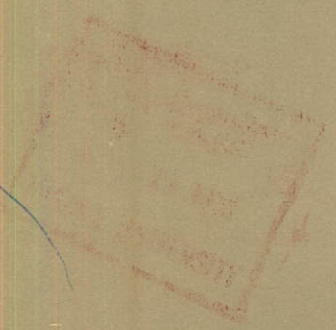
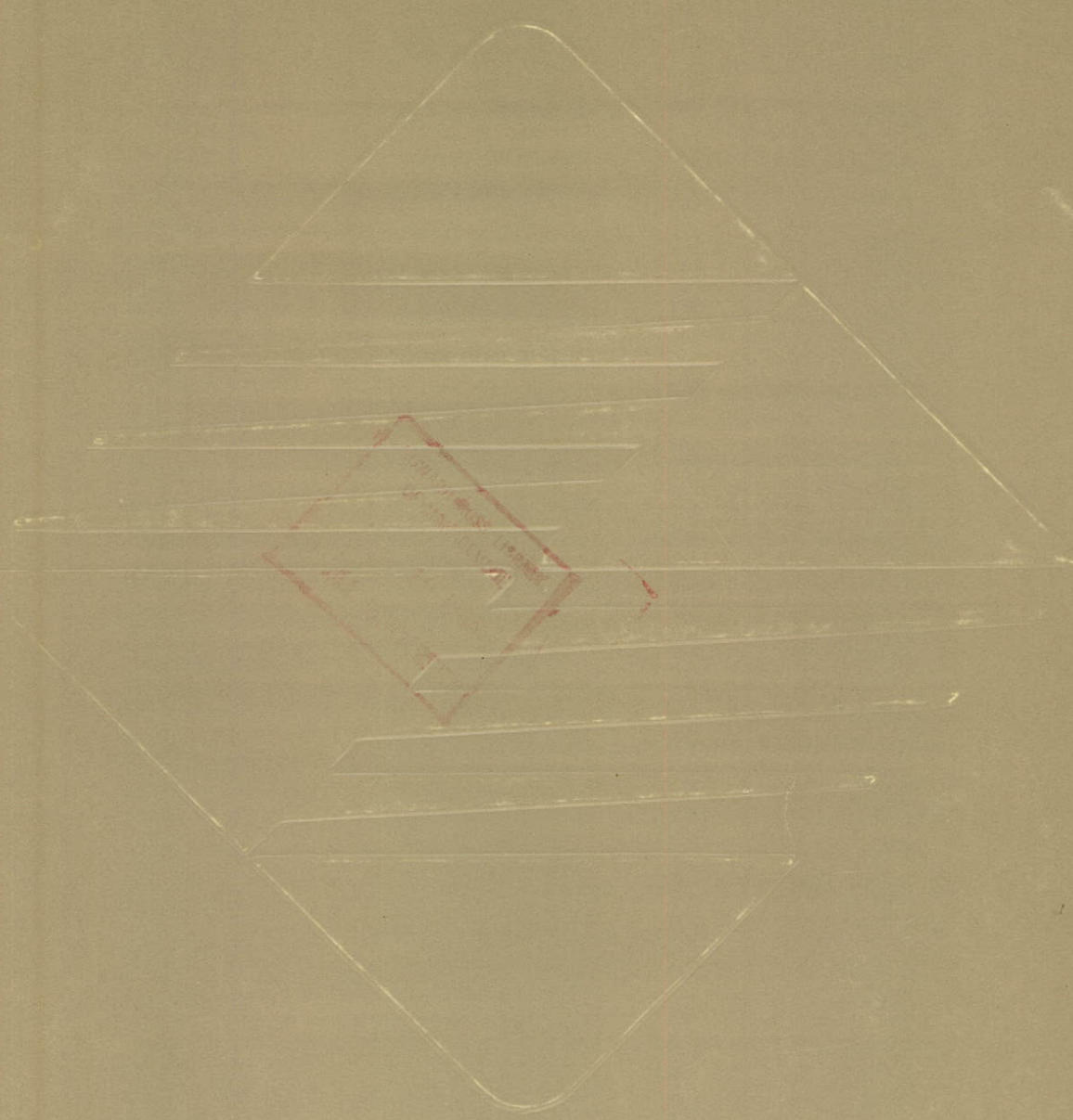


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# MACLEAN HUNTER 1982 ANNUAL REPORT

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# Corporate Highlights

		1982	1981	% Change
<b>Operating Summary</b> (\$000's)	Operating revenue	524,903	409,350	+28%
	Operating income	67,607	65,043	+ 4%
	Income before extraordinary items	21,278	27,132	-22%
	Consolidated net income	24,237	29,717	-18%
<b>Per Share Data</b>	Earnings per share			
	Basic			
	Income before extraordinary items	72.4¢	94.7¢	-24%
	Consolidated net income	82.4¢	103.7¢	-21%
	Fully diluted			
	Income before extraordinary items	66.2¢	84.1¢	-21%
	Consolidated net income	74.5¢	91.5¢	-19%
	Dividends per share			
<b>Financial Position</b> at Year-end (\$000's)	Class X	33.0¢	28.75¢	+15%
	Class Y	38.0¢	33.75¢	+13%
	Working capital	24,944	57,669	-57%
	Total assets	501,333	373,599	+34%
	Convertible debentures	44,971	47,194	-5%
<b>Ratios</b>	Long-term debt	152,076	112,257	+35%
	Shareholders' equity	124,162	104,947	+18%
	Operating return on revenue	13%	16%	
	Operating return on average net assets employed	23%	34%	
	After-tax return on average shareholders' equity	19%	30%	

## Investor Information

### Maclean Hunter Limited

#### Capital Stock

The Company has two classes of participating shares: Class X voting shares and Class Y non-voting shares.

Class X shares are convertible into Class Y shares on a one-for-one basis at any time.

Class Y shareholders are entitled to receive dividends equal to those paid to Class X shareholders plus an amount which will be the lesser of 5¢ per annum and 20% of the dividend per share paid to Class X shareholders.

#### Dividends

Dividends declared during the year on the Class X shares were 33.0¢ (1981 - 28.75¢) and dividends declared on the Class Y shares were 38.0¢ (1981 - 33.75¢).

The dividend is payable, at the option of the shareholder, in cash, as a stock dividend payable in the class of shares held, or as a stock dividend payable in Special Class C shares with a par value of 1¢ each. The Class C shares are immediately redeemed upon issuance at their par value.

As a result of changes to the dividend plans in 1982, holders of Class X and Class Y shares may invest cash dividends in new shares of the same class or, in the case of the optional stock dividend plan, may elect to receive shares of the same class as stock dividends in lieu of cash dividends. In either case, the shares are acquired at 95% of

the weighted average of the closing sale prices for board lots of Class X and Class Y shares on The Toronto Stock Exchange during the five trading days preceding the dividend payment date.

#### Debentures

The 8½% unsecured and redeemable debentures are convertible at the option of the holder at any time to June 15, 1990 into Class X shares of the Company at a conversion price of \$7.75 per Class X share.

The debentures are not redeemable prior to June 16, 1983. During the period June 16, 1983 to June 15, 1985, the debentures will be redeemable at the Company's option if the Class X shares trade at not less than \$9.69. After June 15, 1985, the debentures will be redeemable at the option of the Company at any time. If called for redemption, the debentures will be convertible (see above) up to the last business day preceding redemption. The redemption price declines from 107.075% in 1983 to par in 1998.

#### Listing of Stock and Debentures

Canada: The Toronto Stock Exchange  
Montreal Stock Exchange  
United States: Class Y shares only  
NASDAQ (over the counter)

#### Stock Symbols

McLan H X McLan H Y  
MacLean Hntr (NASDAQ)

Registrar and Transfer Agent for Class X and

#### Class Y Shares

Canada Trust Company: Montreal, Toronto, Calgary

#### Registrar for Debentures

Montreal Trust Company: Montreal, Toronto, Winnipeg, Calgary, Vancouver

#### Residency of Shareholders

At December 31, 1982, according to the Registrars' records, the distribution of shareholders and debenture holders by country of residence was as follows:

	Shareholders		Debenture Holders
	Class X	Class Y	
Canada	96.2%	89.0%	99.6%
United States	3.1%	10.2%	0.4%
Other	0.7%	0.8%	—
	100.0%	100.0%	100.0%

#### Share Transfer Restriction

Under its articles of incorporation, the Company has the right to refuse to register a transfer of any shares in the capital of the Company to a non-resident of Canada that may, in the opinion of the directors, adversely affect the status of the Company under the licensing provisions of the Broadcasting Act of Canada, or the status as a Canadian publication of any newspaper or periodical published by the Company.



# Letter to the Shareholders

In 1982, Maclean Hunter proved its ability to make important advances in spite of a difficult economy.

Revenue in 1982 was \$524,903,000, up 28% from \$409,350,000 the year previous. This is the first year that revenues exceeded the half-billion-dollar mark. However, income before extraordinary items was \$21,278,000, down 22% from \$27,132,000 in 1981. The reduction is due primarily to lower profit margins in periodical publishing, to increased interest expense on our acquisition of an approximate 50% interest in The Toronto Sun Publishing Corporation, and to our continuing investment in cable television construction in the United States. Thus, earnings per share were 66.2¢ per share fully diluted, down 21% from 84.1¢ last year.

Since 1973, earnings per share before extraordinary items have increased at an average annual compounded rate of growth of 17% (fully diluted).

We learned a great deal during the year about the ability of our employees and our organization to respond to difficult circumstances. And we are pleased by the results. While no company takes pride in reporting earnings below the year previous, we are aware that our earnings compare well to those of other companies in the communications industry. We believe our results, which were at least acceptable in view of the economy, were due to the hard work of all Maclean Hunter employees. They responded by cutting costs, and accepting not only salary restraints but, at the upper-middle and senior management levels, salary freezes. They did so with the knowledge that they are shareholders, participating in a variety of company profit-sharing programs.

**What we are.** Maclean Hunter has developed into one of the most diverse communications companies in North America, with operations which include periodical publishing (business publications, consumer magazines and *The Financial Post*), newspaper publishing, radio and television broadcasting, cable television, business forms, book distribution, radio paging, industrial trade shows, commercial printing, and a number of other information services.

**Diversity/Growth.** For many years, Maclean Hunter's growth and stability were tied solely to periodical publishing. Starting in the 1960s, we broadened our base, diversifying into a number of other areas of business, all under the umbrella of "communications". It is this diversity which has helped us grow, in spite of economic difficulties faced by those countries where we operate. Some of our areas of business were hit very hard. Others, however, were not. This balance has provided insulation, and kept our profitability at reasonable levels.

Thirty-seven percent of our identifiable assets are located beyond the Canadian border. The company generates 28% of its revenue and 25% of its operating profits outside Canada. Through our investments in cable television, business forms and publishing in the United States, our growth and future success are tied not only to the Canadian economy but also, to a considerable extent, to the United States economy as well.

We continue to believe, where appropriate, in growth through acquisition. Our Toronto Sun investment is a good example of this. Another is our purchase in early 1982 of the Edmonton-based Jasper Group of Companies. Jasper provides us with an important business forms and commercial printing base in western Canada. Maclean Hunter plans to become more aggressive in commercial printing.

We are also encouraged by the acquisition in 1982 of five new

Canadian trade shows in the computer and office equipment fields, both of which are growth industries. We believe we are now the largest operator of computer shows in Canada.

In March 1983, we purchased HP Publishing Co., Inc., a New York-based publisher of the major U.S. medical journal *Hospital Practice*, and other periodicals for physicians. HP grossed more than \$7 million in 1982.

**Periodical Publishing.** Linage on our business publications and *The Financial Post* is tied heavily to economic expansion. During times of strong capital investment, these businesses do well. Similarly, when the people our advertisers do business with reduce their capital expenditures, business publishing lineage goes down. This was the case in 1982. We anticipate these operations will significantly improve as the economy improves.

Our consumer magazines performed much better than our business publications in 1982, due, in part, to relatively more buoyant consumer product spending, compared to business capital spending. We anticipate our consumer magazines will continue to grow in 1983.

Overall, 22% of our 1982 periodical publishing revenue came from circulation, up from 19% the year previous. This is an important trend as it indicates that readers are prepared to make an increasingly greater contribution toward the cost of producing periodicals, lessening our dependence on what has historically been our principal source of revenue, the advertiser.

During 1982, a group of people on the editorial staff of Maclean's magazine was certified as a bargaining unit by the Ontario Labour Relations Board. Maclean Hunter will bargain fairly, and in good faith, with this small unit, while at all times representing the best interests of the company and its shareholders.

**Newspaper Publishing.** Maclean Hunter acquired an approximate 50% interest in The Toronto Sun Publishing Corporation in May, 1982. This company, which owns daily newspapers in Toronto, Calgary and Edmonton, is successful, and offers Maclean Hunter potential to grow in the newspaper business both nationally and internationally. We believe very strongly in The Toronto Sun Publishing Corporation, its management, and its future potential. On a day-to-day operating and editorial basis, The Sun newspapers function independently of Maclean Hunter. The Sun newspapers continue to grow, in spite of reduced newspaper lineage in Canadian major markets, and in spite of strong competition from other newspapers and alternate media in each of the three cities where they are published.

**Broadcasting.** Calgary-based CFCN-TV fared well in 1982. The more retail-oriented radio operations across Canada showed encouraging signs, but continued to be affected by the economic circumstances in those communities where they are based, particularly in Alberta. While we have been sensitive to cost control in our radio operations, we have continued to make the investment required to maintain program quality.

Through United Press Canada (part of The Toronto Sun) and Newsradio, we are making a substantial contribution to the development and maintenance of the only viable news service alternatives to Canadian Press and Broadcast News.

In July, 1982, Canada's Federal Minister of Communications directed the Canadian Radio-television and Telecommunications Commission (CRTC) not to renew a broadcast license if the holder of that license also owns a daily newspaper in the same city. There was, however, an important qualifier: licenses could be renewed if it could be demonstrated that not renewing would be "contrary to overriding public interest considerations taking into consideration all relevant factors including consequences that would adversely affect services to the public or create exceptional or unreasonable hardship to the applicant and the level of existing competition in the area served . . .".

Maclean Hunter may be affected by this directive, as we hold broadcast licenses in Calgary, Edmonton and Toronto, and similarly have an investment in The Toronto Sun newspapers publishing in those three cities.

Maclean Hunter has been a first-rate, responsible broadcaster



since it entered broadcasting in 1961, and we have not hesitated, where necessary, to incur losses in order to make certain that those communities where our broadcast operations are based are being properly served. We also believe that Toronto, Calgary and Edmonton all have a broad range of information alternatives. We believe our case for being allowed to continue in broadcasting in these areas is strong.

**Cable Television.** We have invested substantially in cable television since we entered this business in 1967, as it has proven to be a business which produces a steady earnings stream, in spite of economic conditions. While we are no longer attempting to secure new cable franchises in the United States, we expect considerable growth as our existing U.S. cable franchises are not yet mature. We are still building new systems in Michigan, and we have further potential penetration in New Jersey. In addition, pay television in Canada should start making a contribution to profit in 1984.

The Minister of Communications has reinforced the importance of cable television to the Canadian broadcasting industry. In early 1983, he said that cable television represents the "most cost-effective means of significantly expanding the viewing choice of most Canadians, while at the same time ensuring that the broadcasting system remains identifiably Canadian." We believe the federal government remains determined to keep the cable TV industry in a strong position to compete with new technologies, such as direct broadcast satellites. This reinforces the continuing stability of cable television as a technology.

**Business Forms.** Business forms operations are, like publishing, sensitive to swings in the economy. We fully expect, once the economy improves, that our Canadian forms operation will similarly improve. Transkrit Corporation, based in the U.S., has done relatively better as a result of a stronger U.S. economy.

As a young, healthy operation, tremendous growth has been experienced since entering the field in 1971. While the rate of growth moderated somewhat during 1982, projections call for substantial sales increases over the next five years.

**Other Activities.** Maclean Hunter is involved in a number of other areas of the communications business, including radio paging, trade shows, book distribution, telephone sales, press clippings, and a variety of other information-related services. All of these businesses, because of their diversity, add further stability to Maclean Hunter.

**Corporate Plan.** Over the years, the company has made operating decisions based on a well-defined corporate plan, which is formulated on the following principles:

- (1) *We will stay exclusively within the communications business, which we know best, and where there are many opportunities for significant growth;*
- (2) *Our growth will be primarily within North America, and the United Kingdom;*
- (3) *All existing investments which fall into the normal-risk category will achieve a minimum after-tax rate of return on net assets employed of 15%;*
- (4) *All properties which do not measure up to the corporate plan's objectives will require approval for continuance;*
- (5) *The company will own, if not a majority interest, at least effective control of all of its activities;*
- (6) *The company will pay 40% of the previous year's net income in dividends.*

**Senior Staff Changes.** A significant development during 1982 was the retirement of George W. Gilmour, president of Maclean Hunter Business Publishing Company. George Gilmour is one of the most capable publishers ever to have been associated with Maclean Hunter. He is a man who enjoys a fine international reputation, and his contribution to Maclean Hunter has been substantial. Also, Peter C. Newman resigned as editor of Maclean's. However, he continues as a regular contributor to Maclean's. As well, he will pursue his other writing activities, which are well known.

Two senior-level appointments of note: James K. Warrillow was named vice-president of The Financial Post Division during 1982.

He continues as publisher of The Financial Post. In early 1983, Gilbert A. Allard was appointed vice-president of Maclean Hunter's Information Services Division. Mr. Allard first joined Maclean Hunter in 1973, and has had extensive cable television, radio paging and administrative experience.

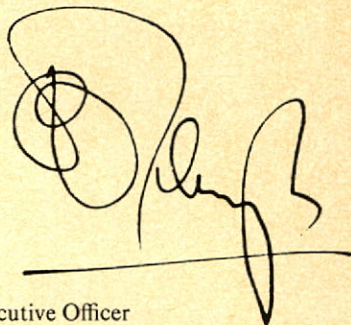
**Goals.** As a public communications company, based primarily in North America, we recognize we have a dual mandate: we have an obligation to produce first-rate, responsible products which meet the highest community standards. We similarly have a responsibility to produce an acceptable return on investment for our shareholders.

To reach these goals, we strive to be responsible employers and good corporate citizens, working hard to maintain healthy employee and community relations.

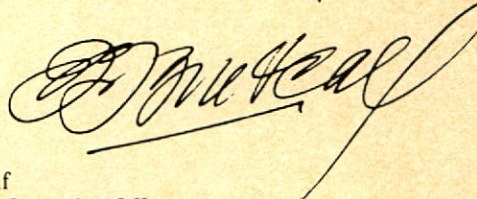
These are important principles, and we stand by them.

The company looks forward to a return to growth in 1983.

