

**Magazines Canada
Annual General Meeting • Réunion annuelle**

Thursday, June 9 • jeudi le 9 juin • 2011

at/chez MagNet: Canada's Magazine Conference •
La conférence canadienne des magazines

**Magazines
Canada**

MagNet 2011

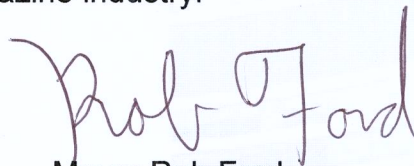
*Proclamation***Magazine Week****June 6 – 10, 2011**

WHEREAS during this week, professionals and newcomers in the thriving magazine industry will gather in Toronto for MagNet: Canada's Magazine Conference and the 34th anniversary of the National Magazine Awards. Both of these remarkable events, celebrating the magazine industry, will attract significant national and international attention.

In Toronto we encourage and welcome publications that promote the sharing of ideas, strengthen our communities and add to our city's vitality and success. With 80 per cent of the Canadian magazine industry in our city, it is the overwhelming centre of magazine publishing in Canada.

Each year, Torontonians and visitors to our city celebrate the significance and diversity of more than 2,300 Canadian magazines and we recognize the tremendous contributions of editors, publishers and writers who write entertaining articles on a wide variety of interesting topics that keep us informed and help enrich the quality of our lives.

NOW THEREFORE, I, Mayor Rob Ford, on behalf of Toronto City Council, do hereby proclaim June 6 – 10, 2011 as "**Magazine Week**" in the City of Toronto and encourage everyone to join in celebrating the exciting and creative world of the magazine industry.



Mayor Rob Ford
City of Toronto

MAGAZINES CANADA

ANNUAL MEETING / RÉUNION ANNUELLE

Thursday June 9, 2011

8:00 AM

Courtyard Marriott

475 Yonge Street

Toronto, Ontario

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**MAGAZINES CANADA
ANNUAL GENERAL MEETING / RÉUNION ANNUELLE
Thursday, June 3 • jeudi le 3 juin • 2010
Giovanni Room, 89 Chestnut Street, Toronto, ON**

Minutes

Approval of Agenda

Moved by A. Burke, seconded by K. Miller, CARRIED

Approval of Minutes, Annual General Meeting, June 4, 2009

Moved by G. Young, seconded by D. Morrison, CARRIED

Chair's Report (T. Sellwood)

Chair Sellwood noted that his first term as Magazines Canada's Chair has been one of relentless association activity in a demanding business environment. The association's big tent approach has welcomed many different types of magazines and creators of all disciplines from across the entire Canadian magazine community. Magazines Canada's many committees, sub committees, and special task force groups are as strong now as ever. Touching on highlights of the past year, Sellwood noted that Magazines Canada's advocacy team can take full credit for helping to sustain a full-funding package for the new Canada Periodical Fund launched in April. While we have challenges with some of the detail, the new CPF does reflect our collective position that reaching readers with significant Canadian content must be the two core metrics for this program. Looking ahead we must ensure that the program continues to move forward intact, with the core funds committed now. And we need to continue to focus government attention on the success magazines have achieved, are achieving and will undoubtedly continue to achieve on multiple platforms in the digital economy. Modest but effective programs have really helped. We appreciate that government support and we have been successful with it. From print to mobile to iPads, wherever Canadians want their content Canadian content, magazines will be there. We will work with our Federal government to ensure a sustained focus on policy and programs in an evolving environment. Our Advertising Services initiatives continue to be a key focus of the trade. This year our successful Best on Page event launched a new creative awards program that attracted 800 ad trade professionals in April. Our online ad-trade information has become the go-to place for anyone needing material to support their sales programs, and we launched *Ad Direct*, a collective approach that provides a competitive ad-ripper service to the trade. In Circulation Marketing services we completed another successful cooperative direct marketing campaign that not only reached millions of Canadians but also made sales—a whopping 192% over last year's results. We are also seeing major uptake from our cooperative digital newsstand initiative launched late in 2009. Magazines Canada members make professional development a high priority. Today, training is even more critical. MagNet registrations reflect that member expectation. Now with webinars, *magblast* and *AudioMags* podcasts, *magcareers* and event partnerships from coast to coast, we have ensured our industry has access to the very best in-career training available. Undoubtedly, this activity contributed to a member approval rating exceeding 90% and a dramatic increase in members. And this was a banner year for new members, especially business media titles. We welcome them all into the big tent. Together we are stronger, able to seek consensus and speak strongly for the entire industry. Success is driven by a great team. Chair Sellwood paid tribute to the directors, volunteers and staff.

Treasurer's Report (M. Ward)

M. Ward reported that Magazines Canada ended its year on target and in the black. Financial statements reflect only core operational revenue and expense with our programs, especially the big public and private partnership efforts, reflected in their net terms. Magazines Canada's overall investment with industry and public partnerships meant that your association managed program delivery with a value of over six million dollars. We continue to ensure that our vital advocacy work functions independently of any operational grants. This means that every dime of our private and public sector partnerships is invested directly into member program delivery.

Approval of 2009/2010 Audited Financial Statements

Moved by J. Byrne, seconded by G. Young, CARRIED

Approval of 2011/2012 Schedule of Fees

Moved by M. Ward, seconded by S. McAuley, CARRIED

Approval of Appointment of Auditors

Moved by M. Ward, seconded by M. Fox, CARRIED

M. Ward also thanked our public and private sector and organizational partners for their commitment to our programs and welcomed our 64 new members as at March 31, 2010. Finally, M. Ward thanked the Executive Committee, our Controller, CEO and staff.

Nominations Report (R. Goyette)

R. Goyette, as Past Chair, reminded members that the association endeavours to ensure that our board remains at a full and effective complement, and its make-up reflects the diversity of size, location and focus of our member titles. The goal is to keep Magazines Canada's vision fresh, welcoming and reflective of our vibrant industry. To this end, we are also adding, as our by-laws allow, another director position to be representative of our burgeoning business media membership.

Election of Directors

Commending the contribution of nominees, he proposed Joyce Byrne, Niel Hiscox, Samantha Legge, Sharon McAuley, Pierre Marcoux, Kirby Miller, Stephen Osborne, Jocelyn Poirier and Grant Young to stand for a two year term. There being no further nominations, a vote was called.

Moved by R. Goyette, seconded by M. Fox, CARRIED

Approval of Board Slate

Moved by R. Goyette, seconded by D. Morrison, CARRIED

Goyette closed by presenting the 2010–2011 Board of Directors. They are:

Joyce Byrne, *Alberta Venture*
 Michael Fox, *Marketing*
 Robert Goyette, *Sélection* (Past Chair)
 Niel Hiscox, *Canadian Lawyer*
 Mark Jamison, CEO
 Samantha Legge, *TV Week*
 Pierre Marcoux, *Canadian Living*
 Sharon McAuley, *Toronto Life*
 Kirby Miller, *Canadian House and Home*
 Deborah Morrison, *Canada's History Magazine*
 Stephen Osborne, *Geist*
 Jocelyn Poirier, *Clin d'oeil*
 Terry Sellwood, *Explore* (Chair)
 Melony Ward, *Canadian Art* (Treasurer)
 Grant Young, *Downhome* (Secretary)
 Lisa Whittington Hill, *This*

Chair's Closing Remarks (T. Sellwood)

Chair Sellwood reminded members that the 2010–2011 business plan reflects a robust response to member expectations for more services. He noted that his job as Chair this year will be to help shepherd that plan to successful completion, aided greatly by an active membership, a committed board and an excellent staff. Our collective will to work together has always made a difference and will always guide us to solutions. He closed by encouraging members to fully engage in association activities. In this way we stay in touch with each other, and raise our issues with one clear, strong voice.

Other Business

None

Motion to Adjourn

Moved by J. Byrne, seconded by M. Fox, CARRIED

Magazines Canada 2010 AGM Attendees

Francois Blondin, *Les Affaires*
Anne Burke, *Prairie Journal*
Joyce Byrne, *Alberta Venture*
Ian Cockfield, *Event*
Michael Fox, *Marketing*
Robert Goyette, *Sélection*
Alan Heisey, *Georgian Bay Today*
Nancy Kay Clarks, *Musicworks*
Greg Keilty, *Sky News*
Paul Macedo, *Windspeaker*
Sharon McAuley, *Toronto Life*
Pierre Marcoux, *Canadian Living*
Kirby Miller, *Canadian House & Home*
Deborah Morrison, *Canada's History*
Stephen Osborne, *Geist*
Jocelyn Poirier, *Clin d'oeil*
Terry Sellwood, *explore*
John Shelling, *Blackflash*
Melony Ward, *Canadian Art*
Lisa Whittington-Hill, *This Magazine*
Gayle Young, *Musicworks*
Grant Young, *Downhome*

Laurie Alpern, Magazines Canada
Chantal Arseneault-Lewis, Magazines Canada
Sandy Ashton, Magazines Canada
Barbara Bates, Magazines Canada
Chris Chambers, Magazines Canada
Brienne DiAngelo, Magazines Canada
Jim Everson, Magazines Canada
Mark Jamison, Magazines Canada
Christopher Sorenson, Magazines Canada
Barbara Zatyko, Magazines Canada

Guests

Rhona MacInnes, BCAMP
D.B. Scott, Impresa Communications
Heidi Waechtler, BCAMP

Magazines Canada Chair's Report

Year End Review 2010–2011

Overview

Magazines Canada's fiscal year ending March 31, 2011 was a busy and productive one. Committees and staff undertook a robust program of activity. Highlights include:

- Enhancing member access to information and services with a new website.
- Solidifying newer initiatives such as the Ad Direct program, which is generating great efficiencies for members.
- Renewing and enhancing the Digital Newsstand project—free for members for two more years.
- Adding a Canadian awards component to Best on Page.
- Responding vigorously to and securing full funding for the Canada Periodical Fund.
- Developing a new Business of Digital training session (launching in 2011).
- Launching the two-year *Canadian Magazines Canadiens* project to celebrate print magazines.
- Completing a Canada Council Benchmarks study and addressing key issues in a recommendation to the Canada Council.
- Delivering another successful direct marketing campaign.
- Increasing business media services and participation.
- Partnering more closely with provincial associations on event and services delivery.
- Attracting over 1,300 industry professionals to MagNet 2010.
- Attracting new members and retaining the confidence of current members.

Staff appreciated the attention and guidance of the committees, board and members in the execution of the 2010–11 program.

Public Affairs

Digital Economy Strategies

We began the fiscal year with a major presentation to the Heritage Committee on magazine media in the digital age, and made a submission to Industry about magazines in the digital economy. The key recommendations were:

- Continue with the current foreign ownership rules.
- Renew the Canada Periodical Fund at its full program value in 2011–2012 so we can address the digital economy. Key criteria for the CPF be reviewed each year to ensure the program continues to evolve to meet the challenges of the digital economy.
- Provide access to capital options that focus on digital product development and ensure that magazine publishers be given access to the Canada New Media Fund.
- Because the Canada Council continues to develop excellence in Canadian content, ensure that it has robust support in the digital age.
- Copyright reform should support rights owners so they will stay in Canada, while ensuring ease of access to Canadian content for Canadian readers.
- In the digital economy, skills training is paramount and in-career skills training should be a priority. Such training will aid in Canada's competitiveness.
- As Magazines Canada's successful collective initiatives ably demonstrate, increased support for industry collectives will drive digital strategies in marketing, distribution, training and research into new ways to monetize content, thereby creating Canadian jobs and a new prosperity.

