

Read Canadian.



Locally by the coast.

THE “GENUINE CANADIAN” BRAND

A Newstand Program that works!

Now entering its fifth consecutive year, Magazines Canada's Genuine Canadian national newsstand campaign is a winner. Designed to help Canada's French and English magazines, the campaign has been especially embraced by smaller circulation magazines who have seen measurable increases in sales. The initiative is made possible with funding from the Canada Magazine Fund, Ontario Media Development Corporation, Ontario Arts Council, member investments and retailer support.

**“Can the Canadian brand trigger newsstand sales?”
ABSOLUTELY.**

OUT OF THE GATE for 2008

After four successful years, the 2008/09 campaign launched in September 2008 with three key objectives:

- To build awareness of the existence, diversity and quality of Canadian magazines with focus on the relevance and unique perspective of Canadian content
- To develop the readership of lesser known (smaller circulation) Canadian magazines
- To champion the availability of Canadian magazines on Canadian newsstands

107 titles will participate in the 2008/09 campaign. Key activities include:

Promotions

The campaign purchases promotional space at Chapters/Indigo, Press Commerce and independent retailers to run during the peak promotion periods of September to January and does this collectively for all magazines taking part in the campaign, saving both time and money.

National Representatives

The campaign has seasoned national sales representatives operating in all provinces, allowing for a hands-on approach to managing retail campaigns, building draws and securing new stores. And it works.

Catalogue

A retailer catalogue of all titles distributed by Magazines Canada is printed for retailers. The retailer section of magazinescanada.ca offers updated information on available titles and the ability to order online.

Stores

The campaign mails to a full list of national retailers. Mailings have proven effective in bringing in many more orders from individual retail outlets.

Retailer of the Year

New in 2008, the campaign recognizes a smaller retailer or large chain retail employee who steps up for Canadian magazines. Magazines Canada honours its retailer of the year at MagNet, Canada's national magazine conference. Halifax's Atlantic News was named 2007 Retailer of the Year.

Consumer Contact

The Genuine Canadian print ads, run in participating magazines, offer a series of eye-catching options popular with consumers. Calls to action to drive customers to the Magazines Canada website create added awareness of Canadian titles and increase their purchase power via subscription and newsstand. The Magazines Canada consumer website attracts an average of 72,000 pages views per month, spiking by as much as 10 per cent during the campaign.

LOOKING BACK ON SUCCESS

The campaign has been a success from day one. During the first year promotion, data showed a nine per cent increase in the total number of unit sales (approximately 11 per cent in dollars). This has continued year after year. Even in 2007 when North American newsstand sales were significantly declining, campaign participant titles held their ground.

Year	# of Participants	Participating Title Results Compared to the Industry
2002/03	104	+6%
2003/04	150	+6%
2004/05	80	+12%
2005/06	125	+10%
2006/07	126	+12%
2007/08	123	+7%

Independent Retailers and Draws

More independent retailers have been added to Magazines Canada's national newsstand service throughout the campaign. Existing and new outlets have accounted for double digit draw increases year over year as retailers recognize the wealth of niche titles offered by Genuine Canadian brands.

Chains

National chains with a decidedly more "mainline" and US-centric approach have also seen similar results from the campaign.

Newsstand Promotions

Consumer-focused, sharply designed materials including backer cards, posters, online and print magazine advertising have an even greater impact thanks to a collective and consistent approach to all campaign initiatives.

For more details about the Genuine Canadian Campaign and Magazines Canada's national newsstand service, please contact:

Barbara Bates
Director, Circulation Marketing
bbates@magazinescanada.ca
416.504.0274 x229

Magazines Canada is the national trade association representing the leading Canadian-owned, Canadian content consumer, cultural, specialty, professional and business media magazines in the country. Hundreds of French and English member titles span a wide range of topics including business, news, politics, sports, arts and culture, leisure, lifestyle, women and youth. The association concentrates on government affairs, services to the advertising trade, circulation marketing and professional development.

Visit magazinescanada.ca.

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