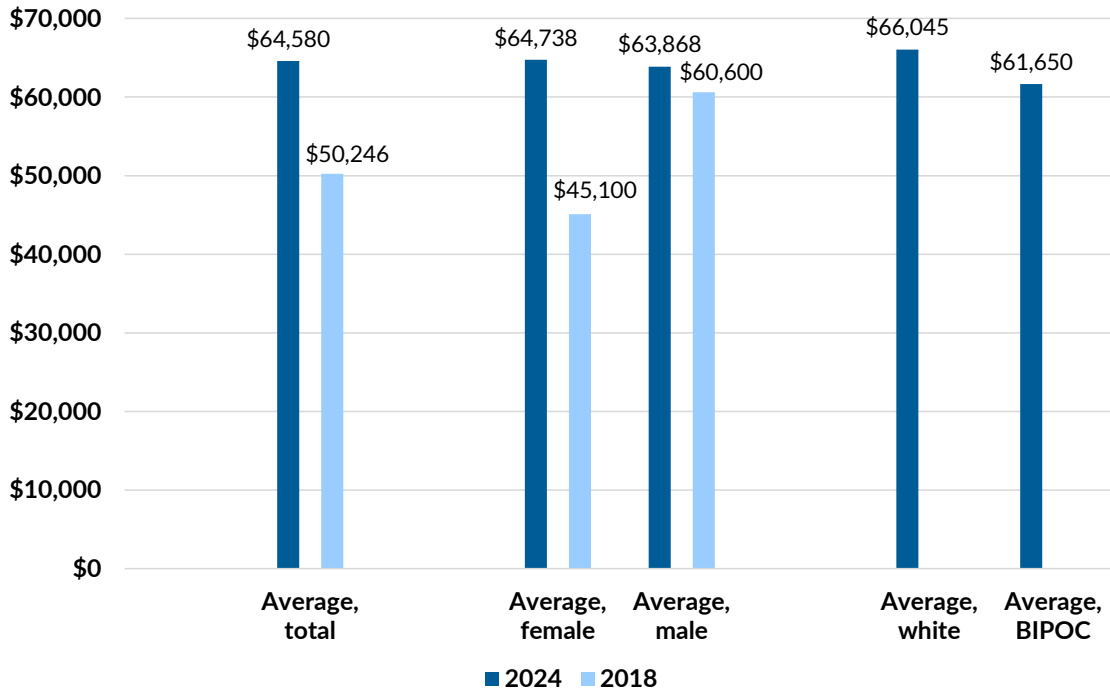
NOTE: A high proportion of salaries in each range (eg., \$30,000-\$39,999) sit at the lower end of the range.

FIGURE 3: SALARY COMPARISONS BY SIMILAR ROLES, 2024 VS. 2018



NOTE: The number of respondents affects some of the averages in that the lower participation rate in the 2018 *Quill & Quire* survey left some of these averages determined by just two or three answers. The higher 2024 participation tended to generate more reliable averages.

FIGURE 4: SALARY COMPARISONS BY GENDER & RACE, 2024 VS. 2018



NOTE: While demographic data was collected on non-binary and other non-conforming gender identities in 2024, salary averages were not calculated due to low response numbers.