Pre-budget Submission

Our annual pre-budget submission in the summer of 2010 provided the Federal Government with these key recommendations:

- Magazines Canada urged the Finance Committee to recommend that the Government of Canada confirm the budget of the Canada Periodical Fund at \$75.5 million for a five-year period.
- Magazines Canada urged the Committee to support the Government of Canada's initiative to develop a Digital Economy Strategy for Canada and to provide support in the 2011 budget for this initiative.
- Magazines Canada urged the Committee to support robust funding for the art and literary magazine program offered by the Canada Council for the Arts.
- Magazines Canada urged the government to ensure that its Copyright Bill C-32 was approached with care, responding to needs of creators and rights holders in Canada.

Canada Periodical Fund

Our discussions and actions in this fiscal year on the Canada Periodical Fund (CPF) have been in the context that the fund itself is at high risk, with \$15 million at very high risk. We know that Canadian Heritage has developed several impact

scenarios. Our collective efforts in Ottawa over the summer and fall and during the Board visit before Christmas were received positively. It is our view that both the Minister and the department have supported our call for full funding. At the time of writing, the March 22 Federal budget provided for the full fund in the base schedule.

In support of the CPF, the Public Affairs team took action in the summer, fall and spring:

- Prepared and disseminated dozens of recipient letters to Moore and the PM;
- Met with MPs and key ministerial policy staff;
- Delivered a "Hill Day," with the Magazines Canada Board meeting a cross section of MPs;
- Sent specific letters to key Ministers, although we were not been able to secure meetings directly with key ministers, including Moore and Flaherty.

Canada-European Comprehensive Economic and Trade Agreement (CETA)

We spent the year monitoring the negotiations between Canada and the European community for a free-trade agreement. Negotiations have been ongoing for about a year, and talks are about half-way through. The negotiations include discussion of a cultural exemption that would allow Canada to maintain foreign ownership restrictions applying to magazine companies. This exemption protects the advertising services sector from foreign competition and provides subsidies to only Canadian-owned companies. As we move forward, we must determine whether it would be acceptable if the cultural exemption was narrowed but still provided full protection to Canadian magazines.

Canada Post

We provided Cana Post with our point of view on a number of issues, including rates, distance-based pricing and services. We met with Senior Vice-President Laurene Cihosky on these issues. We welcomed Olivier Saintonge, the new Publications Mail Manager, and had several meetings with him. More are planned.

Outreach

The CEO represented the industry with external organizations by serving as a director on the boards of Access Copyright, the Book and Periodical Council, the Canadian Copyright Institute, the Coalition for Cultural Diversity (with Executive Director, Public Affairs Jim Everson) and as chair of the OMDC advisory committee. The association worked with other national and regional associations in many ways, and with international organizations and bureaux primarily through the CEO and Executive Director, Advertising Services.

Advertising Services

Best on Page Awards 2010

The *Best on Page Awards* show was successfully staged on April 8, 2010 for a room full of agency creatives, media planners, advertisers and publishing reps. The evening culminated with ringside announcements of the first annual awards for the very best in Canadian magazine advertising creative.

Magazines Connect! Video

Magazines Canada stepped up its efforts to spread the word about the powerful connection between magazines and their readers with a short video highlighting key magazine benefits while exploding some myths.

Advertiser Advocacy

Magazines Canada delivered a second presentation to over 50 Federal communications managers, representing a wide array of Federal ministries and departments. This was a follow-up to a presentation last fall designed to explode myths, educate, enthuse and properly position magazine strengths and benefits. This meeting now brings to 75+ the number of government decision makers who have heard our message directly and countless others who have received Public Works newsletters containing magazine industry info provided by us.

Magazines Canada Fact Books

The 2010 editions of the Consumer and Business Media Fact Books were launched, each containing over 160 pages of the latest and greatest information evangelizing the many strengths of magazines. These "go-to" sources are compendiums of the most requested trends and facts for media planners, advertisers and magazine sales professionals. Both Fact Books are available in a PDF version as well as a digital edition that not only provides live links to additional information but is also key word searchable to help find what you want quickly and easily. All versions are available in French and English.

5 Good Reasons Why Magazines Work

Magazines Canada has developed a web-based document highlighting the top five reasons why consumer magazines go toe-to-toe with television and win. This new tool will assist magazine sales professionals to take the fight to agencies with one voice.

magblast Podcast

Magazines Canada launched its first B2B magblast video podcast, *How Business Media Make Business Happen*, featuring Niel Hiscox (CLB Media). The podcast focuses on the evolving role of business media, print and digital, in meeting the changing needs of advertisers. The podcast is available on the Magazines Canada site and YouTube.

State of the Magazine Nation

Magazines Canada successfully hosted the 2010 State of the Magazine Nation event on October 21 for 350 media planners, advertisers and magazine sales professionals. Themed as *The Future of Magazines*, it featured keynote speaker Richard Levine (VP Editorial Operations, Condé Nast) and a who's who panel: Jerry Brown (Assoc. Partner, Entertainment & Media, PWC); Karen Naylor (Leader, Mindshare Canada); Jocelyn Poirier (President, TVA Publications); Brian Segal (President and CEO, Rogers Publishing). The event positively demystified the magazine industry's evolution towards an exciting multi-platform/device future. A video of the keynote speaker is available on the Magazines Canada site.

Magazines Canada Ad Campaign

Magazines Canada launched three new advertising campaigns that will remind the advertising community (B2B and consumer) about the power of magazines. Member support of these new ad campaigns will remind the advertising community that magazines are not only open for business but a must buy. The first of these campaigns, a die-cut "torn insert," ran in *Marketing* and *Marketing QC*. Looking like a ripped page in a magazine, the campaign leverages the high percentage of consumers who tear ads out of magazines for future reference. An overrun of inserts was also made available to members on a request basis for use as bookmarks in magazine copies sent to advertisers as comps or proof of performance. The second ad campaign features a series of consumer directed whimsical ads. The ads apologize for magazine ads being so successful at prompting purchase and end with, "We're sorry we're so engaging." Transforming the bedroom and bathroom into the new boardroom, the third campaign, geared specifically to B2B titles, promotes the power of magazines in keeping business decision makers in the know—wherever they are.

Environmental Projects

Magazines Canada is working with a broad range of publishers, printers, paper manufacturers and environmental specialists to create a Carbon Footprint compendium to the existing *Magazine Eco Kit*. The compendium is designed to educate and motivate publishers to better understand, take control and mitigate carbon footprint impacts on the environment.

The Naked Truth about Magazines

Successfully presented the half-day junior planner workshop, *The Naked Truth about Magazines*, on February 17. Nearly sixty people were in attendance, representing many of Canada's largest media agencies. Attendee evaluations and post-event thank-yous were very favourable.

Integrated Programs that Work

Successfully presented this thought-provoking morning event on March 10 to 200 attendees. The program featured Juan Senor, a high profile speaker on the world stage, followed by a panel of senior Canadian media directors. Feedback was very positive.

Recycle Campaign

Magazines Canada launched its first recycle campaign created to encourage readers to read, share and recycle their magazines so that they may become everyday items from egg cartons to cereal boxes. In addition, a "Read. Share. Recycle" logo was launched as an accompaniment to the creative campaign. The campaign throws to magazinescanada.ca/recycle to learn more. Members are encouraged to pick up this campaign available in print and online, French and English.

Best on Page Awards 2011

A great attendance set the pace for the *Best on Page Awards* event Thursday, March 31, 2011 at the Allstream Centre in Toronto. The Best on Page Awards honour the best magazine ad creative in Canada as selected by four of the industry's top creative directors. Marketing communications featured augmented reality codes that, when held up to a computer web cam, reveal video messages from each of the judges. The launch campaign also featured a mix of magazine ads, post cards, targeted direct mail, eblasts and web communications.

Circulation Marketing

Distribution

The results of last year's annual membership survey indicated our distribution program as the #1 reason magazines join the association and continue to renew their membership.

- 14 new titles joined distribution.
- We distributed 196 titles with an average sell-through of 47.86% (including non final) or 27.66% (final only). 300,641 individual magazines were invoiced; 214,962 were returned.
- Publisher News was sent to distribution members to encourage best newsstand and barcode practices.
- Magazine draws in general increased—notable titles include: *Canada's History*, *Canadian Stories*, *Canadian Coin News*, *Maisonneuve*, *The Walrus*, *Bad Day* and *Rotman*.
- New and ongoing initiatives have been taken to increase efficiencies for the retailer, publisher and Magazines Canada.

Direct Marketing Campaign

Canadian magazines are selling!

- 196 titles participated in the campaign and 500,000 brochures were distributed via admail and polybag (389,200 English, 110,800 French).
- Despite the fact that we had printer problems and were late in the mail, as of March 4, 9,001 subscriptions were sold, including 44 digital subscriptions. With two weeks remaining, 59% of last year's subscription figures have been achieved with 50% fewer print brochures in circulation.
- As a percentage of sales compared to last year's campaign results:
 - small magazine sales increased by 4%
 - gift subscriptions increased by 2%
- The average cost per sub increased to \$19.16 from \$17.81 in last year's campaign.
- 49% of orders came from the websites, 48% via mail and 3% by phone.

Newsstand Marketing Project

- 20 new stores have been added and one wholesaler, Monahan Agency, who services 12 stores: they receive 67 titles with draws from 20–50. The days of bringing on a large independent seems to have disappeared. (We lost 33 independent stores.)
- Niche-market mailings—mini-catalogues were created to highlight our Art & Design magazines and Outdoor titles. Store lists were generated in order to try to broaden and expand our reach into 600 art supply stores and gallery gift shops, and 250 outdoor stores. Reps are following up on these mail outs and four new stores have been added.
- NMP rolled out again with store promotions for four two-week periods in all Chapters and Indigo stores October through January, in nine of our independent stores from September through February, and in 30 of our biggest independents via Presse Commerce from October through March. This year we ran a free digital edition coupon offer through Presse Commerce; early results for the coupon-only portion are not promising.
- Communications/Sales: through the Retailer Catalogue and Retail Newsletter, reps continue to contact retailers to join MC Distribution and work with existing retailers on efficiencies and to increase the number of titles that they receive.
- Newsstand results will not be available until May.

Digital Newsstand

- The Zinio service agreement has been extended until February 2013. Basic upload services, conversions to multiple platforms and 7"+ screen sizes are free to all members.
- Communication: Canadian-based service support, Q&A biweekly calls, Tools & Resources section on the Members Only portion of the MC website, monthly sales and delivery reports, quarterly trend analysis and recommendations for marketing will be passed on to members.
- MC-branded App: multi-product branded app for iPad to be integrated with the Zinio Unity platform. Will be submitted to Apple for iTunes distribution. The sales remit from this is 50% Zinio, 50% publisher.
- Magazines Canada quarterly business review and planning meeting—includes Access to Fusion Web and Fusion Plug-In (currently in development) at 50% off published rates.
- MC Individual Publisher Apps for iPad: Zinio will create for selected and approved publishers using enhanced or optimized content inside their publication.

Word on the Street

In September, Magazines Canada had representation at the Vancouver and Halifax WOTS in partnerships with the Magazine Association of BC and Atlantic Magazine Association, respectively. The Toronto WOTS booth events included selling back issues of member magazines and the famous Spin 'n' Win.

Professional Development

MagNet

A successful MagNet 2010 took place in June 2010, with 1200+ individuals attending.