On behalf of the board:



Donald G. Campbell  
Chairman and Chief Executive Officer



Frederick T. Metcalf  
President and Chief Operating Officer





# The Directors

## Donald G. Campbell

*Chairman and Chief Executive Officer*  
Age 57  
Joined M H 1957.  
Elected director 1959.  
Has held various positions with the company including Controller; Vice-President, Finance; Executive Vice-President, Broadcasting and Finance. Chairman, Canadian Section, Commonwealth Press Union. Trustee, Hospital for Sick Children.  
Member of the Advisory Committee, School of Business Administration, University of Western Ontario. Director, The Toronto Sun Publishing Corporation; Toronto-Dominion Bank; Steinberg Inc. Fellow of the Institute of Chartered Accountants.

## Frederick T. Metcalf

*President and Chief Operating Officer*  
Age 61  
Elected director 1969.  
Chairman, Maclean Hunter Cable TV Limited; Suburban Cablevision; Data Business Forms Limited. Founding President, Canadian Cable Television Association.  
Director, The Toronto Sun Publishing Corporation; Canada Trust Company.

## Paul S. Deacon

*Vice-President, Maclean Hunter Limited*  
Ottawa  
Age 60  
Joined M H 1947.  
Elected director 1972.  
Has held various editorial and administrative positions with The Financial Post, including Editor and Publisher. President, Men's Canadian Club of Ottawa. Past President, Toronto Society of Financial Analysts and National Ballet of Canada. Member, Development Committee, Ottawa Civic

Hospital Foundation; Board of Governors, Elmwood School. Advisory Council, Faculty of Administrative Studies, York University; Public Relations Committee, University of Ottawa Achievement Fund.

## F. William Fitzpatrick

*Company director*  
Age 50  
Elected director 1978.  
Chairman and Chief Executive Officer, Bralorne Resources Limited. Chairman, Alberta Children's Provincial Hospital. Director, Mark Products, Inc.; Versatile Corporation; CFCN Communications Limited; Investors Group; Conference Board of Canada. Member of Advisory Committee, School of Business Administration, University of Western Ontario.

## George W. Gilmour

*President, Gilmour Advisors*  
Age 65  
Joined M H 1939.  
Elected director 1963.  
Has held various positions with the company including Group Publisher; Vice-President, Business Publications Division; Publisher, The Financial Post; Vice-President, The Financial Post Division and International Operations; President, Maclean Hunter Business Publishing Company. Retired from Maclean Hunter, August 31, 1982.  
Past President, Art Gallery of Ontario; Rotary Club of Toronto.  
Director, The Council for Business and the Arts in Canada.

## Lloyd M. Hodgkinson

*Group Vice-President, Magazine Divisions*  
Age 62  
Joined M H 1942.  
Elected director 1964.  
Has held a variety of positions with the company including publisher of Chatelaine, Châtelaine, Maclean's and L'Actualité. President, Periodical Press Association; Member, Magazine Association of Canada. Vice-Chairman, Audit Bureau of Circulations; Vice-Chairman, Mississauga Hospital; Member, Rotary Club of Toronto.

## John M. Holton

*Company director*  
Age 57  
Elected director 1971.  
President, Hunco Limited; Elwil Properties Limited.  
Director, Rostland Corporation.

## Arthur J. Little

*Company director*  
Age 69  
Elected director 1974.  
Retired in 1974 as a senior partner, Clarkson Gordon. Directorships include Algoma Central Railway; Eaton's of Canada Limited; London Life Insurance Company; National Trust Company Limited; St. Marys Cement Limited. Governor, Appleby College. Fellow of the Institute of Chartered Accountants.

## Peter C. Newman

*Company director*  
Age 53  
Joined M H 1950.  
Elected director 1972.  
Has served The Financial Post and Maclean's in various editorial capacities, including Editor, Maclean's. Winner of numerous journalism awards, including National Newspaper Award, Michener Prize, Quill Award and University of Western Ontario President's Medal.  
Honorary degrees from Brock University and York University. Appointed Officer, Order of Canada. Author of many best-selling books.

## Gordon P. Osler

*Company director*  
Age 60  
Elected director 1976.  
Chairman, Stanton Pipes Limited; Slater Steel Industries Limited; The Canadian Surety Company. Directorships include Household International Inc.; Inter-City Gas Corporation; Interprovincial Steel and Pipe Corporation Limited; North American Life Assurance Company; The Toronto-Dominion Bank; TransCanada PipeLines Limited.

## Robert W. Robertson

*Vice-President, Business Publications Division*  
Age 58  
Joined M H 1942.  
Elected director 1969.

Has held various positions with the company including Group Publisher; Executive Publisher. Director, Canadian Business Press; Canadian Circulations Audit Board; Periodical Press Association. Member, Business and Professional Advertising Association.

## William P. Wilder

*Company director*  
Age 60  
Elected director 1977.  
Deputy Chairman, Hiram Walker Resources Ltd. Chairman, The Consumers' Gas Company Ltd. Directorships include John Labatt Limited; Noranda Mines Limited; Simpsons-Sears Limited; The Canada Life Assurance Company; Home Oil Company Limited; The Royal Bank of Canada; Scurry Rainbow Oil Limited; Hiram Walker Gooderham-Worts; United Corporations Limited. Member of Executive and Advisory Committees of The University of Western Ontario, School of Business Administration. Trustee, The Hospital for Sick Children. Trustee, Member of Royal Institution for the Advancement of Learning. Governor of McGill College and University, and the Royal Victoria College.

**Left to right—front row: Frederick T. Metcalf, Donald G. Campbell; second row: George W. Gilmour, Arthur J. Little, Lloyd M. Hodgkinson; third row: F. William Fitzpatrick, Gordon P. Osler, Paul S. Deacon; back row: Robert W. Robertson, William P. Wilder, John M. Holton. (Absent: Peter C. Newman)**







# Management Committee

The Management Committee consists of senior operating managers representing all MH divisions.

Featured here are the non-company-director committee members.

Director members are: D.G. Campbell, F.T. Metcalf, L.M. Hodgkinson, and R.W. Robertson.

## **Gilbert A. Allard**

*Vice-President,  
Information Services*

Age 52

Joined MH 1973.  
Has served MH as: President, Maclean Hunter Paging; President, Suburban Cablevision.

Prior to joining MH, held senior executive positions with cable television companies in both Canada and the U.S. Past President, Canadian Cable Television Association.

## **Harvey T.M. Botting**

*Assistant Vice-President*

Age 38

Joined MH 1969.

Vice-President, Maclean Hunter Paging.

Has served MH as: Personnel Director; Corporate Secretary; Executive Assistant to the Chairman and President. Has also held various editorial and publishing positions with MH.

## **Matthew B. Fyfe**

*Vice-President, Printing*

Age 46

Joined MH 1967.

Has served MH as: Controller and Treasurer; Vice-President, Finance.

Member, Toronto Chapter, Graphic Arts Industries Association; Magazine Printers, Printing Industries of America, Inc.; various committees of Industrial Accident Prevention Association.

## **John H. Greenhough**

*President and Chief Executive Officer, Data Business Forms Limited*

Age 43

Joined MH 1962.

Has served MH as: Publisher; Group Publisher; Vice-President, Printing. Has served Data Business Forms as: Vice-President and General Manager; Executive Vice-President; President and Chief Operating Officer.

Member, Past Vice-President and Past Director, Canadian Business Forms Association.

## **J. Barry Gage**

*President,  
Maclean Hunter Cable TV Limited*

Age 44

Joined MH 1969.

President of all U.S. Maclean Hunter cable systems.

Has served MH as: Manager, MH Accounting.

Has served MH Cable as:

**Left to right: James K.**

**Warrillow, Gilbert A.**

**Allard, Monica F. Simmie,**

**J. Barry Gage, Wayne S.**

**Hill, Ronald W. Osborne,**

**John H. Greenhough,**

**Matthew B. Fyfe, and**

**Harvey T. M. Botting.**

Secretary-Treasurer; General Manager and Treasurer; Vice-President; Executive Vice-President.

Member, The Canadian Institute of Chartered Accountants Past Director, Canadian Cable Television Association.

## **Wayne S. Hill**

*Vice-President, Finance*

Age 36

Joined MH 1982.

Prior to 1982 was Director of Accounting, Massey-Ferguson Limited; prior to 1979 was with Arthur Andersen & Co., Chartered Accountants.

Member, The Canadian Institute of Chartered Accountants; The Financial Executives Institute.

## **Ronald W. Osborne**

*Vice-President, Broadcasting and Chief Financial Officer*

Age 36

Joined MH 1981.

President, Key Radio Limited; Maritime Broadcasting Limited.

Has served MH as: Vice-President, Finance and Chief Financial Officer.

Director of a number of Maclean Hunter subsidiary companies.

Member, The Canadian Institute





of Chartered Accountants;  
Western Association of  
Broadcasters.  
Former partner of Clarkson  
Gordon.  
Former partner, Arthur Young,  
Clarkson Gordon (Brazil).

**Monica F. Simmie**

*Corporate Secretary*  
Age 29  
Joined M H 1975  
Serves as secretary to the  
Management Committee, as  
well as the Maclean Hunter  
Board of Directors.

**James K. Warrillow**

*Vice-President,  
Financial Post Division*  
Age 38  
Joined M H 1976.  
Publisher, The Financial Post.  
Has served M H as: President,  
Telephone Communicators  
Canada Ltd.; Director of  
Marketing, The Financial Post.  
Director, Print Measurement  
Bureau.

## Subsidiary Directors

It is MH policy to  
include respected, local  
citizens on the boards of  
subsidiary companies.  
These individuals play a  
most important role by  
representing the  
interests of the  
communities being  
served.

**Wesley G. Campbell**

*Company director*  
*Maritime Broadcasting  
Company Limited*  
Elected director 1973.  
President, W.G. Campbell  
Engineering Limited;  
Maritime Photoengravers  
Limited;  
Maritime Graphic Arts Limited;  
Maritime Publishers Limited;  
Computer Aided Drafting  
Services Limited.  
Vice-President, O'Halloran  
Campbell Consultants Limited.

**Mona K. Cozart**

*Company director*  
*CFCN Communications Limited*  
Elected director 1982.  
Owner, Ricinus Stock Farms;  
Clearwater Ranches, Caroline,  
Alberta.  
President, United Church  
Women, Riverview Church.  
Member, A.C.T.R.A. and Actors'  
Equity; Calgary Rotary Anns.  
Board member, Ladies'  
Section, Calgary Golf & Country  
Club.  
Past president, Junior League  
of Calgary; Workshop Theatre  
Society.

**F. William Fitzpatrick**

*Company director*  
*CFCN Communications Limited*  
Elected director 1979.  
Chairman and Chief Executive

**Left to right: Robert W.  
Lamb, Mona K. Cozart,  
J. Edward O'Connor,  
F. William Fitzpatrick.**

Officer, Bralorne Resources  
Limited.  
Chairman, Alberta Children's  
Provincial Hospital.  
Director, Maclean Hunter  
Limited; Mark Products, Inc.;  
Versatile Corporation; Investors  
Group; Conference Board of  
Canada.  
Member of Advisory  
Committee, School of Business  
Administration, University of  
Western Ontario.

**Marguerite Hale**

*Company director*  
*Key Radio Limited*  
Elected director 1979.  
President, Morrison Lamothe  
Inc.  
Director, North American Life  
Assurance Co.; P.C. Canada  
Fund; Royal Canadian  
Geographical Society;  
Rideauwood Institute;  
Ottawa/Carlton Hospital Food  
Service Inc. Board of  
Management, Grace General  
Hospital; Bequest &  
Endowment Program, United  
Way.  
Ontario Council of Regents.  
Chairman, Macdonald Cartier  
Library.  
Co-Chairman, Historical  
Commission, Order of St.  
Lazarus.

*continued*





# Subsidiary Directors

continued

## Gordon F. Henderson

*Company director*  
Key Radio Limited  
Elected director 1965.  
Barrister & Solicitor, Gowling & Henderson, Ottawa.  
Appointed Order of Canada 1967.  
Past president, Canadian Bar Association.  
Canadian Citizenship Council; Patent & Trade Mark Institute of Canada.  
Past Chairman, Board of Governors of the Canadian Law Information Council; Canadian Bar Foundation.  
Has represented numerous public service and cultural organizations.

## Robert W. Lamb

*Company director*  
CFCN Communications Limited  
Elected director 1959.  
Chairman, Cable West TV.

President, Alberta Broadcasting Corporation.  
Past President, Calgary Tourist and Convention Association.  
Past President, Calgary Kiwanis.

## Marilyn MacDonald

*Company director*  
Maritime Broadcasting Company Limited  
Elected director 1980.  
President, Northeast Publishing Limited.  
Editor, Atlantic Insight.  
Director, Waterfront Development Corporation Limited; Children's Aid Society of Halifax; Art Gallery of Nova Scotia; Governor of Dalhousie University.  
Member, Nova Scotia Advisory Council on the Status of Women. Advisory Council to the Maritime Museum of the Atlantic; the aid to periodicals jury of the Canada Council and the Maritimes Selection Committee of the Rhodes Scholarship Trust.

## Donald H. McDougall

*Company director*  
Maritime Broadcasting Company Limited  
Elected director 1979.  
Partner, Stewart, MacKeen & Covert.  
Corporate Secretary to the Board of Directors, Halterm Limited.  
Member, Economic Council of Canada.  
Director, Nova Scotia Textiles Ltd.; Canada World Youth.

## J. Edward O'Connor

*Company director*  
CFCN Communications Limited  
Elected director 1969.  
President Allied Drug Co.; Elbow Towers Ltd.; American Saddle Horse Association; Calgary Inn Ltd.  
Vice-President, O'Connor's Men's Wear; Business Administrators Ltd.  
Director, Universal Growth

Enterprises Limited, Seismic Service Supply (1958) Limited; Cable West; Schenley Canada; Canadian Western Natural Gas Company Limited; C.O.D.A. 1988 Olympics.  
Honorary Member, Calgary United Appeal; Calgary Highlanders.  
Past Director, Calgary Chamber of Commerce.  
Past President, Canadian Liberal Association.

## Robert J. Prettie

*Company director*  
Maclean Hunter Cable TV Limited  
Elected Director 1971.  
Director, Ontario Cancer Foundation.  
Chancellor, Lakehead University.  
Past President, Lakehead Video; Northern Wood Preservers Limited and subsidiaries.  
Past director, The Royal Trust Company.  
Past Chairman, Lakehead Harbour Commission.

Left to right: Wesley G. Campbell, Marguerite Hale, Gordon F. Henderson, Marilyn MacDonald, Donald H. McDougall and Robert J. Prettie.





# Financial Review

The Company achieved a new milestone in 1982 with both revenue and total assets exceeding one-half billion dollars for the first time.

The 1982 results were affected by the difficult economic conditions which prevailed throughout the year, specifically reflecting lower advertising linage in publishing, softness in some areas of broadcasting and reduced demand in the very competitive business forms and commercial printing industries. In response to this business environment, the Company has initiated programs to reduce operating expenses and improve cash utilization.

## Operating Results

	1982	1981	Change
Operating revenue (000's)	\$524,903	\$409,350	28%
Operating income (000's)	\$ 67,607	\$ 65,043	4%
Income before extraordinary items (000's)	\$ 21,278	\$ 27,132	(22%)
Consolidated net income (000's)	\$ 24,237	\$ 29,717	(18%)
Earnings per share (before extraordinary items)			
Basic	72.4¢	94.7¢	(24%)
Fully diluted	66.2¢	84.1¢	(21%)
Total assets (000's)	\$501,333	\$373,599	34%

Included in consolidated net income is an extraordinary gain of \$4,861,000 on the sale of land in Calgary, Alberta, and an extraordinary loss of \$1,902,000 resulting primarily from the disposal of leasehold interests on the relocation of the Progressive Grocer publishing operations to Stamford, Connecticut.

## Operating Revenue

Operating revenue has increased by \$115.6 million or 28% over 1981. Approximately 70% of this increase is attributable to the acquisition of The Toronto Sun Publishing Corporation in May 1982 and to the acquisition of the Jasper Group of companies, effective January 1982. Cable television revenue increased by \$22.0 million or 31% with the addition of new subscribers resulting from the on-going construction in existing United States cable systems. Revenue in the periodical publishing and printing, broadcasting and business forms operations increased by 10%, 8% and 4%, respectively.

The proportion of the Company's total revenue contributed by sources other than advertising was 55% in 1982 compared to 56% in 1981. The additional advertising revenue resulting from the Toronto Sun has been matched by growth of subscriber revenue in the cable television operations and additional revenue in the commercial printing operations. Advertising revenue in existing periodical publishing operations increased only slightly over 1981 as advertising linage decreased from record 1981 levels.

## Operating Income

Operating income increased by \$2.6 million to \$67.6 million in 1982. The Toronto Sun acquisition contributed \$5.7 million in operating income. Cable television operating income increased by 24% and broadcasting operating income by 3%, while the operating income of periodical publishing and printing, business forms, and other operations declined by 34%, 12% and 18%, respectively.

## Periodical Publishing and Printing

Periodical publishing and printing revenue increased by \$18.4 million, or 10% over 1981. A 13% reduction in advertising linage was offset by a 20% increase in subscription revenues (primarily in Consumer Magazines) and a doubling of commercial printing revenues.

A breakdown of periodical publishing and printing revenues by source is shown in the following table.

	1982		1981	
	\$000's	%	\$000's	%
Consumer magazines	77,314	37	67,949	36
Business publications	86,848	42	85,582	45
Financial Post operations	24,092	12	24,885	13
Commercial printing and other	20,139	9	11,595	6
Total	208,393	100	190,011	100
Canada	158,061	76	139,812	74
United States and United Kingdom	50,332	24	50,199	26
Total	208,393	100	190,011	100

The operating income contributed by the periodical publishing and printing segments declined to \$11.7 million in 1982 from record high levels in 1981, reflecting reduced advertising linage and start-up costs of approximately \$2.5 million associated with recently launched publications.

## Canada

The Canadian periodical publishing and printing operations reported revenues of \$158.1 million in 1982, an increase of 13% over 1981. The sources of this revenue were:

	1982	1981
Advertising	63%	70%
Subscriptions	19%	18%
Single copy sales and other	7%	6%
Commercial printing	11%	6%
	100%	100%

The operating income of the Consumer Magazines Divisions increased by 22% over 1981 largely as a result of strong performances by Maclean's and Chatelaine. Operating income in the Business Publications Division and the Financial Post Division decreased from 1981 as advertising linage declined in response to a curtailment of advertising expenditures by the business community. The publishing operations have implemented programs of cost control and reduction during 1982 in preparation for 1983.

The operating results of all the Company's commercial printing operations were adversely affected by reduced operating margins resulting from a very competitive and price sensitive market.

## United States and United Kingdom

Revenues in the United States periodical publishing operations increased by 7% over 1981 in spite of an 8% reduction in advertising linage; however, increased operating costs and losses associated with the start up of Program Guide were responsible for a 32% decrease in operating income. Program Guide, which was approaching break-even on a monthly basis by the year-end, is expected to be profitable in 1983. It is encouraging to note that two publications acquired in 1981, Progressive Grocer and Dog World, reported substantial increases in income over 1981.