FIGURE 5: AVERAGE SALARY BY FIRM TYPE - PUBLISHER/VP PUBLISHING

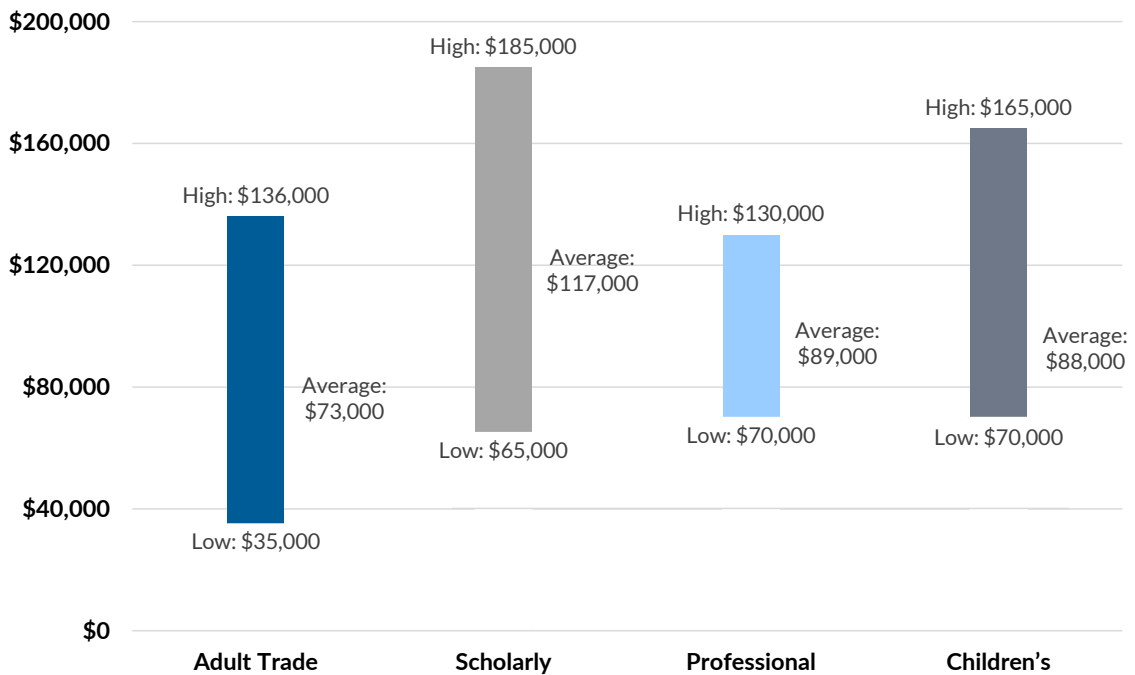


FIGURE 6: AVERAGE SALARY BY FIRM TYPE - MARKETING MANAGER

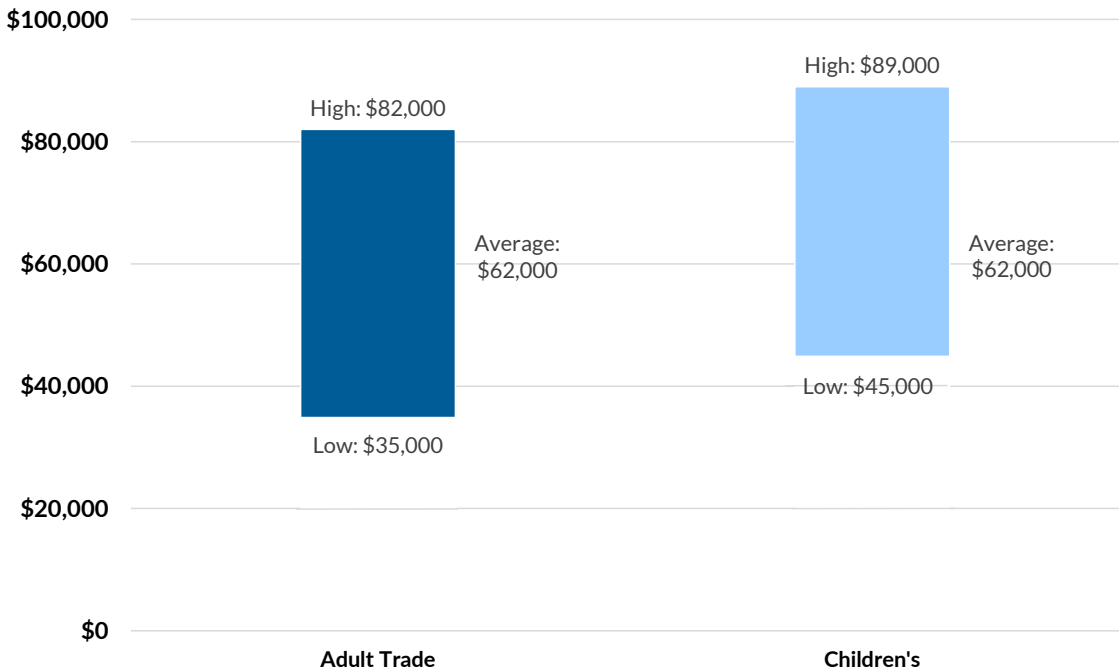
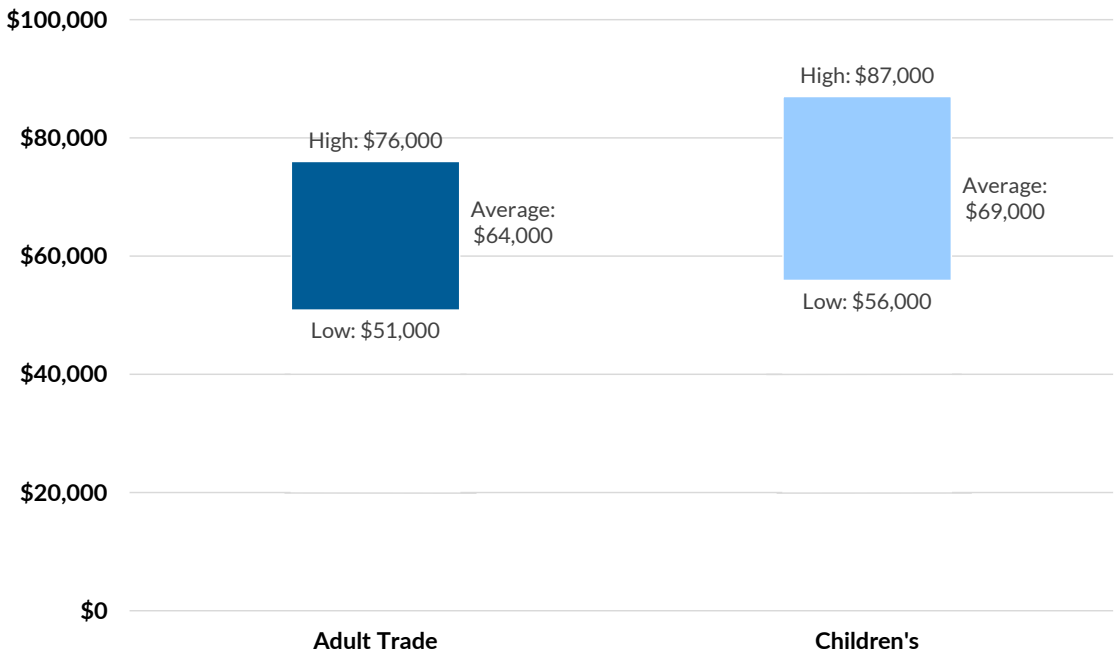
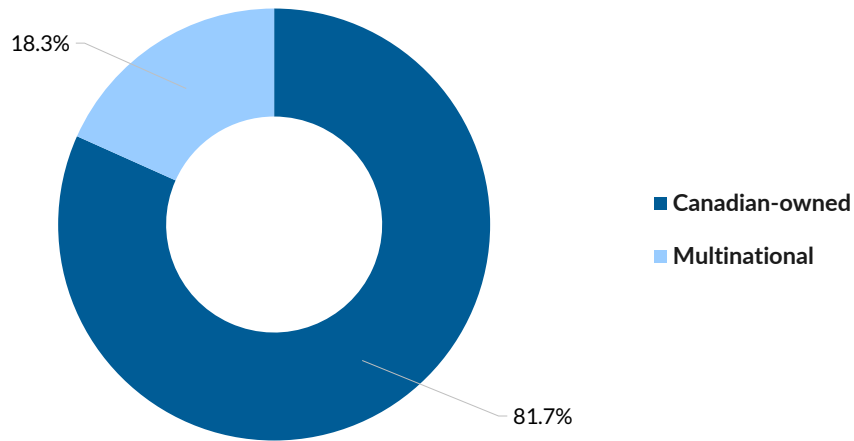


FIGURE 7: AVERAGE SALARY BY FIRM TYPE - SALES MANAGER



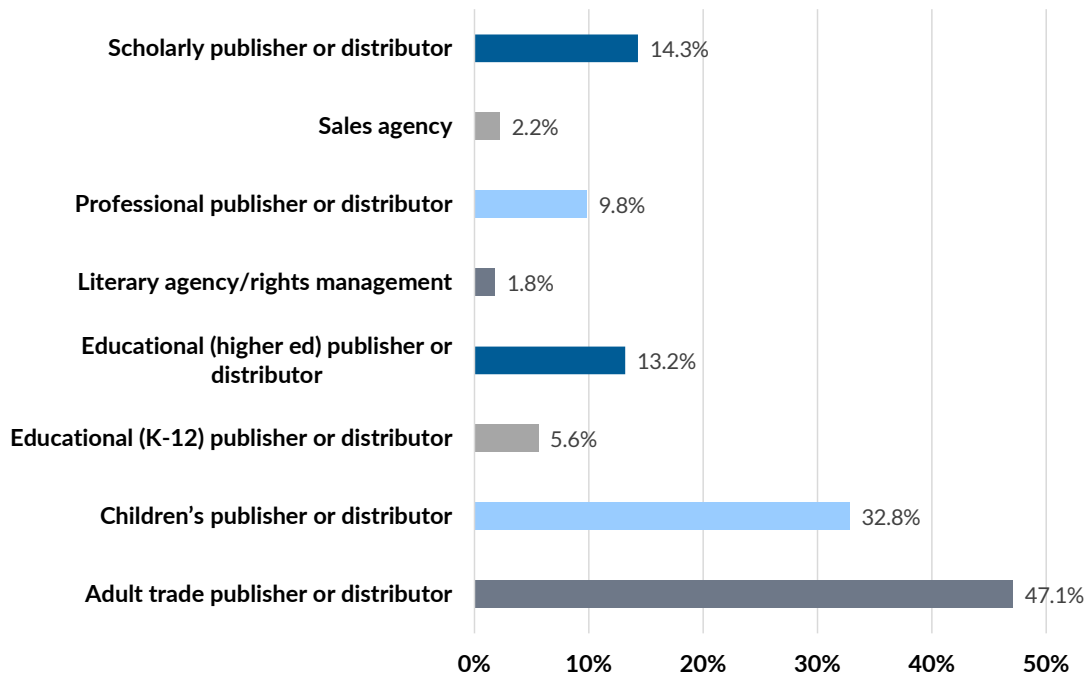
By the Numbers: Firm Demographics

FIGURE 8: OWNERSHIP



NOTE: This reflects the participants in the survey and not the numbers working in each sector.

