



If you publish a Canadian magazine...

Shape Your Future

Every day you find ways to address the opportunities and challenges facing your magazine. Some things you do successfully on your own. But there are other vital issues that you can't take on by yourself. Magazines Canada is the lead advocate and focal point for hundreds of business media, consumer and cultural magazines and the thousands of publishing professionals who create them. As a member of Magazines Canada, you drive the agenda and together we create the solutions. Shape the future of your magazine and Canada's magazine media by engaging with your national trade association.

Join Magazines Canada. Make it yours.

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Shape YOUR Future

Every day you find ways to address the opportunities and challenges facing your magazine in a constantly changing media space. Some things you do successfully on your own. But there are other vital issues that you can't take on by yourself.

Magazines Canada is the lead advocate and focal point for hundreds of business to business, consumer and cultural magazines and the thousands of publishing professionals from coast to coast who create them in both official languages.

SHAPE YOUR FUTURE by engaging with your national trade association as it addresses your advertising and circulation marketplace needs, lobbies on government relations issues and provide a 24/7/365 menu of research, training, information and networking. For its effectiveness, Magazines Canada has a 97% member approval rating.

Here's why:

Governments consult Magazines Canada. Advertisers listen to Magazines Canada. Publishing professionals learn and connect through Magazines Canada.

For example, it is Magazines Canada's ONE Voice that has been a key player in securing direct to publisher investments of over one billion dollars with hundreds of millions more dollars being discussed right now. If you benefit from this, you realize these opportunities don't simply appear out of nowhere.

Who drives Magazines Canada activity?

Quite simply, as a member, YOU and your publishing colleagues DRIVE the agenda through a network of focused committees with oversight by a nationally elected Board of Directors. Work with your colleagues to shape the future of your magazine and Canada's magazine media.

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MEMBER BENEFITS

In Government Relations:

Magazines Canada's collective advocacy ensures a constant focus on key issues such as the redesign of federal magazine programs and the services of Canada Post, to name a few. Working with all regions, the association leads the continuous effort to ensure that the needs of our members are at the forefront of the conversation with government.

In Advertising:

Magazines Canada activity is focused on increasing top-of-mind awareness of magazines' strengths, using a mix of direct selling, events, advertising, newsletters, expanded video podcasts and new proprietary research. The continuously evolving Magazines Canada Toolkit is an online collection of practical information about how magazines work harder in any economy.

In Business Media:

With focused sessions at **MagNet** and a new strategic alliance with the American Business Media, Magazines Canada is now providing a set of services for this vital constituency, both integrated into existing initiatives and new ones unique to sector needs.

In Cultural Magazines:

Magazines Canada pursues initiatives that provide a central meeting ground for cultural magazines in Canada to network, share information, voice concerns, provide priorities for funding lobbying and offer resources and services to assist with cultural magazines' needs, including the impacts of the new Canada Periodical Fund and the Canada Council.

In Circulation Marketing:

By working with members large and small, initiatives such as Canadian Magazines Everywhere and Canada's Magazine Store demonstrate the value of Magazines Canada's collective approach to business and ensuring efficiencies.

In Environmental Practices:

Magazines Canada is active in every jurisdiction where recycling is concerned. We have created an eco-kit and a carbon compendium for use by members. Guided by a member advisory of experts, the association engages with "blue box" organizations across Canada, ensuring that magazine media needs and issues are addressed.

In Professional Development:

Member company employees take advantage of our professional development programs offered across the country because of their consistent high quality and value. No one company can do this on an individual basis. As for **MagNet**, the national industry conference has been developed by and for Canadian magazines, focusing on all levels of development, and with an emphasis on skills needed right now and in the future.

Magazines Canada's collective approach, driven by a member agenda, has been effective in advancing the needs of Canadian magazine media. This collective commitment has resulted in Magazines Canada becoming one of the most respected, well-known and admired media trade associations in the world.