The poor economic conditions which have prevailed in the United Kingdom were responsible for a 14% reduction in advertising linage. As a result of the reduced linage and the lower value of sterling relative to the Canadian dollar, revenues decreased by 9% over 1981. A loss of \$600,000 on the sale of the publication British Plastics and Rubber caused an overall break-even position in the United Kingdom in 1982.

## Newspaper Publishing and Printing

The results of the Toronto Sun are included in the consolidated financial results from May 10, 1982. Newspaper publishing and printing revenues for the period were \$69.7 million and operating income was \$5.7 million. Although circulation was ahead of last year in all three newspapers, advertising linage was below 1981 in Toronto and Edmonton. Retail advertising linage did, however, achieve record levels in the fourth quarter of 1982. Operating



income increased over 1981 as a result of revenue increases together with savings on newsprint and continued cost controls.

#### Broadcasting

Broadcasting revenues of \$51.4 million were ahead of 1981 by 8%. Operating income increased by 3%.

CFCN-TV, the Company's Calgary television station, reported strong advances in revenues and operating income in 1982. However, the results of the Alberta radio operations were down due to reduced retail advertising revenues and the start-up losses of the new Edmonton FM station.

Operating income of the Ontario radio operations was comparable to 1981 on an increase in revenues of 8%. The operating results of the Ottawa radio stations continued to improve in 1982 and the Halifax radio stations reported an increase in revenues of 14%.

#### Cable Television

Revenues of \$92.6 million surpassed 1981 revenues by \$22 million or 31%. Operating income was \$23.8 million, an increase of 24% over 1981.

The revenues of the United States cable operations increased by 46% and operating income increased by 35% due primarily to growth in Suburban Cablevision, the Company's New Jersey franchise. Although basic subscribers and total revenue in the Michigan operations increased over 1981, pay penetration rates have decreased, largely as a result of the depressed economic conditions in Michigan.

During 1982, the Company incurred costs of \$1.5 million on franchise applications in the United States compared to \$1.1 million in 1981. No significant franchising activities are anticipated in the United States in 1983.

Revenues in the Ontario cable operations increased by 12% as a result of increases in both the number of subscribers and the basic rate. Pay television was introduced in the Toronto franchise area in February 1983.

#### Business Forms

Business forms revenues increased 4% to \$77.9 million in 1982. Operating income was \$8.2 million, down 12% from 1981. The operating return on revenue has decreased to 10% from 12% in 1981 and operating return on average net assets employed has decreased from 25% to 19%.

Revenues in the Canadian business forms operations decreased marginally from 1981 in spite of the acquisition of a 70% interest in Genform Limited of Edmonton. Operating income was 23% below 1981 results. The economic recession in Canada and consequent increase in competitive activity has severely affected operating margins as the industry attempts to increase utilization of excess capacity through price competition. As a result, gross profit margins were generally below those recorded in 1981.

The operating income of Transkrit, the Company's United States business forms operation, was ahead of 1981 on a 12% increase in sales. However, gross profit margins were below 1981 due to the economic conditions and resultant increase in competitive activities.

#### Other Operations

Revenue from trade shows, radio paging, wholesale distribution of books and other communication services declined by \$1.5 million, or 6% in 1982. 1981 revenues included the results of the National Industrial Production show which is held every two years.

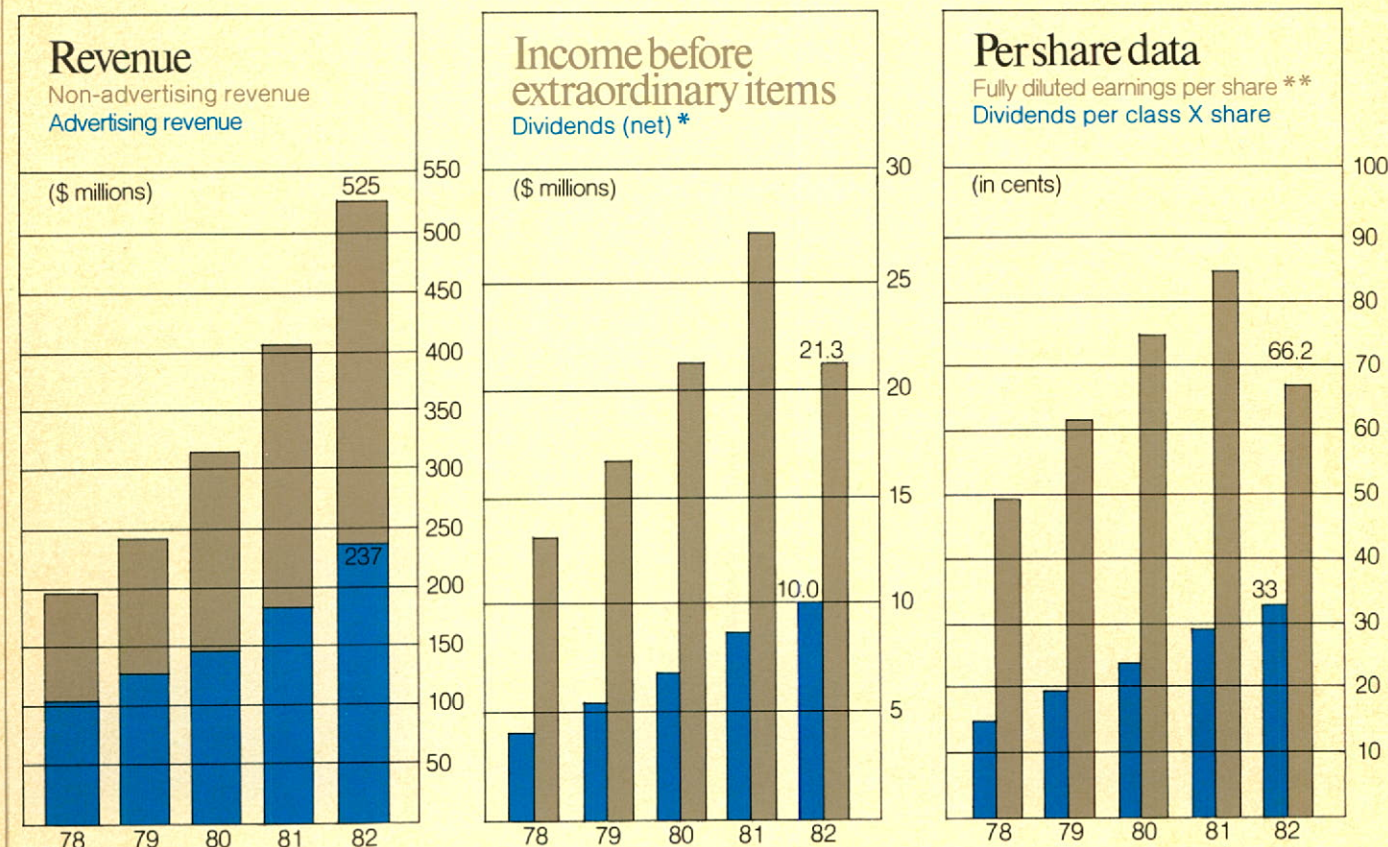
The trade show operations had a successful year, primarily due to the income from the Ottawa computer show (acquired in July, 1982) and the Toronto computer show. However, the results of radio paging, book distribution, Financial Post conferences and seminars were below 1981, more than offsetting the trade show gains.

#### Interest Expense

Interest expense has increased 34% from \$18.0 million in 1981 to \$24.2 million in 1982 on increased borrowings incurred to finance acquisitions and U.S. cable television capital expenditures. The Company benefited from the reduction in interest rates that occurred in the second half of the year. The Canadian bank prime rate decreased from an average of 19.5% in 1981 to an average rate of 16.0% in 1982 and the United States bank prime rate decreased from an average of 18.8% to 14.8%. Normally, the Company is able to borrow at rates somewhat below prime through the use of various options such as bankers acceptances and loans based on the London Interbank Offered Rate (LIBOR).

#### Income and Other Taxes

The effective tax rate on consolidated net income was 50% in 1982 compared to 48% in 1981. The increase in the effective tax rate is



\* Adjusted for dividends on shares eliminated to reflect the Company's indirect interest in its own shares.

\*\* Based on effective number of shares outstanding after elimination for indirect interest in own shares.



# Segmented Information

(dollar amounts in thousands)

	Operating Return on Revenue		Year-end Net Assets Employed*	Operating Return on Average Net Assets Employed	
	1982	1981	1982	1982	1981
<b>Geography</b>					
Canada	13.4%	17.1%	\$194,008	31.3%	59.5%
United States and United Kingdom	11.5%	13.2%	139,606	12.8%	14.8%
Total	12.9%	15.9%	\$333,614	23.0%	33.7%
<b>Industry</b>					
Periodical publishing and printing	5.6%	9.3%	\$ 28,546	39.3%	63.6%
Newspaper publishing and printing	8.1%	—	89,915	9.0%	—
Broadcasting	28.7%	30.3%	25,562	63.2%	75.8%
Cable television	25.7%	27.2%	138,386	18.7%	19.1%
Business forms	10.5%	12.4%	41,855	19.4%	25.0%
Other	14.4%	16.6%	9,350	38.5%	53.1%
Total	12.9%	15.9%	\$333,614	23.0%	33.7%

\* "Net Assets Employed" represents total assets (excluding short term investments and long-term receivables and investments) less current liabilities, unearned net publishing revenue and deferred income taxes.

due largely to a greater proportion of income being earned in Canada which has a higher effective tax rate than the United States. In addition, the amount of goodwill amortization and other adjustments arising on consolidation, which are not deductible for tax purposes, has increased over 1981 due to the acquisitions made in 1982.

In addition to the \$23.9 million reported in the Consolidated Statement of Income as income tax expense, the Company made other tax payments of over \$22 million during the year. These included payments of employment taxes, property taxes, capital taxes, licenses and other government mandated fees but excluded all federal and provincial sales taxes included in the price paid for goods purchased by the Company. Income and other taxes, excluding sales taxes, consumed approximately 9% of total revenues.

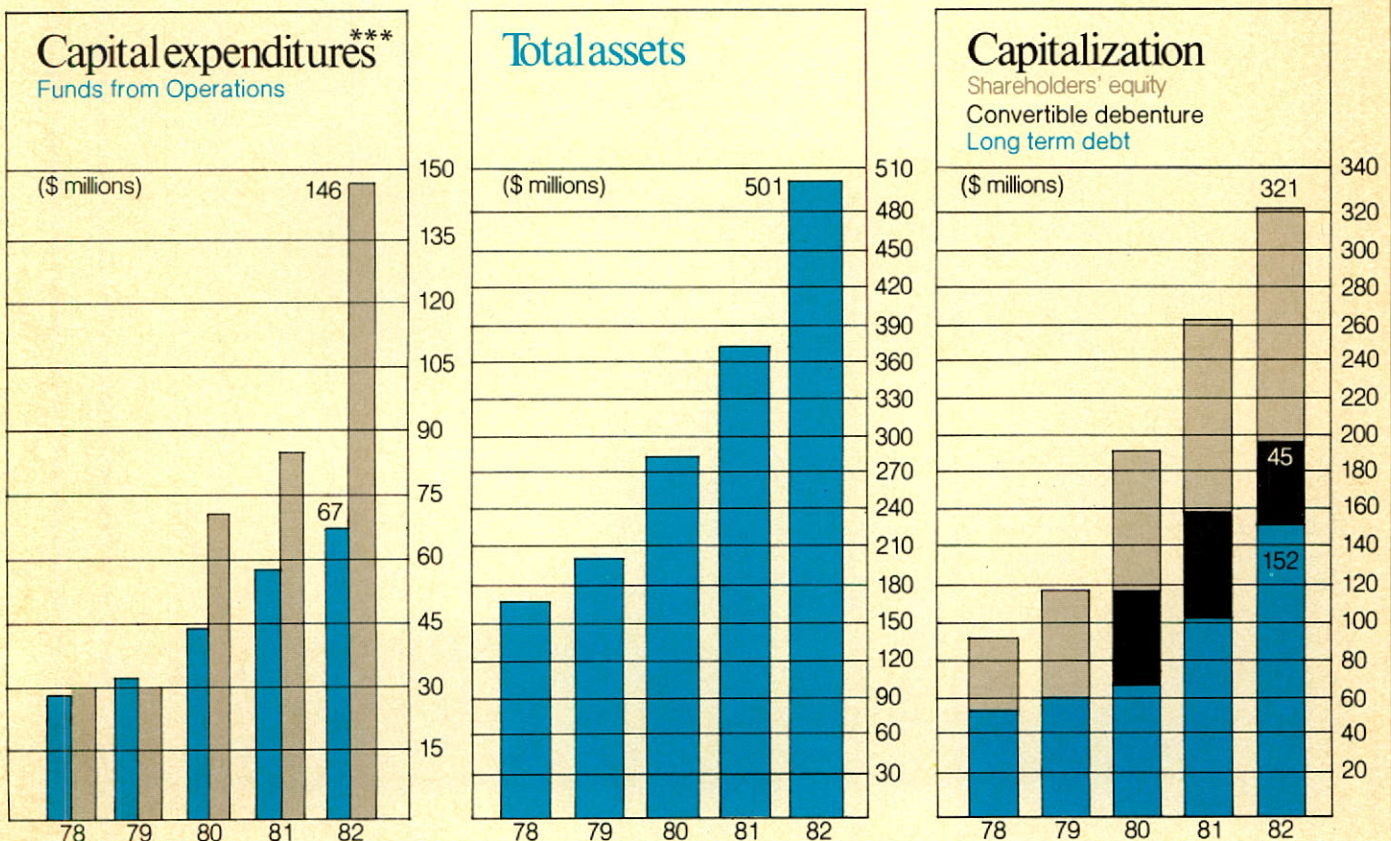
The Company also collected over \$38 million on behalf of various governments in 1982, including income taxes and other deductions from employee earnings.

## Minority Interest

Minority shareholders' interest in the income of certain of the Company's subsidiaries has increased from \$1.0 million in 1981 to \$3.0 million in 1982 and their share of the underlying equity of these subsidiaries has increased from \$3.7 million to \$32.6 million. These substantial increases largely reflect the 50% interest in the Toronto Sun not held by the Company.

## Interest and Other Income

Interest and other income totalled \$4.1 million in 1982 compared to \$5.7 million in 1981. The reduction in interest income, resulting



\*\*\* Includes purchase price of business acquisitions



from the liquidation of short-term investments to acquire the Toronto Sun and the Jasper Group of companies and to finance the capital expenditures of the U.S. cable operations, was partially offset by interest income earned by the Toronto Sun on the proceeds of the issue of treasury shares to Maclean Hunter Limited.

#### Sources and Applications of Working Capital

Funds generated from operations increased from \$58.4 million in 1981 to \$66.8 million in 1982. An increase of \$11.8 million in long-term debt and proceeds of \$6.5 million on the sale of land in Calgary were the other major sources of working capital.

The major applications of working capital were purchases of property, plant and equipment (\$74.7 million), acquisitions of businesses (\$71.7 million) and payments and current maturities of long-term debt (\$26.7 million).

The Company's working capital decreased by \$32.8 million from \$57.7 million in 1981 to \$24.9 million in 1982, reflecting the financing of a part of business acquisitions and capital expenditures from working capital. The current ratio (current assets divided by current liabilities) at the end of 1982 was 1.3:1 compared to 1.9:1 at the end of 1981.

Capital expenditures during 1982 and 1981 are summarized below:

	1982	1981
	\$000's	\$000's
Acquisitions		
The Toronto Sun Publishing Corporation	54,848	
Others	16,828	19,447
	71,676	19,447
Property, plant and equipment		
Cable television:		
Canada	8,790	7,780
United States	33,303	40,690
	42,093	48,470
Periodical publishing and printing	9,148	10,659
Newspaper publishing and printing	16,576	
Other	6,865	6,283
	74,682	65,412
	146,358	84,859

#### Dividends

Dividends were increased in 1982 in accordance with the Company's policy of paying dividends equal to approximately 40% of the previous year's after-tax earnings. Dividends on the Class X shares increased 15% from 28.75¢ in 1981 to 33.0¢ in 1982. The dividend on the Class Y shares was 38.0¢ (33.75¢ in 1981), representing the amount paid on Class X shares plus a preferential dividend which is equal to the lesser of 5¢ per share per annum and 20% of the dividend per share on Class X shares.

Shareholders have the option of receiving dividends in cash, as a stock dividend in the class of shares held, or as a stock dividend payable in special Class C shares which are immediately redeemed upon their issuance. In 1982, the Company introduced a new dividend plan under which shareholders may elect to invest cash dividends in new shares of the same class or receive shares of the same class as stock dividends in lieu of cash dividends. In either case, the shares are acquired at 95% of their average market value.

The Company believes that the current dividend level is appropriate in light of 1982 results and demonstrates the Company's confidence in future prospects.

#### Capital Structure

The following is a summary of the Company's capital structure:

	December 31			
	1982		1981	
	\$000's	%	\$000's	%
Assets				
Working capital	24,944	6	57,669	19
Long-term receivables and investments	12,290	3	13,527	4
Property, plant and equipment	276,799	67	174,390	57
Goodwill and other assets	98,357	24	62,034	20
	412,390	100	307,620	100
Financed by				
Long-term debt	152,076	37	112,257	37
Shareholders' equity	124,162	30	104,947	34
Convertible debentures	44,971	11	47,194	15
Minority interest	32,575	8	3,704	1
Deferred income taxes and unearned net publishing revenue	58,606	14	39,518	13
	412,390	100	307,620	100

The debt to equity ratio (long-term debt in relation to total shareholders' equity) was 1.6:1 at December 31, 1982 compared to 1.5:1 at December 31, 1981 reflecting increased borrowings to finance acquisitions. Assuming full conversion of the 8½% convertible debentures, the debt to equity ratio would be approximately 1:1.

During 1982, \$2.2 million of the convertible debentures were converted to Class X shares. Should the quoted market value of the Class X shares exceed \$9.69 per share, after June 15, 1983, the Company has the option of calling these debentures for redemption. At this time, the holders may convert their debentures into Class X shares at a conversion price of \$7.75.

Long-term debt (including the portion due within one year) increased by \$47.3 million to \$163.9 million as at December 31, 1982.

During the year, Canadian long-term debt increased by \$40.0 million to \$51.3 million. Approximately \$23 million of this increase resulted from the inclusion of the long-term debt of the Toronto Sun in the consolidated financial statements, with the remainder of the increase largely being debt incurred to finance the Toronto Sun acquisition.

The weighted average interest rate on the fixed rate and the floating rate Canadian debt as at December 31, 1982 was 10.8% and 12.2%, respectively.