FIGURE 9: TYPE OF PUBLISHER



NOTE: Participants were invited to select multiple answer choices.

FIGURE 10: SIZE OF FIRM - NUMBER OF EMPLOYEES

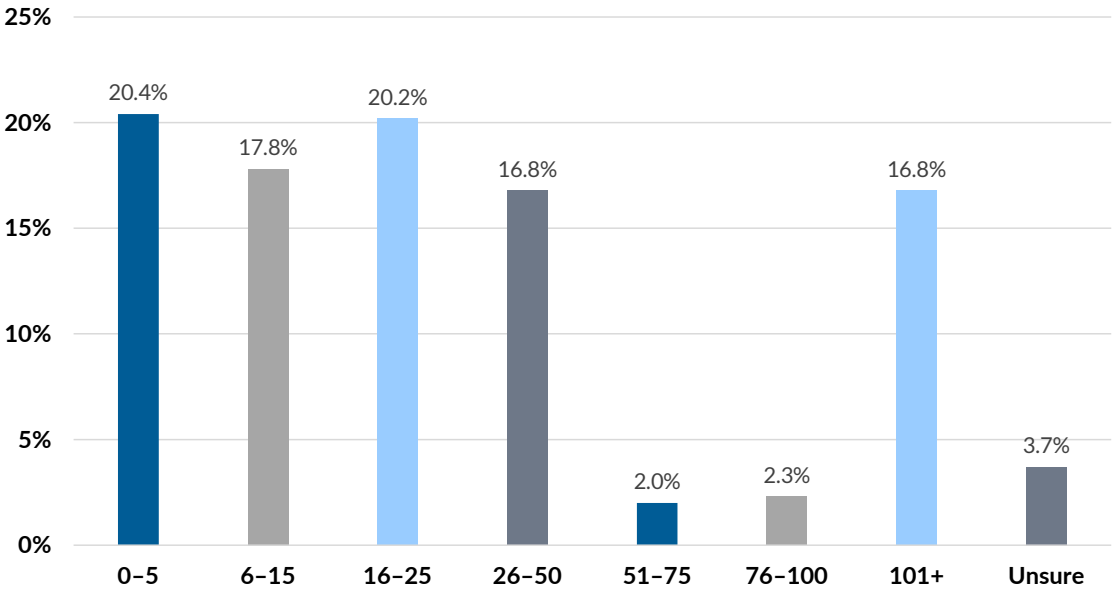
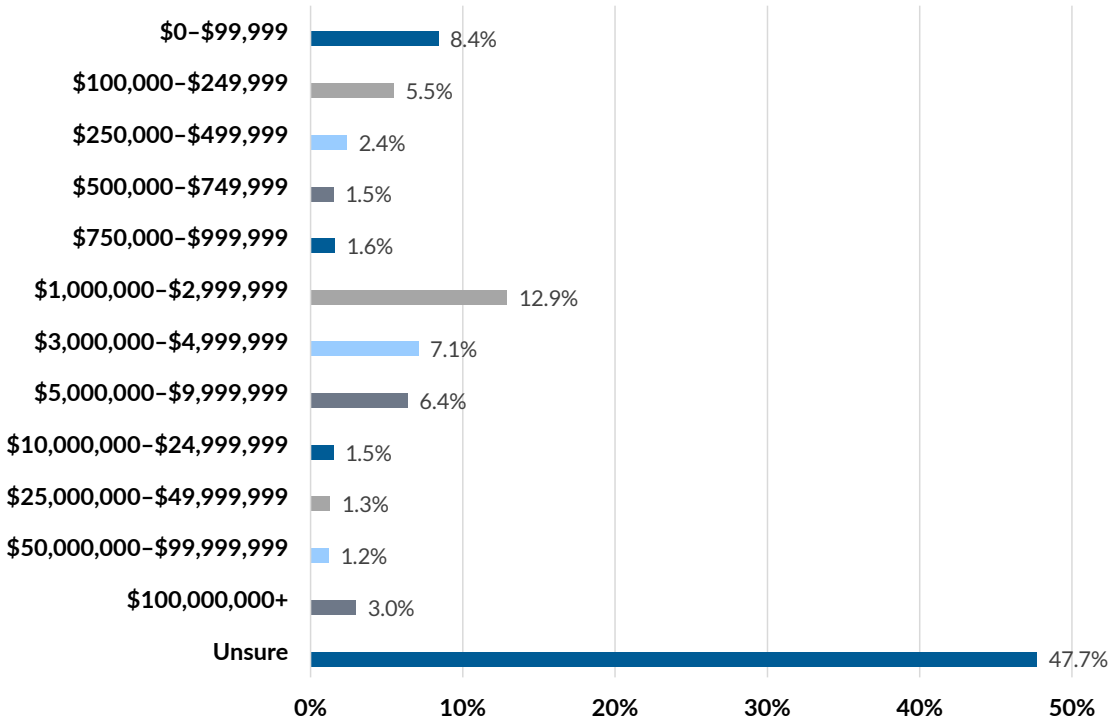


