

Magazines Canada's Circulation Marketing department is committed to raising the profile of Canadian consumer magazines. Our diverse range of programs provide the public greater accessibility to and awareness of member titles. Members receive a profile page on our consumer website and are eligible to use the Genuine Canadian Magazine icon on their cover—the logo proven to sell!

Newsstand Marketing Project

Magazines Canada's **Newsstand Marketing Project** provides small titles with high profile, premium promotional space that would otherwise be unaffordable. The Genuine Canadian campaign is an ongoing initiative to increase single copy sales through retail promotions, advertising, sales representatives and more. A catalogue is also mailed to existing and prospective retailers across Canada. Results of the campaign prove that Canadians will buy magazines they know are made in Canada. One hundred and twenty titles took part in the campaign in 2008, with Magazines Canada selling 33% more magazines during the promotional period. NMP-promoted titles increased by 12%, outperforming the industry by 24%!

Promotional Events

Magazines Canada promotes its member titles through a range of special events every year including public festivals and conferences. We promote your magazine to libraries and partner with organizations that put the spotlight on Canadian magazines.

Cooperative Direct Marketing Campaign

This targeted marketing initiative aims to increase subscriptions to your magazine. The objective of the campaign is to reach over one million readers across Canada via addressed admail, online marketing, inserts, print advertising and websites in both English and French. In 2009 our **DM campaign** marketed 170 titles to 825,000 readers across Canada with a "Buy 2, Get 1 FREE" offer and sold 7,749 subscriptions. Open to members of Magazines Canada and qualified members of regional magazine associations.

Distribution Services

We are Canada's only publisher-driven, direct-to-retail newsstand distributor. Magazines Canada—the only exclusive distributor of Canadian magazines—serves an extensive network of specialty, independent and chain retailers. We distribute direct to approximately 200 retailers, and two wholesalers who supply a further 158 retail outlets. As our commitment to our member titles, Magazines Canada works towards maximizing efficiencies of each title in distribution in order to improve reach and sell-through rates. We offer excellent rates and provide top-quality customer service and easy-to-read online sales reports.



These projects are made available in part by the generous support

