



# Numbers and Issues

Annual Report 2003-2004



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# Introduction

"Canada's artists and cultural enterprises are among our best ambassadors, as well as being an increasingly dynamic element of the knowledge economy. Their work holds a mirror on our society and builds a legacy for future generations."

*Her Excellency the Right Honourable Adrienne Clarkson,  
Governor General of Canada, Speech from the Throne, February 2, 2004.*

Reading is Canada's most favoured cultural pursuit. Picking up a magazine, newspaper, or book is more popular than watching television, going to a movie, visiting a museum or an art gallery, or attending a performance. Canadians love to read<sup>1</sup>.

Canadian magazines and community newspapers reflect Canadian perspectives on the society we have built, the country we share, and the world in which we live. They deliver the news, tell our stories, and represent voices, research and opinions from every region of Canada. They give expression

to Canadian voices in art, science, and they enable commerce. They help to build bridges among regions, cultures and languages, and allow us to understand one another.

The Government has long recognized the vital role of Canadian publishing industries, and has developed a policy and program framework designed to ensure Canadian content continues to be available to Canadian readers.

<sup>1</sup> Statistics Canada General Social Survey 1998.



# The Publishing Policy and Programs Branch

The mission of the Publishing Policy and Programs Branch of the Department of Canadian Heritage is to support the Canadian periodical and book publishing sector in the following areas:

## Creation

Foster the creation of Canadian content in periodicals and books produced by Canadian publishers;

## Access

Ensure and increase access to Canadian periodicals and books for Canadian readers;

## Quality

Enhance the quality and diversity of products produced by Canadian periodical and book publishers;