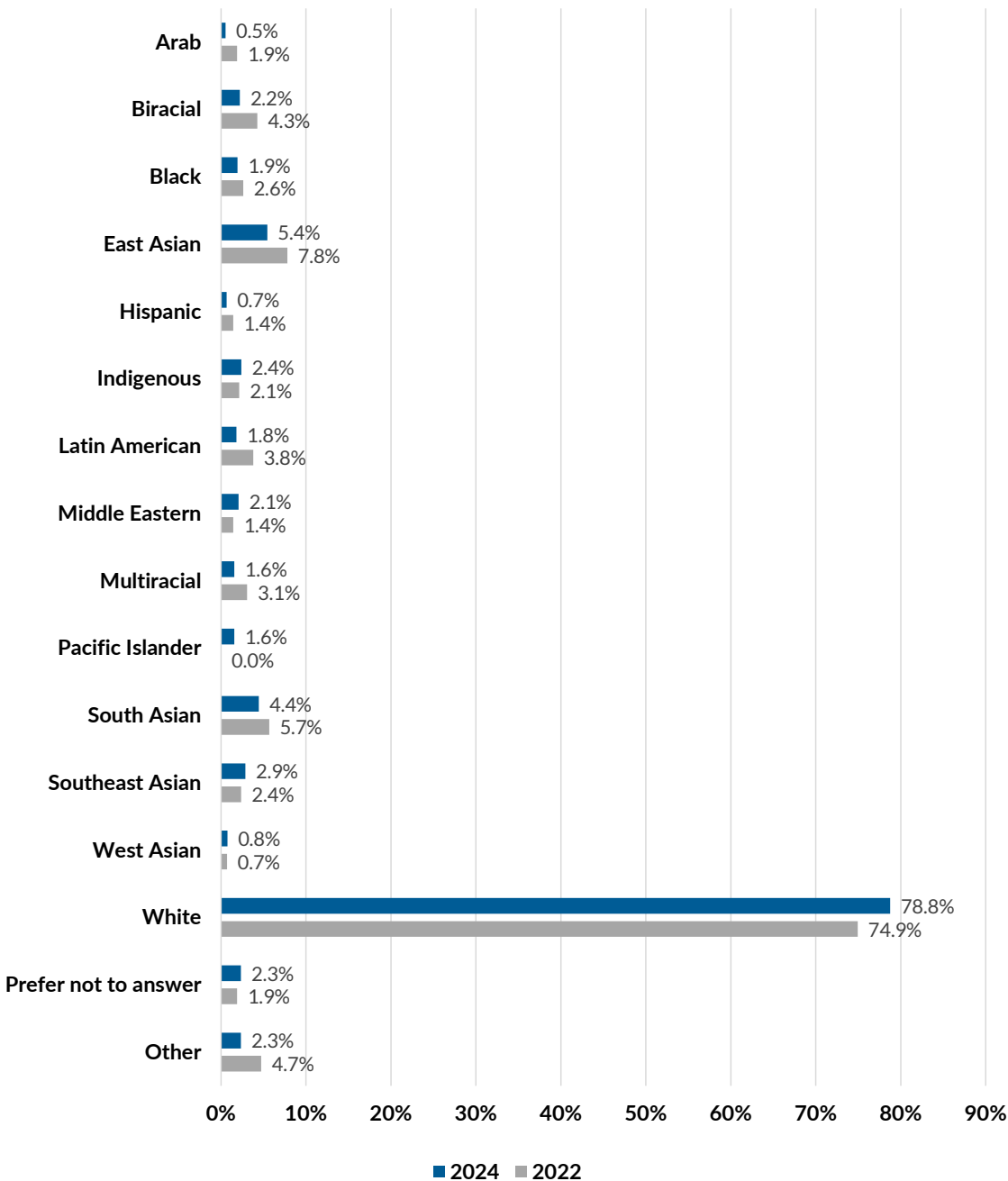
FIGURE 11: SIZE OF FIRM - ANNUAL SALES



NOTE: These percentages are of respondents who indicated what they thought were the annual sales of the company at which they work; as such, it is affected by how many participated in survey and answered this particular question. It isn't, therefore, determinative of the proportion of firms at each turnover level.

