

Magazines Canada Retail Newsletter

VOLUME 2, ISSUE 3 • FALL 2006

Welcome Retailers

Fall marks the launch of Magazines Canada Newsstand Marketing Project (NMP)! The program launched in September with fabulous new promotional art work including maple leaf shaped backer cards, cool new ads, promotional items, and the 2006/2007 Retailer Catalogue.



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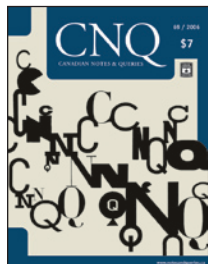
You should have recently received **Magazines Canada 2006/2007 Retailer Catalogue**. You will notice that 19 new titles have been added this year. Please take a few moments to review it to select any new titles you would like to receive. To order new titles for your store, simply contact your local rep today, order online, or return the order form at the back of the catalogue by fax or mail.

If you want to be part of the Newsstand Marketing Project and have not been in touch with us yet, please call Chris Sorenson (416.504.0274 x 230) to book promotional space today, or send an email to csorenson@magazinescanada.ca.

Online Order Form

We've improved and simplified our online order form! To order any of our titles just go to **For Retailers** on the Magazines Canada Industry site and click on **Order Form**. Fill in the form online and simply click the **Send** button. Chris Chambers will receive and process your request. To order now, go to magazinescanada.ca and check out the **For Retailers** section.

Celebrations and New Looks



This Magazine is celebrating their 40th anniversary! *Outpost* is celebrating 10 years of adventure travel!

Fabulous magazines! Congratulations!

Check out the new look of *CNQ: Canadian Notes & Queries*, new beginnings, for the literary magazine just shy of its fortieth year. It looks fabulous with its new cover colours, binding and improved paper.



Vernissage has also updated its look. Now, readers can enjoy its fresh, new, European flair. These changes provide more space and emphasis on the National Gallery's raison d'être: works of art and their creators.

Give our Magazines a Chance!

Just a quick note about premature returns and the Magazines Canada Returns Policy. **Remember:** All retailers have 3 full months in which to return the old issue after they receive the new one. We encourage you to return the old issue as soon as possible after you receive the new issue, but please wait until you receive the new

issue. The majority of the magazines we send to you are published quarterly (4 per year), and to reach their full sales potential, they should be displayed for the full three months or until you receive the new issue. Returning a magazine too early can hurt its sales.

Are you carrying titles supplied directly from the publisher?

Why not save yourself some time and effort?

Magazines Canada is dedicated to assisting Canadian magazines no matter what their size. That's why we offer our distribution services to our members.

Many small publications that you may deal with individually may not be aware of our distribution services and our many other services and membership advantages for small Canadian magazines. You can help these small magazines grow by directing them to us.

By recommending Magazines Canada you could save yourself both time and effort. We can simply add any additional titles to your weekly Magazines Canada order. It's a win-win-win situation for all parties. Retailers are efficiently billed and shipped centrally, publishers have wider access to stores.

Please direct publishers to magazinescanada.ca for more information.



You and your family, friends and neighbours are invited to celebrate the joy of reading at *The Word On The Street Book & Magazine Fair*. From 11 a.m. to 6 p.m. on Sunday September 24th in Vancouver, Calgary, Kitchener, Toronto and Halifax. *The Word On The Street* unites Canada in a national celebration of literacy and the printed word.

Magazines Canada along with The Ontario Media Development Corporation are regional sponsors at the Toronto event, hosting the Great Canadian Magazine Tent. Programming includes:

11:30–12:30 • **Thinking Inside the Lunch Box** • Come and hear Madeleine Grey, nutrition columnist of *Today's Parent*, share ideas—and samples!—of fabulous, kid-tested lunch ideas.

12:30–1:30 • **Starting Your Own Magazine?** • Come hear Derek Webster and Deborah Brewster share their stories about getting Montreal's *Maisonneuve* started.

1:30–2:30 • **Gardening Tips for Dummies** • Aldona Satterthwaite of *Canadian Gardening* will share her *Gardening Tips for Dummies*, a simple guide to growing a gorgeous garden.

2:30–3:30 • **Book News for Kids** • Gillian O'Reilly, Editor of the *Canadian Children's Book News*, will share news about what's new and exciting in the upcoming fall book season.

3:30–4:30 • **Travels on the Wildside** • Robert Brodey of *Outpost* will regale you with accounts of some of his more exciting experiences in the booming field of adventure travel.

4:30–5:30 • **Living Green** • Reuse. Recycle. Renew. Gillian Deacon of *Green Living*, will share cost-saving tips and techniques that will convince you how easy living green can be.

29th Annual National Magazine Awards

Congratulations to the following Magazines Canada magazines, who were honoured at the 29th Annual National Magazine Awards:

Gold–Columns • Queens Quarterly

Dream Merchants: Jews, Photography and Andre Kertesz; The Spirit of the South; Migration and Modernity: A leap in Time and Space.

Gold–Editorial Package • Spacing

The History of Our Future Staff and Contributors

Gold–How-To • Explore

How to Really Sh-t in the Woods, Kevin Arnold, Kevin Callan, Jackie Davis, Mark Schatzker

Silver–Personal Journalism • Event

Sleeping with the Dead, Kaitin Fontana

Gold–Poetry • The Malahat Review

Blue Dahlias, Margo Button

Gold–Service: Lifestyles • Explore

The Life List 100, Jackie Davis, Mark Schatzker, Kate Baker, James Little, Leslie Anthony, Ian Brown, Moira Farr, Wayne Grady, Bruce Grierson, Marnie Jackson, David Leach, Jake MacDonald, J.B. MacKinnon, Paul McLaughlin, Paul Quarrington, Daniel Wood, David Zimmer.

Silver–Service: Lifestyles • Explore

The Best Gear 2005, Kevin Arnold

Gold–Travel • Explore

Into the Megalopolis, Charles Montgomery

Silver–Travel • Explore

Zen and the Art of Drifting Downriver, J.B. MacKinnon

Silver–Art Direction for an Entire Issue • Prefix Photo

Prefix Photo 12: Impossible Landscapes, Underline Studio

Gold–Photo Journalism and Photo Essay • Border Crossings

Selling Venus, Venus au miroir, Dominique Rey

Silver–Spot Illustration • Explore

Always Carry a Good Umbrella, Graham Roumieu

Gold–Still Life Photography • Prefix Photo

Record (In Memoriam), Mark Laliberte





COOL. **COOL.!**

**LES MAGAZINES
CANADIENS RENDENT
VOS CHAMPS
D'INTÉRÊT PLUS
INTÉRESSANTS.**

Lisez les magazines d'ici!

magazinescanada.ca



Canada **Magazines
Canada**

Nous reconnaissons le soutien financier du gouvernement du Canada, par l'entremise du Fonds du Canada pour les magazines, du ministère du Patrimoine canadien, pour ce projet.

Presse Commerce Senso-Impact signage
in stores September 5 - November 27.

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The Magazines Canada Newsstand Marketing team takes great 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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