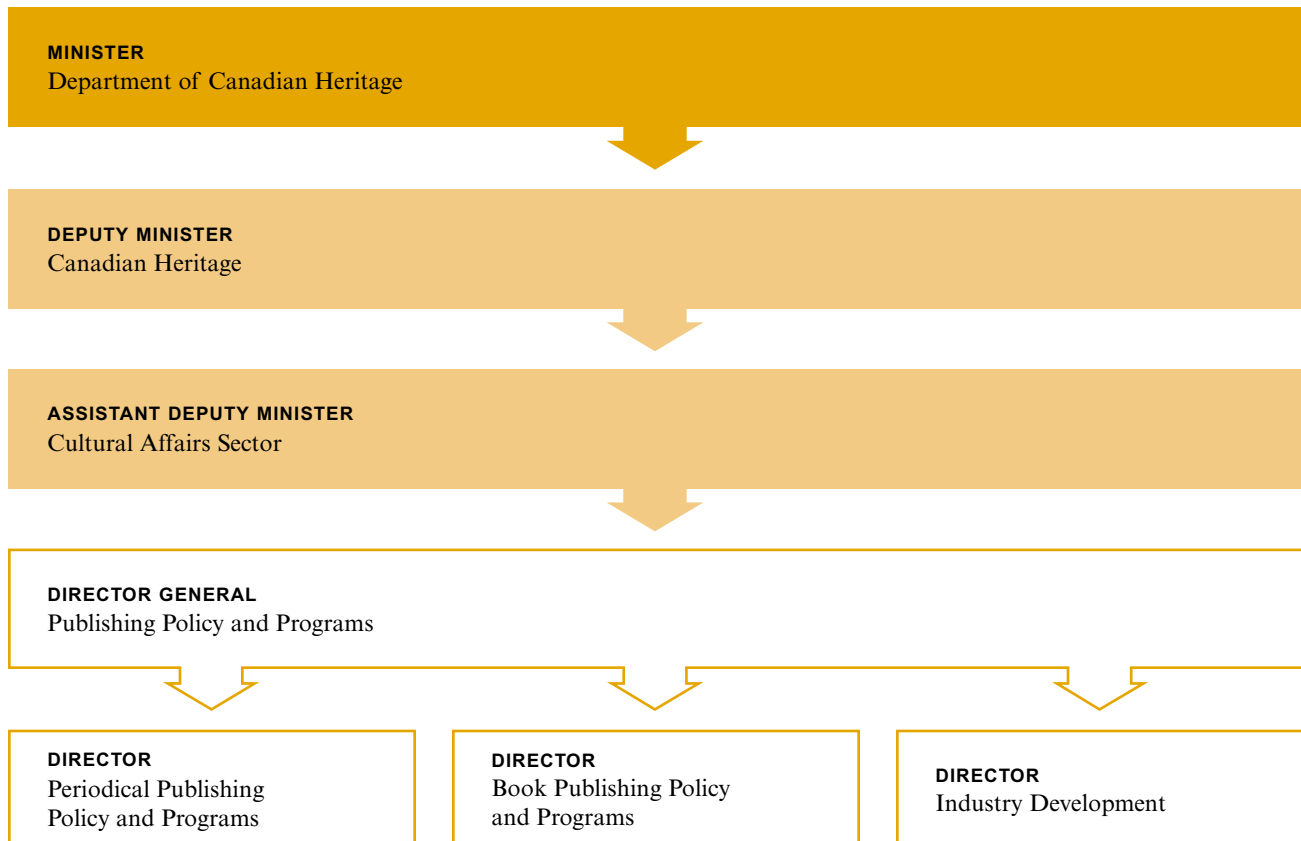
## Viability

Strengthen the infrastructure in which Canadian periodical and book publishers operate and the economic viability of the Canadian book and periodical sectors as a whole.



## REPORTING STRUCTURE AT CANADIAN HERITAGE

This table represents the reporting structure for Publishing Policy and Programs. For complete information on the Department of Canadian Heritage, visit the Canadian Heritage website at [www.canadianheritage.gc.ca](http://www.canadianheritage.gc.ca).





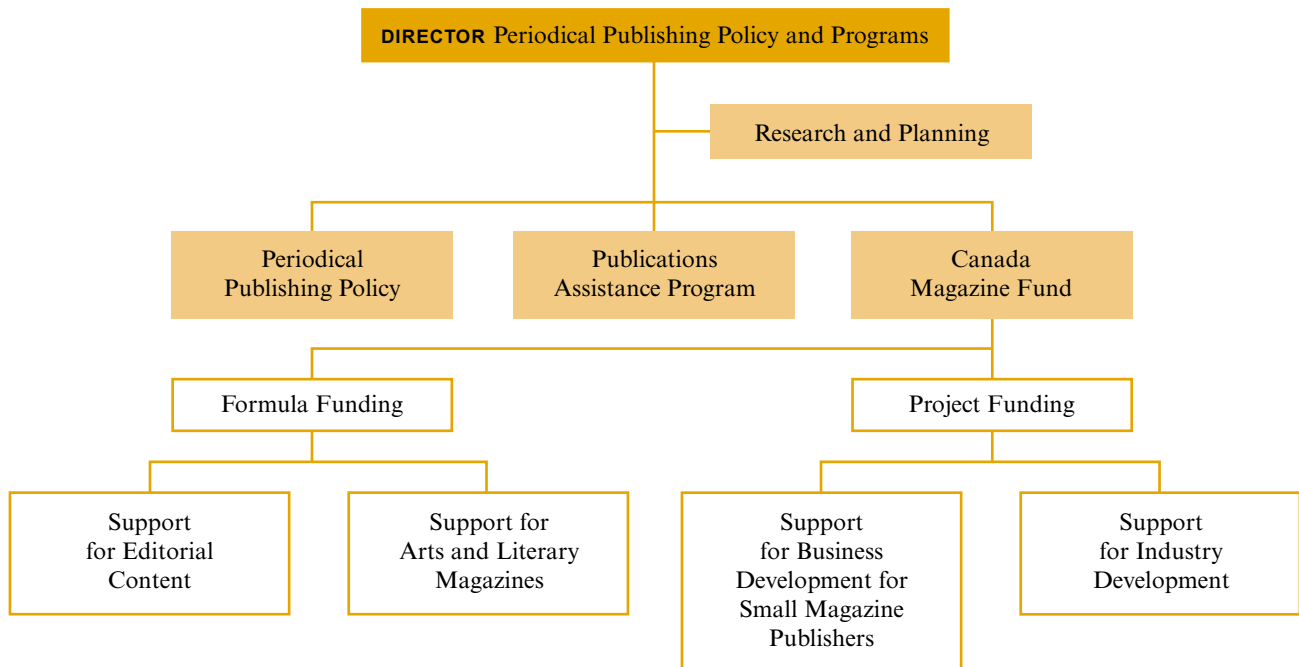
# The Periodical Publishing Policy and Programs Directorate

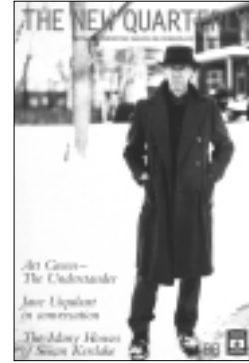
The Periodical Publishing Policy and Programs Directorate designs, implements and monitors measures that:

- > strengthen the competitive position of Canadian magazines and community newspapers;

- > promote the creation of Canadian content;
- > and promote readership of Canadian magazines and community newspapers.