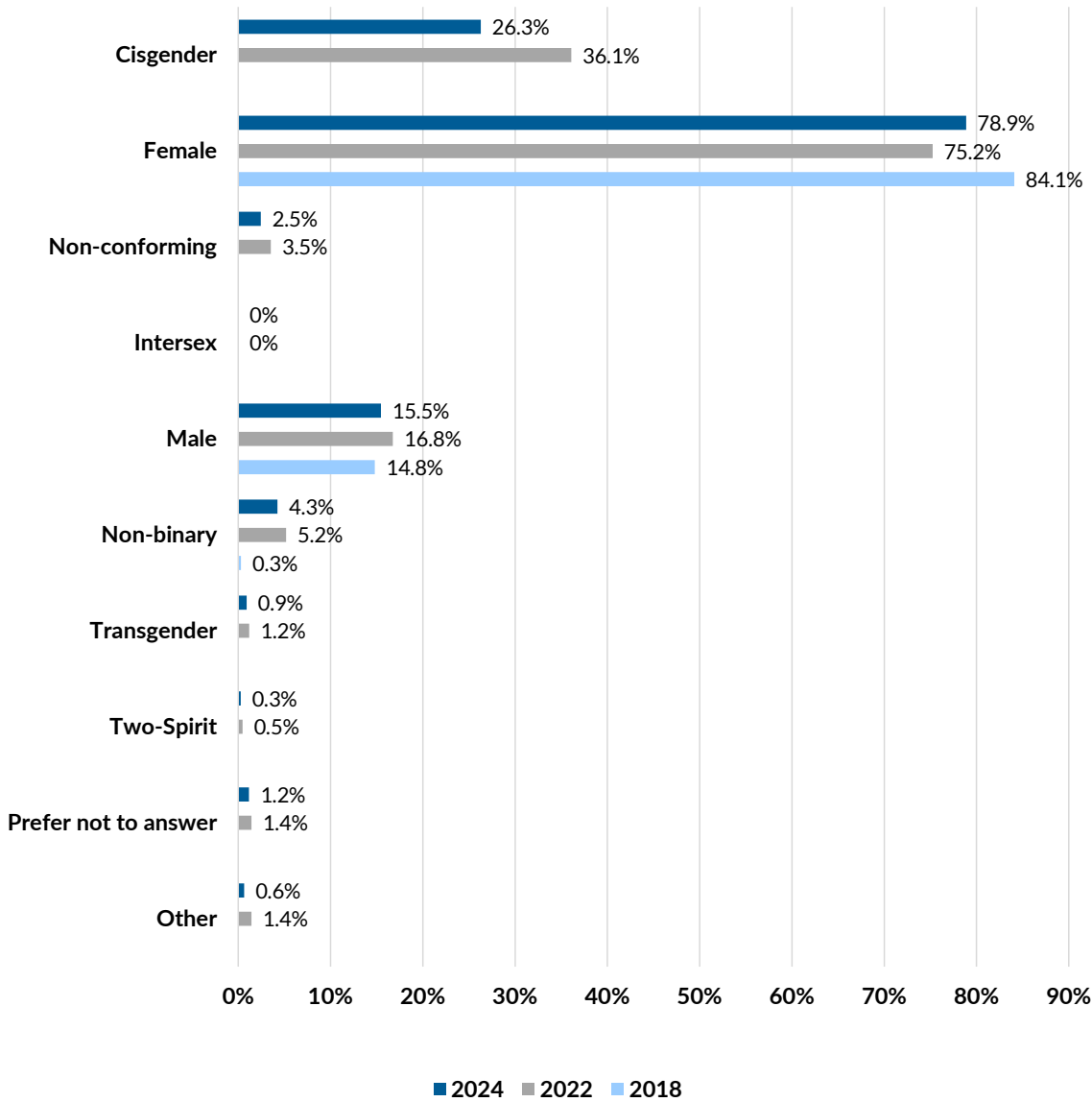
By the Numbers: Respondent Demographics

FIGURE 12: RACE



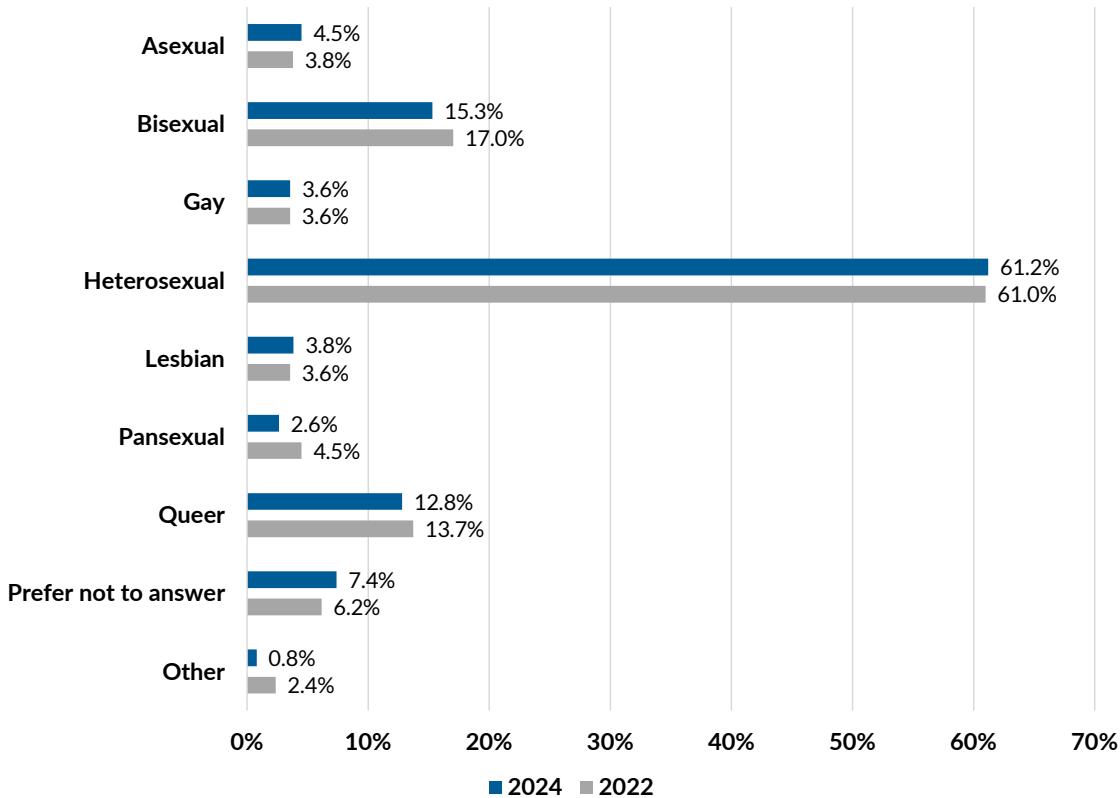
NOTE: Respondents were invited to select multiple answer choices. While the 2018 *Quill & Quire* survey did not include raw data on race, it did note that 12.8% of respondents identified as non-white.

FIGURE 13: GENDER



NOTE: Respondents were invited to select multiple answer choices.

FIGURE 14: SEXUAL ORIENTATION



NOTE: Respondents were invited to select multiple answer choices. The 2018 Quill & Quire survey did not provide raw data on gender identity or sexual orientation but did note that 13.1% of respondents identified as LGBTTIQQ2S.

FIGURE 15: AGE RANGES

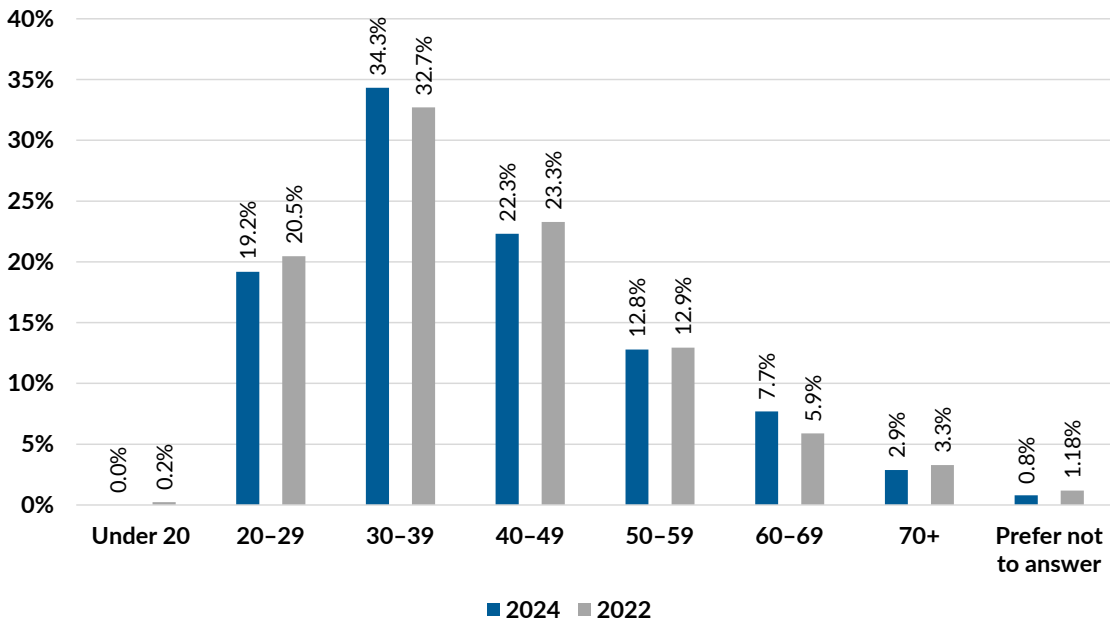
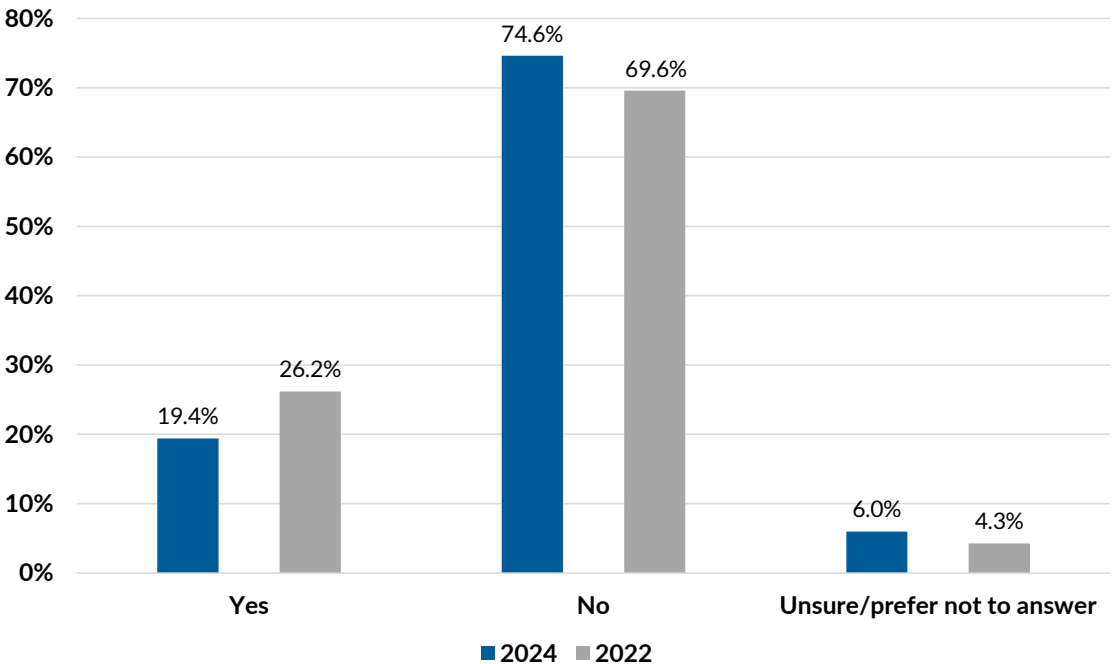
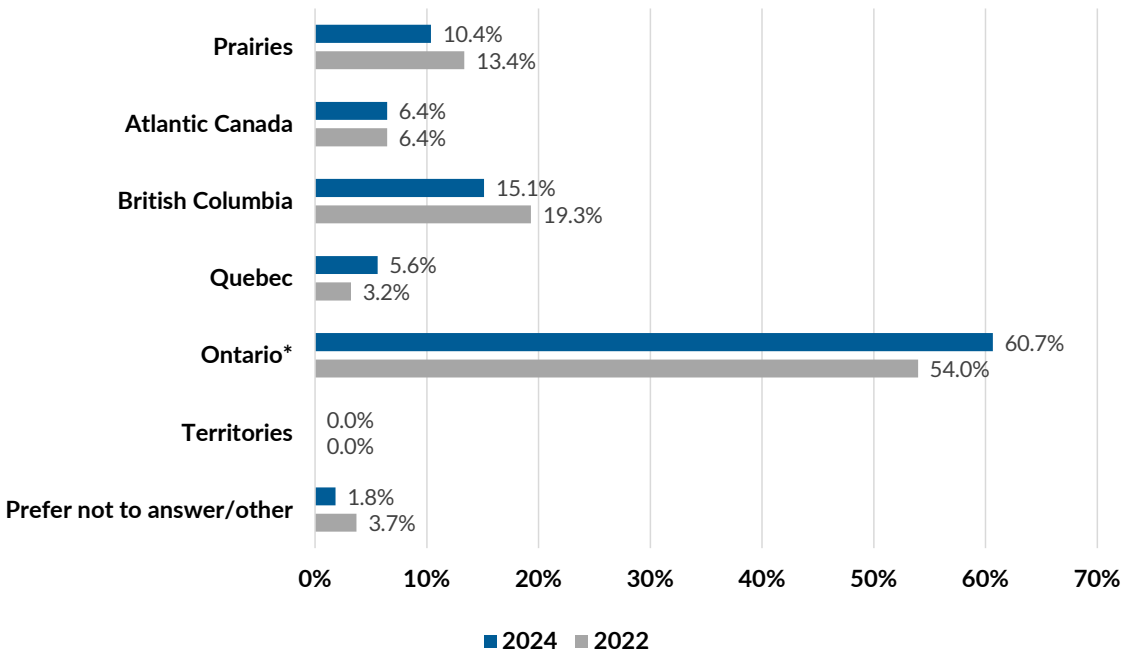