MagNet 2011: The updated MagNet 2011 website was launched and the brochure has been mailed. Registrations for individuals and groups have already begun for the conference being held this year at a new venue: the Courtyard Marriott.

Digital Directions

Magazines Canada is preparing to offer the next generation of Web Weekend, titled The Business of Digital, in April 2011. The curriculum for this new one-day program was developed by Kim Machado with input from Niel Hiscox. The program will offered in Toronto and Vancouver in April.

Webinars

Magazines Canada presented six webinars in 2010–2011:

- *Magazines on the iPad: Sidebar or Feature Story?* with Wayne MacPhail, 32 locations
- *Getting Social: Using Social Media To Grow Your Brand* with Amber Mac, 20 locations
- *Copyright 101* with Warren Sheffer, 4 locations
- *Multi-platform Content on a Budget* with Edward Fraser, 20 locations
- *The New Canadian Magazine Industry Advertising-Editorial Guidelines* with Patrick Walsh, 24 locations
- *Online Ad Sales* with Marty White, 24 locations
- *Display Writing* with Trish Snyder, 22 locations

Business Media Summits

Magazines Canada presented two Business Media Summits in two cities:

- The Toronto Business Media Summit took place on November 18 featuring keynote Charles McCurdy, CEO, Apprise Media LLC as well a panel discussion led by Niel Hiscox with: Donna Kerry, Publisher, Advisor Group, Rogers Publishing; Brandon Kirk, Director, Sales and Global Marketing Solutions, Spafax; and Karen Lorimer, Group Publisher, *Canadian Lawyer* and *Law Times*, Thomson Reuters. Approximately 90 people registered. A video featuring keynote Charles McCurdy, CEO, Apprise Media LLC is available on the Magazines Canada website.
- The Alberta Business Media Summit took place on the final day of the AMPA conference on March 26. The panel was moderated by Niel Hiscox and included Ruth Kelly, Publisher, Venture Publishing; Agnes Zalewski, Group Publisher, June Warren; and Jenn Schmidt-Rempel, Managing Editor, *Lethbridge Living* magazine. Topics of discussion included inventory planning and building—roadblocks, takeovers, micro-sites and content feeds; the deal with money—sales skills, monetizing successes, and pricing developments; and successes and failures—what hasn't worked and what's been learned. The Summit was sold out.

Magazines Canada Sponsored Sessions

Magazines Canada sponsored eight sessions, held at the regional association conferences.

- *Ad Sales Toolkit: Show & Tell* with Sharon McAuley, at the AMPA conference
- *What's Your Social Media Strategy?* with Kim Pittaway, at the AMPA conference
- *Digital Doers* with Kim Machado, at the AMA conference
- *Essentials of Advertising Sales* with Gwen Dunant, at the Magazines BC conference
- *How to Pitch in the Real World* with Gwen Dunant, at the Magazines BC conference
- *Le contenu est roi* with Marie-Lyse Paquin, at Magazines du Québec
- *Essential Elements and Prospects into Profit* with Gwen Dunant, at the Manitoba Conference on April 28
- *Extract of On-Line* with Martin White, at the Manitoba Conference on April 28

Magazines Canada Schools

The School for Advertising Sales took place November 5 to 9 with 16 registrants. The School for Circulation took place on February 4 to 8, 2011 with 16 registrants.

Travelling Consultants Program

52 one-on-one consultations, bringing experts to members across the country, took place this fiscal.

Online Tools

Continuing to use the Magazines Canada website to provide resources to professional development participants and members. Resources launched in this fiscal include 13 new hot sheets.

Cultural Magazines

Cultural Magazines Committee (CMC)

The CMC met four times this fiscal year, in September 2010, November 2010, January 2011 and March 2011. At the March meeting, the committee began a planning and priorities discussion as part of Magazines Canada's strategic review. The committee is interested in developing a working definition of a "cultural magazine" that will help to focus its efforts going forward.

Cultural Magazines State of the Nation

The first State of the Nation session at MagNet 2010 was a success. Another is planned for MagNet 2011, and will include discussion of the recent Benchmarks report and possible definitions of a "cultural magazine."

Benchmarks Report

Completed in March 2011, the Benchmarks report compiled financial data from all magazines that receive funding from the Canada Council. This report is the first image that cultural publishers have had of themselves as an "industry" since 2000. It will be used to inform discussion at MagNet 2011 and at committee meetings in the context of Magazines Canada's strategic review.

Canada Council

The CMC submitted recommendations to the Canada Council regarding its decision to lift the print-run cap on magazines applying for grants. The committee suggested these options to the Council:

- Remove the print run cap entirely.
- Keep the cap, but factor in population growth since the date it was set.
- Change the cap to 50,000: a number based on the circulation levels typically needed to compete significantly for the national advertisements that bigger titles get.
- Lift the print-run cap for applicants, but restrict grants for production expenses to 25,000 copies. Publishers with higher circulations could receive funds for up to 25,000 copies, but no more.

Communications

Website

Created and launched a redesigned, bilingual industry website at magazinescanada.ca, with new features that included: a customizable home page, exclusive members' only content, industry event calendar, media centre, increased web analytics, RSS feeds of departmental news and the ability for users to comment on articles. Created and launched a redesigned consumer website that reflects the look of the Digital Newsstand. The consumer site also offers digital previews of those magazines taking part on the digital newsstand, including the option to buy.

Canadian Magazines Canadiens

Created and launched the premiere issue of *Canadian Magazines Canadiens*. Magazine microsite (magazinescanada.ca/cmc) launched with digital edition, media kit, advertiser information and online portal for marketplace advertisement bookings and sales. Key supplier-partners confirmed and committed for two years.

Social Media

Magazines Canada Twitter feed launched (@magscanada). The feed covers upcoming professional development events, industry news and public affairs information, complements the Buy 2 Get 1 FREE campaign and Advertising Services Twitter accounts, and has 635 followers to date.

AudioMag Podcasts

A total of 24 AudioMag podcasts launched and made available at magazinescanada.ca and on iTunes.

Membership

Membership Committee

The Membership Committee has met four times this fiscal year, in September 2010, November 2010, January 2011 and March 2011.

Also in March, as part of Magazines Canada's strategic review, the Membership Committee began discussion of PwC recommendations regarding revised membership categories.

Membership Applications

Magazines Canada received 24 applications for membership this year. Total membership is now 382.

Magazines Canada Business Plan 2011–2012

March 31, 2011, as approved by the Board of Directors

The success of Magazines Canada's activity and its capacity to be relevant is based in a policy governance model that drives a continuous planning process through over 20 consultative committees composed of over 200 industry professionals. This approach has allowed a very diverse membership to pursue common and unique objectives in relative harmony—garnering the association an aggregate 97% member approval rating (in 2010) and the respect and recognition of government, suppliers and similar domestic and international organizations.

At each Board meeting throughout the year, a management activity report outlines how various initiatives are progressing, noting changes, challenges and successes—and driving the planning that determines what should be continued, changed or cancelled.

At its meeting of January 31, 2011, the Magazines Canada Board of Directors adopted a strategic planning review process (SPRP) that mandates a member-committee-driven exercise. Much of what the SPRP will consider will impact upon subsequent budget years

Every recommendation for strategic business planning is driven by three key questions:

*What's next for the industry?
What are we doing now?
What should we be doing?*

Public Affairs

Review public policy initiatives in the current context; make recommendations on short and longer term policy priorities that reflect industry need while engaging with government on issues of concern to members.

- Foreign ownership limits do not apply to the Internet or online businesses; the Advertising Services Act appears to be limited to print versions of magazines and, at any rate, is unenforceable online; CPF, at least at the moment, does not include support for digital paid or request editions. The policy environment for magazines upon which our members have relied may become increasingly challenging to sustain.
- The relationship with the Canada Post Corporation will be reviewed by the Postal Sub-committee with the goal of being more strategic with CPC on various matters. At the same time, the sub-committee will revisit alternative delivery options for print and digital product.
- In the context of the strategic planning process, the Public Affairs Committee will pursue new initiatives and approaches by:
 - Engaging members to identify and articulate specific and achievable public policy initiatives.
 - Generating and prioritizing strategies and initiatives that maximize the impact of policy positions.
 - Engaging with other national and regional associations to formulate consensus-driven initiatives with government at both the federal and provincial levels.

Digital Evolution

The future of magazine content on digital platforms is swiftly evolving. There is member consensus industry-wide about collaborative digital ventures designed to keep the control of content sales, sales data, lead generation and so on, firmly within the control of Canadian publishers. It is imperative that we use the association's public affairs platform as the vehicle to leverage access to public investment (which is strategic in industry support in this area) and to ensure policy, regulation and programming reflect needs.

Political Outreach

Continue communications to and briefing of federal politicians and political staff to build understanding and support for the sector.

Cultural Magazines

Continue to work with MC's Cultural Magazines Committee and the Canada Council on a review of the Council's A&M programming to ensure it meets the evolving needs of the sector, including the advisability of including more readership and growth measurements in the funding formula.

Monitoring and Consultation

Ensure policies and regulations pursued by the federal government support and do not negatively impact Canadian

magazines, including, for example, proposed legislation to curb unwanted electronic SPAM that may impinge on the ability of publishers to sell products online.

Outreach: Allied Organizations, Government Agencies

- i. **American Business Media**
Magazines Canada membership in ABM allows our membership to access ABM materials, conferences, etc. at ABM member rates. There is direct and regular contact between ABM and Magazines Canada via our CEO.
- ii. **Access Copyright**
A/C represents rights holders, engaging in collection and compliance as well as addressing copyright issues and digital transition challenges on their behalf. Publishers and creators are signatories. Magazines are represented on the A/C Board by our CEO.
- iii. **Book and Periodical Council**
BPC is an association of Canadian publishing, manufacturing, distributing and creator associations. The agenda focuses on common cultural policy issues that flow mainly from Heritage, Canada Council and Industry (copyright).
- iv. **Canadian Copyright Institute**
CCI is a coalition of publisher organizations principally focused on influencing copyright legislative initiatives. Our CEO is a member of the Board.
- v. **Canada Council**
As a national arts service organization, we are funded to provide services to our cultural magazine members. In addition, the association, represented by the CEO, the Executive Director of Public Affairs and the General Manager, participates in consultative activity on Council policy and process, as mentioned by the Cultural Magazines Committee.
- vi. **Coalition for Cultural Diversity**
CCD focuses on international agreements and ongoing trade negotiations that may impact on key “cultural exemption” measures supported by most countries (except the U.S.) under the UNESCO agreement. Magazines Canada is represented on this Board by John Thomson or our CEO.
- vii. **Cultural Human Resources Council and Cultural Careers Council Ontario**
CHRC and CCCO address human resources and career development needs and issues for Ontario's arts and culture community. Our CEO and our General Manager regularly liaise with CCCO.
- viii. **FIPP (International Federation of the Periodical Press)**
FIPP, based in London, has an active program among the national trade associations as well as individual corporate members. Our CEO, Executive Director of Advertising Services and our Communications Manager are the principal contacts.
- ix. **Magazines Publishers of America**
We are an affiliate member of MPA and have access to materials for association use, particularly material focused on the ad trade. We liaise with MPA through our Executive Director of Advertising Services, though our CEO will engage on specific issues.
- x. **Canada's Regional and Other National Associations**
At both Board and staff levels, Magazines Canada is continuously engaged with Canada's regional magazine associations and other national associations (CSME, CMC, PWAC, CBP, NMAF, KRWs) on many issues of mutual concern. In 2011–12, there will be a particular focus on addressing declining resources and the need to rationalize cost sharing. A PwC report recommends that Magazine Canada has the competencies to provide services—a subject being pursued.