## ORGANIZATIONAL STRUCTURE





### FUNDING PROGRAMS

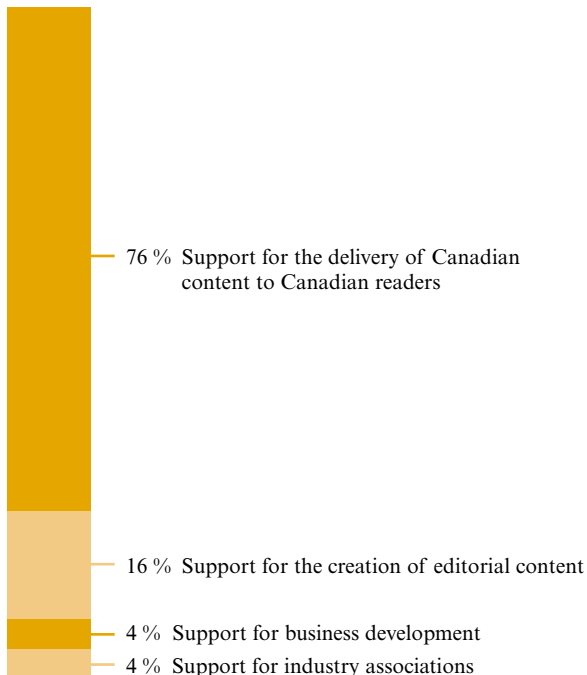
In 2003-2004 the Directorate managed a total budget of \$67.4 million for a base of magazines and community newspapers numbering over 1,200. Funding supported the production of Canadian editorial content and the distribution of that content to Canadian readers; it supported projects that helped develop small business and that contributed to the success of the industry as a whole.

### NON-SPENDING MEASURES

Funding is complemented by measures designed to help ensure winning conditions for Canadian publishers in the advertising market.

*The Foreign Publishers Advertising Services Act*, investment policies and Sections 19/19.01 of the *Income Tax Act* limit the participation of foreign publishers in the Canadian advertising market. In order to participate, foreign magazine publishers must incur the cost of producing Canadian content.

### CONTRIBUTIONS 2003-2004 BY PROGRAM



### DIRECTIONS 2003-2004

In addition to the ongoing delivery of programs, and monitoring of legislative measures and investment activity, the work of the Periodical Publishing Policy and Programs Directorate was characterized by three main directions in 2003-2004: more focussed targeting of our funding programs, reaching out to Canadian periodicals, and addressing the data needs of the industry.