FIGURE 16: DISABILITY



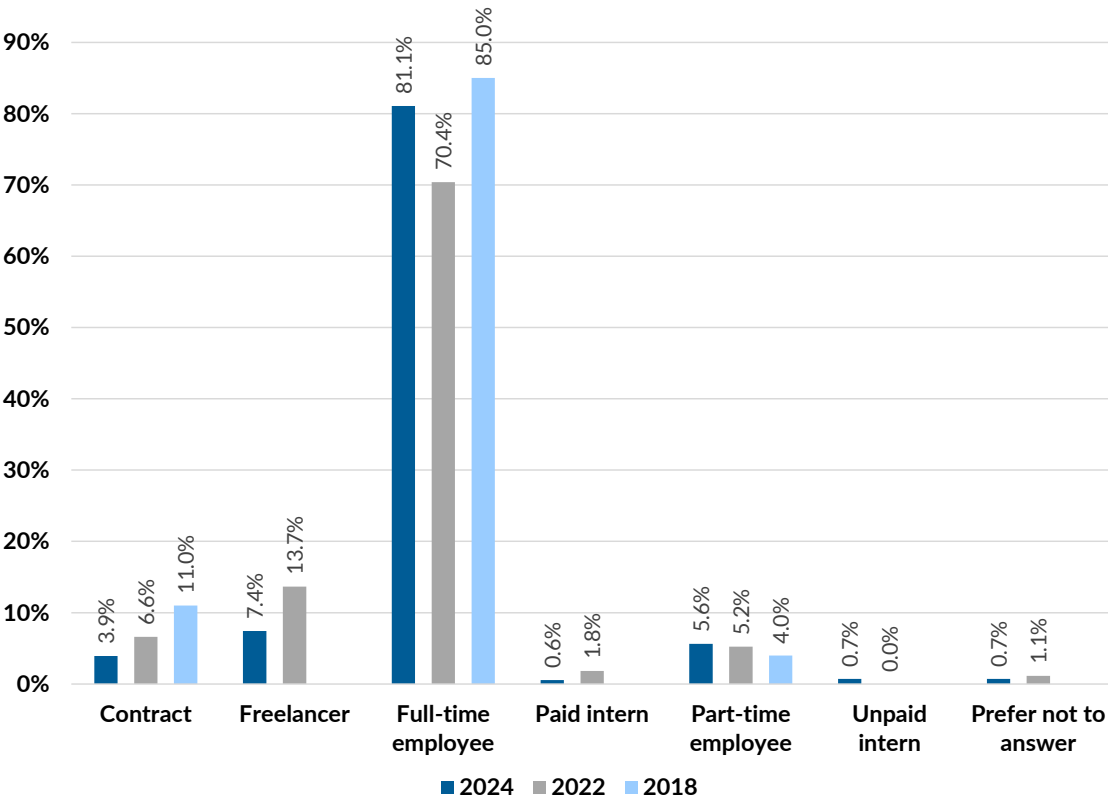
NOTE: The 2018 salary survey did not provide raw data on disability, but did note that 3.2% of respondents identified as a person with a disability.