MAGAZINES CANADA APPLICATION PROCESS

Applying for membership to Magazines Canada is simple. First, review this kit and make sure your publication meets our eligibility criteria. Next, complete the application (pages 6 to 8) and mail it to us along with 18 copies of the most recent issue of your magazine and a non-refundable fee of \$25. (Make cheques out to Magazines Canada.)

The Membership Committee will review your application and make a recommendation to the Magazines Canada Board of Directors. If your application is approved, you will be sent a letter of welcome and more information about how to access member programs and services. If your application is deferred or denied, we will explain why in a detailed letter.

All decisions are final, but applicants may re-apply at a later date.

Our Membership Committee meets five times each year. Applications are due on the first Monday of January, March, May, September and November.

Official Language Note

Magazines Canada is a bilingual organization, open to both French and English publications, as well as foreign-language titles. Official letters and press releases are sent in both official languages; however, most of Magazines Canada's programs and services are delivered in English.

Membership Fee Schedule

Membership fees will be assessed on the total of A plus B plus C based on publicly available data (CARD and DCH) plus publisher statements where required.

- A) \$500 Base Fee per title**
- B) Circulation over 25,000:**
 - \$0.005 per copy capped at \$2,375
- C) Government Relations assessment**
CPF recipients:
 - 1.0% of first \$25,000
 - 1.5% to \$250,000
 - 2.0% to \$500,000
 - 2.5% to \$1,000,000
 - 3% for above \$1 million and above

The membership year is April 1, 2013 to March 31, 2014. Magazines that join during the year will be issued a pro-rated invoice for the months remaining in the membership year. Multiple title companies are required to submit all eligible titles for membership on a per title basis.

Questions? Please contact Member Services Manager Evan Dickson at edickson@magazinescanada.ca or 416.504.0274 x238.

We thank you for your interest in Magazines Canada and look forward to hearing from you.

MAGAZINES CANADA ELIGIBILITY CRITERIA

Magazines Canada uses the following criteria in the membership process. Contact membership@magazinescanada.ca if you have any questions about your magazine's eligibility.

General

Magazines applying must have published at least one issue, and 18 printed copies must be submitted with the application. Proofs are not sufficient. Magazines that have not completed a full year's publishing cycle may apply for probationary membership, which includes all member benefits with the exception of a vote at the Annual General Meeting. Probationary members are granted full membership after a successful annual review.

Definition

The applicant's magazine must either define itself to the public as a magazine or not define itself as other than a magazine. The magazine must be a periodical of a cultural, social, economic, political, special interest, consumer, business media or artistic nature that is not deemed by Magazines Canada to be a house organ publication circulated exclusively to a club membership, advertising catalogue, promotional publication, or daily or weekly newspaper.

Circulation

The applicant's magazine must be available to the general public. This availability may be demonstrated by publishing a subscription price, cover price and UPC (Magazines Canada can supply this to successful applicants) and/or by providing Magazines Canada with an independent circulation audit showing the magazine is available to the general public aside from any availability to members of a club or association. Publications must have a minimum verifiable circulation of 100 copies or more.

Editorial-Advertising Relationship

The relationship between advertising and editorial content must be clear and distinct in all applicant titles, and advertising must not be tied to editorial. An average of no more than 70 per cent of the magazine may be devoted to advertising per year. Advertising supplements must be clearly marked in compliance with the Code of Reader & Advertiser Engagement (included in this kit).

Canadian Ownership

Applicant magazines must be at least 51 per cent Canadian owned. "Control in fact" of the title's managerial, editorial and financial affairs must be in the hands of Canadian citizens and/or landed immigrants residing in Canada. Magazines Canada interprets and measures "control in fact" as the ability to determine the magazine's editorial content, advertising content, financial policies and business affairs, including the capacity to exercise a veto in these areas if needed. All new applicants and, from time to time, all members will be asked to verify ownership status and Canadian "control in fact."