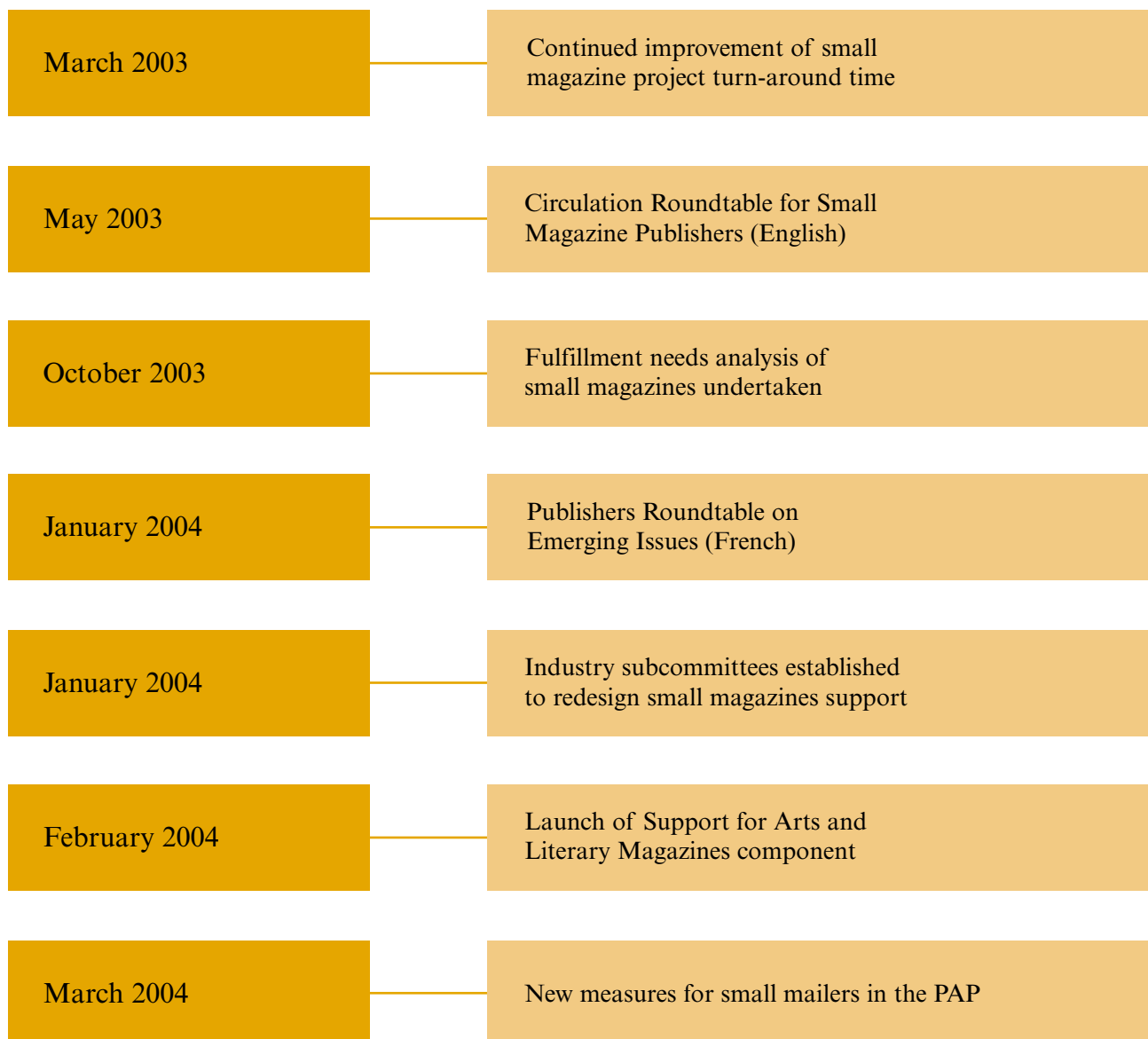
### TARGETTING OUR FUNDING PROGRAMS

During the summer of 2003-2004, changes to programs were put into place in order to balance current industry needs with government fiscal realities, to respond to evolving market conditions, and to ensure the most appropriate spending of Canadian tax dollars.

These changes:

- > ensured a level of funding in balance with the needs of our funding recipients and their capacity to produce measurable results;
- > broadened program access for publications serving ethnocultural, Aboriginal, minority official-language, and small geographic communities;
- > created a new funding mechanism for the Publications Assistance Program;
- > launched a funding program for arts and literary magazines; and,
- > developed a new approach to funding for small magazine publishers.

### IMPROVING ASSISTANCE FOR SMALL MAGAZINES: TIMELINE





## COMMUNITY OUTREACH AND CONSULTATIONS

### Newsletter

In the spring of 2003, the Directorate launched a quarterly, bilingual e-bulletin designed to keep publishers informed of the activities, program information, and current research being carried out by the Periodical Publishing Policy and Programs Directorate.

### Roundtables

New links were established, and existing relationships strengthened with key partners leading to a number of *first-ever* consultations.

- > To further our efforts in helping small publishing enterprises, a roundtable to discuss circulation issues for small English-language magazine publishing houses was held in May 2003. Several initiatives resulted from this consultation including research into a potential fulfillment solution for small publishers, and the establishment of industry working committees for a renewal of the Support for Business Development for Small Magazine Publishers component.
- > In October 2003, an Ethnocultural Roundtable, co-hosted with the National Ethnic Press and Media Council of Canada (NEPMCC), took place to discuss unique industry needs of this sector, and any barriers to market access.
- > Consultations with representatives of Aboriginal publications were held in order to discuss specific challenges of Aboriginal publishers and market access.
- > The first French-language Publishers Roundtable on Emerging Issues was held in January 2004. Participants included representatives of i) the Association québécoise des éditeurs de magazines (AQEM), ii) the Société de développement des périodiques culturels québécois (SODEP), and iii) Canadian Heritage. The participants were briefed on the recently published analysis of the Canadian francophone and bilingual magazine industry, were introduced to the idea of establishing the Magazine Industry Research

Council (MIRC), given an analysis on the results of the first three years of the Support for Business Development for Small Magazine Publishers component of the CMF, and were invited to consult with the Directorate on upcoming changes to support for business development.