Debt in the United States increased from \$105.2 million at the end of 1981 to \$112.6 million at the end of 1982 due to additional bank debt incurred to finance the construction of U.S. cable systems and to acquire an additional 6% interest in Suburban Cablevision. Bank revolving lines of credit in the United States amounted to U.S. \$85 million of which U.S. \$49 million had been drawn down at the year-end. The weighted average interest rate on the floating rate U.S. debt as at December 31, 1982 was 12.0% compared to 14.7% at the end of 1981. The weighted average interest rate on the fixed rate debt at the year-end was 12.7%.

Approximately 45% of the total debt outstanding at December 31, 1982 was in the form of bank indebtedness with principal repayable between 1984 and 1986. The Company is monitoring opportunities to replace some of this indebtedness with medium-term fixed rate debt. Subsequent to the year-end, U.S. \$15 million of the U.S. floating rate debt was converted into a four year term bank loan with an interest rate of approximately 12%. Bank indebtedness which is not locked into medium-term debt will be repaid out of operating cash flows.

The Company's share capital is divided into Class X participating voting shares and Class Y participating non-voting shares. The Class Y shareholders are currently receiving dividends equal to those paid to Class X shareholders plus an additional 5¢ per share



per annum. The Class Y shares are listed on the NASDAQ over-the-counter trading system in the United States as well as the Montreal and Toronto stock exchanges in Canada and are particularly suited to non-Canadian investors. The Company must maintain a specified degree of Canadian control in order to obtain and renew broadcasting licenses and to maintain the status of its publications as Canadian periodicals for purposes of the Income Tax Act (Canada).

### Outlook for 1983

The road to recovery in 1983 will be difficult due to continued weakness in the advertising revenues of the periodical publishing and broadcasting operations. The upturn in advertising expenditures traditionally lags behind the recovery in the economy and consequently an upturn in the North American economy in the first half of 1983 would not affect advertising revenues until later in the year. However, the benefits of cost control measures introduced in 1982 are being felt in 1983.

Current soft demand in commercial printing and business forms markets will prevent a quick recovery in these operations, and recovery in the second half of 1983 will depend on a general upturn in the Canadian economy.

The revenues and operating income of the U.S. cable television operations will continue to grow strongly in 1983 because of subscriber growth in the New Jersey and Michigan cable systems. The Company does not anticipate making applications for further large cable television franchises in the United States in 1983. Expansion into new systems will come through acquisitions as suitable opportunities arise. The increase in pay television revenues in 1983 is very much dependent on consumer confidence in the United States.

The Company introduced pay television to the Ontario cable operations in February, 1983 and present indications are that subscriber interest will be high.

The Company will benefit in 1983 from the reductions in interest rates that occurred in the second half of 1982 and early 1983. In addition, based upon present plans, significant increases in long-term debt are not anticipated.

In March 1983, the Company signed an agreement to acquire 100% of the shares of HP Publishing Co., Inc., of New York which publishes Hospital Practice, a monthly magazine for physicians, and related products.

An agreement has been signed to sell the Company's head office location in Toronto (having a book value of approximately \$4.0 million) for \$26.5 million, with the closing scheduled for the end of April, 1983. At that time, an extraordinary gain will be recorded resulting in a large increase in the shareholders' equity of the Company. The Company has entered into a long-term agreement to lease premises for its Canadian periodical publishing and head office operations at the new Maclean Hunter Building (part of the College Park development at Bay and College Streets in downtown Toronto). The move to the new location is presently under way.

Planned capital expenditures in 1983 are estimated at approximately \$60 million, including the acquisition of HP Publishing. Over one half of these expenditures will be in cable television as the Canadian systems upgrade their equipment to handle pay television and construction of existing cable franchises in the United States is completed. These capital expenditures will be financed primarily through cash generated from operations supported by existing bank lines of credit.

## Selected Segmented Historical Comparisons

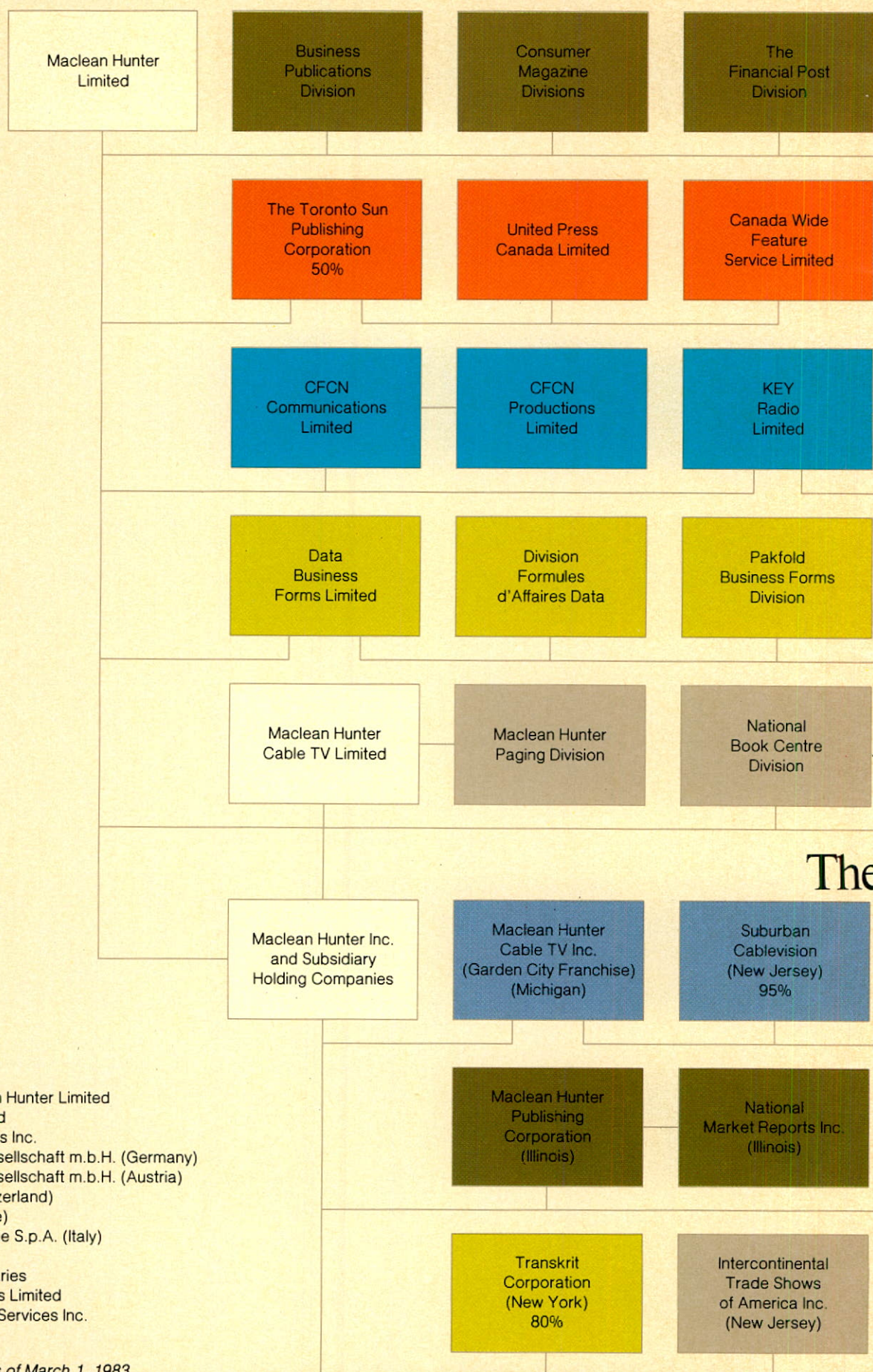
### Segmented Operating Income

	1982	1981	1980	1979	1978
	(dollar amounts in thousands)				
<b>Geography</b>					
Canada	\$50,518 75%	\$48,472 75%	\$34,576 72%	\$28,821 78%	\$22,442 79%
United States and United Kingdom	17,089 25%	16,571 25%	13,754 28%	8,334 22%	5,968 21%
Total segmented operating income	\$67,607 100%	\$65,043 100%	\$48,330 100%	\$37,155 100%	\$28,410 100%
<b>Industry</b>					
Periodical publishing and printing	\$11,660 17%	\$17,746 27%	\$12,913 27%	\$ 9,577 26%	\$ 8,186 29%
Newspaper publishing and printing	5,666 9%	—	—	—	—
Broadcasting	14,741 22%	14,379 22%	10,179 21%	8,977 24%	7,270 25%
Cable television	23,770 35%	19,230 30%	13,795 29%	13,005 35%	9,640 34%
Business forms	8,165 12%	9,288 14%	8,328 17%	2,986 8%	2,203 8%
Other	3,605 5%	4,400 7%	3,115 6%	2,610 7%	1,111 4%
Total segmented operating income	\$67,607 100%	\$65,043 100%	\$48,330 100%	\$37,155 100%	\$28,410 100%

Segmented operating income is defined as income before interest on long-term debt, income taxes, minority interest, interest and other income, share of net income of affiliated companies and extraordinary items.



# Maclean Hunter Corporate Structure Canada



## Affiliated Companies

Interest owned by Maclean Hunter Limited

KEG Productions Limited

Quality Service Programs Inc.

Media-Daten Verlagsgesellschaft m.b.H. (Germany)

Media-Daten Verlagsgesellschaft m.b.H. (Austria)

Media-Daten A.G. (Switzerland)

Tarif Media S.A. (France)

Dati e Tariffe Pubblicitarie S.p.A. (Italy)

Paul Mulvihill Ltd.

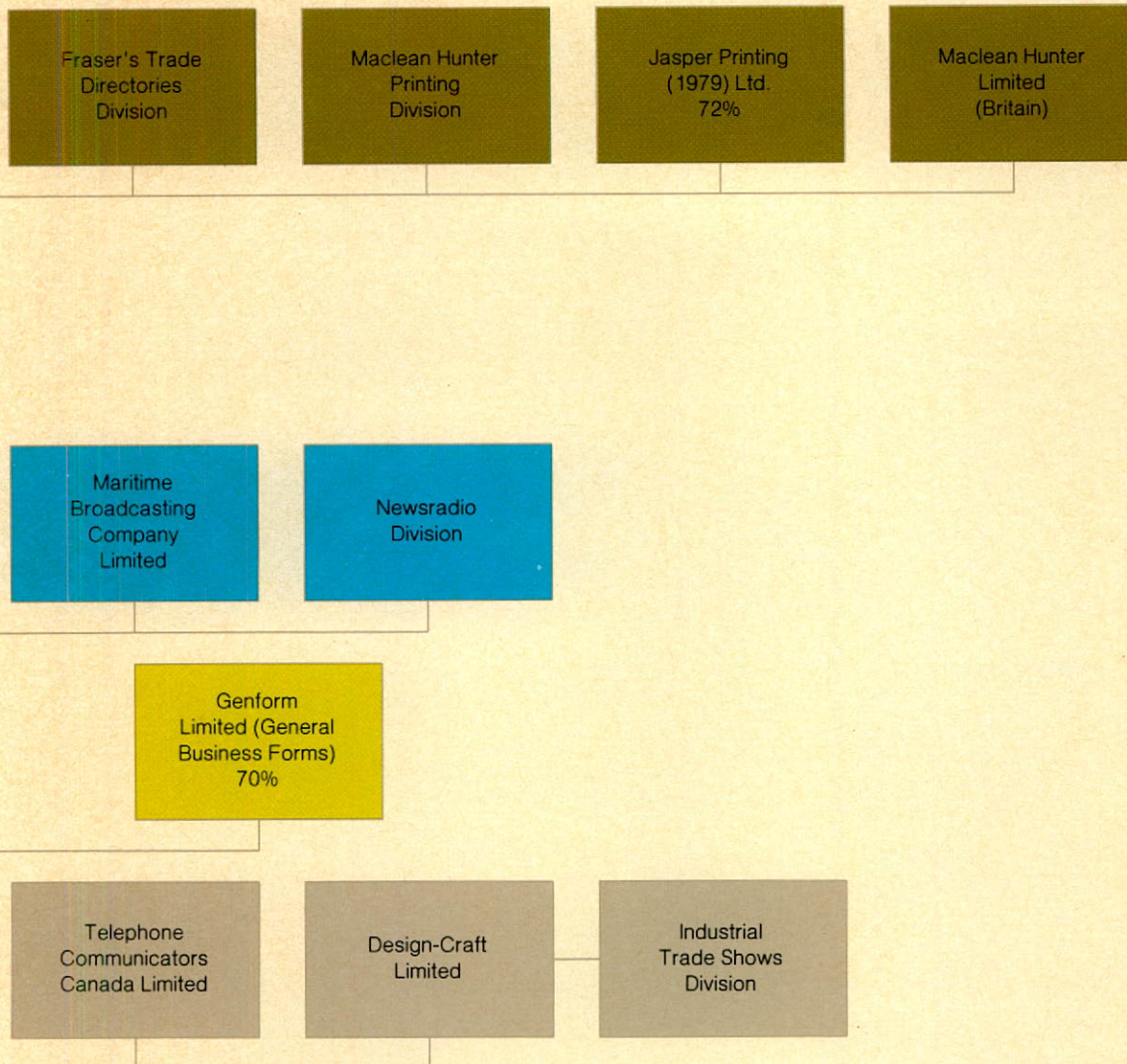
Interest owned by Subsidiaries

Maclean Hunter Holdings Limited

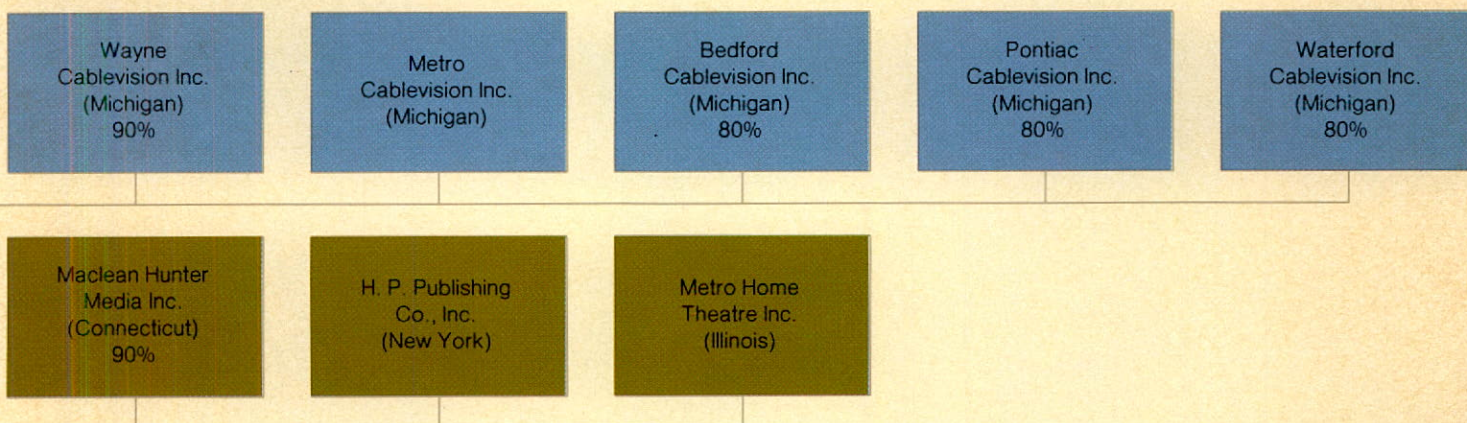
International Exposition Services Inc.



## and the United Kingdom



## United States





# Business Publications

The Business Publications Division of Maclean Hunter now publishes 76 publications, directories, and journals, serving Canadians from coast to coast. The division is headquartered in Toronto, with additional offices in Montreal, Ottawa, Vancouver, Edmonton and Calgary.

Nineteen eighty-two profits did not measure up to the record levels achieved in 1981. Savings in operating expenses were more than offset by a 3% decline in revenue.

The decline became progressively worse throughout the year. However, there were some highlights.

Strong growth was experienced in the medical field, and The Medical Post benefited from this. Home Goods Retailing, in contrast to the industry it serves, enjoyed a successful year. Canadian Hotel & Restaurant, L'Hospitalité, Hardware Merchandising, Quincaillerie Matériaux, Canadian Printer & Publisher and the three publications in the data processing field—Canadian Datasystems, Data Product News, Software Canada—experienced substantial growth.

The publications hardest hit

were those serving the industrial and resource fields.

New publications launched in 1982 include Canadian Clinical Laboratory, Canadian Directory of Software, Energy Equipment News, and the aforementioned Software Canada. Because of soft current markets and uncertain futures, the division ceased publication of Sporting Goods Canada, and Energy Forum was suspended following the summer issue. The Canadian distribution rights of Databook 70 were taken over by its U.S. publisher.

Staff members were awarded 14 Kenneth R. Wilson Awards in 1982, which are presented for editorial and graphic achievement in the business press. In Montreal, L'Association des Journalistes de la presse Spécialisée presented two awards to Maclean Hunter staff members.

Operating changes made

**Left to right: Charles Wilson, Asst. Vice-President, Business Publications Division; Ronald Smith, Asst. Vice-President, Business Publications Division.**



during the past year include the creation of a computer systems development group, formed to maintain and enhance the division's computer systems, and to investigate and develop new technology.

Subscription revenue held up well during 1982, and has shown an improvement over levels attained in 1981.

The effects of many cost-saving measures put in place during the year will be felt during 1983. Cost control is tight.

Improved results for the Business Publications Division are, to a considerable extent, dependent upon an upturn in the Canadian economy. When the economy improves, the positive effects will be felt in two stages. As consumer spending increases, the division's merchandising publications should feel the impact relatively quickly. A somewhat slower

turnaround should be anticipated for the industrial and resource publications.

As the economic picture brightens, the division will continue with its policy of launching new publications. Until the recession, an average of four new publications a year were introduced. This growth pattern should continue over the next five years.

The division reviews its markets and publication strategies constantly to ensure that publications adapt to changing conditions, and to assess the merits of continuing investment based on medium- to long-term market potential.

The company places a strong emphasis on improving market share and being the lineage leader in the markets it serves. In 1982, 73% of the division's publications were lineage leaders in their markets.

## Consumer Magazines

Nineteen eighty-two was the most profitable year in the history of the Maclean Hunter Consumer Magazine Division.

The division publishes Maclean's, Chatelaine, Flare, Châtelaine (French), City & Country Home, L'Actualité, New Mother and Mère Nouvelle for consumer markets. In addition, it publishes six special-interest recreational and service magazines: Ski Canada, Canadian Yachting, Pacific Yachting, Sailing News, B.C. Outdoors and Western Fisheries. These magazines are published out of Toronto, Vancouver, and Montreal. Program Guide, a monthly pay TV Guide for cable television systems, is published in the U.S.

In anticipation of the North American economic downturn late in 1981, measures were taken to control costs and spending. Because of this, and because consumer spending was more buoyant than industrial and business spending, operating income for the year increased 22% over 1981. Revenues increased 13% over the year previous. It is important to note that one third of 1982 consumer magazine revenue was

contributed by readers as opposed to advertisers.

