

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 2019 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 3,300 job openings, more than half of which would be replacement positions, over the next ten years to 2029.

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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)
	2019	2019	2019-2024	2024-2029	2019-2029	2019-2029	2019-2029	2019-2029
This Industry	14,080	0.6%	-0.3%	0.3%	0.0%	3,316	0.4%	99.6%
All Industries	2,521,389	100.0%	1.0%	1.0%	1.0%	861,143	100.0%	69.5%

1.2 B.C. industry job openings by type

Job Openings	2019-2024	2024-2029	2019-2029
Total Job Openings	1,410	1,906	3,316
Expansion Demand	-220	233	12
Replacement Demand	1,630	1,673	3,303

2019-2029 total job openings²: the total job openings in the 10 years between 2019 and 2029

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		
	2019	2019-2024	2024-2029	2019-2029	2019-2024	2024-2029	2019-2029
British Columbia	14,080	-0.3%	0.3%	0.0%	1,410	1,906	3,316
Vancouver Island/Coast	1,813	0.2%	0.5%	0.3%	294	300	594
Mainland/Southwest	10,810	-0.7%	0.2%	-0.2%	711	1,318	2,029
Thompson-Okanagan	838	2.1%	1.1%	1.6%	235	186	421
Kootenay	319	3.7%	0.2%	1.9%	116	51	167
Cariboo	108	0.8%	0.1%	0.4%	16	12	27
North Coast & Nechako	102	4.1%	0.8%	2.4%	38	19	57
Northeast	89	-2.3%	1.9%	-0.2%	0	19	19

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
			2019	2019-2029	2019-2029	2018	2018	2018
LEVEL 0:		Senior managers - construction, transportation, production and utilities	612	255	4.1%	12.65	49.32	154.74
<i>Usually requiring combination of education and experience</i>	#0016	Managers - publishing, motion pictures, broadcasting and performing arts	359	177	4.9%	12.65	27.04	55.96
	#0213	Computer and information systems managers	535	176	3.4%	26.44	43.27	67.69
	#0601	Corporate sales managers	202	78	3.8%	17.79	35.58	55.29
	#0124	Advertising, marketing and public relations managers	249	37	1.7%	20.13	40.87	62.50
		Other occupations	402	137	-	-	-	-
	Total		2,358	860	-	-	-	-
LEVEL A:		Software engineers and designers	1,420	250	2.0%	24.36	38.46	60.00
<i>Usually requiring a Bachelor's, Graduate or First Professional Degree</i>	#5122	Editors	616	176	2.8%	12.65	25.39	42.06
	#2174	Computer programmers and interactive media developers	1,128	176	1.6%	20.00	35.19	51.10
	#5123	Journalists	553	152	2.4%	15.63	27.88	36.06
	#5121	Authors and writers	415	95	2.2%	15.92	26.44	48.72
		Other occupations	1,870	338	-	-	-	-
	Total		6,002	1,187	-	-	-	-

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Skill Level	NOC	Occupation	Employment	Job Openings	Replacement Rate (Annual)	Wage Rate Median	Wage Rate Low	Wage Rate High
			2019	2019-2029	2019-2029	2018	2018	2018
LEVEL B: <i>Usually requiring diploma, certificate or apprenticeship training</i>	#5241	Graphic designers and illustrators	798	164	2.1%	15.87	24.50	40.87
	#6221	Technical sales specialists - wholesale trade	292	72	2.7%	13.27	23.50	42.97
	#1221	Administrative officers	168	70	3.6%	14.50	24.00	35.10
	#2282	User support technicians	257	54	2.1%	18.00	29.00	50.00
	#2281	Computer network technicians	160	32	2.0%	17.31	30.00	52.75
		Other occupations	1,261	208	-	-	-	-
	Total			2,936	600	-	-	-
LEVEL C: <i>Usually requiring secondary school and/or occupation-specific training</i>	#1513	Couriers, messengers and door-to-door distributors	1,017	268	2.3%	12.65	13.75	35.00
	#6411	Sales and account representatives - wholesale trade (non-technical)	498	129	2.5%	13.00	23.08	42.74
	#1452	Correspondence, publication and regulatory clerks	154	38	2.6%	15.00	23.80	31.50
	#6552	Other customer and information services representatives	174	31	1.6%	12.65	19.85	30.00
	#1411	General office support workers	122	29	2.4%	13.00	21.00	30.00
		Other occupations	742	156	-	-	-	-
	Total			2,706	651	-	-	-
LEVEL D: <i>Usually requiring on-the-job training</i>	#6733	Janitors, caretakers and building superintendents	17	9	2.2%	12.65	17.87	27.00
	#9619	Other labourers in processing, manufacturing and utilities	34	6	1.7%	12.65	18.00	35.00
	#6623	Other sales related occupations	17	2	1.5%	12.65	13.10	17.50
	#6742	Other service support occupations, n.e.c.	11	1	1.1%	12.65	13.00	18.00
	0	0	0	0	0.0%	0.00	0.00	0.00
		Other occupations	0	0	-	-	-	-
	Total			78	18	-	-	-