FIGURE 17 : LOCATION



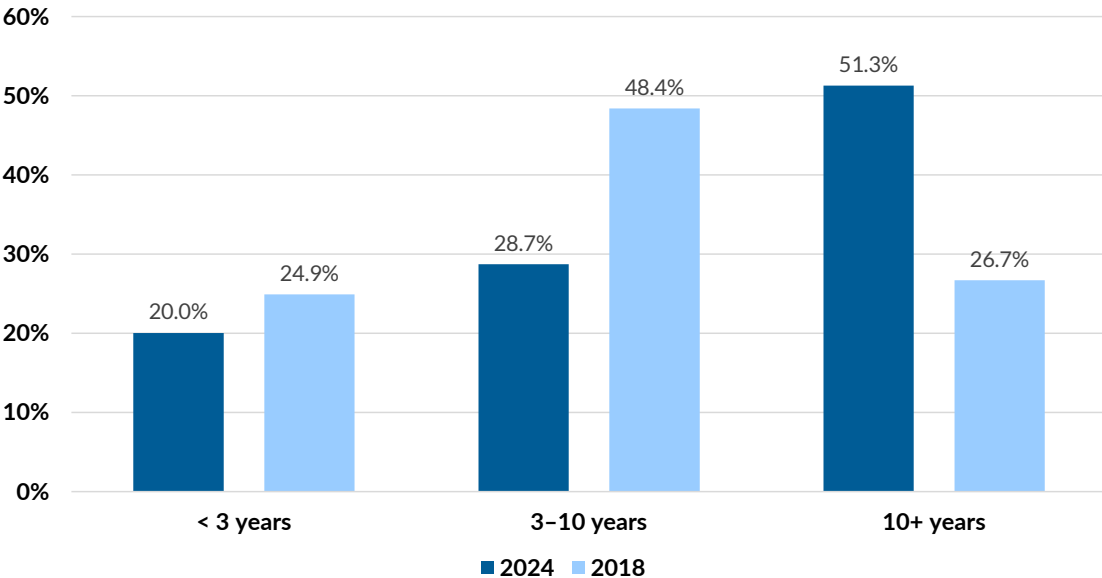
NOTE: Of respondents who selected "Ontario" in the 2024 survey, 42.86% live in the Greater Toronto Area.

FIGURE 18: EMPLOYMENT STATUS



NOTE: while the 2018 Quill & Quire survey did not offer intern as a response option, they did note that of the firms that filled out the survey, 70.8% offered internships, with 68.2% of those being paid.

FIGURE 19: NUMBER OF YEARS IN THE INDUSTRY



CONCLUSION



Key Takeaways

The 2024 Canadian Book Publishing Industry Salary Survey provides the most comprehensive and current snapshot of industry wages to date. With improved participation and broader data collection, this survey captures meaningful trends in compensation, workforce demographics, and structural shifts. While differences in methodology across the 2018, 2022, and 2024 surveys complicate direct comparisons, several important takeaways still emerge.

Salaries are increasing: Average compensation has risen across most positions, especially in senior editorial and publishing roles. The overall salary increase—approximately 30% since 2018—suggests industry growth, post-pandemic recovery, and a push toward greater equity in compensation.

Gender pay gap has narrowed: The 2024 data shows near parity between women and men in average earnings, a marked improvement from 2018 figures. This shift is likely due to both rising salaries and increased female representation in senior roles.

Racial disparities exist: While not evident in earlier data, the 2024 survey reveals a salary gap between white and BIPOC respondents. This highlights a need for ongoing examination of equity in hiring, promotion, and pay practices.

Workforce is aging: The data suggests that people are staying in the industry longer, with fewer newcomers entering. Nearly half of respondents have over 10 years of experience, indicating workforce maturity but also raising questions about succession and new talent pipelines.

Geographic concentration remains: Ontario—and particularly the GTA—continues to dominate the landscape, suggesting ongoing centralization that could have implications for regional representation and access to publishing careers.

Next Steps

Boost participation across the industry: While 2024 saw improved numbers, further efforts are needed to ensure broader engagement, especially among multinational publishers and underrepresented groups.

Target equity gaps: The pay gap between white and BIPOC respondents must be addressed. Industry organizations and employers should prioritize equity audits, transparent compensation practices, and support systems for career advancement.

Support workforce renewal: With an aging workforce, attention should turn to attracting, training, and retaining early-career professionals, especially from diverse backgrounds and regions outside the GTA.

Leverage the data for advocacy: The findings in this report can inform funding discussions, policy development, and institutional strategy. Stakeholders across the sector—publishers, funders, and associations—can use these insights to shape a more inclusive and sustainable future for Canadian publishing.

In sum, the 2024 survey represents a significant step forward in capturing the realities of the industry, and it lays a solid foundation for ongoing efforts to track, understand, and respond to changes in compensation, equity, and workforce composition. Continued engagement across all segments of the industry will be essential to building an even clearer, more representative picture in the years to come.

APPENDIX



Survey Questions

2024 CANADIAN BOOK PUBLISHING INDUSTRY SALARY SURVEY

The Association of Canadian Publishers, in partnership with Work in Culture, has launched an updated salary survey of the Canadian publishing industry. [The last Canadian publishing salary survey](#), conducted by Quill & Quire, was released in 2018.

GOALS

An initiative of ACP's Diversity and Inclusion Committee, the survey will provide a comprehensive picture of salary averages across different departments and positions and will also set wages against demographic metrics such as gender, race, sexual orientation, disability, location, and company size. The survey will also measure changes in Canadian publishing salaries since the last survey was conducted in 2018, and provide data to empower both employers and employees to make informed decisions when it comes to pay.

METHODOLOGY

A link to the survey will be circulated to book publishing firms of all sizes, genres, and geographical locations across Canada. ACP asks heads of firm to share the survey with all full-time, part-time, and contract staff, as well as interns and freelancers. Please share the survey widely within your network.

This survey is anonymous and self-reported. As such, participation is voluntary and all demographic questions are voluntary.

The 2024 edition of the salary survey has been designed to collect as much information as possible about salaries and demographics across a wide range of jobs. After reviewing the 2018 survey and talking to publishing executives, we have expanded the number of positions while using terminology that better describes those positions. Other important changes include adding more administrative, support and distribution jobs; collecting metrics on company size; and removing some of the executive roles as this information is almost never disclosed by participants.

An independent consultant will administer the survey and compile statistics. Results will be shared with the Canadian book publishing community. Individual responses will be kept in strict confidence, and information will only be shared in aggregate form.

If you have any questions, please contact ACP Research & Communications Manager Dani MacDonald at dani_macdonald@canbook.org.

ABOUT US

[ACP](#) represents approximately 115 Canadian-owned and controlled book publishers from across the country. Through collective work, we advocate and collaborate to create the conditions for Canadian-owned book publishers' economic and cultural success.

[WIC](#) is a non-profit arts service organization that has been serving the cultural sector since 1998. Their mission is to advance the careers of artists, creatives, and cultural workers from diverse lived experiences, and support the organizations that engage them, through entrepreneurial and business skills development and innovative research.

DEMOGRAPHIC QUESTIONS

The following section includes questions relating to the respondent's demographics. To allow for comparisons with the 2018 survey, the questions and answer choices remain similar. Some of the answer choices are adapted from terminology used by the Government of Canada. Answering these questions is voluntary and only anonymized survey results will be shared. By providing this information you are adding valuable context to the remaining survey questions.