Canadian Content

Magazines applying must publish substantial Canadian content—normally defined as 80 per cent annual Canadian-authored content measured by pages, not by number of contributions. In cases where the 80 per cent threshold is not reached, other indicators may be considered, such as:

- Commitment to Canadian employment (creative and management)
- Canadian editorial perspective
- Export of Canadian content, covering:
 1. Canadian magazines with an international audience
 2. Facilitating second rights sales of Canadian-authored content
- Commitment to the creation of other cultural products by and for Canadians (such as books, film, television, media, shows)

Note: The association reserves the right to turn down a membership application on the basis of production values and/or editorial content.

For Office Use Only	Comments
Date
Approved <input type="checkbox"/> Deferred <input type="checkbox"/>
Full <input type="checkbox"/> Probationary <input type="checkbox"/>

MAGAZINES CANADA MEMBERSHIP APPLICATION FORM

Please complete the following form and send it with the contents of your application to:
425 Adelaide Street West, Suite 700, Toronto, ON, M5V 3G1.

General

Date:

Magazine title:

Name of Publisher:Email:

Name of Editor:Email:

Name of parent company or association:

Language preference: French English

Contact Information

Name of primary contact:Email:

(Handles general membership inquiries. Can be one of the above personnel or other)

Title of primary contact:

Please subscribe these staff members to Magazines Canada newsletters:

Staff Member 1:Email:

Job Title:

Staff Member 2:Email:

Job Title:

Magazine mailing address:

Street:Suite/P.O. Box:

City/Town:Province/TTY:Postal Code:

Telephone:Extension:Business Fax:

Website:

Subscriptions link (email or web):

MAGAZINE PROFILE

Please answer the following questions about your company and magazine(s).

Is your company/magazine (circle):

- a. 100 per cent Canadian-owned and controlled?
- b. Partly foreign-owned and/or controlled?

If your answer is b, attach a statement giving full details of ownership.

Date of first issue: # of issues published per year:

Average # of pages per issue:Average # of ad pages per issue:

OR My magazine is completely ad-free (check box)

In an average issue, how much of your publication's content (excluding ads):

Is appearing for the first time? %

Is reprinted from other sources? %

Is authored by Canadians? %

Average print run:

Bipad:

ISSN: HST/GST#:.....

How is your magazine distributed?

Retail distribution (# copies):

Paid subscriptions (# copies):

Complimentary (# copies):

Other (please describe):

Name of national retail distributor (if available):

Do you distribute your magazine direct-to-retail? (circle) Yes/No

Are you interested in joining Magazines Canada's distribution program? (circle) Yes/No

Regular cover price: \$

Subscription price/year: \$

Institutional subscription price/year: \$

Do your total corporate advertising revenues exceed \$3 million? (Circle) Yes/No

Indicate which category below best describes your publication's total average circulation per issue:

a. 0 to 2,000 copies d. 25,001 to 50,000 copies

b. 2,001 to 10,000 copies e. 50,001 to 99,999 copies

c. 10,001 to 25,000 copies f. Over 100,000 copies

1x 4-colour advertising page rate: \$

of advertising pages carried by your magazine in last fiscal year

Please provide a 50-word description of your magazine (to be used in Magazines Canada promotional material upon membership acceptance). Use the space below or attach a separate sheet.

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I have read and understand the Magazines Canada eligibility criteria as well as the Code of Reader & Advertiser Engagement. I declare that the information provided above is complete and accurate to the best of my knowledge. I agree that if at any time I wish to terminate my membership, I must submit a written notice of cancellation to Magazines Canada.

Name:
Position: Date:
Signature:

Sending Instructions

Please ensure your package includes:

- Completed Membership Application
- 18 copies of your most current issue
- Advertising rate card, if available
- Statement of Ownership (if not 100 per cent Canadian-owned)
- Circulation Audit or Publisher’s Statement of Circulation
- Cheque or money order for \$25 payable to Magazines Canada

Send your application, including all necessary attachments, to the attention of the Membership Office, Magazines Canada, 425 Adelaide Street West, Suite 700, Toronto, ON, M5V 3C1.

