

WORKBC INDUSTRY OUTLOOK PROFILE

PUBLISHING INDUSTRIES

(NAICS¹ 511)

About this report

This is a summary of forecast information available about this industry in the B.C. Labour Market Outlook 2018 edition forecast. An overview of this forecast is provided in the main report which is available at: www.workbc.ca/labourmarketoutlook. The raw data is available at: [BC Data Catalogue](#).

1. Outlook Highlights

The Publishing industry comprises establishments primarily engaged in publishing newspapers, periodicals, books, databases, software and other works. These works are characterized by the intellectual creativity required in their development and are usually protected by copyright. Publishers distribute, or arrange for the distribution of copies of these works.

Publishing establishments may create the works in-house, or contract for, purchase, or compile works that were originally created by others. These works may be published in one or more formats including traditional print form, electronic and on-line. Publishers of multimedia products, such as interactive children's books, multimedia CD-ROM and digital video disk (DVD) reference books, and musical greeting cards are also included. Establishments in this subsector may print, reproduce or offer direct on-line access to the works themselves or they may arrange with others to carry out such functions.

The Publishing industry is supported by population growth and consumer spending and is a relatively mature industry. Employment growth is also limited by the expansion of on-line content and changing approaches to collecting and disseminating information. The industry is expected to have 6,300 job openings, more than half of which would be replacement positions, over the next ten years to 2028.

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1.1 B.C. industry employment and job openings

Industry	Employment		Employment Growth			Job Openings		Replacement Share
	Number of Workers	Share of B.C.	(Average Annual Rate)			Number of Openings	Share of B.C.	(Share of Openings)
	2018	2018	2018-2023	2023-2028	2018-2028	2018-2028	2018-2028	2018-2028
This Industry	12,251	0.5%	2.8%	1.4%	2.1%	6,270	0.7%	54.9%
All Industries	2,501,081	100.0%	1.1%	1.1%	1.1%	903,007	100.0%	68.1%

1.2 B.C. industry job openings by type

Job Openings	2018-2023	2023-2028	2018-2028
Total Job Openings	3,463	2,808	6,271
Expansion Demand	1,817	1,008	2,825
Replacement Demand	1,645	1,800	3,445

2018-2028 total job openings²: the total job openings in the 10 years between 2018 and 2028

¹ NAICS: North American Industry Classification System Canada 2012

² Total job openings: the sum of expansion and replacement job openings over the period. A job opening is the addition of a new job through economic growth (expansion) or a job that needs to be filled due to someone exiting the labour force permanently as a result of retirement, death or other reasons (replacement).

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1.3 B.C. industry employment growth and job openings by development region

Region	Employment	Employment Growth (Average Annual Rate)			Job Openings		
	2018	2018-2023	2023-2028	2018-2028	2018-2023	2023-2028	2018-2028
British Columbia	12,251	2.8%	1.4%	2.1%	3,463	2,808	6,271
Vancouver Island/Coast	1,417	4.2%	1.9%	3.0%	602	441	1,043
Mainland/Southwest	9,007	2.9%	1.4%	2.1%	2,510	2,015	4,525
Thompson-Okanagan	1,131	-0.2%	1.2%	0.5%	167	239	406
Kootenay	424	0.3%	-0.1%	0.1%	73	58	131
Cariboo	137	1.6%	-0.1%	0.7%	28	14	42
North Coast & Nechako	94	6.3%	1.4%	3.8%	50	26	76
Northeast	40	10.4%	1.3%	5.7%	34	13	47

2. Occupations in the Industry

2.1 B.C. top occupations by skill level in the industry

Skill Level	NOC	Occupation	Employment	Job Openings	Replacement Rate (Annual)	Wage Rate Median	Wage Rate Low	Wage Rate High
			2018	2018-2028	2018-2028	2017	2017	2017
LEVEL 0: <i>Usually requiring combination of education and experience</i>	#0016	Senior managers - construction, transportation, production and utilities	530	383	4.2%	47.65	21.50	90.77
	#0213	Computer and information systems managers	453	270	3.1%	43.27	26.44	69.40
	#0512	Managers - publishing, motion pictures, broadcasting and performing arts	305	204	3.7%	29.42	18.33	49.04
	#0601	Corporate sales managers	182	113	3.7%	36.35	17.79	49.04
	#0124	Advertising, marketing and public relations managers	210	99	2.0%	38.00	19.64	75.00
		Other occupations	363	211	-	-	-	-
	Total		2,045	1,281	-	-	-	-
LEVEL A: <i>Usually requiring a Bachelor's, Graduate or First Professional Degree</i>	#2173	Software engineers and designers	1,194	511	1.6%	38.46	24.04	52.88
	#2174	Computer programmers and interactive media developers	970	464	2.1%	38.46	22.00	55.77
	#5122	Editors	538	316	3.0%	-	-	-
	#5123	Journalists	516	260	2.7%	-	-	-
	#5121	Authors and writers	372	183	2.4%	25.48	11.35	37.50
		Other occupations	1,583	753	-	-	-	-
Total		5,172	2,487	-	-	-	-	

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Skill Level	NOC	Occupation	Employment	Job Openings	Replacement Rate (Annual)	Wage Rate Median	Wage Rate Low	Wage Rate High
			2018	2018-2028	2018-2028	2017	2017	2017
LEVEL B: <i>Usually requiring diploma, certificate or apprenticeship training</i>	#5241	Graphic designers and illustrators	692	319	2.0%	25.50	15.38	37.00
	#6221	Technical sales specialists - wholesale trade	253	140	2.9%	25.38	14.00	46.63
	#5223	Graphic arts technicians	363	127	0.9%	25.00	16.00	48.66
	#2282	User support technicians	225	98	1.9%	28.97	18.00	48.08
	#1221	Administrative officers	161	95	3.7%	23.38	15.00	33.00
		Other occupations	864	433	-	-	-	-
	Total			2,557	1,211	-	-	-
LEVEL C: <i>Usually requiring secondary school and/or occupation-specific training</i>	#1513	Couriers, messengers and door-to-door distributors	917	507	2.8%	12.50	11.35	25.00
	#6411	Sales and account representatives - wholesale trade (non-technical)	450	232	2.7%	24.04	13.74	41.83
	#1452	Correspondence, publication and regulatory clerks	132	79	3.1%	22.90	11.35	31.25
	#6552	Other customer and information services representatives	161	63	1.8%	20.00	12.00	30.00
	#6421	Retail salespersons	147	59	1.6%	12.50	11.35	23.00
		Other occupations	604	312	-	-	-	-
	Total			2,411	1,253	-	-	-
LEVEL D: <i>Usually requiring on-the-job training</i>	#9619	Other labourers in processing, manufacturing and utilities	27	15	2.1%	16.72	11.35	27.90
	#6733	Janitors, caretakers and building superintendents	16	13	2.4%	17.00	11.35	25.91
	#6623	Other sales related occupations	14	7	2.0%	12.60	11.35	28.00
	#6742	Other service support occupations, n.e.c.	9	3	1.1%	13.50	11.35	18.90
	0	0	0	0	0.0%	0.00	0.00	0.00
		Other occupations	0	0	-	-	-	-
	Total			66	38	-	-	-