Magazines Ontario

Magazines Ontario will re-tool to have a more specific role with the Ontario Media Development Corporation and the Ontario Arts Council. Competitiveness challenges need to be addressed in order to take advantage of the core strengths of the magazine industry across Canada, as submitted in Magazines Ontario's pre-budget paper to the Government of Ontario.

Advertising Services

Promote the value of magazine media as a top-of-mind vehicle for clients and their agencies to achieve their communications and sales goals in an evolving environment.

Research Sub-Committee

Focus: Explore, verify and disseminate the best possible industry research information to feed marketing and education needs.

- Investigate how to make comparable magazine and online page views available to enable generation of a combined R/F.
- Investigate development of key ad category specific documents, compiling best available information for each.
- Update all trend and compilation documents (English & French), e.g. *Fast Facts*, the Consumer Magazine and Business Media Fact Books, *Put Magazines to Work for You*, *Five Good Reasons Why Magazines Win* and *Magazines with Online*, etc., using latest research,
- Update all industry trend information reports and presentations, as new trend data becomes available, and post on magazinescanada.ca as relevant, e.g. *Consumer Magazine Trends Report*, *U.S. Spill Report*, *Comparison of Canada and the U.S.*
- Investigate optimal Reach/Frequency weights for magazine plans.
- Investigate resurrection of existing PMB MagCume data.
- Improve and promote industry access to online info and resources at magazinescanada.ca.
- Vet international research to ensure appropriateness for the Canadian marketplace.
- Continue to service custom information requests from agencies, advertisers and members.
- Continue creative testing activities (*magWorks*) to upgrade magazine creative impact and increase advertiser ROI.
- Leverage relationship with the FIPP Research Committee.
- **Investigate new research opportunities of specific relevance to the consumer and business media magazine community.

Education Sub-Committee

Focus: Develop relevant programs and activities designed to remind, enlighten and educate the advertising and publishing communities as to the key roles and benefits of the magazine medium.

- Continue to educate junior media planners as to how magazine advertising works via the annual *The Naked Truth about Magazines* workshop.
- Continue to educate, inform and upgrade the skill sets of magazine sales professionals via the annual Rep Education seminar.
- Create new one-page *Fast Facts* sales sheets, aimed at agency planners, advertisers and magazine sales reps nationally.
- Solidify relationship with the Association of Canadian Advertisers (ACA) as an entrée to advertisers.
- Maintain top-of-mind awareness within the academic community to ensure university and community colleges access magazine industry research resources and speakers.
- Increase top-of-mind awareness among select industry sector associations as a source of industry speakers and information.
- **Explore development of an educational contest that encourages exposure to magazines and their websites.

Marketing Sub-Committee

Focus: Create promotional programs that bring the magazine and agency/advertiser community together, increasing understanding of the medium while generating a renewed sense of purpose and collective enthusiasm for the business.

- Continue to host the *Best on Page Awards* event as a cornerstone image/networking event.
- Host a *State of the Magazine Nation* event targeting the agency/advertiser communities.
- Develop agency-targeted promotional activities (contests; guerilla programs; interactive and/or group activities), which add sex appeal and boldly promote key magazine benefits.
- Continue to create video podcasts (*magblast*) to broaden communication of key industry messaging at the national level.
- Continue to maximize personal visitations of key advertisers in key ad sectors at the national level, promoting the virtues of magazines.
- Create and distribute *Page* newsletter regularly, focused upon latest industry research and successes.
- Develop case studies, by industry segment, as proof of accountability.
- Encourage member use of new industry ad campaigns, both Consumer and Business Media (English & French).
- Continue to upgrade the look and feel of all marketing communications.
- Demonstrate how magazines live at the core of readers' lives.
- **Investigate creation of a paid ad campaign focused on media planners, communicating key magazine benefits and research information.
- **Consider participation in *Marketing Week*.
- **Reconsider participation in *Advertising Week*.
- **Consider promoting the magazine medium at the annual *CMDC Conference*.

Manufacturing & Technology Sub-Committee

Focus: Explore business-based manufacturing and technology issues/opportunities that reduce cost and create efficiencies.

- Continue to promote *AdDirect* with the objective of reducing file issues/costs while maximizing production efficiencies. Increase number of participating publishers, English & French.

- Continue to create advocacy programs surrounding provincial Blue Box programs including U.S. publisher non-payment and egregious price increases.
- Continue development of the *Magazines Canada Carbon Footprint Compendium* to educate and inspire publishers to adopt carbon reduction initiatives.
- Encourage member participation in the new industry recycle campaign including use of the new *Read Share Recycle* logo.
- Encourage publishers to shorten production cycles by building awareness of benefits and how to start the process.
- Continue to investigate development of digital insertion orders for adoption between agencies and publishers, including invoicing and payment.
- Initiate a new Committee education component to ensure Committee members are at the front of the curve in understanding technology shifts and new product launches.
- Investigate new industry-wide automation opportunities, e.g. CMS, etc.
- Continue to investigate paper issues and opportunities related to pricing, availability and eco-options.

Technical Standards Sub-Committee

Focus: Continuously refine and maintain the forward relevance of digital Magazine Advertising Canadian Specifications (dMACS), de facto industry specs used as the primary basis for the exchange of standardized advertising materials, while ensuring user education on the proper use of emerging technologies and specifications.

- Continue to monitor and assess significant global movements in production/printing specifications and revise dMAC Specifications, as relevant, to ensure consistent digital workflow best practices across advertisers, prepress, publishers and printers.
- Build a webinar library to educate the agency community in how to avoid the most common file creation mistakes.
- Inform and educate the design and production communities regarding production best practices using the *dMACS* newsletter.
- Explore XML best practice workflows to further streamline and automate the production workflow process.
- Continue to investigate development of a target sheet kit to better enable soft proofing calibration and further reduce the incidence of hard proofs.
- Increase online access to key information and tools relevant to the production community.
- Continue to explore PDF/X-5, Acrobat 5, ICC.2 and OLED monitors to determine industry opportunities and implications.

Circulation Marketing

Raise the profile and sales of Canadian magazines on multiple platforms through a diverse range of programs that provide greater accessibility to and awareness of Canadian content member titles.

Enhance the sales of magazine subscriptions

- Re-initiate a cooperative direct marketing campaign including regional member titles from MABC, AMPA, MMPA, AQEM and AMA.
- Deliver to half a million Canadian readers via admail, polybag and online.
- Explore alternative list sources to avoid cannibalization such as Canadian subscribers to U.S. publication or non-publishing lists.
- Explore further online initiatives to reduce costs and increase exposure.
- Study group fulfillment opportunities.

Enhance newsstand sales of small to mid-sized and niche-title English and French Canadian magazines

- Promote Canadian magazines to Canadian retailers in order to increase their selection and sales of Canadian magazines.
- Acquire new accounts, and provide ongoing customer service and Sales Representative monitoring of accounts.
- Distribute retail catalogue to existing and potential retail outlets and continue ongoing marketing efforts (newsletters, online updates).
- Work to promote newsstand sales of magazines to Canadian consumers:
 - Magazine Advertising Campaign in member magazines and use of the "Genuine Canadian icon."
 - Newsstand promotions in major chains and independent retailers across the country.
- Help small stores set up purchasable retail space (hanging wall pockets, for example, or POS racks) through MC sales reps, in order to aid small retailers and reinforce MC's distribution.

Enhance digital newsstand sales of magazines

- Continue to increase the number of consumer and business media titles available digitally.
- Continue to educate publishers about interactive capabilities and other digital advancements.
- Continue to educate publishers about promoting their digital edition through webinars, conference calls offering "how-to's," best practices, FAQs, etc. (also available on the MC website).
- Explore online opportunities to promote the MC Digital Newsstand to consumers in order to increase awareness and sales of Canadian magazines.

- Work with Zinio to promote and deliver digital editions on the newest technology.

Enhance communications and outreach

- Continue to produce educational documents for the continuous training of publishers and members. For example, newsletters (email and accessible on the website) that focus on a key issue with each installment, i.e., FAQs document.
- Advising members of news and initiatives regarding recycled paper and the availability of FSC stock.
- Create a reference library:
 - Include points from conference presentations relating to Circulation Marketing sessions and add them to the CM site, i.e., e-blasts and other online initiatives.
 - Include what will improve or maximize payment.
 - Benchmarks and advice/learning on invoices, renewals, etc. to help small magazines.
- Review goals and continue implemented plans for the MC Circulation site, i.e., marketing the site via search engine marketing.

Enhance business media initiatives

- Analyze concerns facing the business media market.
- Propose programs and/or services to address business media concerns and requirements.
- Inform and engage business media titles in the digital newsstand opportunities.

Cultural Magazines

Provide cultural titles with support, resources and networking. Facilitate conversation among cultural and arts and literary titles through a dedicated committee; address the specific needs of the cultural sector through professional development, training and tools; and advocate with government to ensure that support for cultural magazines remains robust.

- Continue to work as a centre for the cultural magazine community and assist in stability for cultural magazines; solicit member input and feedback on community priorities through surveys, professional development, the Cultural Magazine State of the Nation and the Cultural Magazine Committee.
- Work with Public Affairs team on high-level engagement with funding bodies at all levels of government to ensure support for cultural magazines and cultural magazine issues.
- Work with the CHRC on a competency research project surveying the skill sets necessary for work in the industry.
- Facilitate dialogue with granting bodies regarding the ongoing development of digital magazine editions.
- Develop a new Digital Publishing handbook and update existing Small Magazine Handbooks (to be available in both French and English as digital editions).
- Continue to develop one-page hot sheets, targeting the specific needs of cultural publishers (in both French and English, and available online).
- Participate in MagNet planning to ensure relevant small and cultural magazine sessions.
- Provide "on-call" service to small and cultural magazine members.
- Through Professional Development programs, MagNet curriculum and TCP marketing, increase competency in marketing/professional excellence.
- More networking, liaison, collaboration with other groups and public events.
- Develop tools for members to share ideas, etc.
- Enhance online services.
- Promote cultural, art and literary magazines at events across Canada.
- Work with Magazines Canada's distribution team to improve sales of cultural titles and tailor service to meet their unique needs.

Business Media

Undertake activity that demonstrates the economic and cultural value of Canada's business media platforms by continuing to integrate as much business media activity as possible within relevant committees.

- Connect with advertisers and business decision makers.
- Train personnel in the new media environment about generating leads, initiating consideration, assisting negotiation and platform development.
- Provide information and research with a unique business media focus.

Professional Development

Create and deliver professional development programming that is driven by member need and responsive to industry trends, recognizing that time and travel resources continue to decrease. Provide value that enhances both personal and professional growth for attendees.

