



NMP 2010/2011 Results Report

This is a Canadian Magazine!

Showing off Canadian magazines at newsstands real and virtual

Magazines Canada's "Genuine Canadian Magazine" national newsstand campaign is now in its ninth successful year. The campaign assists Canada's English and French magazines, large and small, to increase sales and attain valuable cross-country exposure. The initiative is made possible with funding from the Canada Periodical Fund, Ontario Media Development Corporation, Ontario Arts Council, member magazine in-kind advertisements and retailer support.

The 2010/2011 campaign launched in September 2010 with four key objectives:

- Create synergies between ongoing Magazines Canada projects to produce additional promotional impact
- Increase single-copy sales (and the resulting subscriptions) for small English and French language Canadian magazines through targeted promotion to the Canadian public on newsstands flooded with American and foreign titles
- Expand the number of retailers carrying small English and French language Canadian titles, broaden the number of titles they carry and increase the number of copies for sale
- Raise the national profile of Canadian magazines to Canadian consumers and retailers

101 titles and 127 stores participated in the 2010/2011 campaign. Key activities included:

New 2010/2011 Retailer Catalogue

A bright new Retailer Catalogue showcasing the 200 titles available from Magazines Canada was created over the summer and distributed in August. Titles are listed by category and the catalogue includes information for retailers on how to set up accounts. The catalogue is mailed to prospective stores as well as to current retailer clients, and it includes an easy-to-use faxable order form. The retailer section of magazinescanada.ca continues to offer accurate and current information on each available title, along with a digital edition of the Retailer Catalogue and an online ordering function for new retailers.

Targeted Niche Marketing

Art & Design Catalogue: A four-page, full-colour catalogue was created for our art and design titles—a strong Magazines Canada category. A direct mail campaign was conducted using a list of galleries and art supply shops generously donated by *Canadian Art* and *Studio* magazines, to encourage one-stop shopping for Canadian art magazines. The special offer included a one-year 35% discount for retailers who chose the minimum number of titles and quantities. Response has been positive.

"Magazines Canada distribution is particularly strong in niche retail categories, so this new catalogue mailing initiative makes perfect sense. We can't wait to see how many new retailers come on board."

– Eithne McCreddie, Circulation Manager, *Canadian Art*

Outdoor Catalogue: We also created a small four-page, full-colour catalogue for our outdoor titles. Google and internet searches yielded a list of outdoor stores and outfitters which received the catalogue. To date, the response has not been as positive as the Art & Design initiative, likely due to the source of the list and the widely ranging titles. Similar initiatives in the future will be conducted using a better list and a more refined selection of titles.



Take home a great Canadian magazine and get another magazine online for FREE!

BUY 1, GET 1 FREE.

Look for genuine Canadian magazines with the  on the cover...

Buy one now... Ask for a voucher at the cash... Then get another one online for FREE!

NOTE: Purchase any Canadian magazine on this display rack and receive a voucher good for a FREE online download of a digital version of another Canadian magazine - for some titles or any one of hundreds of others! Ask for your voucher when you pay the retail purchase.



Traditional Newsstand Promotions

The campaign includes the purchase of promotional space at 88 Chapters and Indigo stores, 30 independent retailers through Presse Commerce and selected Magazines Canada direct-to-retail stores. Promotions run during the peak NMP promotion period of September to January; each is implemented as efficiently as possible and focuses on the Genuine Canadian Magazine brand and logo.

The 2010/2011 campaign included a negotiated promotion with Presse Commerce featuring posters displaying this offer: "Take home a great Canadian magazine and get another magazine online for FREE!" After purchasing a copy of a participating title, customers were given a voucher for a free digital edition and a \$2.00 coupon to redeem at the original point-of-purchase store. We believe the lack of response to this offer is due to the fact that digital magazines comprise less than 1% of sales, despite the buzz about digital editions. We anticipate that this type of sampling initiative will grow in popularity when more devices for reading magazines become available.

National Sales Representatives

Each year seasoned national sales reps are hired to operate in all provinces, ensuring a personal and hands-on approach to managing retail campaigns, building draws, and identifying and securing new stores.

All Reps Grand Total	
New Retailers Total Copy Count	1505
New Retailers Total Number of Titles	436
New Retailers	28

Retailer of the Year – McNally Robinson, Winnipeg

The Retailer of the Year award began in 2008 to acknowledge outstanding service to Canadian magazines. The winner receives their honour at **MagNet: Canada's Magazine Conference**, in Toronto each June. The Retailer of the Year receives a small honorarium—a cash credit to their account—in addition to the prestigious award.

This year's winner was McNally Robinson in Winnipeg MB.



Continuing Success

The NMP continues to achieve good, positive results. While newsstand sales across North America have been declining and outlets selling magazines have been disappearing, the importance of this program and its cumulative results cannot be overemphasized!

Year	# of Participants	Participating Title Results Compared to the Industry
06/07	126	+12.5%
07/08	123	+15%
08/09	120	+24%
09/10	112	+52%
10/11	101	+11.7%

Consumer Contact

A total of 280 Genuine Canadian icons were displayed on the covers of participating magazines and Genuine Canadian print ads appeared in 116 magazines. The ads were calls to action driving customers to their local newsstands and/or to the Magazines Canada website. The Magazines Canada consumer website attracted an average of 27,596 page views per month during the campaign, compared to a non-promotional period average of 16,338, an increase of 68%!

Independent Retailers

The independent retailers used through Presse Commerce and all Magazines Canada direct-to-retail accounts continue to strongly support the NMP. Existing and new outlets account for and continue to garner draw increases year over year as retailers recognize the wealth and value of the quality and variety of Canadian niche magazines.

Chapters/Indigo

The campaign presence at Chapters/Indigo, in the face of so many US titles being on their shelves, has never been more important and more necessary. This channel has generated good sales results in the past and continued to do so for this campaign. In some instances, such as at Chapters on Robson Street in Vancouver, the stores devoted more than 3.5 months to the NMP, displaying almost every title.

Newsstand Promotional Materials

The careful design of consumer-focused promo materials including backer cards, posters, digital vouchers, online and print magazine advertising are instrumental in calling attention to Canadian magazines. The impact of these materials is amplified by the consistent use of the Genuine Canadian icon.

For more details about the Genuine Canadian Campaign and Magazine Canada's national newsstand service, please contact:

Barbara Bates
Executive Director, Circulation Marketing
bbates@magazinescanada.ca
416.504.0274 x229

Magazines Canada is the national trade association representing the leading Canadian-owned, Canadian content consumer, cultural, specialty, professional and business media magazines in the country. Hundreds of French and English member titles span a wide range of subjects including business, news, politics, sports, arts and culture, leisure, lifestyle, women, children and youth.

Visit magazinescanada.ca.

We acknowledge the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage towards our project costs.

Canada

ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

Ontario
Ontario Media Development Corporation
Société de développement de l'industrie des médias de l'Ontario

