

Magazines Canada Retail Newsletter

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Magazines Canada Announces 2015 Retailer of the Year

Munro's Books

Co-owner Ian Cochran (along with Sarah Frye, Carol Mentha and principal owner Jessica Walker) was pleased to add the Retailer of the Year award to another recent accolade from none other than *National Geographic* in their 2015 book *Destinations of a Lifetime*. Munro's was #3 on a list of the top 10 bookstores in the world!

From the *National Geographic* citation: "In 1963, exactly a half century before she won the Nobel Prize in literature, Alice Munro cofounded a bookstore with her then husband, Jim. Munro's has since moved into a magnificent, neoclassical former bank, decorated with gorgeous fabrics, in Old Town, Victoria, British Columbia."

Open at its first of three locations on Yates Street in 1963, the store watched as the neighbourhood changed and the library and movie theatres that were the anchors moved away and, in 1979, Munro's followed the pedestrian traffic flow to a new location on 4th Street. This is where Cochran joined the staff just before the move in 1984 to its current location on Government Street.

When asked about the role of magazines at the store, Cochran said this could be dated back to the early 1990s when they were added "when Chapters came to town in order to compete with them." The store has been a great seller of Canadian magazines and literary magazines in particular, and a great support of Magazines Canada's promotions over the years.

The Magazines Canada Retailer of the Year Award recognizes the importance of good stores in the Canadian magazine landscape. It is awarded annually to an outstanding Magazines Canada retailer who actively cultivates the connection between consumers and Canadian magazines. Congratulations to Munro's from all of us at Magazines Canada!



MUNRO'S
BOOKS



Magazines Canada's Past Retailers of the Year

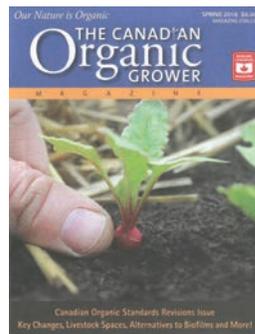
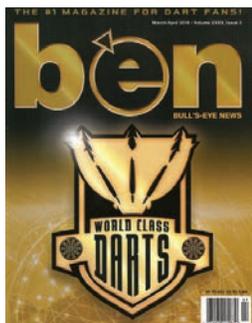
- 2015 **Munro's Books** Victoria BC
- 2014 **Type Books** Toronto ON
- 2013 **Salt Spring Books**
Salt Spring Island BC
- 2012 **Read's Newsstand and Café**
Fredericton NB
- 2011 **Book City Danforth**
Toronto ON
- 2010 **McNally Robinson**
Winnipeg MB
- 2009 **Spruceland News**
Prince George BC
- 2008 **Mags & Fags** Ottawa ON
- 2007 **Atlantic News** Halifax NS

Now Available From Magazines Canada

BEN (Bull's Eye News)

The #1 magazine for dart fans around the world! Bringing up to date news on the biggest names in the darts world on a bimonthly basis while covering soft darts and steel. With over 70 pages of glossy full colour content, *Bull's Eye News* is the magazine for the dart enthusiast in your life.

Price \$ 9.95
6 Issues



The Canadian Organic Grower Magazine

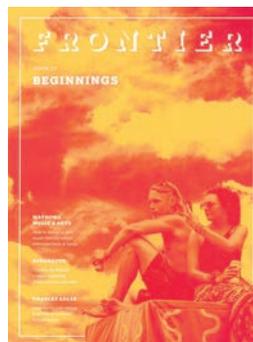
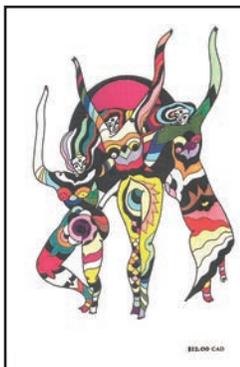
Canada's national magazine on organic production and marketing – reaching farmers, gardeners and consumers for almost 40 years! Discover expert tips and techniques, profiles of innovative growers, key findings of organic-relevant research, editorials, classifieds, recipes and more.

Price \$ 6.00
3 Issues

The Four Poets

Provides a space for emerging and established poets to conduct thorough poetic investigations through 20 devoted pages of personal curation. The selected poets of each issue defy categorization and embody exciting frontiers of poetic invention in Canada and internationally.

Price \$ 12.00
2 Issues



Frontier

An exciting new publication that explores and celebrates the risks people take in the process of creating something original and worthwhile. Each issue of *Frontier* is centered on a theme, such as 'Beginnings' which explores stories of creative exploration spanning the business, design, start-up and technology industries.

Price \$ 25.00
2 Issues

Peeps

An independent, slow journalism magazine, *Peeps* features the work of anthropologists and sociologists with narratively engaging stories paired with award-winning photojournalism and design.

Price \$ 25.00
2 Issues



Shameless

The independent Canadian voice for smart, strong, sassy young women and trans youth. *Shameless* is a fresh alternative to typical teen magazines, packed with articles about arts, culture and current events, reflecting the neglected diversity of our readers' interests and experiences.

Price \$ 6.95
3 Issues

Billie

A cross-section of writers cover a wide range of artists' work in relation to Atlantic Canada's place in the rest of the world, and the world's place in the development of the visual arts of the region.