### Canada and the World

At the same time, the Directorate renewed our commitment to working with the international community and promoting cultural diversity by confirming our ties with the International Federation of the Periodical Press (FIPP)<sup>2</sup>, by forging a relationship with the Council of Literary Magazines and Presses in New York, and by moderating a workshop at the 2003 International Metropolis Conference in Vienna, Austria, on the federal government's role in assisting ethnocultural periodicals in Canada.

<sup>2</sup> The FIPP, headquartered in London, England, works for the benefit of magazine publishers around the world; promoting the common editorial, cultural and economic interests of consumer and business-to-business publishers, both in print and electronic media. Membership covers national magazine associations, publishing companies with international interests, suppliers to the industry, small businesses and associated organisations in more than 70 countries.

## DATA NEEDS OF THE INDUSTRY

A common theme heard throughout our consultations was concern over the lack of data available on the Canadian periodical industry. Periodical Publishing Policy and Programs Directorate took steps in 2003-2004 to resolve this.

### A New Magazine Industry Research Council (MIRC)

- > A commitment was made to partner with a number of magazine associations and other provincial partners in the establishment of a research committee to address data needs of the industry. Funding was put into place at the end of 2003-2004 to create an action plan for the Magazine Industry Research Council (MIRC): work is expected to get underway in 2004-2005 (see below).

### MAGAZINE INDUSTRY RESEARCH COUNCIL (MIRC)

During 2003 the magazine industry collectively decided to establish a national organization that would gather and disseminate timely, relevant, research and statistical information on and to the magazine industry. Discussions between industry and government have consistently pointed to the lack of data on the size and health of the magazine industry, readership and sales data, monitoring and tracking advertising sales in Canada, information on various business models, as well as the difficulties encountered by inconsistent approaches to information gathering.

The first phase, to begin in 2004, will combine a consultative process with a review of existing relevant statistics and research available in Canada and abroad, will identify gaps, prioritize the research and statistical needs identified, and will recommend next steps for the in-depth development of research materials and specific tools for the industry to deploy in meeting on-going opportunities.

## STUDIES INVENTORY 2003-2004

Three studies and reports were published in 2003-2004 (listed below). Additional copies of these studies are available in English or French upon request.

- > Abacus Circulation. *Keeping Readers: How Canada's Small Magazine Publishers Grapple with Subscription Fulfillment*. Gatineau, Québec: Canadian Heritage, 2003.

A review of the current fulfillment practises and needs of Canadian publishers of small magazines. The study represents the first step in a larger project to assist publishers of small magazines to become more efficient at managing fulfillment.

- > George, Éric. *Analysis of the French-Language and Bilingual Magazine Industry and Related Public Policies*. Trans. Houle and Associates. Gatineau, Québec: Canadian Heritage, 2003.

A comprehensive profile of the francophone and bilingual magazine industry in Canada.

- > Parker, Judith. *Reaching Readers: Circulation Roundtable for Small Magazine Publishers*. Gatineau, Québec: Canadian Heritage, 2003.

A report on the proceedings and recommendations resulting from a roundtable on circulation-related issues (newsstand and subscription) for small English-language magazine publishers.

### CULTURAL SMEs

During the course of 2003-2004, the Department completed a *Profile of SMEs in the Canadian Cultural Industries*, a study of significant factors and challenges facing nine cultural industries, including magazine and book publishers, film,

video and sound-recording companies. One hundred and twelve magazine publishers responded to an online survey covering topics such as financing, human resources, executive development and product development.

