



## VOLUME 4, ISSUE 4 • SPRING 2009

### Magazines Canada Loves You, and So Do Canadian Magazines!

Magazines Canada thanks you for your efforts in promoting and supporting Canadian magazines. And a recent survey of our retailers confirms that you feel the same way about us—with our distribution service rated at 4.5 out of 5!

#### The survey also says...

- Backer cards are the most effective element in generating SALES for Canadian magazines
- Having a wide selection of Canadian magazines is the most important factor in selling Canadian magazines through Magazines Canada
- Respondents like our knowledgeable and friendly customer service specialists

In comparing current magazine sales to the same time period of the 4<sup>th</sup> quarter in 2007/2008, retailers noted that their sales were generally static. In fact, reports show that magazines are still considered inexpensive entertainment by consumers, even when people are watching their pennies.

#### **NEW** Look. New Title:



#### **This Magazine**

After more than 40 years, *This Magazine* takes the plunge into full colour with its March/April issue. The redesign also includes a new logo and new typefaces; the Art & Ideas section now has a marquee Q&A, editorial has been expanded and new, regular departments have been added to *This & That*. *This Magazine* gives you a genuinely fresh take on Canadian politics, culture and the arts. You get writing that takes on orthodoxy on all fronts with wit, personality and attitude. Cover Price: \$4.95



#### **Canadian Homestead rebrands as Canadian Home Trends**

“The new name, *Canadian Home Trends*, better represents the classy and modern urban magazine our readers have grown to love and the great Canadian content and chic designer spaces featured in our high gloss publication,” said editor Mark Atiyolil. The magazine is aimed at decor enthusiasts and casts a fairly wide net editorially, covering renovations, decor and design, gardening, food, travel and education. Cover Price: \$5.95



#### **Maisonneuve is redesigned!**

This bold new look includes a text-friendly cover that doesn't need a cover wrap to sell stories. Interior page design retains its classic two- and three-column grid, but the new border unifies it with the cover look and highlights section titles through great use of negative space. With this look, they hope to re-strike the balance of *Maisonneuve's* arts magazine impulse (front-line creative writing and art, intellectually challenging non-fiction) and its popular, broader-base qualities (timeliness, a sense of humour, wide accessibility). Cover Price: \$6.95



#### **Canadian Horse Journal Gets a Great New Look**

Covering all breeds and disciplines, *Canadian Horse Journal* is Canada's leading horse magazine devoted to horse health and care, training, and our horse heritage. Readers LOVE *CHJ's* Canadian content! Cover Price: \$4.95

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Atlantic News Promotion



**NEW** Titles Now Available from Magazines Canada:



**Accenti**  
*Accenti*, “the Canadian magazine with an Italian accent,” reflects the cultural imprint of Italian Canadians through original and substantive editorial content. *Accenti* appeals to Canadians of Italian origin and anyone who shares an affinity for things Italian—and in so doing, endeavours to act as a cultural bridge among people.  
 Cover Price: \$5.99 Frequency: 3x



**Breathe**  
*Breathe* explores the lifestyle associated with adventure and endurance sports by uncovering and presenting the intricacies of those who aspire to push their bodies to the limits. With *Breathe* as an adventure and endurance documentary, the smallest of adventures become epic journeys and epic journeys become adventures of a lifetime. Cover Price: \$4.99 Frequency: 4x



**Tidings, Canada's Food & Wine Magazine**  
*Tidings* is Canada's readable feast, offering you the largest wine buying guide and the best food coverage, 8 times a year. Seasoned columnists like Tony Aspler, Gurvinder Bhatia, Mona Awad, and many others, bring you the top food and wine trends, in an easy-to-understand language. Perfect for the everyday gourmet or someone who savours the tastes of the world around them.  
 Cover Price: \$5.95 Frequency: 8x

Titles no longer available:  
*Locus Suspectus, Masthead*

Special Issues:

**Inuit Art Quarterly, Spring 2009**

As the National Gallery of Canada prepares a major exhibition celebrating 50 years of Cape Dorset art, *Inuit Art Quarterly* offers a special look at the Cape Dorset community, which was recently named Canada's most artistic. *IAQ's* Spring issue features articles on key players in the success of Cape Dorset art, as well as a full-colour article on experimental oil stick drawings from the region. Also featured: a review of *Before Tomorrow*, an Inuit film that recently won best first picture at the Toronto International Film Festival.



Anniversaries

*Horse Country* is celebrating 21 years of publishing.

Atlantic News Promotion:

Highlighting Magazines Canada titles as seen on page 1.

Please send Barbara Bates photos of your store's Canadian magazine promotions, and we will feature them in this newsletter. [bbates@magazinescanada.ca](mailto:bbates@magazinescanada.ca)

Returns

Retailers have THREE months to send back returns of the unsold copies AFTER the new issue has been invoiced. It is the retailers' responsibility to ensure that returns reach our warehouse in time for processing. To avoid problems, please return the old issue within a month of receiving the new issue. Front covers are eligible as returns—or front and back cover—if the barcode appears on the back.

Contact us

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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—by phone, fax or email—if you have any questions or concerns.

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