



ACHIEVEMENT IN PUBLISHING

KATHARINA DOYLE

Many people aspire to share their passion with the masses by creating a magazine; few find long-term success. Katharina Doyle is one of the few.

The co-founder and publisher of *Creative Scrapbooker* (formerly *Canadian Scrapbooker*) has been a passionate scrapbooker since the birth of her children. Yet the idea of expanding that love to the pages of a magazine never crossed her mind until her now-business partner Jackie Ludlage proposed the idea.

Despite originally knowing very little about the publishing industry, Doyle jumped at the opportunity and left her long-time job as a senior manager at a tech company. She immersed herself in learning everything she could about magazines, from mastheads to media kits; six months later, the two women unveiled their first issue of Canada's first magazine dedicated to scrapbooking. That was in 2005 with a starting circulation of 1,500.

Today, *Creative Scrapbooker* has a circulation of nearly 26,000, including a large and growing market in the United States. Ten years after the first issue

was released under the title *Canadian Scrapbooker*, the magazine was re-branded as *Creative Scrapbooker* to meet North American and global demand. Since 2015, circulation of *Creative Scrapbooker* in the United States has skyrocketed to 22% of all issues from 2%. This includes individual subscriptions and newsstand sales. Doyle has been pivotal in extending the brand beyond the magazine by amassing a loyal social media following and helping to develop the annual Great Canadian Scrapbook Carnival.

According to Ludlage, *Creative Scrapbooker* has flourished because of Doyle's business acumen, entrepreneurial vision, and passion for the magazine and scrapbooking trades. Doyle also brings the same enthusiasm and energy to her volunteer position as a board director at the Alberta Magazine Publishers Association.