- Offer member-driven course offerings:
 - MagNet
 - 40–50 Travelling Consultants

- Two Business of Digital one-day events
- Six Webinars
- Two Business Media Summits
- Respond to resources challenges and member expectations by evolving the resident program to a "Travelling Circulation School" with a pilot program in locations to be determined.
- Deliver programs that address how magazines can adopt and benefit from new technologies on the market now and those that are on the horizon, i.e., apps, digital editions, e-readers.
- Improve MC's online registration experience to allow registrant login, communications via mobile devices and links to maps and session materials.
- Foster our relationship with industry suppliers in order to further develop the sponsorship program, explore new sponsorship opportunities, bring in new sponsorship partners, improve sponsor communications and increase sponsorship revenue.
- Deliver more programs and online resources in French, including podcasts and webinars.
- Deliver more, and more comprehensive, training programs and tools digitally.
- Provide more tools and resources for mid-level magazine professionals.
- Continue to build the capability to target MC marketing efforts.
- Participate in an association-wide marketing plan.
- Implement new looks for several professional development programs.
- Work with regional associations MABC, AMPA, MMPA, MQ, AMA and CBP, CMC and CSME to build stronger ties, co-present and co-promote sessions.
- Continue to build MagNet as the destination for hot button sessions and the go-to place for industry knowledge and networking. Foster the growth of new elements such as the MagNet Marketplace.
- Foster sustainability, organizational health and information sharing through administering the Travelling Consultants program.
- Support member development with the bursary program.
- Bring new experts and new voices into the stable of presenters for MagNet, Magazines Canada sessions, webinars and travelling consultants.
- Expand offerings in new methods of content distribution—AudioMags, video podcasts, online courses, toolkits, webinars, etc.
- Implement pricing bundles for MagNet, webinars etc. to encourage companies to participate as well as individuals.
- Present four online courses in conjunction with the CHRC in September 2011.
- Continue to use the website tools to provide resources to participants and members.

Membership and Governance

Magazines Canada is the only national organization in Canada representing cultural, consumer and business media magazine titles. It is a unique coalition of small, medium and large circulation magazines, from arts and literary titles to not-for-profits to major commercially-oriented publishers. Recognizing this, the Membership Committee and related services are dedicated to a process of constant change in order to address the diverse and shifting needs of our membership.

- Rebrand ad-edit guidelines to position them as a tool for communication among publishers, editors, and advertisers.
- Look at new membership categories, including digital only, custom publications, individuals and other organizations who would benefit—and benefit from—membership.
- Welcome new members and manage a reasonable attrition rate—potentially reaching a milestone this year at 400 members.
- Examine rates of renewal and attrition across categories to identify any possible improvement areas.
- Liaise with prospective members, providing information and advice where possible.
- Review members' needs from survey and studies.
- Continue to improve the annual membership survey.
- Streamline billing, invoicing and accounts.
- Address member concerns and provide access to services.
- Integrate internal membership procedures with other departments.
- Improve the available resources and ease of use of the membership portions of magazinescanada.ca.
- Ensure a Rogers and Transcontinental representative, as well as a French-language representative, are included in the Membership Committee.

Communications

Continue to ensure all association communications services provide members with essential tools for success and assist in building consumer awareness of Canadian-content magazines.

Communications

- Continue to provide members with timely news, both on the web and via e-newsletters.
- Continue to communicate with members via social media.
- Continue to produce the trade magazine *Canadian Magazines Canadiens* biannually.

- Introduce more AudioMag podcasts.
- Introduce an ongoing, regularly scheduled webinar series.
- Create and implement a marketing plan for the launch and promotion of the webinar series.
- Create and implement a marketing plan to promote Magazines Canada's online tools.
- Develop a communications strategy that targets MC e-newsletters to the most appropriate audiences.
- Develop a communications strategy to best promote Magazines Canada activities across all departments.

Website

- Increase member-exclusive content on the industry website.
- Increase interactivity and engagement on the industry site, including user comments, postings on the industry events calendar, postings on MagCareers and downloads/views of online offerings.
- Enhance public website activity through SEO and SEM.
- Implement integrated online database with member access.
- Continue to translate and post key content on the website in both French and English.
- Ensure that magazinescanada.ca remains at the forefront of technological standards in coding and format— create mobile-friendly versions of MC websites.
- Create a suite of online "toolkits" or one-stop-shop resources for magazine publishers.
- Launch a feasibility study for the creation of a unique Canadian digital magazine and content platform system.

Strategic Planning Review Process

In January 2011, the Board of Directors adopted a strategic planning review process and will consider its results at various points throughout the year, including a planning day in September 2011 encompassing the following:

- The **Executive Committee** and **Membership Committee** will review and pursue next steps on PwC recommendations about membership definitions and fees.
- The **Advertising Services Committee** and a special task force will address MC brand communications.
- The **Executive Committee** will review the staff compensation study and work with the CEO to develop a short- and longer-term approach to compensation and training that will be a component of the business plan tabled for approval next and each year.
- The **Public Affairs Committee** will review public policy initiatives in the current context and then make recommendations on short- and longer-term policy priorities that reflect industry need.
- The **Professional Development Committee** and **Advertising Services Sub-committees** will review each program offering to ensure that delivery logistics and platforms serve content "themes" driven by member and industry needs now and in the future.
- The **Advertising Services Committee** and **Sub-committees** will review all initiatives in the context of evolving needs in the magazine media environment.
- The **Circulation Marketing Committee** will review the relevance of current and prospective initiatives that serve members in the evolving magazine media environment.
- The **Cultural Magazines Committee** will review committee initiatives and comment on all initiatives across the full spectrum of MC activity to ensure the objectives of cultural magazines are served as and where needed.
- A **Business Media Task Force** will review integration progress based on 2007 business media study group and provide going-forward action points.

MAGAZINES CANADA
BUDGETED STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCE
FOR THE YEAR ENDING MARCH 31, 2012

REVENUES**Earned Revenue**

Membership dues	\$ 1,251,078
Net sales distribution	140,567
Program revenues	207,000
Program sponsorship	50,000
Interest and other earnings	5,300
Total Earned Revenue	<u>\$ 1,653,945</u>

Public Support

	<u>1,749,817</u>
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TOTAL REVENUES

	\$ 3,403,762
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OPERATING EXPENSES

	<u>3,351,761</u>
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**EXCESS OF REVENUES OVER EXPENDITURES BEFORE
AMORTIZATION OF PROPERTY AND EQUIPMENT**

	\$ 52,001
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Amortization - property and equipment

	<u>36,468</u>
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EXCESS OF REVENUES OVER EXPENDITURES

	<u>\$ 15,533</u>
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New Members 2010–2011

Adventure Kayak
Alberta Outdoorsman
Boulevard
BC Homes Magazine
Birthing Magazine
Canada's New World
Canoeroots
Conseiller
Design Lines
Drugstore Canada
Eighteen Bridges
Gardener Living Series
Hart House Review
Here's How
Konekt
Latidos
Montréal en santé
Newfoundland Quarterly
OCW Magazine
One Hour Empire
Pharmacy Practice
Plaid
Sad Mag
Savour Gourmet
Spaces Literary Journal
Topia
True Blue Spirit

2010–2011 Board of Directors

Joyce Byrne, *Alberta Venture*
 Michael Fox, *Marketing*
 Robert Goyette, *Sélection*
 Niel Hiscox, *Canadian Lawyer*
 Mark Jamison, *Magazines Canada CEO*
 Samantha Legge, *TV Week*
 Pierre Marcoux, *Canadian Living*
 Sharon McAuley, *Toronto Life*
 Kirby Miller, *Canadian House and Home*
 Deborah Morrison, *Canada's History*
 Stephen Osborne, *Geist*
 Jocelyn Poirier, *Clin d'oeil*
 Terry Sellwood, *Explore*
 Melony Ward, *Canadian Art*
 Lisa Whittington-Hill, *This*
 Grant Young, *Downhome*

2010–2011 Committee Chairs

Lisa Whittington-Hill, **Circulation Marketing**
 Melony Ward, **Cultural Magazines**
 Al Zikovitz, **Environment**
 Terry Sellwood, **Executive Committee, Digital Consortium Sub-committee of Public Affairs**
 Patrick Walsh, **Membership**
 Joyce Byrne, **Professional Development**
 Deb Morrison, **Public Affairs**
 François Blondin, **Postal Sub-committee of Public Affairs**
 Sharon McAuley, **Magazines Ontario Sub-committee of Public Affairs**
 Jocelyn Poirier, **Advertising Services (ASC)**
 Mary Coughlin, **Education Sub-committee of ASC**
 Maria Mendes, **Manufacturing & Technology Sub-committee of ASC**
 Pamela MacKinnon, **Marketing Sub-committee of ASC**
 Clarence Poirier, **Research Sub-committee of ASC**
 Kim Latreille (Co-Chair), **Technical Standards Sub-committee of ASC**
 Linda Melrose (Co-Chair), **Technical Standards Sub-committee of ASC**
 Todd Latham (Co-Chair), **Ad-Edit Task Force**
 Patrick Walsh (Co-Chair), **Ad-Edit Task Force**

2010–2011 Volunteers

Rysia Adam
 Melissa Ahlstrand
 Shelley Ambrose
 Caroline Andrews
 Nancy Baker
 Daniel Baller
 Terry Barnes
 Diane Bérard
 Francois Blondin
 Meghan Bradley
 Donna Braggins
 Karl Broderick
 Jodi Brooks
 Guillaume Brunet
 Anne Burke
 Joyce Byrne
 Penny Caldwell
 Rick Campbell
 Gary Campbell
 Tuppy Carnie
 Peter Carter
 Danielle Chartier
 Kelvin Cheng
 Alastair Cheng
 Tony Cioffi
 David Clerk
 Gail Cohen
 Tony Coiffi
 Shaenie Colterjohn
 Bonnie Cook
 Alexandra Cooper
 Connie Corner
 Mary Coughlin
 Sandy Crawley
 Jane Curran
 Shawn Dalton
 Dave Donald
 Faith Drinnan
 Grant Faulkner
 Marie-Claude Fichault
 Stacey May Fowles
 Michael J. Fox
 Michael Fredericks
 Kathleen Freimond
 Sarah Fulford
 Keith Fulford
 Genevieve Gately
 Michael Gaughan
 Len Goins
 Sylvaine Gombert
 Barbara Gould
 Linda Gourlay
 Jim Gourlay
 Robert Goyette
 Blake Greenwood

Pascale Guilbeault
 Sue Haas
 John Hall
 Ann Heinmaa
 Derrick Hiscock
 Niel Hiscox
 Lorraine Hoefler
 Greg Keilty
 Ruth Kelly
 Elizabeth Kerr
 Diane Kleer
 Douglas Knight
 Mélanie Langlois
 Todd Latham
 Kim Latreille
 Michael Lee
 Samantha Legge
 Rebecca Legge
 Tammy Leung
 Jason Lisi
 John Ludgate
 Diane Luke
 Kim Machado
 Pamela MacKinnon
 Pierre Marcoux
 Ildiko Marshall
 Martin McAnulty
 Sharon McAuley
 Steve McClinton
 Eithne McCredie
 Anita McGillis
 Ian McKelvie
 Tracey McKinley
 Debbie McLean
 Linda Melrose
 Maria Mendes
 Kirby Miller
 John Milne
 Colleen Moloney
 Glenn Morgan
 Brad Morgan
 Deb Morrison
 John Nagy
 Kevin Nicholds
 Hal Niedzviecki
 Libby Nixon
 Charles Oberdorf
 Lynn O'Hearn
 Stephen Osborne
 Steve Ostiguy
 John Palmeri
 Yann Paquet
 John Parsons
 James Patterson
 Annie Peloquin

