

## **Digital-Only Magazine Definition**

### **Magazines Canada: August 2017**

To be eligible for membership, digital-only magazines must meet the following criteria:

#### **Editorial**

A digital-only magazine must:

- Maintain an editorial function where the editor is named (editorial function is described as the commissioning of editorial material and artwork; directing writers, illustrators and photographers regarding the final form of this material; and laying out, copy editing and proofreading, and otherwise preparing the contents for publication);
- Present paid editorial content from more than one person;
- Present a clearly displayed masthead or equivalent;
- Publish under a common title, in accordance to an established publishing or update calendar.

#### **Distribution and frequency**

A digital-only magazine:

- Has a publishing revenue (e.g. subscriptions, advertising, donations, grants) and is available to the general public through at least one of these sources:
  - A valid URL address specific to the title;
  - An application currently available for download;
  - A third-party app or digital service where the applicant's content is made available under its own title and packaged with its own unique design (Note: social media profiles or pages are expressly disqualified if the applicant's content is not available through another eligible source);
- Meets any of these minimum requirements: paid subscribers (100); user-registration or application-based circulation (1,000); open-access unique visitors (2,500 unique monthly visitors).

#### **What a digital-only magazine is not**

- User-generated content platforms (e.g. blogs, social media);
- Publications whose editorial content is primarily reproduced or repeated from current or previous issues of the same magazine or other publication (in print or other platforms);
- Publications with algorithmically- or artificial intelligence-derived content;
- All newsletters, or publications with editorial content made up of more than 50% of the following: listings, catalogues, directories, guides and review-sites or platforms, 'wiki'-platforms, financial reports, schedules, calendars and timetables, classifieds, puzzles and games.

#### **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 publication of a cultural, social, economic, political, special interest, consumer, business media or artistic nature.

**Further, a digital-only magazine must meet Magazines Canada's existing requirements for:**

- Relationship between Advertising and Editorial
- Canadian Ownership
- Canadian Content