

Magazines Canada

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Sponsors Benefit from the Magazines Canada Connection

Magazines Canada is Canada's national magazine association with [365 magazine members](#) of all types and sizes from coast to coast. We are the primary source for in-career skills training for Canada's magazine media professionals.

Magazines Canada can connect you and your company with key decision makers, nationwide. By aligning your brand with top level networking events, industry awards, and vital digital resources you are building relationships with the best and brightest in the industry.

What we do:

Magazines Canada creates and delivers a diverse menu of services on multiple platforms. All programming is based on what our members tell us they need. Our year-round consultations result in events, programs and resources that are **popular, relevant, targeted, accessible and effective.**

Find out more about us at magazinescanada.ca.

"Magazines Canada is the gateway to our peers."

–Marcia Ruby, Creative Director, Alternatives Journal

**Magazines
Canada**



Upcoming Live Events in 2017

Business Media Leadership Summit 2016 Attendance: 26

The annual Business Media Leadership Summit is an intimate, invitation-only gathering where B2B publishers can speak frankly among their peers. Canada's business media publishers provide the vital interaction that helps generate billions of dollars of activity across every conceivable Canadian business trade and professional activity. The exclusive Business Media Leadership Summit brings the sector's top decision makers together with elite national and international speakers for discussion and debate on key issues impacting Canada's vibrant B2B sector. This is a unique opportunity to connect with a media group that drives, and is driven by, success.

Learn more at magazinescanada.ca/business_media/summit.

2017 Canadian Cover Awards 2016 Attendance: 50

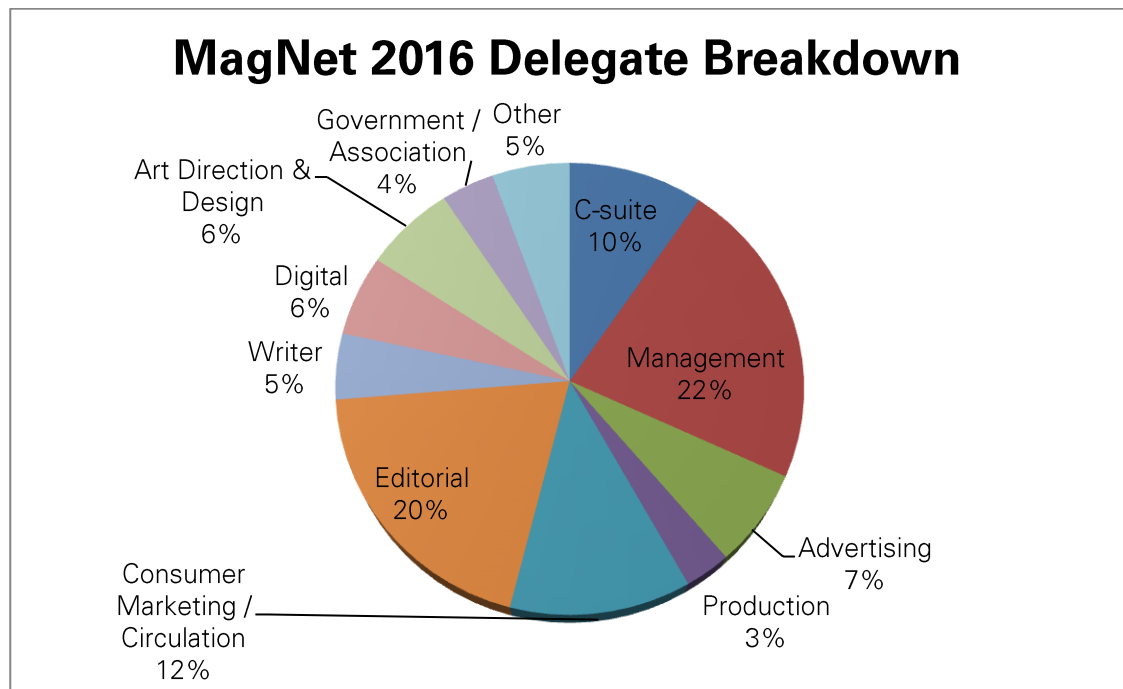
The Cover Awards gala attracts the country's top circulators and designers in this celebration of newsstand success and cover design excellence. The annual gala honours winners in eight different categories and fetes the prestigious Newsstand Marketer of the Year. The Cover Awards reception proves yet again that circulators know how to have a good time!

Learn more at coverawards.ca.

MagNet
April 25-27, 2017
2016 Attendance: 800

MagNet is Canada's premiere professional development, public policy and networking conference for magazine professionals and magazine suppliers. Attracting delegates from across Canada and beyond, MagNet is a unique opportunity to connect personally with hundreds of industry professionals in a space where they are eager to network and learn. This large, multi-faceted conference offers many opportunities for sponsors, large and small, including special events, a variety of session and room sponsorships, as well as a trade show space in MagNet Square at the heart of the conference. MagNet's flexible registration makes it easy for professionals from any discipline and all types of magazines to attend the conference. No matter who you want to meet in Canada's magazine media, you'll find them at MagNet.

Learn more at magazinescanada.ca/magnet





Arts and Literary Magazine Summit

April 28, 2017

2015 Attendance: 50

Magazines Canada's Arts and Literary Magazine Summit is a full day of networking, workshops and discussion focused on the unique concerns of Canada's artistic niche magazines. Arts and literary publishers have few opportunities to meet with their far flung peers across Canada, which is why this Summit, scheduled immediately after the national MagNet conference is such an important and popular event.

Read about the 2015 pilot Cultural Magazines Summit at magazinescanada.ca/events/cultural-summit.

State of the Magazine Nation

2016 Attendance: 200 marketers and media buyers

While most of Magazines Canada's events attract magazine publishers, State of the Magazine Nation primarily targets media buyers. This free annual event brings together elite speakers to discuss how magazines deliver consumer engagement—and dollars. Held in a sophisticated downtown Toronto venue with a complimentary breakfast, State of the Magazine Nation is a key date for Toronto marketers and media buyers.

Digital Resources

Cover Lines Member Newsletter

Reach: 600

With each informative issue, Magazines Canada's bi-weekly newsletter "Cover Lines" reaches approximately 600 qualified contacts: association members, industry professionals and stakeholders. Associate your brand with a regular stream of important magazine media news and announcements supplied by Canada's national magazine association. The newsletter is compliant with Canada's Anti-Spam Legislation.



Webinar Series

Average participants per webinar: 25

Magazines Canada webinars can associate your brand with an elite educational opportunity targeted to a specific professional audience. They connect magazines across the country with an expert for a virtual moderated presentation followed by live Q&A. Each draws online participants from dozens of locations to learn about a specific topic. Many registered “locations” are shared by multiple individuals, while the webinars are recorded for future viewing by association members at magazinescanada.ca.

Learn more at magazinescanada.ca/development/webinar_series.

AudioMag Podcast Series

Total hits in fiscal 2016: 18,325

The AudioMag podcast series brings new views, opinion and timely information straight to the magazine community from the industry’s best and brightest. AudioMag is intended for a general magazine media audience, with specialization from episode to episode depending on the topic. The podcasts are available for free download on iTunes and can be streamed at magazinescanada.ca/development/audiomag.

Hot sheets **SOLD OUT IN 2017**

Total downloads in fiscal 2016: 9,000

Publishing professionals can’t get enough of the bite-sized advice found in Magazines Canada’s Hot sheets. The one- or two-page professional development documents are written by media experts on the material topics of the time, providing immediate answers to specific questions. They are available for free in both French and English at magazinescanada.ca/cultural/hotsheets.