1. Gender

Do you identify as (check all that apply):

- Cisgender
- Female
- Gender non-conforming
- Intersex
- Male
- Non-binary
- Transgender
- Two-Spirit
- Prefer not to answer
- Other (please specify)

2. Race

Do you identify as (check all that apply):

- Arab
- Biracial
- Black
- East Asian
- Hispanic
- Indigenous (First Nations, Métis/Metis, Inuit)
- Indigenous (other Indigenous nations)
- Latin American
- Middle Eastern
- Multiracial
- Pacific Islander
- South Asian
- Southeast Asian
- West Asian
- White
- Prefer not to answer
- Other (please specify)

3. Cultural Identity

Do you identify as an Indigenous person?

- Yes
- No
- Unsure
- Prefer not to answer

4. What is your Indigenous identity? (check all that apply)

- First Nations
- Inuit
- Métis/Metis
- Unsure
- Prefer not to answer
- Other (please specify)

4. What is your Indigenous identity? (check all that apply)

- First Nations
- Inuit
- Métis/Metis
- Unsure
- Prefer not to answer
- Other (please specify)

5. Newcomer Status

Are you a newcomer to Canada?

Note: Newcomer is defined as receiving your landed immigrant/permanent resident (PR) status within the last 5 years.

- Yes
- No
- Unsure
- Prefer not to answer

6. Sexual Orientation

Do you identify as (check all that apply):

- Asexual

- Bisexual
- Gay
- Heterosexual
- Lesbian
- Pansexual
- Queer
- Prefer not to answer
- Other (please specify)

7. Age

Select your current age range:

- Under 20
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60 to 69
- 70+
- Prefer not to answer

8. Disabilities

Do you have a disability?

Note: For the purposes of this question, a disability includes but is not limited to physical, sensory, cognitive, intellectual, or developmental disabilities, chronic conditions, and mental illnesses.

- Yes
- No
- Unsure
- Prefer not to answer

9. If you feel comfortable, please select the nature of your disability or disabilities (check all that apply):

- Chronic illness or pain-related disability
- Communication-related disability (speaking)
- Sensory disability (seeing, hearing)
- Intellectual disability
- Physical disability (agility, motor skills)
- Learning disability

- Psychiatric consumer and/or survivor (substance use disorder)
- Mental health-related disability
- Episodic disability (not mental health related)
- Prefer not to answer
- Other (please specify)

10. Where do you live?

Note: This is where you are located, not necessarily where your company is based.

- Alberta/Saskatchewan/Manitoba
- Atlantic Canada
- British Columbia (outside Vancouver)
- Quebec
- Ontario (outside the Greater Toronto Area)
- Territories
- Toronto (Greater Toronto Area)
- Vancouver
- Prefer not to answer
- Other (please specify)

11. What best describes your employment status?

Note: In this study, an intern is considered paid if they receive an hourly wage.

- Contract
- Freelancer
- Full-time Employee
- Paid Intern
- Part-time Employee
- Unpaid Intern
- Prefer not to answer

12. How long have you been working in the Canadian publishing industry?

- < 1 year
- 1 year to less than 3 years
- 3 years to less than 6 years
- 6 years to less than 9 years
- 9 years to less than 12 years
- 12 years to less than 15 years
- 15+ years

13. Have you ever changed positions/been promoted at the publishing company at which you currently work?

- Yes
 No

14. What category best describes your firm? (check all that apply)

- Adult trade publisher or distributor
 Children's publisher or distributor
 Educational (K-12) publisher or distributor
 Educational (Higher Education) publisher or distributor
 Literary agency/rights management
 Professional publisher or distributor
 Sales agency
 Scholarly publisher or distributor
 Prefer not to answer
 Other (please specify)

15. Is your firm:

- Canadian-owned (i.e. at least 75% Canadian ownership and control of the company)
 A multinational subsidiary
 Prefer not to answer
 Unsure
 Other (please specify)

16. Approximately how many employees (full-time and part-time) does your firm employ?

Note: In this study, an employee is considered someone who is entitled to wages, a regular pay period, vacation time and pay, and all other statutory benefits.

- 0-5
 6-15
 16-25
 26-50
 51-75
 76-100
 101+
 Unsure
 Prefer not to answer

17. Which of the following best describes your firm's approximate net book sales in the most recent fiscal year?

Note: Net sales are defined as gross sales net of trade discounts and returns. The range you select should reflect your firm's total revenue, not just the division you work in.

- \$0-\$99,999
- \$100,000-\$249,999
- \$250,000-\$499,999
- \$500,000-\$749,999
- \$750,000-\$999,999
- \$1,000,000-\$2,999,999
- \$3,000,000-\$4,999,999
- \$5,000,000-\$9,999,999
- \$10,000,000-\$24,999,999
- \$25,000,000-\$49,999,999
- \$50,000,000-\$99,999,999
- \$100,000,000+
- Unsure
- Prefer not to answer

COMPENSATION QUESTIONS

These questions relate to salary and other cash compensation.

*** 18. Please enter the approximate number of hours you work per week.**

Note: If your schedule fluctuates, please enter an amount of hours worked per week that would reflect an average over the last fiscal year.

*** 19. Do you receive an annual salary or hourly wage?**

- Annual salary
- Hourly wage

*** 20. Please enter your current annual salary:**

*** 21. Please enter your current hourly wage:**

22. If you received a bonus in the last fiscal year, please enter it below:

23. If your salary/hourly wage increased in the last fiscal year, please enter the percent by which it increased:

JOB TITLES

The positions listed are based on both the 2018 *Quill & Quire* Salary Survey and feedback from member companies. Job titles can mean different things in different companies and we advise choosing the title that best describes what you do. While we understand that positions at some firms may encompass multiple job titles, we ask that you select only one job title that aligns with the role that occupies the greater share of your time.

24. Editorial/Publishing

- Publishing Director/VP Publishing/Publisher
- Editorial Director/Editor-in-Chief
- Managing Editor
- Acquisitions Editor
- Editor/Copy Editor
- Associate/Assistant Editor
- Editorial Assistant
- N/A
- Other (please specify job title)

25. Sales/Marketing/Publicity

- VP Sales & Marketing
- Sales Director
- Marketing Director
- Marketing Manager
- Sales Manager
- Sales Representative
- Sales/Marketing Assistant/Coordinator
- Publicity Director/Manager
- Publicist/Senior Publicist
- Publicity Assistant/Coordinator
- N/A
- Other (please specify job title)

26. Design/Production/Digital

- Production Director
- Production Manager
- Production Assistant/Coordinator
- Designer/Senior Designer
- Design Assistant/Coordinator
- Data Manager/Analyst
- N/A
- Other (please specify job title)

27. Rights & Permissions

- Rights Director/Manager
- Rights Assistant/Coordinator
- Permissions Manager/Assistant
- N/A
- Other (please specify job title)

28. Distribution/Inventory

- Distribution Manager
- Inventory Manager/Assistant
- Warehouse (any, including Shipper)
- N/A
- Other (please specify job title)

29. Administration/Finance

- General/Office Manager
- Finance Manager/Controller
- Payables/Receivables Clerk
- Finance Assistant
- Customer Service Manager
- Customer Service Assistant
- Executive/Administrative Assistant
- N/A
- Other (please specify job title)