Margot Pengelly
 John Penner
 Kim Pittaway
 Jocelyn Poirier
 Clarence Poirier
 Andre Prefontaine
 Chris Purcell
 Wendy Purves-Lambie
 Anicka Quin
 Gwen Roberts
 Matt Robinson
 Nelda Rodger
 Jessica Ross
 Gary Ross
 Deborah Rother
 Marcia Ruby
 Ashok Saini
 Graham Scott
 D.B. Scott
 Brian Segal
 Terry Sellwood
 Basmatee Shah
 Abhay Sharma
 Chris Simpson
 Kerri Slaunwhite
 Philip Smith
 Jon Spencer
 Brian St. Denis
 Janet Stern
 Lauren Stewart
 Darlene Storey
 Pat Strangis
 Nadia Szilvassy
 Gayle Taguchi
 Kat Tancock
 John Thomson
 Conan Tobias
 Marcelo Vazquez
 Patrick Walsh
 Melony Ward
 Scott Wheatly
 Heather White
 Marty White
 Lisa Whittington-Hill
 Kenneth Whyte
 Peter Willson
 Jason Wodlinger
 Grant Young
 Al Zikovitz
 MagNet Registration Staff
 MagNet Greeters
 BOP Registration Staff
 BOP Greeters

2010–2011 Staff

Masood Abid
 Riaz Ahmed
 Laurie Alpern
 Chantal Arseneault-Lewis
 Sandy Ashton
 Gavin Babstock
 Pamela Bartlett
 Barbara Bates
 Jacquelyn Bester
 Harry Cepka
 Chris Chambers
 Brianne DiAngelo
 Evan Dickson
 Kira Dorward

Gwen Dunant
 Jim Everson
 Gary Garland
 Mark Jamison
 Erica May
 Rick Miller
 Karen Rickers
 Catherine Roux
 Ben Samia
 Edra Sefton
 Yuri Shegera
 Chris Sorenson
 Barbara Zatyko

Sponsors

ABC – Audit Bureau of Circulation
 Access Copyright
 Annex Printing
 Bard Business Solutions
 Canada Post Corporation
Canadian Printer Magazine
 Cascades
 CCAB/BPAWW
 CDS Global
 Coast to Coast
 Cornerstone Group of Companies
 Direct Mail Marketing Group
 Dolco Printing
 Edicible
 Dovetail
 Gateway Newstands
 General Printers
 IMS / LNA
 Ingle Insurance
 TAMi Mail
 Ironstone Media
 K9 Design
 Kallima

Magazine Manager
Marketing Magazine
Marketing QC Magazine
 Masterfile
 Metaio US
 Media Pro Enterprises (Frederic Hore)
 Metro Publisher
 Media Services Group
 Ministry of Tourism and Culture
 Mygazines
 The NewsGroup
 Biohazard Design
 PMB – Print Measurement Bureau
 Planit Promotions
 Publish2Profit
 Quad Graphics
 Reader's Digest Foundation/Selections
 SendMyAd/AdDirect
 Spafax
 Spafax Interactive
 Texterity
 Zinio

Funders

Department of Canadian Heritage
 Canada Council for the Arts
 Ontario Arts Council

Ontario Media Development Corporation
 OMDC on behalf of the Ministry of Tourism and Culture

MagNet Organizational Partners and Regional Participants

Alberta Magazine Publishers Association
 Atlantic Magazines Association
 Canadian Business Press
 Canadian Society of Magazine Editors
 Circulation Management Association of Canada
 Kenneth R. Wilson Awards

Magazine Association of BC
 Magazines du Québec
 Magazines Ontario
 Manitoba Magazine Publishers Association
 National Magazine Awards Foundation
 Professional Writers Association of Canada

MAGAZINES CANADA

Year Ended - March 31, 2011

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**EIGENMACHT CRACKOWER**

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INDEPENDENT AUDITORS' REPORT**To the Board of Directors of
Magazines Canada**

We have audited the accompanying financial statements of Magazines Canada which comprise the statement of financial position as at March 31, 2011 and the statements of operations and changes in fund balance and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal controls as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgments, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting principles used and the reasonableness of accounting estimates made by management, as well as evaluating the overall financial statement presentation.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the organization as at March 31, 2011 and the results of its operations and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

**Markham, Ontario****May 13, 2011****Chartered Accountants****Professional Corporation****Authorized to practise public accounting by****The Institute of Chartered Accountants of Ontario**

MAGAZINES CANADA
Statement of Financial Position
March 31, 2011

	<u>Notes</u>	<u>2011</u>	<u>2010</u>
ASSETS			
CURRENT			
Cash		\$ 746,380	\$ 782,044
Accounts receivable	3	297,249	328,201
Commodity taxes recoverable		96,137	40,504
Prepaid expenses and deposits		33,415	31,538
		<u>1,173,181</u>	<u>1,182,287</u>
PROPERTY AND EQUIPMENT	4	<u>56,904</u>	<u>72,672</u>
		<u>\$ 1,230,085</u>	<u>\$ 1,254,959</u>
LIABILITIES			
CURRENT			
Accounts payable and accrued liabilities	5	\$ 813,185	\$ 972,192
Deferred revenues - public support (schedule A)		220,251	119,070
Deferred revenues - programs		38,223	33,348
		<u>1,071,659</u>	<u>1,124,610</u>
FUND BALANCE			
FUND BALANCE		<u>158,426</u>	<u>130,349</u>
		<u>\$ 1,230,085</u>	<u>\$ 1,254,959</u>

APPROVED ON BEHALF OF THE BOARD

 Director

 Director



See accompanying notes

MAGAZINES CANADA
Statement of Operations and Changes in Fund Balance
Year Ended - March 31, 2011

	<u>Note</u>	<u>2011</u>	<u>2010</u>
REVENUES			
Interest and other earnings		\$ 2,817	\$ -
Membership dues		1,235,047	1,184,615
Net sales distribution		129,776	132,041
Program revenues		342,923	362,588
Program sponsorships		81,445	88,131
Public support (schedule A)		1,747,082	2,324,649
		<u>3,539,090</u>	<u>4,092,024</u>
EXPENSES			
Amortization		42,390	50,582
Audit and legal		15,763	16,837
Bad debts		13,703	44,724
Board meetings		35,461	10,905
Computer maintenance and support		6,057	8,576
Equipment rentals and servicing		6,439	11,918
Insurance		11,563	11,449
Interest, bank and credit card charges		6,390	7,947
Marketing, advertising and association dues		90,580	80,362
Occupancy costs		148,531	149,857
Office supplies and maintenance		16,425	17,797
Postage and courier		12,233	9,191
Program costs	8	1,862,318	2,348,518
Research and advocacy		128,111	136,614
Salaries and benefits		1,022,342	1,083,658
Shipping and packaging		72,845	67,003
Telephone and facsimile		11,925	8,887
Website		7,937	3,757
		<u>3,511,013</u>	<u>4,068,582</u>
EXCESS OF REVENUES OVER EXPENDITURES		28,077	23,442
Fund balance, beginning of year		<u>130,349</u>	<u>106,907</u>
FUND BALANCE, end of year		<u><u>\$ 158,426</u></u>	<u><u>\$ 130,349</u></u>



MAGAZINES CANADA
Statement of Cash Flows
Year Ended - March 31, 2011

	<u>2011</u>	<u>2010</u>
OPERATING ACTIVITIES		
Cash received from members, events, programs and funders	\$ 3,620,465	\$ 4,019,807
Cash paid to suppliers and employees	<u>(3,629,508)</u>	<u>(3,662,767)</u>
	<u>(9,043)</u>	357,040
INVESTING ACTIVITIES		
Property and equipment additions	<u>(26,621)</u>	<u>(2,828)</u>
NET CASH INCREASE (DECREASE), during the year	(35,664)	354,212
Cash, beginning of year	<u>782,044</u>	<u>427,832</u>
CASH, end of year	\$ 746,380	\$ 782,044



MAGAZINES CANADA
Notes to Financial Statements
March 31, 2011

1. PURPOSE OF THE ORGANIZATION

Magazines Canada was incorporated under the Canada Business Corporations Act without share capital. The entity is a non-profit organization operating as an association whose primary objectives are to act as spokesperson and lobbyist for its members (Canadian magazine publishers), undertake research projects on behalf of its members, run seminars and publicity events and provide a distribution service for small magazine publishers.

Magazines Canada is a non-profit organization within the meaning of the Income Tax Act (Canada) and is exempt from income taxes.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

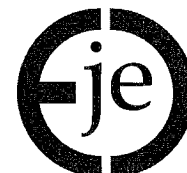
a) Financial instruments

Under Section 3855 "Financial instruments - recognition and measurement", all of the organization's financial instruments were classified into one of five categories: held-for-trading, held-to-maturity, loans and receivables, available-for-sale financial assets or other financial liabilities. All financial instruments, including derivatives, are measured in the balance sheet at fair value except for loans and receivables, held-to-maturity investments and other financial liabilities which are measured at amortized cost. Subsequent measurement and changes in fair value will depend on their initial classification, as follows: held-for-trading financial assets are measured at fair value and changes in fair value are recognized in net income; available-for-sale financial instruments are measured at fair value with changes in fair value recorded in other comprehensive income until the investment is derecognized or impaired, at which time the amounts would be recorded in the statement of operations.

The organization designated its cash as held-for-trading. Accounts receivable and commodity taxes recoverable are classified as loans and receivables. Accounts payable, accrued liabilities and deferred revenues are classified as other financial liabilities. The organization had neither available-for-sale, nor held-to-maturity instruments during the year ended March 31, 2011.

b) Basis of accounting

These financial statements were prepared using the accrual basis of accounting. The accrual basis recognizes revenues as they become available and measurable; expenditures are recognized as they are incurred and measurable as a result of receipts of goods or services and the creation of a legal obligation to pay.



2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

c) Measurement uncertainty

The preparation of financial statements in accordance with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of receipts and expenditures during the reporting period. Actual results could differ from those estimates.

The significant areas requiring management's judgments related to the recording of allowances for returns, provision for doubtful accounts and accruals. These estimates are reviewed periodically and, as adjustments become necessary, they are reported in earnings in the period in which they become known.

d) Revenue recognition

Magazines Canada follows the deferral method of accounting for contributions.

Unrestricted contributions are recognized as revenue when received or receivable.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

The organization recognizes revenue relating to its operations as follows:

- (i) Revenues from distribution sales are recognized when the magazines are shipped. However, since unsold magazines can be returned for full refunds, an allowance based on past sales and returns history has been set up and netted with distribution sales.
- (ii) Revenues from program sponsorships are recognized when the event to which the sponsorship relates takes place.
- (iii) Program and public support revenues are recognized when the events or seminars take place or when programs are completed.
- (iv) Interest and other income is recognized when earned.
- (v) Membership dues are charged on an annual basis and revenues are recognized when invoiced.

Funds that are received during the year but are not yet earned are recorded as deferred revenue.



MAGAZINES CANADA
Notes to Financial Statements
March 31, 2011

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Cont'd)

e) Property and equipment

Property and equipment acquired during the year are recorded at cost. Amortization is provided over the estimated useful life of the property and equipment using the following annual rates:

Computer hardware	- straight line over 3 years
Computer software	- straight line over 3 years
Leasehold improvements	- straight line over 10 years
Office furniture and equipment	- straight line over 4 years

f) Contributed materials and services

Members of the organization's Board of Directors and other individuals volunteer their time to the ongoing programs and projects of Magazines Canada. Because of the difficulty of determining the fair value, contributed services are not recognized in the financial statements. Contributed materials and services, other than volunteer time, are recognized in the financial statements when a fair value can be reasonably estimated.

