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## Welcome Retailers

Magazines Canada aims to provide our valued retailers with news and information on what is happening in the magazine industry and in Magazines Canada distribution.

Below you will find news on magazine anniversaries and redesigns. On the inside pages you will learn what new titles have been added since the printing of our Retailer Catalogue, as well as titles no longer available.

## Celebrations & New Looks. Congratulations!

*Macleans* is commemorating its 100th anniversary!

*The Beaver* is celebrating its 85<sup>th</sup> anniversary!

*The Fiddlehead* is honouring its 60th anniversary!

10-Years of Publishing Anniversary for *Broken Pencil* and *Rice Paper*!

*Canadian Dimension* has just come through a redesign with its September/October issue and it looks fabulous.

*ARC* is preparing a redesign to start with its Winter issue (December).

## Newsstand Marketing Program

The Newsstand Marketing Project is in full swing—much of the promotional space has been purchased and the Retailer Catalogue has been updated and distributed. A Sales Rep in your area should be contacting you to determine if your customers' needs are being met.

If you have not seen the new 2005/2006 Retailer Catalogue, please give us a call and we will ship one off to you.



***Retailers please be sure to:***

- ***Send your returns back to Magazines Canada within 90 days of receiving the next issue to ensure that you receive full credit.***
- ***If you sell out of an issue simply give us a call and we will usually be able to send out a re-order the same day.***
- ***Additions: to receive the new magazines that have joined our distribution, simply give us a call.***



## Additions to the 2005/2006 Retailer Catalogue:



**Legacy** contains stories about the way Albertans create, celebrate and preserve their enduring cultural heritage. They take you to events, programs, art, buildings, music, poetry, crafts and more. Regular columns bring you recipes, architectural details, book reviews, profiles, destinations and challenging ideas.

**Annual Price:** \$19.95 **Cover Price:** \$4.95 **Frequency:** 4 issues per year



**Beyond** is a non-profit, no-ads magazine that explores what it means to be truly human. *Beyond* collaborates with writers, thinkers, activists, artists, and readers to produce a visual experience that promotes language, beauty, social justice, reflection, and a healthy dose of silliness. *Beyond* is reader supported through subscriptions and donations.

**Annual Price:** \$30.00 **Cover Price:** \$8.95 **Frequency:** 3 issues per year



**Black Woman and Child** is a pregnancy and parenting magazine strongly rooted in African culture. It is committed to giving timely and culturally relevant information to women who are or have been pregnant, plan to become pregnant and/or have a child or children aged seven years and under.

**Annual Price:** \$19.99 **Cover Price:** \$4.00 **Frequency:** 4 issues per year



**C-ing Magazine** is an independently published magazine that features photo essays and single images produced by Canadian Photojournalists working across the world. The works will give Canadians a chance to look into the lives of people around the world in their own backyards, as seen by our contributors.

**Annual Price:** \$25.00 **Cover Price:** \$8.00 **Frequency:** 4 issues per year



**Downhome** is the largest paid circulation magazine in Atlantic Canada and the 39th largest in the country. Its portrayal of the East Coast lifestyle – through personal stories, stunning photos and investigations into current issues – has proven mass appeal. Readers are drawn to *Downhome's* unique approach to health, food, home and garden, relationships and other topics related to improving their personal lives and their communities.

**Annual Price:** \$36.00 **Cover Price:** \$3.59 **Frequency:** 12 issues per year.



**Inuktitut** — For 40 years *Inuktitut* has been publishing stories on Inuit in Canada about our culture, language and society today.

**Annual Price:** \$25.00 **Cover Price:** \$6.25 **Frequency:** 4 issues per year



**Inside Track Motorsport News** is 'the official publication of Canadian motorsport'. From local grassroots racing to Canadian touring series and Canucks who compete on the international stage, *Inside Track* is the leader in terms of timely, informative and exciting coverage of Canadian racing. Every issue is jam-packed with stock cars, road racing, motorcycles, karting and drag racing. Ice racing and snowmobiles are included during the winter months.

**Annual Price:** \$35.99 **Cover Price:** \$3.95 **Frequency:** 12 issues per year.

**To order these new titles for your retail location, simply call your local rep, email or fax in your order today!**

## Titles No Longer in Distribution

- Building • Canadian Interiors • Chalk and Cue
- Varqa • Watershed Sentinel

## Website

The Retailer Catalogue is also downloadable from **magazinescanada.ca**. Be sure to check out the Retailer section for updates and newsletters.



## Order Today!

### Magazines Canada Representative in your area:

#### Ontario Sales Representative

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416.504.0274 x 234  
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#### British Columbia Sales Representative

Lisa Sweanor  
604.313.6192  
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#### Prairie Provinces Sales Representative

Heather Kirk  
403.228.2567 hkirk@lpg.ca

#### Quebec & Eastern Sales Representative

Carolyn Gillis  
902.883.8486 cgillis@lpg.ca

## Promotions

If your store participates in promotions, please send us the details and your pricing schedule. Magazines Canada is often asked to book promotions for our members and we would like to add your store to our list.



Magazines Canada's Newsstand Marketing team takes pride in the superior level of customer service it gives each retailer. The distribution team is always available at the national office if you have any questions or concerns.

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Creative NMP promotion from Bennington Gate, St. John's NL



Chapters/Magazines Canada NMP Feature End Cap