For more information about membership contact Magazines Canada
416.504.0274 x238, email membership@magazinescanada.ca or [visit magazinescanada.ca](http://visitmagazinescanada.ca).

CODE OF READER & ADVERTISER ENGAGEMENT

Introduction

Reader studies consistently indicate that editorial and advertising are equally important parts of the reader experience and that a clear distinction between the two, free from ambiguity, is vital.

Readers expect that magazine content will educate, entertain and inspire confidence in products and services wherever and however they engage with their favourite magazine brands.

Canada's magazine media are committed to delivering the best possible reading and advertising experience and believes that:

- Magazine readers are entitled to unbiased, accurate reporting and information
- Magazine advertisers are entitled to a trusting and engaged audience
- The separation of editorial content and advertising messages must be transparent to the reader
- Editorial integrity must be free of compromise or external influence

The following guidelines were developed by a Magazines Canada national task force as a tool for editors and advertising sales teams to achieve business activity goals while retaining reader confidence and commitment.

Part I: Advertisements

An advertisement is content paid for by an advertiser to promote its products or services. Such content may appear as a single page, double-page spread, fractional configuration, insert or onsert. Special advertising sections are addressed separately in these guidelines.

Labeling

Any advertisement that contains text or design elements that have an editorial appearance must be conspicuously identified with the word "advertising" or "advertisement."

Appearance

The layout and design of advertisements should be entirely different from the publication's normal layout and design.

Covers

No advertisement may be promoted on the cover of the magazine or included in the editorial table of contents, unless it involves an editorially directed contest, promotion or sponsored one-off editorial extra (see "Sponsorship").

Logos

The magazine's name or logo should not appear in advertisements, unless the advertisements are for the magazine and/or its promotions (or the advertised product has previously received an editorial award or review from the magazine). Similarly, the magazine's name or logo may appear in a third-party advertisement for a promotion, contest or event in which the magazine is a sponsor, partner or participant. Advertiser logos should not appear on editorial pages, except in a journalistic context, including editorial-driven contests, promotions or sponsored one-off editorial extras (see "Sponsorship").

Adjacency

Advertisements should not be placed immediately before, within or immediately after editorial content that includes mention of the advertised products or services. Exceptions are allowed for listings and contests, as well as multiple-source articles that quote representatives from companies that have placed advertisements; wherever possible, efforts should be made to distance the advertisements from the comments. There must be no promise of editorial mention in exchange for securing advertisements.

Product Placement

No advertiser may purchase product placement or mention in editorial pages, photographs or illustrations.

Sponsorship

An advertiser's name or logo may not be used to suggest advertising sponsorship of any regularly appearing editorial. Nor shall any regularly appearing editorial be labeled as "sponsored" (or "brought to you by" or any other variation thereof) by an advertiser. Sponsorship language may only be used with one-off editorial extras, such as special features, sections, contests, stand-alone brand extensions, inserts and onserts, provided the editorial content of the editorial extra does not mention or endorse the advertiser (and the advertiser does not have input in the creation of the editorial). Sponsorship language may also be used for annual awards programs and rankings.

Part 2: Advertising Sections

A special advertising section is a set of advertising pages unified by a theme, accompanied by editorial-like text. In order to avoid potential conflicts or overlaps with editorial content, publishers should notify editors well in advance of their plans to run special advertising sections.

Labeling

Each text page or spread in special advertising sections must be conspicuously identified as advertising, using phrases containing the words advertisement, advertising or promotion.

Appearance

The layout and design of such sections should be entirely different from the publication's normal layout and design.

Cover

No special advertising section may be promoted on the publication's cover or included in the editorial table of contents.