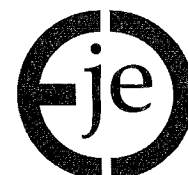
g) Future changes in accounting policies

The CICA Accounting Standards Board has announced that all Canadian reporting entities, subject to certain exceptions which include not-for-profit organizations, will adopt either International Financial Reporting Standards (IFRSs) or Part 3 of the Canadian Institute of Chartered Accountants ("CICA") Handbook as Canadian generally accepted accounting principles for years beginning on or after January 1, 2012 (January 1, 2011 for IFRS). Magazines Canada may adopt IFRS if it so chooses. Magazines Canada is currently evaluating the implications of the adoption of these new standards.

3. ACCOUNTS RECEIVABLE

Accounts receivable are comprised of:

	2011	2010
Members' receivable	\$ 133,624	\$ 93,749
Public support funds receivable	312,554	407,525
Trade accounts receivable	271,787	233,961
Allowance for returns	(280,559)	(302,000)
Allowance for doubtful accounts	(140,157)	(105,034)
	\$ 297,249	\$ 328,201



MAGAZINES CANADA
Notes to Financial Statements
March 31, 2011

4. PROPERTY AND EQUIPMENT

	Cost	Accumulated Amortization	Net Book Value	
			2011	2010
Computer equipment	\$ 55,455	\$ 33,831	\$ 21,624	\$ 18,098
Computer software	21,167	19,894	1,273	6,419
Leasehold improvements	159,911	127,929	31,982	47,973
Office furniture and equipment	3,430	1,405	2,025	182
	<u>\$ 239,963</u>	<u>\$ 183,059</u>	<u>\$ 56,904</u>	<u>\$ 72,672</u>

5. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

	2011	2010
Trade accounts	\$ 579,658	\$ 740,563
Due to publishers	438,680	453,629
Allowance for returns to publishers	(205,153)	(222,000)
	<u>\$ 813,185</u>	<u>\$ 972,192</u>

6. ECONOMIC DEPENDENCE

Magazines Canada relies heavily on government grants for specific projects which are applied for annually. Such public support accounted for approximately 35% (2010 - 49%) of total revenues. Should these grants not be renewed or were reduced substantially, the existence of these projects would be in doubt. However, Magazines Canada as a going concern would not be jeopardized.

7. CREDIT FACILITY

Magazines Canada has a demand operating line of credit in the amount of \$70,000, secured by the organization's equipment and accounts receivable. The organization has not utilized the credit line in the current year.

8. RELATED PARTY TRANSACTIONS

Program costs includes honoraria for member training services and analysis paid to five members of the board of directors (2010 - one) totalling \$2,800 (2010 - \$1,000).

All related party transactions were carried out in the normal course of business and are measured at the exchange amount consideration established and agreed upon by all parties.



MAGAZINES CANADA
Notes to Financial Statements
March 31, 2011

9. COMMITMENTS

- (a) Magazines Canada leases its premises under an operating lease which expires July 31, 2013. Minimum annual payments under this lease over the next three years, inclusive of estimated operating costs for which the organization is responsible, are approximately as follows:

March 31, 2012	\$ 166,200
March 31, 2013	166,200
March 31, 2014	55,400
	<u>\$ 387,800</u>

- (b) Magazines Canada entered into an agreement with a consulting company to act as its public affairs counsel. Minimum annual payments for the next year are \$99,744. The agreement is in place until March 2012.

- (c) Minimum annual rentals for various office equipment leases which are in effect for periods extending over the next four years are as follows:

March 31, 2012	\$ 11,500
March 31, 2013	11,500
March 31, 2014	11,500
March 31, 2015	8,200
	<u>\$ 42,700</u>

10. FINANCIAL INSTRUMENTS

(a) Fair Value

The fair value of cash, accounts receivable, accounts payable and deferred revenues approximate their carrying value due to the short-term maturities of these instruments.

(b) Credit risk

The organization is exposed to credit risk with respect to accounts receivable from members, funders and other trade accounts. The organization believes there is minimal risk associated with amounts receivable from funders as they consist primarily of grants receivable from government agencies. To mitigate the credit risk from other accounts, management has adopted policies which include the analysis of the position of its customers and regular reviews of their credit standings.



MAGAZINES CANADA
Public Support and Deferred Revenues (Schedule A)
Year Ended - March 31, 2011

	2011		2010	
	Revenues	Deferred	Revenues	Deferred
Canadian Heritage (Ad Campaign)	\$ -	\$ -	\$60,000	\$ -
Canadian Heritage (Digital Resources Development)	54,677	-	46,607	-
Canadian Heritage (Direct Mail)	226,695	-	255,615	-
Canadian Heritage (Newsstand Marketing)	173,481	-	156,911	-
Canadian Heritage (Professional Development)	146,914	-	120,251	-
Canadian Heritage (Web Synergies)	-	-	4,765	-
Canada Council (Flying Squad)	-	-	75,000	-
Canada Council (Operating Grant)	230,700	-	235,000	-
Canada Council (Professional Development)	-	-	15,000	-
Canada Council (Supplementary Funding)	19,300	-	12,000	-
Ontario Arts Council (Distribution)	51,000	-	51,000	-
Ontario Arts Council (Arts Investment Fund)	-	11,869	-	-
Ontario Media Development (Ad Campaign Phase II)	62,500	-	-	-
Ontario Media Development (Best on Page Magazine Awards)	70,000	-	44,850	-
Ontario Media Development (Business Media Development)	-	-	166,000	-
Ontario Media Development (Business Media Summit)	15,000	-	-	-
Ontario Media Development (Canadian Magazines International)	60,688	58,382	-	119,070
Ontario Media Development (Circulation Marketing)	-	-	300,000	-
Ontario Media Development (Digital Discovery)	288	-	172,212	-
Ontario Media Development (Digital Resource Development)	235,500	-	150,000	-
Ontario Media Development (Digital Summit Consortium)	2,500	-	7,500	-
Ontario Media Development (Direct Mail)	158,999	-	200,000	-
Ontario Media Development (FIPP World Magazine Congress)	-	-	14,867	-
Ontario Media Development (Friends od CDN Magazine Network)	-	-	35,000	-
Ontario Media Development (Industry Growth)	-	-	168,671	-
Ontario Media Development (MagNet)	30,000	-	25,000	-
Ontario Media Development (MPA/ABM Confrence)	-	-	8,400	-
Ontario Media Development (Newsstand Marketing)	60,000	-	-	-
Ontario Media Development (Next Generation Cluster Fund)	-	150,000	-	-
Ontario Media Development (Industry Growth Program)	111,340	-	-	-
Ontario Media Development (Recycle This Magazine)	37,500	-	-	-
	\$ 1,747,082	\$ 220,251	\$ 2,324,649	\$ 119,070



Treasurer's Report

Membership Fee Schedule for 2012–2013 DRAFT

1) For titles with annual advertising revenues under \$3 million, membership fees are determined according to the circulation size of your magazine.

Circulation Size	Membership Fees 12-13
0 to 2,000	\$422
2,001 to 10,000	\$557
10,001 to 25,000	\$892
25,001 to 50,000	\$1,485
50,001 to 99,999	\$1,843
100,000 and over	\$2,235

*The membership year is April 1, 2012 to March 31, 2013.

2) For titles with annual advertising revenues exceeding \$3 million, membership fees are determined according to a formula. This formula includes a base amount of \$2,500 per title, plus a percentage of advertising revenues based on figures available from Leading National Advertisers data, Canadian Advertising Rates and Data or a publisher's Revenue Verification Statement.

Multiple title companies are required to submit all eligible titles for membership on a per title basis under the terms and conditions in 1) or 2) above.

Magazines Canada Nominations Report and Slate 2011–2012

Overview

- The Past Chair is responsible for the nominations process under the auspices of the Executive Committee.
- Unless an incumbent director advises the Chair of the Board otherwise, the Executive Committee will assume that a director whose term does NOT expire at the end of the current fiscal year intends to fulfill their obligation.
- The Past Chair will review the slate and identify those directors whose terms expire at the end of the current fiscal year. The Past Chair will contact these directors and discuss next steps.
- When it is clear that there will be a vacancy on the Board slate or that, as per the by-laws a director position should be added or deleted, the Past Chair, in consultation with the Management Committee, Committee Chairs, other industry leaders, and the staff, will:
 - Establish replacement director(s) profile(s) in the context of established practice that ensures that the full board reflects, as best as possible, the context of Magazines Canada membership make-up with respect to magazine size, focus, location, commercial (or non) orientation.
 - Identify individuals who are employees of member magazines who fit the profile (above), whose skills and attributes will allow them to provide good counsel as directors and who have a solid knowledge of the Magazines Canada ideally gained from significant participation in Magazines Canada committee activity.
 - Communicate with appropriate candidates and ascertain their interest in serving as a Magazines Canada director.
 - Present to the Board at the last Board meeting of the fiscal year, a full slate of candidates that the Board may decide to recommend for member approval at the annual meeting.
- The Secretary of the Board will direct the CEO to ensure that notices of meetings and election are issued under the terms of the by-laws.

Draft Board Slate 2011–2012

In the event that all eligible incumbents continue, one new nominee required.

Directors in midterm	08
Directors ending a first term eligible for re-election	05
Past Chair acclaimed	01
Directors leaving (Past Chair)	01
Ex-officio (CEO)	<u>01</u>
Total:	16

DRAFT Magazines Canada Board Slate 2011–12
The bracketed numbers indicate the number of *completed* two-year terms as at end fiscal year indicated.
As at March 31, 2011

Name	Magazine	Committee Status As at June 2010	Circulation Category	Region	Term Expiry # of terms left, (-) means ineligible
Nancy Bradshaw Nominee	Reader's Digest		Consumer ntl	Central	2013 (3)
Joyce Byrne	Alberta Venture	Professional Development, Chair Public Affairs, AMPA rep	Consumer rgl	West	2012 (-)
Michael Fox Nominee	Marketing	Public Affairs, Postal	Business media ntl	Central	2013 (1)
Niel Hiscox	Universus	Public Affairs , business media advisor	Business ntl	Central	2012 (2)
Mark Jamison CEO	CEO	All committees, Executive	Ex-officio director		N/A
Samantha Legge	TV Week	Public Affairs, Chair MABC rep	Consumer rgl	West	2012 (1)
Sharon McAuley	Toronto Life	Public Affairs Magazines Ontario, Chair	Consumer rgl/ntl	Central	2012 (-)
Pierre Marcoux	Style at Home	Public Affairs	Consumer ntl	Central	2012 (2)
Kirby Miller	Canadian House and Home	Public Affairs	Consumer ntl	Central	2012 (1)
Deborah Morrison Nominee	Canada's History Magazine	Public Affairs, MMPA rep	Cultural ntl	West	2013 (2)
Stephen Osborne Nominee	Geist	Cultural Magazines BCAMP rep	Cultural ntl	West	2013 (2)
Jocelyn Poirier	Clin d'oeil	Public Affairs AQEM rep, ASC Chair	Consumer rgl	Quebec (Fr)	2012 (1)
Terry Sellwood acclaimed	Explore	Chair (09-11) All committees	Mid-size rgl/ntl	Central	2013 (-)
Melony Ward Nominee	Canadian Art	Treasurer (09-11), Executive, Cultural Magazines, Chair	Cultural ntl	Central	2013 (1)
Lisa Whittington-Hill Nominee	This Magazine	Consumer Marketing, Chair Cultural Magazines	Cultural ntl	Central	2013 (1)
Grant Young	Downhome	Secretary (09–11), Executive Public Affairs, Membership, AMA rep	Consumer rgl	East	2012 (1)

Director and Nominee biographies

Nancy Bradshaw is the Group Director, RDMedia Sales and Marketing Solutions at Reader's Digest Canada. Since joining Reader's Digest Nancy has successively served as National Account Manager, National Sales Manager and since 2007, Associate Publisher of *Reader's Digest* and *Selection*. In her current role, Nancy is responsible for RDMedia's portfolio of brand assets, print, online and database solutions. Nancy began her career in publishing and advertising sales with *Canadian Living* as a National Accounts Manager, was made Toronto Sales Manager of *Coup de Pouce* in March 1989 and the Ontario Sales Manager of *Canadian Living/Coup de Pouce* in April 1990 joining Reader's Digest in 1994. She currently serves on the Board of Directors of the Print Measurement Bureau, is a member of the IAB Publishing Committee, and served on the Food and Consumer Products of Canada Consumer Marketing Committee. An active member and supporter of Magazines Canada and its many industry activities, Nancy was a member and is a past Chair of the Marketing Committee.