Individually, lineage and reve-





nues for Maclean's and Chate-laine were up over 1981 and growth in operating profits surpassed expectations. However, Flare, L'Actualité and Châtelaine showed some decline in both lineage and revenue.

The division added City & Country Home to the consumer magazine group in the fall of 1982. The new magazine has been well received by readers and advertisers, with subscription orders exceeding projections. Throughout 1983, investment will continue to be made in this publication. Frequency will likely be increased and the magazine should be profitable by 1984. In 1982, the division sold Audio Canada and Photo Canada.

Program Guide has enjoyed acceptance throughout the United States since its introduction in June, 1981, and at 1982 year-end served eight cable systems and 296,000 subscribers. The publication, produced on a fully computerized basis, is expected to show a profit in 1983.

**Left to right: Bruce Drane, Publisher, Chate-laine; Donna Scott, Publisher, Flare; James Miller, Publisher, Maclean's; Jean Paré, Publisher, L'Actualité.**

A circulation base of 600,000 is anticipated by December, 1983.

Maclean Hunter's special-interest magazines experienced a difficult year with reduced revenues, resulting in losses. The specific recreational fields these magazines are published for, such as skiing and yachting, have been adversely affected by both natural and economic conditions throughout 1982.

In 1982, a computerized advertising information and accounts receivable control system was introduced in the division. The system is designed to generate more accurate management information, and speed up the billing process.

In May, L'Actualité was awarded four gold awards and three silver National Magazine Awards, and both Chate-laine and Châtelaine received silver awards.

The Consumer Magazine Division has a positive outlook for 1983. There is no doubt business will continue to be difficult but the division expects to exceed profit levels of 1982.

## Financial Post

The 1982 recession and stock market decline had adverse effects on all areas of The Financial Post Division. Although operating expenses were reduced quickly and substantially, 1982 operating income for the division was 40% of the record level achieved in 1981 and division revenue was off by 4%.

The Financial Post newspaper slightly improved its market share in 1982 against its two major competitors.

In September, The Post moved the printing of its Western edition to the Edmonton facility of The Sun with positive effects in terms of distribution costs and efficiency.

The Financial Post Magazine moved closer in 1982 to its goal of monthly frequency, and will appear monthly in 1983.

Although the conference market was severely hurt by the recession, the success of "Saskatchewan: Open For Business" proves that when the subject of a conference is timely and pertinent, corporate and public sector leaders are prepared to participate. This conference generated the largest revenue ever for a Financial Post conference.

Launched just as the 1982 downturn took place, The Magazine That's all About Small Business got off to a rocky start; advertisers, feeling the pinch, were not eager to change marketing plans to support the early issues. However, two issues were profitable in 1982 and the early issues of 1983 experienced further advertiser support.

Uncertainty in financial markets led to smaller sales of some printed publications produced by Financial Post Commercial Operations, but Canadian Daily Quotation Service Limited reported good results from its monthly bond pricing service. Investor's Digest continues to make a contribution to the division's results, although the stock market decline in the first several months of 1982 was reflected in somewhat reduced circulation.

The successful introduction of an electronic editorial text management system into The Post's Toronto office during 1982 was a major step in

*continued*

**Left to right: Neville Nankivell, Editor-In-Chief, The Financial Post; Amy Booth, Quebec Editor, The Financial Post.**





streamlining editorial production. An examination of the benefits of linking the system with The Post's branch offices has been completed.

The Post also announced the first of a series of software products for personal computers, Micro Post 1. This service will provide Post customers with access to a data bank of corporate and market information. The division's investment data bank continues to be a base for growth in electronic publishing.

## Fraser's

The 1982 issue of Fraser's Trade Directories, a three-volume general industrial trade directory, was the largest, most profitable issue in its 70-year history. Advertising revenues reached an all-time high.

Circulation is down considerably compared to 1981, due to the reduced number of businesses still operating. This trend is expected to continue throughout 1983.

In order to replace the advertising and circulation revenue lost because of this trend, Fraser's will be looking at new markets as well as striving to penetrate existing areas more deeply.

## International Publishing

MH's international publishing operations are based in Chicago; Stamford, Connecticut; New York City; and London, England. In all, they publish 29 business publications and provide related services. The company also owns 50% of five advertising-rate-and-data publications in Austria, France, Germany, Italy and Switzerland.

**Chicago.** MH Chicago produces nine publications and a group of vehicle-pricing guides.

Total advertising pages were down substantially. The construction publications were particularly hard hit, while Dog World, Coal Mining & Processing, and the packaging publications had more success. National Market Reports, which publishes a group of vehicle-pricing guides, performed well.

While short-term growth for the Chicago group is restrained by the weak automobile and construction industries, the long-range outlook appears bright.

**Stamford.** MH Media in Stamford, Connecticut, publishes Progressive Grocer and C-Store Business, and sells grocery industry information through its Information Sales Division.

MH Media revenue increased 11% over 1981, excluding revenues from the MH Learning Resources unit, sold to Macmillan Publishing Company Inc. for \$3.3 million.

Progressive Grocer had a record-breaking year in terms of revenue. C-Store Business also set a revenue record and gained substantially in market share.

MH Media relocated from New York to Stamford, Con-

necticut, in early 1983, for a more efficient and cost-effective operating environment.

**New York.** In March, 1983, MH acquired New York-based HP Publishing Company, Inc., publisher of the U.S. medical journal, Hospital Practice, with a circulation of 200,000 physicians. In addition, the firm publishes newsletters, clinical reviews, and textbooks. HP Publishing grossed approximately \$7 million in 1982.

**Europe.** MH London publishes 17 business publications. The British operations continued to be adversely affected by the lengthy economic recession. Towards the end of 1982, Off-shore Services & Technology was purchased and merged with The Oilman. The publication was relaunched in magazine format, as opposed to tabloid.

In contrast, British Rate and Data performed well.

British Plastics & Rubber was sold in 1982, and International Freighting Management was suspended early in 1983.

Economic conditions in Britain are not expected to improve during 1983. However, changes made within the organization in 1982 will hold costs down.

**Left to right: Russell Freeman, Publisher, Fraser's Trade Directories; Robin Cobb, Deputy Chairman and Managing Director, Maclean Hunter Limited (London, England); Dan Sember, President, Maclean Hunter Publishing Corporation; John Skeels, President and General Manager, Maclean Hunter Media Inc.**





# Newspapers

MH acquired approximately 50% of The Toronto Sun Publishing Corporation in 1982 for a purchase price of \$55 million. The Toronto Sun Publishing Corporation publishes three newspapers out of Edmonton, Calgary and Toronto.

MH has agreed that it will assume no control over the day-to-day management of The Toronto Sun for five years. MH's only involvement is having two members on The Toronto Sun board of directors.

Because Maclean Hunter is dealing on a hands-off basis with The Toronto Sun, this report on The Toronto Sun operation was prepared by Douglas Creighton, publisher:

"It has been difficult for anyone to express optimism in today's economic climate. Newspaper lineage in major newspapers in Canada has been hurt—more than any other year in the past several decades.

"In addition, there is competition the equal of which has not been seen in Toronto before. Three morning newspapers competing head to head against each other—a situation unique in North America.

"But the Sun, with its spirit

of togetherness, irreverence and hard work has, to date, at least produced results of which we are very proud.

"The Sun's year-end is the last Friday in April so, at the time of writing, we have completed three quarters. At this time, our profits were \$4,635,000, with earnings per share of 56¢. Incidentally, our year-end will change this year to the calendar year to correspond with Maclean Hunter.

"Our three newspapers have registered substantial cost savings in newsprint and our cost controls have been very effective, especially in the area of personnel where our three papers are now 70 staff under budget. However, this has been accomplished only through at-

**Left to right: Douglas Creighton, Publisher, The Toronto Sun Publishing Corporation; Donald Hunt, General Manager; Bob Clague, General Plant Manager, Jasper Printing; Bill McRae, Plant Manager, Maclean Hunter Printing.**

trition, with no layoffs.

"We anticipate a year-end somewhat better than last year. The business called the Sun has grown tremendously from its infancy 11 years ago in the Eclipse Warehouse. For the first full year, our revenues of just over \$4 million produced a profit of just under \$150,000. Last year, with the addition of two extra papers, our revenues were over \$100 million and our profits over \$4 million.

"All our employees who have been with us for a year or more are shareholders in the company and wages and employee benefits have risen from just over \$1 million in our first year

to over \$32 million in 1982.

"Our daily circulation in Toronto for our first full year averaged 69,000; today it's 247,356. In 1974, our Sunday paper, then a year old, averaged 140,000; today it's 443,292. Similar percentage circulation gains have been made in both Edmonton and Calgary.

"The Sun's profits are vibrant and we see them continuing into the next year. Our strength is, of course, people and our people are shareholders. And all of us are happy to welcome a new partner—Maclean Hunter."

J. D. CREIGHTON  
MARCH 8, 1983

# Printing

Maclean Hunter Printing, the largest printer of magazines and periodicals in Canada, has an enviable reputation as a specialty printer capable of quickly turning out large volumes of high quality work.

During 1982, the plant used 25,700 tons of paper, which is equivalent to almost 11 billion standard magazine pages.

In 1982, the plant installed a new 64-page web offset press, the largest and most up-to-date magazine press in Canada, and a Hell DC-350 laser scanner and page make-up system.

Maclean Hunter acquired six Edmonton-based companies in February, 1982, operating under the name of The Jasper Group of Companies, and is now the largest and most versatile sheetfed printing plant in Western Canada in terms of both equipment and sales.





# Broadcasting

MH's broadcast interests are located in Alberta, Ontario and Nova Scotia and include CFCN-TV in Calgary and Lethbridge, and radio stations CFCN-AM, CJAY-FM (Calgary), CJAX-FM (Edmonton), CKEY-AM (Toronto), CHYM-AM, CKGL-FM (Kitchener-Waterloo), CFCO-AM (Chatham-Wallaceburg), CKOY-AM, CKBY-FM (Ottawa) and CHNS-AM, CHFX-FM (Halifax).

Nineteen eighty-two was another good year for the broadcast division. Revenues increased 8%, bringing total division revenues to more than \$51 million. Start-up losses associated with the new radio station in Edmonton, together with cost increases caused by inflation, limited growth in operating income to 3%.

CFCN-TV performed well in 1982. After an excellent first half, advertising sales softened considerably in the third quarter, but rebounded in the last three months, primarily because of improved national advertising. For CFCN-TV,

maintenance of historic levels of profitability will depend on economic recovery in Calgary.

CFCN-TV's position as the top television station in the marketplace was reconfirmed in the fall audience ratings survey.

CFCN-TV also won a remarkable four first place gold awards at the March, 1983, Can Pro competition, with similar successes at the Alberta Motion Picture Industry Association competition. Filming has been completed on a major two-hour, made-for-TV movie, financed by CFCN-TV and produced, directed, scripted and performed by Canadian artists. The film will be broadcast during 1983.

**Left to right: Hal Blackadar, Vice-President and General Manager, CKOY/CKBY Radio; Ted Chapman, President, CFCN Communications Limited; Douglas Trowell, President and General Manager, CKEY and Executive Vice-President, KEY Radio.**

Private television broadcasters are being challenged to adapt to a changing and fragmenting marketplace. Pay TV, coupled with policy directives from the Minister of Communications, will compel broadcasters to offer a more diverse program schedule, increased Canadian content, while protecting their financial stability.

The federal government has expressed concern that Maclean Hunter owns broadcasting outlets in the Calgary market, as well as having a 50% interest in The Calgary Sun. There is absolutely no editorial or economic relationship between our broadcasting and newspaper interests. In addition, Calgary is one of the most competitive media markets in Canada. CFCN Communications has always been an excellent broadcaster in this market, and anticipates it can demonstrate it is in the overriding public interest, based on a long track record of significant service to the community, for Maclean Hunter to continue its broadcasting activities in Calgary.

Alberta radio results were mixed in 1982. In spite of increased on-air competition from other stations, CJAY-FM con-

tinues to hold a strong position in its market. In August, 1982, CJAX-FM, Edmonton, was launched, with an "urban country" format. It will be some years before CJAX achieves an appropriate return on investment, yet the company is making the necessary investment, to build the base for a long-term, high quality addition to MH's broadcast operations.

Overall, 1982 radio results in eastern Canada were encouraging, considering the "soft" marketplace. CHYM-AM and CKGL-FM, Kitchener, continue to lead in their marketplace. CFCO-AM, Chatham, maintains its leading role in its community, but is faced with a local marketplace which is heavily dependent upon automotive and related industries, and is suffering from the worst effects of the recession.

CKEY-AM, Toronto, maintained its audience and revenue position in 1982, a gratifying result considering the competition for both advertising revenue and audience ratings, particularly in the context of the evolution of FM listenership.

CKBY-FM, Ottawa, remains Canada's largest country station in terms of audience and had a very successful year. CKOY-AM, Ottawa, showed significant improvements in 1982. Further improvement is expected in 1983.

In spite of difficult local conditions, the company's two Halifax-based radio stations, CHNS-AM and CHFX-FM, held their own in 1982.

Prospects for 1983 for eastern radio stations are uncertain, with ever shorter lead-times in advance bookings, and greater emphasis on short-term advertising programs. However, we anticipate these stations will show some growth in profitability over 1982.

Newsradio, the "voice" service which supplies 40 Canadian radio stations with up-to-date coverage of news and current affairs, concluded its reorganization in 1982 and is seeking additional radio station clients in 1983. Maclean Hunter's radio stations spend approximately \$800,000 annually in support of Newsradio (approximately two-thirds of Newsradio's budget) and the company considers this to be an important contribution to Canadian radio broadcasting.





# Cable Division

The cable division maintained a strong growth pattern in 1982, which is expected to continue into 1983. The division's three operating groups, based in Ontario, New Jersey, and Michigan, are at various stages of maturity, providing steady growth in both revenue and profit.

MH's Canadian and U.S. cable franchises encompass approximately 925,000 homes, of which about 834,000 homes are presently passed by cable systems. At year-end, the company had 539,000 homes subscribing to the basic service in both countries, compared to 509,000 at the end of 1981.

Cable television appears less affected by economic fluctuations, as customers tend to maintain their cable services, in spite of recessionary times.

**Canada.** In Ontario, where the division's most mature group is based, the addition of 8,000 subscribers in 1982 resulted in an overall penetration level of 79%. Twenty municipalities are currently served by 16 cable systems in the Ontario group.

The division has signed agreements with all three pay TV licensees in Ontario. Initial

service began in February, 1983, and the response has been favourable. Plans are to extend the service to all Ontario systems by September, 1983, with an expected 35,000 subscribers by the end of the year.

MH does not expect pay TV in Ontario to be profitable in 1983, but does anticipate reaching a break-even position. Profit is expected by 1984.

The Federal Minister of Communications in March, 1983, issued a number of bold new policies for broadcasting in Canada which could have a very positive impact on the cable television industry. The statement included the following paragraph:

"Cable, drawing on satellites and over-the-air broadcasting, represents the most cost-effective means of significantly expanding the viewing choice of most Canadians, while at the same time ensuring that the broadcasting system remains indentifiably Canadian. This strategy calls for the entire range of new Canadian programming services and many foreign services to be made available over cable on a 'tiered'

basis, in addition to cable's continuing carriage of conventional services."

This new policy, coupled with the continuing installation of addressable decoders for pay TV subscribers, could provide a very interesting area for revenue growth in 1984 and 1985. The Minister of Communications appears determined to keep the Canadian cable TV industry in a very strong position to compete favourably with new technologies such as direct broadcast satellites. MH Cable TV is in a strong position to respond quickly and positively to this policy initiative.

**United States.** The U.S. group reported a basic penetration level of 48%, with 22,000 subscribers added in 1982. Currently, 56 municipalities are

served by the American group.

The Suburban Cablevision operation in New Jersey, while approaching the end of the period requiring considerable investment, offers further internal growth, and profit potential, as new homes and services are added to the system. In 1982, Showtime and Sportschannel were added to the system and MH's Program Guide cable listing magazine was introduced.

During 1982, the cable division acquired new franchises in Waterford, and Garden City, Michigan. There are no further plans to seek major market franchises at this time in the U.S., as there are very few attractive markets left, and those that do remain would take considerable time to become profitable.

During 1983, plans are to develop new sources of advertising revenue in the U.S. The New Jersey operation has been successful in this area in 1982.

The division anticipates 1983 will be another good year and will match the growth experienced in 1982. During the next five years, plans are to continue the expansion of the number of services available to subscribers in both the U.S. and Canada.

**Left to right: John Leachman, Vice-President, Michigan Cable Operations; Philip Patterson, Vice-President, Finance, Suburban Cablevision; Don Hinds, Vice-President, Operations, Maclean Hunter Cable TV Limited; Scott Colbran, Vice-President, Corporate Development, Maclean Hunter Cable TV Limited; John Haughey, Vice-President, Finance, Maclean Hunter Cable TV Limited.**





# Business Forms

Maclean Hunter's Canadian business forms operation is comprised of Data Business Forms Limited and its divisions: Data Business Forms, Brampton, Ontario, (formerly Source Data Control); Data Business Forms, Mississauga, Ontario; and Data Business Forms, Don Mills, Ontario; as well as Formules d'Affaires Data (formerly Savoy Business Forms) in St. Jean, Quebec; and General Business Forms in Edmonton, Alberta. Pakfold Business Forms is located in Niagara Falls, Ontario.

MH's U.S. business forms operation is Transkrit Corporation, with headquarters in Elmsford, New York. Transkrit also has operations in Fort Smith, Arkansas; Miami; Chicago; and Los Angeles.

**Canada.** Consolidated 1982 sales for the Canadian division were down from 1981, as was pre-tax operating profit.

The economic climate of 1982 was not a favourable one for the business forms industry, as many clients severely re-

duced their forms purchases. As a result, the business forms group experienced a margin squeeze. Somewhat less affected by this squeeze were the more mature operations, and MH's Canadian business forms operations managed to maintain their position in the industry, currently ranking fourth in market share.

Nineteen eighty-two was the first full year of ownership of General Business Forms in Edmonton. This operation is expected to play an important role in the growth of MH's Canadian forms operations.

General Business Forms moved into a new, 20,000-square-foot facility in Edmonton that effectively doubles the size of the operation. This, in combination with new press and collating units, enables General Business Forms to address western Canada with a full range of business forms products.

A 63,000-square-foot addition was added to the Brampton facility to accommodate the Mississauga operations, whose lease expires in 1983.

Poor economic conditions severely impacted operations in Quebec.

Nineteen eighty-three will be a year of challenges for the division, but the outlook continues to be positive. The division is equipped to serve its growing customer base with specialized or stock business forms. The increase of small office computers is expected to bring added business and leave a positive mark on the industry in the years to come.

**United States.** The 1982 revenues of Transkrit Corporation increased over 1981; operating income was even.

The Miami plant underwent

a realignment during the second half of 1982.