Logos

The publication's name or logo should not appear in the headlines, text or folios of such sections (unless the advertised product has received an editorial award from the magazine). A line such as, "As published in [magazine name here]" may appear on the first page or cover of the advertising section to accommodate overrun opportunities.

Staff

The names, titles, bylines and/or pictures/headshots of regular, full-time editorial staff should not appear in or be associated with such special advertising sections. Nor should their names, bylines and/or pictures/headshots be associated with third-party inserts in their magazine. In topics and fields that they cover editorially in their magazine, staff should not be associated with contract magazines published by their magazine company, by advertisers themselves or by third parties such as contract publishers. Exceptions can be made for art staff desiring to improve the appearance of a special advertising section to better suit their magazine's environment.

CONTACT US

Magazines Canada
425 Adelaide St. W., Suite 700
Toronto, Ontario M5V 3C1
info@magazinescanada.ca
magazinescanada.ca

DISTRIBUTION FAQ

Magazines Canada runs a national, direct-to-retail distribution program. All of our distribution reporting is accessible online.

Is there anything I need before I can distribute with Magazines Canada?

Yes. Your magazine needs to be a member of Magazines Canada. Other than that, you will need a cover price and a barcode. If you don't have a barcode yet, let us know, as we can create barcodes for a small fee. We do not distribute free magazines.

How soon can Magazines Canada distribute my magazine?

Once you are a member, we can get the ball rolling on distribution right away. We might even be able to get your next issue on newsstands depending on your timing. Please let us know in advance if you are interested in our distribution program.

How do I get into your Retailer Catalogue?

All members in our distribution program are automatically added to our Retailer Catalogue, published every summer. In addition, new titles in distribution are promoted via our quarterly Retailer Newsletter and in the For Retailers section of our website.

When will I receive my newsstand revenues?

Magazines Canada sends cheques to publishers every two months, at the end of January, March, May, July, September and November. One payment is made for all issues that become payable within the most recent two-month period. An issue becomes payable 120 days after the off-sale date (i.e. the date when the next issue is released).

How many copies should I ship to your warehouse for my first distributed issue?

In short, that depends. To discuss the particulars of your distribution, please call our Retail Accounts Manager, Chris Chambers at 416.504.0274 x233. Our distribution staff will work with you to establish your draw and retail presence.

Does Magazines Canada distribute to the Chapters/Indigo chain stores?

Yes. Magazines Canada ships to Chapters/Indigo as well as other well-known chain retailers and independent bookstores and newsstands across the country. We submit our titles to Chapters/Indigo through Disticor, which has the right to refuse our titles.

How do I get a sales report?

You can access your sales reports at any time, online at magazinescanada.ca, using the username and password assigned to you upon membership. As well, you can call or email our Distribution Accounts Coordinator Anna Wellman at 416.504.0274 x230 or awellman@magazinescanada.ca to find out how your title is doing.

What's a UPC (barcode) and how does it work?

A barcode utilizes a series of dark vertical bars and light spaces to encode digital information and is used on most products sold in retail outlets. A Universal Product Code (UPC) is a specific type of barcode commonly used on magazines and periodicals. These codes allow for greater efficiency in inventory control and product tracking. It is policy that all magazines distributed by Magazines Canada MUST display a valid barcode on their covers (preferably on the bottom, left-hand corner of the front cover). The first group of five digits in a magazine's barcode identify the distributor. The next group of five identify the magazine itself. This section is known as the bipad and it represents a magazine's identity at wholesale and retail levels. The remaining two digit add-on is the issue identification number.

How does Magazines Canada maximize my sales?

We analyze your title's sales across our entire retail network to establish realistic product draws. We know which niche titles sell where and how best to take advantage of direct-to-retail distribution. You can help us better understand your title by keeping us informed of your production schedule and any special issues or promotions you are planning for the year.

You can find our full Circulation and Distribution FAQs online at: magazinescanada.ca/circulation/distribution/faqs