Some of the preliminary findings from the magazine publishing respondents:

52% of magazine publishing SMEs are more than 20 years old

Over half have fewer than 5 employees; one quarter have 10 or more

51% had revenues in 2000 of less than \$500,000, while only 7% had revenues greater than \$5 million

26% of magazines reported zero employee turnover during the last two years

45% of magazine publishers utilized some form of external private financing

75% of those who applied for loans or lines of credit were approved

23% of those surveyed spent nothing on training their employees

38% of magazine publishing SMEs believe their company has a shortage of management expertise; 39% of those have no strategy to address the shortage



# The Publications Assistance Program

## Reaching Readers – Connecting Canadian Communities

**2003-2004 Budget:** \$ 49.4 million  
**Total Titles:** 1,199

Postal support has a long history in Canada, even predating Confederation<sup>3</sup>, and plays an important role in ensuring Canadians access to the diverse opinion available in a "free press", an "*indispensable institution of democratic governance*"<sup>4</sup>. In 2003-2004, the Publications Assistance Program (PAP) continued to provide critical assistance to offset the mailing costs for the delivery of almost 1,200 Canadian magazines, periodicals, community newspapers and ethnocultural publications. With recent world events, more than ever, we are reminded of how important it is for Canadians to have easy access to Canadian news, information, and opinion. Access to diverse Canadian cultural content enables Canadians to better understand each other, to better communicate among and within communities, and help develop the common links that will allow our society to grow in the 21<sup>st</sup> century.

### HIGHLIGHTS 2003-2004

After a series of consultations during 2002-2003, the PAP underwent a review and renewal. As a result of this renewal process, a number of milestones were achieved encompassing both policy and administrative changes. These changes have resulted in a greater level of fiscal responsibility and an improved responsiveness to publishers' current needs.

An amended partnership agreement was negotiated with Canada Post Corporation, enshrining a new funding formula that will work to the benefit of small publishers. At the same time the Program is revising criteria to: ensure greater access for publications serving ethnocultural, Aboriginal, minority official language, and small geographic communities; and, allow publications with an audited request circulation level of 50% or higher.



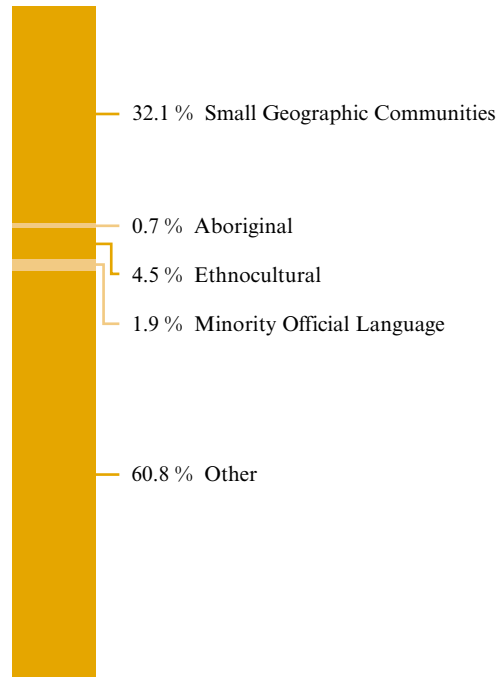
*"By allocating more funds to the smallest community newspapers through PAP, Canadian Heritage is helping to ensure that rural Canadians receive relevant news by the publications they trust. Canadian Heritage obviously recognizes the strength of our industry and its connection to individual Canadians."*<sup>5</sup>

John Hinds,  
Executive Director  
Canadian Community  
Newspaper Association

To best reflect these Departmental objectives, the PAP issued revised Program guidelines to its near 1,200 stakeholders, initiated a series of planned phase-outs for publications that are no-longer eligible, and instituted a triennial application cycle consisting of annual attestations, reapplications and new applications. All information was revised and updated on the PAP website.

In terms of initiatives, the PAP took the lead role for the Directorate as co-host for the Ethnocultural Roundtable, was instrumental in initiating consultations with Aboriginal publishers in Canada, and organized the Directorate's role of moderator for a workshop on the federal government's role in assisting ethnocultural periodicals in Canada at the 2003 International Metropolis Conference in Vienna, Austria. Finally, the Program organized an information booth at the Cultural Diversity Forum held under the auspices of the Minister of Canadian Heritage.

**NUMBER OF TITLES SERVING PRIORITY COMMUNITIES**



3 Smith, Marilyn L. *Postal Distribution Assistance in Canada: An Historical Overview*. Gatineau, Québec: Canadian Heritage. Updated March 2002. p 5.

4 Professor Jamie Cameron, Osgoode Hall Law School, York University. *Testimony before the Senate Standing Committee on Transport and Communications: Study of the Canadian Media*. Issue 10 – Evidence – May 29, 2003.