Good results were achieved in Transkrit's two major plants, based in Elmsford, New York, and Fort Smith, Arkansas.

A new plant is to be built in Brewster, New York, to replace the existing facility in nearby Elmsford.

Transkrit's financial position remains strong and future growth will be positively affected by the stability of the company's major plants, coupled with prospects for future improvement in Miami.

# Book Distribution

The National Book Centre is a wholesale distributor of cloth-bound and paperback books to

public libraries and elementary and secondary school libraries across Canada.

In 1982, sales were almost the same as the year previous, as were operating costs.

Sales increases during the year came from the public library market, particularly in the western and Atlantic provinces. The elementary and secondary school library market decreased in all areas of Canada, except Ontario.

Cost controls played a strong role in the division in 1982.

A restructuring of the mar-

**Left to right: John Hoyle, Vice-President and General Manager, Pakfold Business Forms; Robert Prior, Vice-President, Operations, Data Business Forms, Don Mills and Formules d'Affaires Data; Frank Neubauer, President and Chief Executive Officer, Transkrit Corporation; Ted Appleby, President, General Business Forms. George Harwood, President, National Book Centre.**





keting department in 1982 also resulted in reduced operating expenses. Telephone and direct mail marketing were introduced to the division and enabled National Book Centre to achieve more consistent coverage of the marketplace.

In the spring of 1982, the division introduced a French acquisition service which enjoyed moderate success in the educational market. Plans for 1983 include marketing this service to the public library market.

The division introduced a Standing Order Service late in 1982 and will sell the service to library systems across Canada in 1983. This service is designed to gather accurate scheduling and pricing information on publications produced annually.

The Standing Order Service

has been very well received and National Book Centre expects it will be firmly established by spring, 1983.

In 1983, Forthcoming Friends on Approval will be introduced. This is a book review and rating service for libraries.

Both the Standing Order Service and Forthcoming Friends on Approval were designed to accommodate the current trend in Canadian libraries to cut down on overall budgets while leaving funds allotted to the research budget intact.

National Book Centre will continue to monitor and adapt to various trends in the markets served. They anticipate future increases in profits will be generated exclusively from the Canadian public library market.

## Information Services

Telephone Communicators Canada markets products and services through telephone sales. Revenue from non-Maclean Hunter clients almost doubled during 1982. The outlook for the coming year appears good, as other selling methods continue to rise in cost, making direct response marketing techniques an attractive alternative.

The Maclean Hunter Research Bureau conducted 26 market and readership surveys during 1982 and seven major market reports were prepared.

Revenues and profits for Canadian Press Clipping Services achieved record levels during 1982. While the number of accounts decreased, the level of press clippings increased significantly.

Maclean Hunter Mailing Services, which provides the physical handling for direct mail programs, enjoyed an exceptionally good year, particularly in the last quarter, as customers mailed in advance of the postal rate increases early in 1983. Business from Maclean Hunter customers also contributed substantially.

In spite of the negative effect of the postal rate increases, Maclean Hunter Direct Mail Services' list rental revenues increased by 7% over 1981. Future plans include extending the services available, and offering

a direct sales consulting service.

Maclean Hunter Micropublishing sells information on microfilm to libraries and schools. The department's challenge for 1983 will be to continue to service a healthy client base with updated, current information.

## Trade Shows

During 1982, Industrial Trade Shows of Canada (ITS), produced 11 shows in Canada and one in the United States. The division acquired five shows from Whitised Publishing Limited during the year: B.C. Computer & Office Automation Show; Calgary Computer & Office Automation Show; Ottawa Computer & Office Automation Show; National Office Exhibition & Conference; Edmonton Computer & Office Automation Show.

This brings the total number of shows managed and produced by ITS to 20.

Two new shows were started during the past year, Chemexpo and Toronto Small Business Computer Showplace.

Design-Craft served as the official show service contractor for 70 shows in 1982.

International Exposition Services (IES) enjoyed an exceptional year in 1982. The smaller number of conventions scheduled for 1983, however, will make it difficult to surpass the 1982 results achieved.

## Paging

Maclean Hunter Paging, a leader in personalized radio paging in southwestern Ontario, now serves almost 15,000 subscribers, an increase of 9% over 1981.

The company offers tone and voice paging to many types of customers, notably those involved in service capacities. MH Paging is placing greater emphasis on customers buying their pagers, and then purchasing airtime from the company. This provides a definite cost-saving to the customer.

Maclean Hunter Paging, now offers a coverage pattern extending from Windsor to Bowmanville, and Fort Erie to Muskoka.

This operation continues to grow in spite of the economy. As the paging market expands, MH Paging will continue to be an important source of supply of paging services.

**Left to right: Nadine Lucki, General Manager, Telephone Communicators Canada Ltd.; Robert Gowdy, President, Design-Craft Limited; Douglas Richardson, General Manager, Maclean Hunter Paging.**





# Consolidated Statement of Income

Maclean Hunter Limited		For the year ended December 31, 1982 (with comparative figures for 1981)	
		1982	1981
<b>Operating revenue</b>			
Periodical publishing and printing		\$208,393,000	\$190,011,000
Newspaper publishing and printing		69,655,000	—
Broadcasting		51,392,000	47,477,000
Cable television		92,572,000	70,597,000
Business forms		77,859,000	74,756,000
Other		25,032,000	26,509,000
Total operating revenue		524,903,000	409,350,000
Operating expenses		424,771,000	323,427,000
Depreciation and amortization		28,417,000	18,316,000
Goodwill amortization		2,622,000	1,496,000
Cable television franchise application costs		1,486,000	1,068,000
Total operating expenses		457,296,000	344,307,000
<b>Operating income</b>		67,607,000	65,043,000
Interest on long-term debt		(24,210,000)	(18,029,000)
Income taxes (note 5)		(23,888,000)	(25,441,000)
Minority interest		(3,043,000)	(1,021,000)
Interest and other income		4,069,000	5,693,000
Share of net income of affiliated companies		743,000	887,000
<b>Income before extraordinary items</b>		21,278,000	27,132,000
Extraordinary items (note 6)		2,959,000	2,585,000
<b>Consolidated net income</b>		\$ 24,237,000	\$ 29,717,000
<b>Earnings per share (note 12(a))</b>			
Basic			
Income before extraordinary items		72.4¢	94.7¢
Consolidated net income		82.4¢	103.7¢
Fully diluted			
Income before extraordinary items		66.2¢	84.1¢
Consolidated net income		74.5¢	91.5¢

(See accompanying notes)



# Consolidated Statement of Changes in Financial Position

Maclean Hunter Limited

For the year ended December 31, 1982 (with comparative figures for 1981)

	1982	1981
<b>Sources of working capital</b>		
Operations —		
Income before extraordinary items	\$ 21,278,000	\$ 27,132,000
Items not affecting working capital:		
Depreciation and amortization	28,417,000	18,316,000
Deferred income taxes, long-term	6,243,000	5,131,000
Minority interest	3,043,000	1,021,000
Goodwill amortization	2,622,000	1,496,000
Other	1,917,000	2,406,000
Increase in unearned net publishing revenue	3,323,000	2,888,000
Total from operations	66,843,000	58,390,000
Increase in long-term debt	11,764,000	46,704,000
Proceeds on sale of land (note 6)	6,482,000	—
Issue of share capital on conversion of debentures	2,223,000	2,526,000
Proceeds on Metro Toronto News Group	—	5,690,000
Total sources	87,312,000	113,310,000
<b>Applications of working capital</b>		
Business acquisitions (note 3) —		
Total consideration	71,676,000	19,447,000
Deduct:		
Long-term debt incurred	36,846,000	13,053,000
Issue of share capital	585,000	1,763,000
Working capital acquired	26,823,000	2,235,000
Net outlay of working capital	7,422,000	2,396,000
Additions to property, plant and equipment	74,682,000	65,412,000
Payments and current maturities of long-term debt	26,690,000	16,343,000
Cash dividends	8,797,000	7,029,000
Conversion of debentures	2,223,000	2,526,000
Other, net	223,000	121,000
Total applications	120,037,000	93,827,000
Increase (decrease) in working capital	(32,725,000)	19,483,000
Working capital, beginning of year	57,669,000	38,186,000
Working capital, end of year	\$ 24,944,000	\$ 57,669,000

(See accompanying notes)



Macleon Hunter Limited (Incorporated under the laws of Ontario)

(See accompanying notes)



December 31, 1982 (with comparative figures at December 31, 1981)

**Liabilities and Shareholders' Equity**

	1982	1981
Current		
Bank loans, overdrafts and notes payable	\$ 11,522,000	\$ 6,366,000
Accounts payable and accrued charges	44,542,000	32,374,000
Long-term debt due within one year	11,801,000	4,303,000
Income and other taxes payable	7,637,000	11,040,000
Unearned cable television revenue	6,205,000	5,903,000
Deferred income taxes	4,013,000	3,205,000
Dividends payable	3,223,000	2,788,000
Total current liabilities	88,943,000	65,979,000
Unearned net publishing revenue	23,441,000	20,037,000
Long-term debt (note 9)	152,076,000	112,257,000
Deferred income taxes	35,165,000	19,481,000
Minority interest in subsidiary companies	32,575,000	3,704,000
Convertible debentures (note 10)	44,971,000	47,194,000
Shareholders' equity (note 12)		
Share capital	49,734,000	42,357,000
Class X (voting) - 29,895,746 shares (1981 - 29,362,678 shares)		
Class Y (non-voting) - 6,955,943 shares (1981 - 6,688,221 shares)		
Contributed surplus	1,527,000	1,527,000
Retained earnings	90,061,000	75,877,000
	141,322,000	119,761,000
Less the Company's interest in its shares held by subsidiary companies (note 11)	(17,160,000)	(14,814,000)
Total shareholders' equity	124,162,000	104,947,000
	\$501,333,000	\$373,599,000

On behalf of the Board:

Director

Donald G. Campbell

Director

A. J. Little



# Consolidated Statement of Retained Earnings

Maclean Hunter Limited	For the year ended December 31, 1982 (with comparative figures for 1981)	
	1982	1981
Retained earnings, beginning of year	\$75,877,000	\$55,001,000
Consolidated net income	24,237,000	29,717,000
	100,114,000	84,718,000
Dividends	12,399,000	10,769,000
Less dividends on shares eliminated to reflect the Company's indirect interest in its own shares	2,346,000	2,075,000
	10,053,000	8,694,000
Issue of Class Y shares as stock dividend (note 12(a))	—	175,000
Less dividends on shares eliminated to reflect the Company's indirect interest in its own shares	—	28,000
	—	147,000
Retained earnings, end of year	\$90,061,000	\$75,877,000

(See accompanying notes)

## Notes to Consolidated Financial Statements

Maclean Hunter Limited

December 31, 1982

### 1. Accounting policies

The financial statements of the Company have been prepared by management in accordance with accounting principles generally accepted in Canada, consistently applied. The principal accounting policies followed by the Company are summarized below.

#### Consolidation—

The accounts of subsidiaries (including The Toronto Sun Publishing Corporation) are consolidated with those of the Company from the date of acquisition using the purchase method.

Certain subsidiary companies hold an indirect interest in the shares of the Company. The Company's proportionate interest in the carrying value of such shares has been deducted from shareholders' equity. Earnings per share have been calculated based on the weighted average number of shares outstanding after the elimination of the Company's indirect interest in its own shares. Similarly, dividends declared, as shown in the Consolidated Statement of Retained Earnings, have been reduced by that portion of the dividends which relates to the Company's indirect interest in its own shares (notes 11 and 12(a)).

#### Investments—

Investments in affiliated companies (where significant influence is exercised) are recorded on the equity basis of accounting under which the Company includes its share of their earnings and losses in consolidated income annually. Dividends received are recorded as a reduction of the investments.

Investments in other companies are carried at cost.

#### Inventories—

Finished goods inventories are valued at the lower of cost and net realizable value. Printing materials are valued at the lower of cost and

replacement value. Cost is determined using the first-in, first-out (FIFO) method.

#### Property, plant and equipment—

Property, plant and equipment are recorded at cost. Interest on borrowings incurred for the construction of new facilities is capitalized.

For newly licensed areas within a cable television system located in the United States, all costs are capitalized prior to the prematurity period. During the prematurity period, the portion of the fixed system costs attributable to future operations is capitalized. The prematurity period begins with the first subscriber hook-up and ends when construction is planned to be substantially complete.

Depreciation is recorded at the following rates which are expected to allocate asset costs over the estimated useful lives:

Buildings	5% on diminishing balance
Cable television transmission and distribution equipment	
Canada	10 years straight line
United States	15 years straight line
Presses and other printing equipment	
Newspaper printing	15 years straight line
Other printing	10 years straight line
Broadcast equipment	generally 10 years straight line
Vehicles	20% to 30% on diminishing balance
Leasehold improvements	over the term of the lease
Other plant and equipment	10% to 20% on diminishing balance

#### Capital leases—

Leases which transfer substantially all of the benefits and risks of



ownership of property to the Company are accounted for as capital leases. The capitalized lease obligation reflects the present value of future rental payments, discounted at the appropriate interest rate. The amount capitalized as the cost of the asset is amortized on a straight-line basis over the estimated useful life of the asset.

#### Goodwill—

The excess of the cost of acquiring businesses over the value assigned to identifiable net assets acquired is included in goodwill. Goodwill is considered to have ongoing value and that portion arising prior to April 1, 1974 (\$11,700,000) is not amortized in the accounts. Goodwill arising subsequent to April 1, 1974 is being amortized on a straight-line basis over forty years. Goodwill is reduced when it is considered that a permanent impairment in its ongoing value has occurred.

#### Deferred charges and other intangible assets—

Debt issue expenses are amortized over the life of the related debt.

Other deferred charges (including long-term subscription costs) and intangible assets (including circulation and publication lists) are amortized over their estimated useful lives, generally two to five years.

#### Recognition of publishing revenue—

Revenue from publication subscriptions, less the related direct selling costs, is deferred and taken into income over the terms of the various subscriptions. As current assets will not be used to discharge any obligations to subscribers, no portion of this unearned net publishing revenue is included in current liabilities.

#### Translation of foreign currencies—

Foreign currency amounts (including the financial statements of foreign subsidiaries) are translated into Canadian dollars on the following basis:

- (a) Current assets and current liabilities at the approximate year-end rate of exchange (1982 — U.S. \$1 = Cdn. \$1.229; 1981 — U.S. \$1 = Cdn. \$1.186);
- (b) Long-term debt at the rates of exchange prevailing when the related proceeds are invested in operating assets;
- (c) Fixed assets and other long-term assets and liabilities at the rates of exchange prevailing when the assets are acquired or liabilities assumed;

- (d) Revenue and expenses (other than depreciation and amortization) at the average rate on a monthly basis; and
- (e) Depreciation and amortization on the same basis as the related assets.

Translation gains and losses are included in income.

#### Cable television franchise application costs—

Cable television franchise application costs are expensed as incurred.

#### Income taxes—

The Company provides for income taxes on the income reported in the Consolidated Statement of Income. Under this method, known as the deferral method of tax allocation, timing differences between income reported in the financial statements and taxable income result in deferred or prepaid taxes. Such timing differences occur when revenues and expenses are recognized in the accounts in one year but are taxed or claimed for tax purposes in another year. The tax effect of these timing differences is referred to in the Consolidated Statement of Financial Position as "Deferred income taxes".

The benefit from investment tax credits is accounted for as a reduction of income tax expense.

#### Earnings per share—

Earnings per share are calculated using the weighted average number of shares outstanding during the year after the elimination of the Company's indirect interest in its own shares.

Earnings per share on a fully diluted basis are calculated assuming that all of the Company's convertible debentures outstanding during the year had been converted at the beginning of the year and consolidated net income had been increased by the related after-tax interest expense.

## 2. Segmented information

The Directors have determined that the Company's operations can be segmented into periodical publishing and printing (magazines and business periodicals), newspaper publishing and printing, broadcasting (radio and television), cable television, business forms and other (including trade shows and other communications services). See table below.

### Segmented Information (\$000's)

	Industry segments						Total	Geographic segments	
	Periodical publishing and printing	Newspaper publishing and printing	Broadcasting	Cable television	Business forms	Other		Canada	United States and United Kingdom
<b>1982</b>									
Operating revenue	208,393	69,655	51,392	92,572	77,859	25,032	524,903	376,049	148,854
Operating income	11,660	5,666	14,741	23,770	8,165	3,605	67,607	50,518	17,089
Depreciation and amortization	3,736	4,023	1,329	15,529	2,597	1,203	28,417	16,080	12,337
Capital expenditures*	15,653	71,605	2,550	49,427	5,879	1,244	146,358	103,010	43,348
Identifiable assets	94,218	113,331	31,351	175,955	52,368	13,940	481,163	304,339	176,824
Add: Short-term investments							7,880		
Long-term receivables and investments							12,290		
Total assets							501,333		
<b>1981</b>									
Operating revenue	190,011		47,477	70,597	74,756	26,509	409,350	283,438	125,912
Operating income	17,746		14,379	19,230	9,288	4,400	65,043	48,472	16,571
Depreciation and amortization	2,076		1,139	11,745	2,267	1,089	18,316	9,973	8,343
Capital expenditures*	24,820		3,630	49,982	5,727	700	84,859	28,583	56,276
Identifiable assets	84,941		28,990	143,617	49,485	14,426	321,459	167,486	153,973
Add: Short-term investments							38,613		
Long-term receivables and investments							13,527		
Total assets							373,599		

\*Capital expenditures include additions to property, plant and equipment and the total purchase price of business acquisitions.



### 3. Business acquisitions

During the year, the Company and certain wholly-owned subsidiaries made the following business acquisitions:

#### Periodical publishing and printing—

Effective January 1982, the Company acquired an approximate 70% interest in The Jasper Group of printing companies. The Jasper Group is comprised of Jasper Printing (1979) Ltd., Regent Typographers Ltd., and Rapid Copy Limited, all based in Edmonton, Alberta.

#### Newspaper publishing and printing—

In May 1982, the Company acquired an approximate 50% interest in The Toronto Sun Publishing Corporation which publishes daily newspapers in Toronto, Ontario and Calgary and Edmonton, Alberta and is also engaged in commercial printing and in the syndication of newspaper features.

#### Cable television—

In March 1982, Maclean Hunter, Inc. acquired a further 6% interest in Suburban Cablevision, thereby increasing its interest in Suburban to 95%.

#### Business forms—

Effective January 1982, Data Business Forms Limited acquired a 70% interest in Genform Limited of Edmonton, Alberta, a direct sales company that manufactures quality snap-set and continuous forms.

#### Other—

In July 1982, Design-Craft Limited purchased three computer and two office equipment shows.