Joyce Byrne is the Associate Publisher of Venture Publishing where she is responsible for operational management of their award-winning magazines including *Alberta Venture* and *Unlimited* magazine.com, as well as custom titles for clients including the Alberta Cancer Foundation and the Alberta Regional Carpenters & Allied Workers Association. She also oversees Venture's marketing, circulation, and digital development. Prior to joining Venture Publishing in February 2005, Joyce was publisher of the Toronto-based *This Magazine*. She has been a jurist for the Ontario Media Development Corporation and the Canada Council for the Arts, and is a director of Magazines Canada and the National Magazine Awards Foundation. Joyce chaired the Advertising Club of Edmonton Awards in 2008, and currently chairs the committee for Edmonton's annual Cannes Reel fundraiser in support of the National Advertising Benevolent Society. Joyce is also the proofreader of the biannual literary magazine *Taddle Creek*.

Michael Fox is Senior Vice President, Circulation & Development at Rogers Publishing Limited in Toronto. He has been involved in circulation for more than 25 years including 10 years leading consumer marketing at Rogers. Of the 70+ magazine brands at Rogers, he picked *Marketing* as the magazine listed in his Board role at Magazines Canada, reflecting the association's embrace of business-to-business publishing as part of the magazine community. He has helped foster the introduction of new channels of sale for magazine circulation including championing the development of what is now Magazine Canada's annual co-operative direct marketing subscription campaign. He serves on the Public Affairs and Postal Committees, as well as teaches at Magazine Canada's professional development programs. He has represented Canadian magazines at the Magazine Directors Advisory Committee, Audit Bureau of Circulations, and was Magazines Canada's Volunteer of the Year in 2005 and the Circulation Management Association of Canada's Magazine Marketer of the Year in 2002. He is an honorary life member of the Canadian Marketing Association and is a Past Chair of its Board. In his personal time, he is Publisher of *Garden Making* magazine, a quarterly published by Inspiring Media Inc. in Niagara-on-the-Lake, ON.

Robert Goyette is Editor-in-Chief of Reader's Digest/Sélection Canada. He started as a reporter at the daily *Montreal Star*. He is a former Editorial Director of *L'Actualité*. He moved to *Sélection* in 1994 as Senior Staff Editor and was appointed Editor-in-Chief in 1999. In 2000, he was appointed Vice President of Reader's Digest Magazines Canada and in 2009, he was named VP, Book Editorial and Editor-in-Chief, Magazines. Since 2001, he has been Chair of the Reader's Digest Foundation of Canada, a not-for-profit organization dedicated to the promotion of journalism education in Canada. Robert is a director and Co-Chair of Magazines du Québec, and the Past Chair of Magazines Canada. He also serves on Magazines Canada's Public Affairs Committee, and the Board of the National Magazine Awards Foundation.

Niel Hiscox is President of Universus Media Group Inc., a business-to-business and custom publisher based in Markham, Ontario. He is the former vice president of CLB Media Inc., publisher of more than 25 different publications. He is the founding publisher of *Green Business*, *Energy Management Canada*, *Canadian Auto Dealer*, *Affaires automobiles*, *Transport Routier* and *Highwaystar* magazines. He is the former president of the Automotive/Aviation division of Annex Publishing & Printing Inc. Niel is also a past and founding member of KPMG's Digital Strategies practice, a management consulting practice providing internet strategy and advisement to senior business leaders in Canada and internationally. His industry involvement includes being Executive Committee member and Board member of BPA Worldwide, Board member of Magazines Canada, and former Board member of the Canadian Business Press. He is also advisory committee member for Georgian College's Advertising and Marketing program.

Mark Jamison is the Chief Executive Officer of Magazines Canada, responsible for all of the association's operational activity. He joined the organization in 1999. An association executive for over 25 years, Mark has held senior positions in cultural, business, education and community not-for-profit organizations. He serves as a director on the Boards of Access Copyright, the Book and Periodical Council and the Canadian Copyright Institute. He is also a Co-Chair member of the Ontario Media Development Corporation's Magazine Industry Advisory Committee.

Samantha Legge is Vice-President of Marketing and Digital Media and Board member for Canada Wide Media Ltd. She is responsible for developing strategic marketing plans for over 10 magazines including weekly consumer publications, monthly business publications and industry journals. Prior to joining Canada Wide, Samantha worked in public relations.

Pierre Marcoux is Senior Vice President of the Business and Consumer Solutions Group, Transcontinental Media. Pierre began a career in journalism in 1997 in Washington D.C. at Bloomberg News. He later joined the *Hamilton Spectator*, a daily newspaper founded in 1846 in Ontario. He joined Transcontinental in 2000 as a journalist for *Les Affaires*, then Assistant Publisher and Editor-in-Chief. In 2003, he was named to the position of Director of Business Development at Transcontinental Media. He served as vice president for the Business Solutions and Book Publishing group in 2006 to 2009. In his present role, he manages the executive team responsible for such titles as *Canadian Living*, *Elle Canada*,

The Hockey News, Coup de Pouce, Les Affaires and *Vancouver Magazine*. He is a former Chair of Magazines du Québec. He is a member of Magazines Canada's Public Affairs Committee.

Sharon McAuley is Vice-President, Group Publisher at St. Joseph Media, responsible for a portfolio of magazines and websites including *Toronto Life*, *Ottawa Magazine*, *Quill & Quire* and WHERE Canada, the 11-title network of visitor magazines across Canada. With over 24 years in the magazine industry, Sharon brings a wealth of experience to any discussion on magazine operations or strategy. She is a Past Chair of Magazines Canada. She serves on the Magazines Ontario Committee and is a member of the Ontario Media Development Corporation advisory committee.

Kirby Miller is Senior Vice-President and General Manager for House & Home Media. House & Home Media holdings include *Canadian House & Home*, *Maison&Demeure*, *houseandhome.com*, *maisonetdemeure.com* and House & Home online TV. Kirby has worked in the Canadian publishing industry for 22 years with stints at Magazine Network, Maclean Hunter, *Saturday Night* and Rogers before joining House & Home Media 12 years ago. He is currently on his third term of the Magazines Canada Board and is a member of its Public Affairs Committee. He serves as treasurer on the Board of the Print Measurement Bureau.

Deborah Morrison is the CEO of Canada's National History Society, and publisher of *Canada's History* and *Kayak*. She was appointed to the History Society in 2002 and has introduced several program extensions in addition to *Kayak: Canada's History for Kids* since her arrival. They include an educator's magazine produced in English and French, *Teaching Canada's History/Innover en Classe*; a children's illustrated story-writing contest; as well as several book projects including last fall's *100 Photos That Changed Canada*, which was Canada's top-selling history book for 2009. She has been involved with the Manitoba Magazine Publishers Association since 2004 and currently serves as past-president. She is Chair of Magazines Canada's Public Affairs Committee.

Stephen Osborne is the founder and editor of *Geist* magazine, and founder and director of the book publishing firm Arsenal Pulp Press. He has received many accolades during his career including the NMAF's Outstanding Achievement Award, WMA's Lifetime Achievement Award and CBC's Non-Fiction Prize. Stephen is an adjunct professor in the Master of Publishing Program at Simon Fraser University, and a member of Magazines Canada's Cultural Magazines Committee.

Jocelyn Poirier is President of TVA Publications Inc., Quebec's leading magazine publisher, with 74 percent of its newsstand sales and 63 percent of its total monthly readership. The company puts out 47 titles, including eight weeklies, 10 monthlies and 25 annual periodicals. Jocelyn is also the former Vice-President, Strategic Development and New Media with Transcontinental Media, where he led the company's development and strategic planning activities. He is the former President of Magazines du Québec, Quebec's regional magazine association. He is the Chair of Magazines Canada's Advertising Services Committee and he is a member of its Public Affairs Committee.

Terry Sellwood is the General Manager of Quarto Communications and Q on Q Media, publishers of *Cottage Life*, *explore*, *Canadian Home Workshop* and *Outdoor Canada*. Quarto also produces consumer shows, websites, books and newsletters for its magazines. Prior to this, Terry was Vice-President, Circulation Marketing for Transcontinental Publications Inc., responsible for subscription and database functions. Before Transcontinental, Terry was Executive Vice-President of INDAS, which is now part of CDS Global. Prior to INDAS, he was VP, Circulation for *Canadian Business*, *Your Money* and *Profit* magazines. Terry recently won the National Magazine Awards Foundation's award for Outstanding Achievement, and is a winner of the Circulation Management Association's Marketer of the Year and Magazines Canada's Volunteer of the Year awards. Terry is a Past President of the National Magazine Awards Foundation, a Magazines Canada travelling consultant and a Past President of the Circulation Management Association. He is also a founding faculty member of Magazines Canada's School for Circulation. He has taught magazine circulation management at Ryerson University's continuing education program and is a former faculty member of the Banff Publishing Workshop. He is currently Board Chair of Magazines Canada.

Melony Ward is the Publisher of *Canadian Art* and Executive Director of the Canadian Art Foundation. During her tenure, the foundation has moved from a significant deficit position to accumulating both a new program fund and endowment. Previously, Melony was Director of Operations and Publishing at YYY Artists' Outlet. Her marketing background includes positions at the Addiction Research Centre, an international literary and academic book distribution consortium and an advertising agency in Osaka, Japan. She was also a Founding Editor of *Alphabet City* magazine. Melony has been involved in the visual arts as a writer, speaker and educator. She is Treasurer of Magazines Canada and is Chair of its Cultural Magazines Committee.

Lisa Whittington-Hill is the Publisher of *This Magazine*. She also works as a circulation and marketing consultant for small magazines and is a fundraising consultant with Magazines Canada's Travelling Consultants Program. She is a member of the Board of Directors of Magazines Canada and chairs the association's Circulation Marketing Committee. She is also on the Board of Directors for the National Magazine Awards and Toronto's Scream Literary Festival.

Grant Young has been in the publishing business for 23 years. He is owner of Downhome Publishing Inc. the publisher of *Downhome Magazine*, Atlantic Canada's largest paid circulation magazine. From its head office in St. John's, Newfoundland, the company employs over 40 employees and has expanded into website development/hosting, book publishing, retail, mail order, product development and product distribution. Grant also owns Auk Island Winery located in Twillingate, Newfoundland.