5 PAP Changes Highlight Strength of Industry, John Hinds, Executive Director, Canadian Community Newspaper Association CCNA. (July 08, 2003)



# The Canada Magazine Fund

Canadian creators,  
publishers and magazines

The Canada Magazine Fund (CMF) was established in 1999 to safeguard diverse Canadian voices in a rapidly evolving marketplace. It provides support to Canadian magazine publishers for the creation of Canadian content for Canadian readers, to initiatives that improve the viability and business development of smaller publishers, to arts and literary publications, and to broader initiatives that support industry development (including professional development, training, research and marketing and promotion).

*"If the Canadian magazine sector has prospered in a difficult economic environment, one key factor has been federal policies and programs.*

*A key element underpinning the sector's growth over the last 30 years is the presence of a supportive business environment – shaped by federal government policy and programs. During that time, Canadian magazines increased their share of the domestic readership market from 20% to 50%. The number of Canadian titles rose from 660 in 1960 to 1,500 in the mid-1990's, and to 2,008 in 1998-1999."*<sup>6</sup>

Canadian Magazine  
Publishers Association

With the three components of the Canada Magazine Fund up and running smoothly, the program was able to launch a fourth component – Support for Arts and Literary Magazines (SALM) – in 2003-2004. The terms of reference and program guidelines were developed with input from the community and various industry associations over the preceding year. The new fund will provide \$1 million in financial assistance to magazines recognized for their excellence by the Canada Council for the Arts (CCA), based on a formula-calculation that uses Canadian editorial content and production costs.

## SUPPORT FOR EDITORIAL CONTENT (SEC)

**2003-2004 Budget:        \$10 million**  
**Total Titles:                170**

The SEC component helps to nurture and develop editorial content, ensuring Canadian readers have high-quality choices in the domestic magazine market by assisting eligible Canadian publishing firms to offset the cost of producing Canadian content in paid circulation Canadian magazines. Funding is formula-driven, dividing the available funding among all eligible magazines.



**Highlights 2003-2004**

Program eligibility criteria were adjusted in 2003-2004 to ensure that the component was accessible to various target groups and to provide greater relative funding to small circulation magazines. The *per issue* average circulation criterion was lowered from 5,000 to 2,500 allowing the entry of up to 50 new small magazines; free magazines became ineligible and magazines must now have 50% or more paid circulation; and, specific criteria were established to help improve access to funding for ethnocultural, Aboriginal, and official-minority language magazines.

**SUPPORT FOR BUSINESS DEVELOPMENT FOR SMALL MAGAZINE PUBLISHERS (SBDSMP)**

**2003-2004 Budget: \$ 3.5 million**  
**Number of Projects Approved in 2003-2004: 66**

The SBDSMP encourages the development of stronger and more financially viable small publishing firms. To help improve operational efficiencies, this component supports the growth of small circulation titles by investing in group and individual publisher projects that increase circulation, advertising revenues and editorial content, thereby ensuring Canadian readers have high-quality Canadian choices in the Canadian magazine market.

**Highlights in 2003-2004**

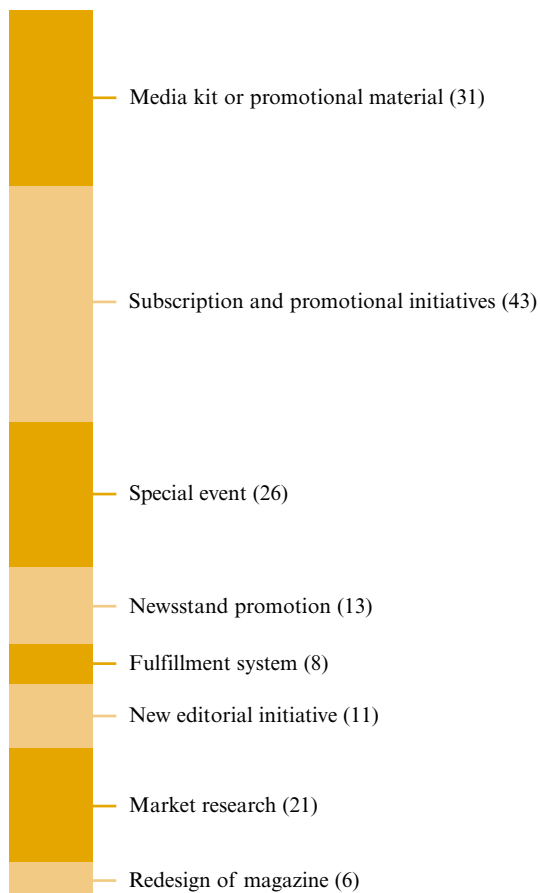
Changes announced in July 2003, resulted in support for small publishers being targeted to magazines and publishers competing for paid circulation and to small publishers serving Canada's diverse communities.