#### Business acquisitions summary:

Net assets acquired, at fair values:	
Working capital	\$26,823,000
Property, plant and equipment and other long-term assets	57,806,000
Goodwill	40,967,000
Interest formerly held by minority shareholders	670,000
Less: Long-term debt assumed	(17,899,000)
Deferred income taxes and other long-term liabilities	(9,593,000)
Minority interest in acquired net assets	(27,098,000)
Purchase price of net assets acquired	\$71,676,000
Financing:	
Cash and short-term investments	\$34,245,000
Issue of shares from treasury (note 12(a))	585,000
Long-term debt	36,846,000
	\$71,676,000
Goodwill purchased, by business segment:	
Periodical publishing and printing	\$ 6,596,000
Newspaper publishing and printing	25,079,000
Cable television	6,664,000
Business forms	1,581,000
Other	1,047,000
Total goodwill arising on acquisitions	\$40,967,000

### 4. Pension plans

The Company has pension plans covering substantially all of its employees which provide benefits, on retirement, related to remuneration and years of service.

Total contributions to plans charged to earnings for current service costs in 1982 were \$2,444,000 (1981 — \$2,645,000). The assets of the Company's pension plans as at December 31, 1982 were \$70,636,000 (1981 — \$61,140,000).

The latest actuarial reports show that, as at December 31, 1981, the net assets of the plans exceeded their actuarial liabilities by approximately \$3,736,000. Of this surplus, \$1,000,000 has been applied to current service costs in the year.

### 5. Income taxes

A reconciliation between income taxes calculated at the Canadian statutory rate and the income tax provision is as follows:

	1982	1981
Income taxes at Canadian statutory rate (including Ontario provincial income taxes)	\$24,587,000	\$26,958,000
Differences from statutory rate relating to:		
Investment tax credits arising on domestic and foreign operations	(959,000)	(1,830,000)
Manufacturing and processing profits credit	(769,000)	(679,000)
Adjustments arising on translation of foreign currency financial statements	(373,000)	(170,000)
Income tax rate differentials in other provinces	(372,000)	(349,000)
Inventory allowance	(216,000)	(151,000)
Amortization of goodwill and other adjustments arising on consolidation, not deductible for tax purposes	1,507,000	696,000
State income taxes of U.S. companies	500,000	490,000
Other	(17,000)	476,000
Total income tax provision	\$23,888,000	\$25,441,000

Details of the income tax provision are as follows:

	1982	1981
Current	\$16,837,000	\$20,052,000
Deferred	7,051,000	5,389,000
Total income tax provision	\$23,888,000	\$25,441,000
Canadian	\$22,255,000	\$23,664,000
Foreign	1,633,000	1,777,000
Total income tax provision	\$23,888,000	\$25,441,000

Investment tax credit carryovers of approximately \$4,980,000 (1981 — \$3,944,000), arising mainly in the Company's United States subsidiaries, have not been recognized in the accounts. These carryovers expire from 1987 through to 1997.

### 6. Extraordinary items

In January 1982, the Company sold a parcel of land in Calgary, Alberta for proceeds of \$6,482,000 cash resulting in an extraordinary gain of \$4,861,000 after provision for income taxes of \$1,572,000.

The Company's New York publishing operations relocated from New York City to Stamford, Connecticut in January 1983. An extraordinary loss of \$1,902,000 (net of income taxes recoverable of \$145,000), resulting primarily from the disposal of leasehold interests in New York, has been recorded in 1982.

### 7. Inventories

	December 31, 1982	1981
Raw materials and supplies	\$ 9,576,000	\$ 7,406,000
Work in process	3,123,000	3,655,000
Finished product	2,320,000	2,693,000
	\$15,019,000	\$13,754,000



## 8. Property, plant and equipment

	December 31,			
	1982		1981	
	Cost	Accumulated depreciation	Net	Net
Land	\$ 11,858,000	\$ —	\$ 11,858,000	\$ 5,251,000
Buildings	43,773,000	11,648,000	32,125,000	9,730,000
Cable television systems				
— transmission and distribution equipment	151,356,000	40,293,000	111,063,000	95,877,000
— deferred prematurity costs	15,365,000	2,308,000	13,057,000	10,405,000
Presses and other printing equipment	83,368,000	19,254,000	64,114,000	23,838,000
Broadcast equipment	21,534,000	10,980,000	10,554,000	8,838,000
Leasehold improvements	9,170,000	2,336,000	6,834,000	5,535,000
Vehicles	4,834,000	1,762,000	3,072,000	2,870,000
Other plant and equipment	36,102,000	11,980,000	24,122,000	12,046,000
	\$377,360,000	\$100,561,000	\$276,799,000	\$174,390,000

The above amounts include property, plant and equipment under capital leases (note 9) as follows:

	December 31,	
	1982	1981
Land	\$ 371,000	\$ 371,000
Plant and equipment	6,280,000	5,020,000
Less accumulated amortization	2,693,000	1,726,000
	3,587,000	3,294,000
	\$3,958,000	\$3,665,000

## 9. Long-term debt

	December 31,	
	1982	1981
Maclean Hunter Limited and Canadian Subsidiaries:		
Bank Revolving Term Loan (\$30,000,000 line)	\$15,976,000	\$ —
Payable in 1984 at interest rates related to prime		
Equipment Loans — Toronto Sun (£5,494,000)	12,935,000	—
Payable in semi-annual instalments to 1988 at interest rates from 7¾% to 8½%		
Bank Term Loan — Toronto Sun (note 9(a))	10,000,000	—
Payable in 1985 at an interest rate of 14⅞%		
9¾% Loan (\$3,731,000 US)	4,444,000	4,917,000
Payable in semi-annual instalments to 1987		
Sinking Fund Debentures Series "C" of Maclean Hunter Cable TV Limited (note 9(a))	3,130,000	3,565,000
Payable in annual instalments to 1989 at an interest rate of 11%		
Guaranteed by Maclean Hunter Limited		
Other indebtedness	4,841,000	2,886,000
	51,326,000	11,368,000
Maclean Hunter, Inc. and United States Subsidiaries:		
Bank Revolving Lines of Credit (\$25,000,000 U.S. drawn down of \$35,000,000 U.S. lines available)	29,781,000	29,936,000

Payable in 1985		
Interest on \$20,000,000 US at rates related to prime or London Interbank Offered Rate (LIBOR)		
Interest on \$5,000,000 US at 16¾% to July 1984, prime or LIBOR thereafter		
Guaranteed by Maclean Hunter Limited		
Bank Revolving Line of Credit (\$24,000,000 US drawn down of \$35,000,000 US line available)	28,788,000	19,294,000
Interest rates based on various options including prime and LIBOR		
Convertible in 1984, at the Company's option, into a five year term loan payable in semi-annual instalments		
Guaranteed by Maclean Hunter Limited		
9⅞% Guaranteed Senior Notes (\$16,923,000 U.S.)	18,522,000	20,119,000
Payable in annual instalments to 1993		
Secured by \$19,300,000 US Series "D" debentures issued by Maclean Hunter Cable TV Limited (note 9(a))		
Bank Loan (\$15,000,000 US)	17,868,000	17,868,000
Payable in 1986 at an average interest rate of 17.47%		
Guaranteed by Maclean Hunter Limited		
10½% Bank Term Loan (\$10,000,000 US)	11,783,000	11,653,000
Payable in equal semi-annual instalments from 1983 to 1987		
Capitalized Lease Obligations (\$3,320,000 US)	3,882,000	4,095,000
Interest at rates from 5½% to 8¾% due to 1996		
Other indebtedness (\$1,605,000 US)	1,927,000	2,227,000
	112,551,000	105,192,000
	163,877,000	116,560,000
Less portion due within one year	11,801,000	4,303,000
Total long-term debt	\$152,076,000	\$112,257,000



The Company also has a \$15,000,000 US revolving line of credit which, as at December 31, 1982, had not been utilized.

#### (a) Security on loans—

The Bank Term Loan, the Sinking Fund Debentures Series "C" and the 9½% Guaranteed Senior Notes have a fixed and floating charge on assets of certain of the Company's subsidiaries consisting primarily of \$37,800,000 of current assets and \$97,300,000 of property, plant and equipment.

Property, plant and equipment of certain other subsidiaries totaling approximately \$28,500,000 has been pledged as collateral for capitalized lease obligations and other indebtedness amounting to \$6,724,000.

Included in other indebtedness are loans totalling \$2,587,000 which have been guaranteed by Maclean Hunter Limited.

#### (b) Principal repayments—

Principal repayments are as follows:

1983	—	\$11,801,000
1984	—	29,364,000
1985	—	55,151,000
1986	—	33,293,000
1987	—	12,309,000
1988 and thereafter	—	21,959,000

#### (c) Interest capitalized—

During the year, interest of \$2,132,000 (1981 — \$2,615,000) was capitalized in connection with the construction of cable television systems in the United States and printing facilities in Canada.

### 10. Convertible debentures

The 8½% unsecured debentures are convertible at the option of the holder at any time until June 15, 1990 into Class X voting shares at a conversion price of \$7.75 per Class X share.

The trust indenture provides for mandatory sinking fund payments commencing in 1991 and continuing to 1999.

The debentures are not redeemable prior to June 16, 1983. During the period June 16, 1983 to June 15, 1985, the debentures will be redeemable at the Company's option if the Class X shares trade at not less than \$9.69 per share. After June 15, 1985, the debentures will be redeemable at the option of the Company at any time.

The redemption price declines from 107.075% in 1983 to par in 1998.

If the debentures are called for redemption prior to June 15, 1990, the debenture holders will have the opportunity to exercise their conversion rights.

### 11. Reciprocal shareholdings

Two subsidiaries, CFCN Communications Limited and Maclean Hunter Cable TV Limited, own a non-controlling interest in Maclean Hunter Holdings Limited, which, as at December 31, 1982, held approximately 24% of the outstanding voting shares of Maclean Hunter Limited. As a result of these holdings, the Company owns an indirect interest in 7,205,400 of its Class X shares and has deducted its proportionate cost thereof from shareholders' equity. Changes in the Company's indirect interest in its Class X shares during 1982 are summarized below:

	Indirect interest in Company shares held through subsidiary companies	
	Number of shares	Deduction from shareholders' equity
December 31, 1981	6,973,109	\$14,814,000
Stock dividends paid to Maclean Hunter Holdings Limited during 1982	232,291	2,346,000
December 31, 1982	7,205,400	\$17,160,000

### 12. Shareholders' equity

#### (a) Capital —

The authorized capital is as follows:

- A total of 120,000,000 Class X participating, voting shares of no par value and Class Y participating, non-voting shares of no par value,
- 1,000 common shares without par value, and
- 311,279,997 Class C special non-voting shares with a par value of 1¢ each (note 12(b)).

### Share Capital

	1982		1981	
	Shares issued	Amount	Shares issued	Amount
Share Capital Transactions				
Balance, beginning of year	36,050,899	\$42,357,000	17,480,246	\$31,487,000
Class Y stock dividend	—	—	17,480,246	175,000
Conversion of debentures (note 10)	286,831	2,223,000	325,918	2,526,000
Stock dividends (note 12(b))	365,885	3,554,000	299,967	3,229,000
Stock plan issues (note 12(c))	94,800	967,000	294,250	3,177,000
Issues from treasury on business acquisitions	48,290	585,000	170,272	1,763,000
Cash dividend reinvestment (note 12(b))	4,984	48,000	—	—
Balance, end of year	36,851,689	\$49,734,000	36,050,899	\$42,357,000
Issued Share Capital				
Class X	29,895,746		29,362,678	
Class Y	6,955,943		6,688,221	
Total	36,851,689		36,050,899	
Average Shares Outstanding				
Weighted average number of shares outstanding during the year	36,505,731		35,620,733	
Less weighted average number of shares eliminated to reflect the Company's indirect interest in its own shares (note 11)	7,107,460		6,973,109	
Weighted average number of shares outstanding for purposes of calculating basic earnings per share	29,398,271		28,647,624	



Class X shares are convertible into Class Y shares on a one-for-one basis at any time. The Class Y shares were convertible into Class X shares on a one-for-one basis until June 30, 1981. Subsequent to June 30, 1981, Class Y shares cannot be converted into Class X shares except under special circumstances.

The Class Y shares are entitled to receive dividends equal to those paid on the Class X shares plus an amount which will be the lesser of 5¢ per share per annum and 20% of the dividend per share paid to Class X shareholders.

Share capital transactions are summarized on page 32.

#### (b) Dividends —

Dividends declared during the year on the Class X shares were 33.0¢ (1981 - 28.75¢) and dividends declared on the Class Y shares were 38.0¢ (1981 - 33.75¢).

The dividend is payable, at the option of the shareholder, in cash, as a stock dividend payable in the class of shares held, or as a stock dividend payable in Special Class C shares with a par value of 1¢ each. The Class C shares are immediately redeemed upon issuance at their par value.

In 1982, the Company introduced a Shareholder Dividend Reinvestment and Optional Stock Dividend Plan under which holders of Class X and Class Y shares may elect to invest cash dividends in new shares of the same class or receive shares of the same class as stock dividends in lieu of cash dividends. In either case, the shares are acquired at 95% of the weighted average of the closing prices for the shares on The Toronto Stock Exchange during the five trading days preceding the dividend payment date.

#### (c) Senior employee stock participation plan —

Under the terms of a 1974 Stock Participation Plan, certain senior employees of the Company may purchase shares at the prevailing market price using interest-free loans from the Company. These loans are to be repaid over a maximum period of ten years. Shares purchased under the Plan are held in trust until the loans have been fully paid.

Shareholders have approved allocations to the Plan of 3,200,000 Class X shares of which 3,053,150 shares were issued by December 31, 1982, including 94,800 shares issued in 1982. A further 143,550 shares have been allocated to employees who have not yet exercised their options.

The balance of loans under the Plan at December 31, 1982 amounted to \$9,150,000 (1981 - \$9,641,000) and included \$3,196,000 (1981 - \$3,395,000) to employees who are officers (some of whom are directors). These loans are included in "Long-term receivables" in the Consolidated Statement of Financial Position.

#### (d) Share transfer restriction —

Under its articles of incorporation, the Company has the right to refuse to register a transfer of any shares in the capital of the Company to a non-resident of Canada that may, in the opinion of the directors, adversely affect the status of the Company under the licensing provisions of the Broadcasting Act of Canada, or the status as a Canadian publication of any newspaper or periodical published by the Company.

### 13. Government regulations

Operations of the Company's radio and television broadcasting, and cable television systems are regulated at various government levels in Canada and the United States. Licenses and franchises to conduct these operations are granted for various terms and, in the case of the Company, have always been renewed.

The Canadian government has publicly expressed concern with respect to cross-media ownership and the Canadian Radio-television and Telecommunications Commission has stated that it would consider this issue during upcoming hearings for renewal of licenses of the Company's radio and television operations in Calgary, Alberta.

### 14. Commitments

#### (a) Sale of land and building —

The Company has entered into an agreement to sell its present head

office location in Toronto (having a book value of approximately \$4,000,000) for \$26,500,000. The transaction is scheduled for closing in April 1983.

#### (b) Leases —

Future minimum lease payments under capital leases (note 9) and operating leases at December 31, 1982 are as follows:

	Capital leases	Operating leases
1983	\$1,123,000	\$ 7,368,000
1984	965,000	8,087,000
1985	803,000	7,685,000
1986	735,000	7,403,000
1987	598,000	6,829,000
1988 and thereafter	3,362,000	61,757,000
Total minimum lease payments under capital leases (note 9) and operating leases	7,586,000	\$99,129,000
Less interest included in capital leases	2,692,000	
Present value of minimum capital lease payments (including current instalments of \$670,000)	\$4,894,000	

The Company has entered into a long-term agreement to lease new premises for its Canadian periodical publishing and head office operations. The rental payments on these premises are included in the future minimum lease payments under operating leases shown above.

(c) Capital expenditures in 1983 are estimated at \$60,000,000.

### 15. Reclassification

The 1981 figures have been adjusted to conform with the classification adopted in 1982.

## Auditors' Report

To the Shareholders of  
Macleam Hunter Limited:

We have examined the consolidated statement of financial position of Macleam Hunter Limited as at December 31, 1982 and the consolidated statements of income, retained earnings and changes in financial position for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these consolidated financial statements present fairly the financial position of the Company as at December 31, 1982 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Toronto, Canada  
February 11, 1983

*Clarkson Gordon*  
Chartered Accountants



# Ten-Year Summary

	1982	1981	1980
<b>Operating results (000's)</b>			
Revenue*: Periodical publishing and printing	\$208,393	\$190,011	\$150,438
Newspaper publishing and printing	69,655	—	—
Broadcasting	51,392	47,477	38,571
Cable television	92,572	70,597	46,574
Business forms	77,859	74,756	55,605
Other	25,032	26,509	22,100
Total revenue	\$524,903	\$409,350	\$313,288
Income before extraordinary items	\$ 21,278	\$ 27,132	\$ 21,273
Extraordinary items	2,959	2,585	—
Consolidated net income	\$ 24,237	\$ 29,717	\$ 21,273
Income before extraordinary items: 1st quarter	\$ 3,885	\$ 4,591	\$ 3,826
2nd quarter	6,671	7,952	5,154
3rd quarter	3,422	5,287	4,727
4th quarter	7,300	9,302	7,566
Total	\$ 21,278	\$ 27,132	\$ 21,273
<b>Per share data</b>			
Income before extraordinary items: Basic	72.4¢	94.7¢	76.0¢
Fully diluted	66.2¢	84.1¢	71.4¢
Dividends declared: Class X	33.0¢	28.75¢	23.75¢
Class Y	38.0¢	33.75¢	—
Weighted average number of shares outstanding (000's)	29,398	28,648	28,001
<b>Funds flow — Selected data (000's)</b>			
Funds provided from operations	\$ 66,843	\$ 58,390	\$ 44,349
Capital expenditures: Business acquisitions	71,676	19,447	26,922
Additions to property, plant and equipment	74,682	65,412	44,060
Dividends (net)	10,053	8,694	6,663
<b>Year-end financial position (000's)</b>			
Working capital	\$ 24,944	\$ 57,669	\$ 38,186
Property, plant and equipment	276,799	174,390	121,679
Total assets	501,333	373,599	283,139
Convertible debentures	44,971	47,194	49,720
Long-term debt	152,076	112,257	67,307
Minority interest in subsidiary companies	32,575	3,704	3,334
Shareholders' equity	124,162	104,947	74,793
<b>Ratios</b>			
Income before extraordinary items as a percentage of revenue	4.1%	6.6%	6.8%
After-tax return on average shareholders' equity	19%	30%	32%
Current assets to current liabilities	1.3	1.9	1.7
Long-term debt to shareholders' equity	1.6	1.5	1.6
<b>Annual stock prices</b>			
High—Class X	\$12.25	\$13.75	\$13.00
—Class Y	11.75	13.75	
Low—Class X	8.00	7.25	5.38
—Class Y	8.00	8.75	