Price \$ 9.95
2 Issues



Consumer Engagement Proves That Anything Can Happen at a Magazine Stand

Objectives:

- Drive customers to Canadian retailers selling Canadian Magazines
- Increase awareness, interest and retail sales for Canadian magazines

Promotions: Mainline, window, end cap and hot pocket displays, supported with backer cards, posters, cash POS, postcards and digital screens playing the video.

These, in combination with magazines ads, banner ads, press releases and social media broadened exposure and reach of this mass-market campaign.

Reach: The contest garnered 6,703 entries. The campaign received \$670K in publisher advertising support reaching over 9.2 million consumers and 21,000+ social media mentions.

The *Share Your Love of Magazines* contest encouraged Canadians to engage in Canadian magazine culture by sharing their favourite magazine moments (see page 4).

This multi-platform campaign promoted Canadian magazines to drive single-copy retail sales. The mini-movie was the centerpiece to the campaign which branched out into a contest sponsored by Roots and the tourism bureaus and destination marketing agencies of Kelowna, Edmonton, Regina, Ottawa, Charlottetown and Halifax.

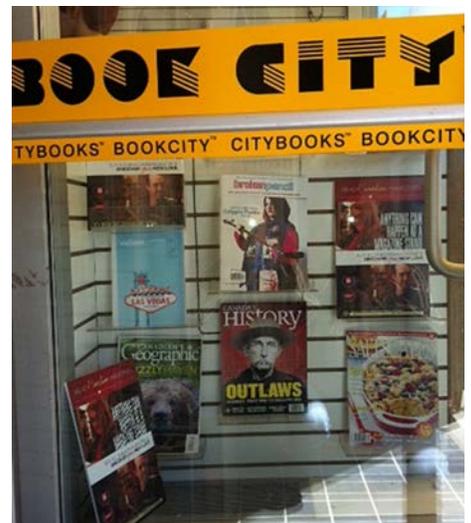
With the success of this campaign we hope to continue to challenge Canadians to find and read Canadian Magazines at their local retailers! By now your store should have received updated 2016 shelf backers promoting this year's Anything Can Happen campaign—please discard any remaining merchandise with contest related information (including postcards).

This campaign has allowed some of the best Canadian magazines to find their way to new consumers, allowing the constant growth of Canadian content in our local shops.

Consumers can access the mini-movie at: CanadasMagazineStore.ca/AnythingCanHappen, where they can also use the store locator to find retail outlets that carry Canadian Magazines in their area.



Atlantic News, Halifax NS



Book City High Park Village, Toronto ON



We let your customers know where to find your store!

Check out CanadasMagazineStore.ca

Is your store putting on a Canadian magazine event or reading? We can help promote your event on our website and social media network. For details, contact Barbara Bates, bbates@magazinescanada.ca or 416 504 0274 x 229.

Consumers Share Their Magazine Moments

Magazines are my special treat. They let me get lost for a while, become inspired and gain a wealth of knowledge. They are with me when I am waiting, when I am travelling and Sunday mornings alongside a cup of tea. I love that I can touch and feel the pages, hear them when they turn and see the glorious photos. **Magazines are my friends and I would be lost without them.**

I love Canadian magazines, because I can buy the products from Canadian stores. I like to follow fashion, decorating and many crafts. I love inspiration from Canadian designers, which keeps me updated on current trends.

My boyfriend and I had a fabulous daytrip experience on the Sea to Sky Gondola in Squamish, BC. Nothing like sitting on top of a mountain, enjoying a great view - relaxed and reading a magazine.

Every month we buy a different cooking magazine, and host a party where we cook an appetizer, entree, and dessert from the magazine!

My best friend and I have dates where we will each go and pick out 3 magazines from the store. Then, we both go through, tagging pages, bookmarking them and starting discussions! We started doing it with bridal magazines but have started cooking and travel ones now.

I love buying magazines at the bookstore or grocery store every month. I have to buy two at a time! When I see a new issue, my day improves and the otherwise uninspiring task of grocery shopping seems better as my focus becomes rushing home to read!!

Contact Us

Magazine Canada Distribution Staff

Magazines Canada's Distribution Service team takes pride in the superior level of customer service we give each retailer.

Executive Director, Circulation Marketing

Barbara Bates

416.504.0274 x229

bbates@magazinescanada.ca

Manager, Retail Accounts

Chris Chambers

416.504.0274 x233

cchambers@magazinescanada.ca

Coordinator, Newsstand
(financial and account reconciliation)

Anna Wellman

416.504.0274 x240

awellman@magazinescanada.ca

Contact a Magazines Canada
Representative in Your Area:

Eastern Sales Representative

Chris Chambers

416.504.0274 x233

cchambers@magazinescanada.ca

Western Sales Representative

Lisa Sweanor

250.626.9091

sweanor2003@yahoo.com



National Office

425 Adelaide Street West,

Suite 700

Toronto, Ontario M5V 3C1

Phone: 416.504.0274

Fax: 416.504.0437

magazinescanada.ca

Warehouse

Magazines Canada Warehouse

c/o Tilwood Inc.

420 Deerpark Drive

Unit 4

Brampton, ON L6T 5H9

Attn: Mary-Anne Noseworthy