\*Restated to conform with 1982 classifications



1979	1978	1977	1976	1975	1974	1973
\$128,339	\$103,592	\$ 84,050	\$ 71,759	\$ 62,650	\$ 56,091	\$ 52,577
—	—	—	—	—	—	—
31,643	27,468	21,665	18,890	15,401	13,435	11,305
37,979	30,989	23,298	18,822	14,776	12,259	10,422
21,148	15,155	12,210	12,297	11,578	11,350	6,187
20,457	18,910	17,256	17,152	15,342	12,444	10,623
\$239,566	\$196,114	\$158,479	\$138,920	\$119,747	\$105,579	\$ 91,114
\$ 16,604	\$ 13,129	\$ 9,724	\$ 7,142	\$ 6,084	\$ 5,264	\$ 5,019
—	—	—	—	(191)	(1,196)	—
\$ 16,604	\$ 13,129	\$ 9,724	\$ 7,142	\$ 5,893	\$ 4,068	\$ 5,019
\$ 2,710	\$ 2,396	\$ 1,374	\$ 1,174	\$ 970	\$ 940	\$ 921
4,384	4,135	2,703	2,001	2,099	1,778	1,676
3,683	2,439	1,945	1,305	1,294	941	1,054
5,827	4,159	3,702	2,662	1,721	1,605	1,368
\$ 16,604	\$ 13,129	\$ 9,724	\$ 7,142	\$ 6,084	\$ 5,264	\$ 5,019
61.5¢	49.5¢	34.8¢	23.8¢	18.7¢	16.4¢	15.7¢
61.5¢	49.5¢	34.8¢	23.8¢	18.7¢	16.4¢	15.7¢
19.4¢	14.9¢	8.3¢	7.8¢	7.5¢	7.5¢	7.3¢
—	—	—	—	—	—	—
27,043	26,548	27,956	29,980	32,572	32,156	32,000
\$ 32,139	\$ 27,248	\$ 21,585	\$ 18,203	\$ 16,294	\$ 12,921	\$ 10,407
6,736	8,353	18,073	13,545	692	146	6,510
23,374	21,444	15,931	13,134	9,212	8,977	5,571
5,261	3,970	2,292	2,375	2,443	2,415	2,352
\$ 13,328	\$ 9,349	\$ 7,222	\$ 13,597	\$ 12,939	\$ 13,227	\$ 5,744
80,343	67,096	53,037	45,888	38,907	34,217	29,253
200,011	165,850	130,100	123,626	112,454	102,721	90,295
—	—	—	—	—	—	—
60,121	51,744	47,281	38,123	26,545	28,942	21,095
1,185	1,398	1,746	9,299	13,302	12,524	11,980
56,523	40,623	30,078	28,230	30,047	26,331	23,974
6.9%	6.7%	6.1%	5.1%	5.1%	5.0%	5.5%
34%	37%	33%	25%	22%	21%	22%
1.2	1.2	1.2	1.4	1.5	1.6	1.3
1.1	1.3	1.6	1.4	0.9	1.1	0.9
\$ 6.00	\$ 5.13	\$ 3.31	\$ 2.43	\$ 2.35	\$ 2.56	\$ 4.00
3.25	3.06	1.75	1.38	1.25	1.00	2.03



# Management's Report

The board of directors is responsible for the annual shareholders' report including the financial statements and all other information presented in this report. The responsibility for preparing the annual report has been delegated to management and the responsibility for a detailed review of the financial statements has been delegated to the audit committee of the board of directors. On the recommendation of the audit committee, they were approved by the board of directors.

Information contained throughout this report is consistent with that contained in the annual financial statements. These financial reports are prepared in accordance with accounting principles generally accepted in Canada, applied on a consistent basis with prior years.

Financial statements cannot be precise statements of fact and necessarily include numerous estimates which are based on management's informed and expert knowledge of the facts.

To ensure that transactions are accurately recorded on a timely basis, are properly approved, and result in reliable financial statements, management maintains an extensive system of internal controls.

The Company's independent

auditors, appointed annually by the shareholders, express an informed judgement as to whether management's financial statements, considered in their entirety, present fairly the Company's financial position and results of its operations in conformity with generally accepted accounting principles. Based upon an evaluation of the Company's accounting systems, procedures and internal controls, the external auditors conduct appropriate tests of the Company's transactions and obtain sufficient audit evidence to express an opinion on the financial statements.

The board of directors annually appoints an audit committee which consists of two inside and three outside directors. Duties of the audit committee include a review of the audited financial statements prior to their submission to the board of directors and a review of the recommendations of the external auditors for improvements in accounting systems and internal controls.

**Left to right: Alan Blackburn, Assistant Vice-President, Finance and Controller; Morris Slemko, Group Manager, Financial Reporting, Financial Planning and Taxation and Assistant Treasurer.**



## Directors and Officers

*\*Director*

**Maclean Hunter Limited  
Toronto**  
(416) 596-5000

\*Donald G. Campbell,  
Toronto  
*Chairman and Chief  
Executive Officer*

\*Frederick T. Metcalf,  
Puslinch, Ontario  
*President and Chief  
Operating Officer*

\*Paul S. Deacon,  
Ottawa  
*Vice-President*

\*F. William Fitzpatrick,  
Calgary

\*George W. Gilmour,  
Toronto

\*Lloyd M. Hodgkinson,  
Mississauga, Ontario  
*Group Vice-President,  
Magazine Divisions*

\*John M. Holton,  
Toronto

\*Arthur J. Little,  
Toronto

\*Peter C. Newman,  
Toronto

\*Gordon P. Osler,  
Toronto

\*Robert W. Robertson,  
Toronto  
*Vice-President, Business  
Publications*

\*William P. Wilder,  
Toronto  
Floyd S. Chalmers,  
Toronto  
*Honorary Chairman*

Edward Nymark,  
Toronto  
*Honorary Director  
Chairman, Transkrit  
Corporation*

Gilbert A. Allard,  
Toronto  
*Vice-President,  
Information Services*

Alan Blackburn,  
Toronto  
*Assistant Vice-President,  
Finance and Controller*

Harvey T. M. Botting,  
Toronto  
*Assistant Secretary*

Ernest J. Cozens,  
Toronto  
*Assistant Treasurer*

William A. Dickson,  
St. Catharines, Ontario  
*Assistant Controller*

Matthew B. Fyfe,  
Markham, Ontario  
*Vice-President, Printing*

J. Barry Gage,  
Agincourt, Ontario  
*Vice-President,  
Cable Television*

John H. Greenhough,  
Toronto  
*Vice-President,  
Business Forms*

Wayne S. Hill,  
Islington, Ontario  
*Vice-President, Finance*

Philip F. James,  
Toronto  
*Treasurer*  
Ronald W. Osborne,  
Toronto  
*Vice-President,  
Broadcasting and Chief  
Financial Officer*  
Monica Simmie,  
Toronto  
*Corporate Secretary*  
Morris Slemko,  
Toronto  
*Assistant Treasurer*  
James K. Warrillow,  
Islington, Ontario  
*Vice-President,  
The Financial Post*

## Company Addresses

### CANADA

#### ALBERTA

**Calgary**  
CFCN Communications  
Limited  
Broadcast House  
P.O. Box 7060, Station E  
Calgary, Alberta T3C 3L9  
(403) 246-7111

The Financial Post  
Suite 305  
999 8th Street S.W.  
Calgary, Alberta  
T2R 1J5  
(403) 244-8310

Maclean's Magazine  
2004 18th Street N.W.  
Calgary, Alberta  
T2M 3T1  
(403) 282-7655  
Oilweek / Drillsite  
200-1015 Centre St. N.  
Calgary, Alberta  
T2E 2P8  
(403) 276-7881

#### Edmonton

Business Publications  
Suite 103  
11504 170 Street  
Edmonton, Alberta  
T5S 1J7  
(403) 454-0377  
General Business Forms  
Suite 104  
11504 170 Street  
Edmonton, Alberta T5S 1J7  
(403) 451-6780  
Jasper Printing (1979) Ltd.  
101, 11504 170 Street  
Edmonton, Alberta T5S 1J7  
(403) 451-6750  
Rapid Copy Ltd.  
102, 11504 170 Street  
Edmonton, Alberta T5S 1J7  
(403) 451-6880  
Regent Typographers Ltd.  
102, 11504 170 Street  
Edmonton, Alberta T5S 1J7  
(403) 451-6880

#### BRITISH COLUMBIA

**Vancouver**  
Maclean Hunter Limited  
Suite 600  
1111 Melville Street  
Vancouver, British  
Columbia V6E 3V6  
(604) 683-8254  
Special Interest  
Publications



202-1132 Hamilton Street  
Vancouver, British  
Columbia V6B 2S2  
(604) 687-1581

## NOVA SCOTIA

**Dartmouth**  
Maclean's Magazine  
59 Tulip Street  
Dartmouth, Nova Scotia  
B3A 2S9  
(902) 466-7232

**Halifax**  
CHNS/CHFX Radio  
Maritime Broadcasting  
Company Limited  
5230 Tobin Street  
Halifax, Nova Scotia  
B3J 2R2  
(902) 422-1651

## ONTARIO

**Chatham**  
CFCO Radio  
21 Keil Drive  
Box 630  
Chatham, Ontario N7M 5K9  
(519) 352-3000

**Collingwood**  
Maclean Hunter Cable TV  
Limited, Unit #1  
100 Mountain Road  
Collingwood, Ontario  
L9Y 3Z8  
(705) 445-3400

**Guelph**  
Maclean Hunter Cable TV  
Limited  
18 MacDonnell Street  
Guelph, Ontario N1H 6M1  
(519) 824-2030

**Hamilton**  
Maclean Hunter Cable TV  
Limited  
212 James Street South  
Hamilton, Ontario L8P 3B1  
(416) 522-0123

**Huntsville**  
Maclean Hunter Cable TV  
Limited  
20 West Street South  
P.O. Box 730  
Huntsville, Ontario P0A 1K0  
(705) 789-2731

**Kitchener**  
CHYM/CKGL Radio  
305 King Street West  
Kitchener, Ontario  
N2G 1B9  
(519) 743-2611

**London**  
Maclean Hunter Cable TV  
Limited  
499 MacGregor Avenue  
London, Ontario N6J 2K9  
(519) 433-0141

Maclean Hunter Paging  
493 Dundas Street  
London, Ontario N6B 1W4  
(519) 673-1361

**Midland**  
Maclean Hunter Cable TV  
Limited  
P.O. Box 489  
Balm Beach Road  
Midland, Ontario L4R 4L3  
(705) 526-5031

**Niagara Falls**  
Pakfold Business Forms  
6050 Murie Street  
P.O. Box 87  
Niagara Falls, Ontario  
L2E 6S8  
(416) 354-5609  
(Niagara Falls)  
(416) 364-1024 (Toronto)

**North Bay**  
Maclean Hunter Cable TV  
Limited  
240 Fee Street  
P.O. Box 3170  
North Bay, Ontario  
P1B 8S4  
(705) 472-6580

**Ottawa**  
CKOY/CKBY Radio  
Suite 1900, 112 Kent St.  
Ottawa, Ontario K1P 6J1  
(613) 238-7482

The Financial Post  
Business Publications  
Suite 311  
151 Sparks Street  
Ottawa, Ontario K1P 5E3  
(613) 236-0895

Maclean Hunter Limited  
Suite 309  
151 Sparks Street,  
Ottawa, Ontario K1P 5E3  
(613) 236-2935  
Maclean's Magazine  
165 Sparks Street  
Suite 507  
Ottawa, Ontario K1P 5E3  
(613) 233-8401

**Owen Sound**  
Maclean Hunter Cable TV  
Limited  
320-8 Street East  
Owen Sound, Ontario  
N4K 1L4  
(519) 376-5195

**Peterborough**  
Maclean Hunter Cable TV  
Limited  
685 The Queensway  
P.O. Box 2290  
Peterborough, Ontario  
K9J 7A4  
(705) 742-9264

**Sarnia**  
Maclean Hunter Cable TV  
Limited  
1550 Confederation Street  
P.O. Box 218  
Sarnia, Ontario N7T 7J1  
(519) 337-3703

**St. Catharines**  
Maclean Hunter Cable TV  
Limited  
45 Wright Street  
St. Catharines, Ontario  
L2P 3K6  
(416) 688-2555

Maclean Hunter Paging  
277 Welland Avenue  
Unit 14  
St. Catharines, Ontario  
L2R 2P7  
(416) 688-2341

**Thunder Bay**  
Maclean Hunter Cable TV  
Limited  
215 Van Norman Street  
Thunder Bay, Ontario  
P7A 4B7  
(807) 345-1211

**Toronto**  
Communications  
Engineering Services  
Limited  
5790 Campus Road  
Mississauga, Ontario  
L4V 1G2  
(416) 676-9600  
Data Business Forms  
Limited  
2 Shaftsbury Lane  
Brampton, Ontario L6T 3X7  
(416) 791-3151

Maclean Hunter Cable TV  
Limited  
91 Station Street  
Unit #3  
Ajax, Ontario L1S 3H2  
(416) 683-1751

Maclean Hunter Cable TV  
Limited  
27 Fasken Drive  
Rexdale, Ontario M9W 1K7  
(416) 675-5930

Maclean Hunter Cable TV  
Limited  
1605 Queen Street West  
Toronto, Ontario M6R 3A8  
(416) 534-2948  
Maclean Hunter Paging  
11 Greensboro Drive  
Rexdale, Ontario M9W 1C7  
(416) 249-8455

CKEY  
1 Yonge Street  
Toronto, Ontario M5E 1G1  
(416) 361-1281

Design-Craft Limited  
20 Butterick Road  
Toronto, Ontario M8W 3Z8  
(416) 252-3361

Industrial Trade Shows of  
Canada  
20 Butterick Road  
Toronto, Ontario M8W 3Z8  
(416) 252-7791

Industrial Exposition  
Services, Inc.  
123 Queen Street West  
Toronto, Ontario M5H 2M9  
(416) 363-2156

Maclean Hunter Limited  
Maclean Hunter Building  
777 Bay Street  
Toronto, Ontario M5W 1A7  
(416) 596-5000

National Book Centre  
66 Northline Road  
Toronto, Ontario M4B 3E6  
(416) 751-3530

Telephone Communications  
Canada Limited  
Suite 1506  
180 Dundas Street West  
Toronto, Ontario M5G 1Z8  
(416) 596-1515

**Wallaceburg**  
Maclean Hunter Cable TV  
Limited  
P.O. Box 202  
403 James Street  
Wallaceburg, Ontario  
N8A 2E8  
(studio only—bus. office &  
tel. number in Sarnia)

## QUEBEC

**Montreal**  
Fraser's Trade Directories  
Suite 15  
2340 Lucerne Road  
Montreal, Quebec H3R 2J8  
Maclean Hunter Limited  
1001 de Maisonneuve Blvd.  
West  
Montreal, Quebec H3A 3E1  
(514) 845-5141

**St. Jean-sur-Richelieu**  
Formules d'Affaires  
Data  
131 Collin  
St. Jean-sur-Richelieu,  
Quebec J3B 6B4  
(514) 346-1121

## SASKATCHEWAN

**Regina**  
The Financial Post  
3060 Cameron Street

Regina, Saskatchewan  
S4S 1W5  
(306) 584-2284

## U.S.A.

### ARKANSAS

**Fort Smith**  
Transkrit Corporation  
P.O. Box 6065  
Ball Road  
Fort Smith, Arkansas  
72906  
(501) 646-4781

### CALIFORNIA

**Los Angeles**  
Transkrit Corporation  
818 S. Vail Avenue  
Montebello (Los Angeles),  
California  
90640  
(213) 685-8688

### CONNECTICUT

**Stamford**  
Maclean Hunter Media Inc.  
Progressive Grocer  
1351 Washington Blvd.  
Stamford, Connecticut  
06902  
(203) 325-3500

### DISTRICT OF COLUMBIA

**Washington**  
The Financial Post  
National Press Building  
529-14th Street  
Room 1054  
Washington, D.C. 20045  
(202) 347-4291

Maclean's Magazine  
1201 F Street  
Suite 211  
Washington, D.C. 20045  
(202) 347-4291

### FLORIDA

**Miami**  
Transkrit Corporation  
P.O. Drawer 4700M  
Northwest Branch  
Miami, Florida 33147  
(305) 685-5981

### ILLINOIS

**Chicago**  
Maclean Hunter Publishing  
Corporation  
300 West Adams  
Chicago, Illinois 60606  
(312) 726-2802

Metro Home Theatre, Inc.  
300 West Adams  
Chicago, Illinois 60606  
(312) 726-2802

Transkrit Corporation  
3420 West Touhy Avenue  
Lincolnwood (Chicago),  
Illinois 60645  
(312) 674-7411

### MICHIGAN

**East Detroit**  
Metro Cablevision Inc.  
20936 Kelly Road  
East Detroit, Michigan  
48021  
(313) 772-1023

**Garden City**  
Garden City Cablevision  
(Maclean Hunter Cable TV,  
Inc.)  
6000 Middlebelt Road  
Garden City, Michigan  
48135  
(313) 427-4940

**Pontiac**  
Pontiac Cablevision, Inc.  
91 North Saginaw

Pontiac, Michigan 48058  
(313) 334-1725

## Taylor

Wayne Cablevision, Inc.  
24744 Eureka Road  
Taylor, Michigan 48180  
(313) 946-6000

## Temperance

Bedford Cablevision, Inc.  
8212 Lewis Avenue  
Temperance, Michigan  
48182  
(313) 847-0546

## Waterford

Waterford Cablevision, Inc.  
(Mailing)  
P.O. Box 456  
Drayton Plains, Michigan  
48020 (Location)  
1300 Crescent Lake Road  
Waterford, Michigan 48054  
(313) 674-0974

## NEW JERSEY

**East Orange**  
Intercontinental Trade  
Shows Inc.,  
43 Prospect Street  
East Orange, New Jersey  
07017

Maclean Hunter, Inc.  
43 Prospect Street  
East Orange, New Jersey  
07017  
(201) 672-3033  
Suburban Cablevision  
43 Prospect Street  
East Orange, New Jersey  
07017  
(201) 672-3033

## NEW YORK

**Elmsford**  
Transkrit Corporation  
P.O. Box 12—Hunter Lane  
Elmsford, New York 10523  
(914) 592-6400

## AUSTRIA

Media-Daten  
Verlagsgesellschaft mbH  
1180 Wien,  
Weimarer Strasse 27  
Vienna, Austria  
Tel: 01-43 222 315267

## ENGLAND

Maclean Hunter Limited  
76 Oxford Street  
London, England WIN 0HH  
Tel: 01-434-2233

## FRANCE

Tarif Media S.A.  
6 avenue Maignon  
75008 Paris, France  
Tel: 01-33-1 359 9012

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Viale Lunigiana 46  
20125 Milano, Italy  
Tel: (02) 689 8 461, 689 8  
805

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Schoffelgasse 7  
8011 Zurich, Switzerland  
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6500 Mainz-Gonsenheim  
W. Germany  
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