In consultation with publishers and industry experts from across the country, funding is being re-oriented to focus on circulation and promotion, and to provide small publishers with tools for developing simpler more effective projects.

For the 66 approved projects in 2003-2004, funding supported 159 activities including: circulation enhancement initiatives; media kits or promotional activities; market research and attendance at special events; new editorial initiatives; redesign of magazines; newsstand promotion; and fulfillment systems.

6 "Canada's Magazines: The Voice of Canadians, for and by Canadians" Canadian Magazine Publishers Association, page 6.

## TYPES OF ACTIVITIES FUNDED IN 2003-2004



From reports provided by publishers, it is clear that the program is playing a key role in their business success, and is an essential catalyst allowing for accelerated growth and a more stable financial situation. Projects successfully improved magazines' circulation, raised advertising revenues, and increased subscription numbers.

Moreover, to better serve publishers, the SBDSMP component continually examines ways to improve the funding application process. In 2003-2004, workshops were held in cities across the country to assist publishers in the preparation of funding applications and viable project proposals. Feedback to the program indicated that while some applicants found the application process arduous, the majority believed the process produced a significant transfer

of knowledge, with several publishers indicating that as a result, they had developed better internal business practices.



### ENSURING CANADIANS ACCESS TO A DIVERSITY OF CANADIAN TITLES.

*Saskatchewan Game Warden Magazine*

The results of *Saskatchewan Game Warden Magazine's* 2003-2004 newsstand promotion project surpassed the publisher's expectations. Newsstand exposure was successfully secured resulting in increased access to the market – additionally, the magazine's advertising and total circulation revenues increased, resulting in greater financial viability.



### CONTRIBUTING TO A VIBRANT CANADIAN PUBLISHING INDUSTRY.

*L'école branchée*

Through promotional and circulation initiatives, and the production of an effective special edition, this project has allowed *L'école branchée* to reach a new market and achieve significant increases in revenues. Results clearly indicate that increasing the magazine's visibility is an important promotional tool in reaching Canadian readers.



## **SUPPORT FOR INDUSTRY DEVELOPMENT (SID)**

**2003-2004 Budget: \$ 3.5 million**

**Number of Projects Approved in 2003-2004: 10**

The objectives of the SID component are to fund association or organization-based projects that will: encourage collective efficiencies in the creation, publishing and distribution of Canadian magazines; expand services, training and development opportunities to the industry; increase the effective use of evolving e-business technology and practices by Canadian magazine publishers; increase the information base available to the Canadian magazine industry (including creators, publishers and advertisers) and policy-makers; raise the profile of Canadian magazines among advertisers, readers, creators, and promote magazines as a viable career option for young Canadians.

### **Highlights 2003 -2004**

2003-2004 brought about a few changes in this component, the first being a name change from *Support for Infrastructure Development* to *Support for Industry Development* (SID), which now better reflects the component's mandate. Moreover, processes were put in place to better serve organizations representing Canada's diversity. Finally, having learned much since the implementation of the CMF four years ago, program representatives have taken steps in renewing relationships with associations, and are working cooperatively with them to develop projects that complement our respective priorities.

Project priorities over the last year focussed on professional development for magazine professionals and the promotion of Canadian magazines. A three-year promotional campaign, led by the Canadian Magazine Publishers Association (CMPA), which sought to build awareness of the existence, diversity and quality of Canadian magazines, came to its conclusion in 2003-2004. Preliminary results show that the retail promotion aspect of the campaign achieved, and in many instances even surpassed, targets. Similarly, the Manitoba Magazine Publishers Association (MMPA) held its first Magazine

Weekend, and attendance exceeded all expectations. The Alberta Magazine Publishers Association (AMPA) and the British Columbia Association of Magazine Publishers (BCAMP) continued to build on the successes of projects continued from past years, offering ongoing developmental opportunities to publishers. In its bid to enable associations to improve their infrastructure and better represent and serve their members, the SID component also helped the Association québécoise des éditeurs de magazines (AQEM) develop and launch a website in 2003-2004.

As well as renewing relationships with existing stakeholders, the program has been engaged in discussions with organizations representing ethnocultural and Aboriginal publications and publishers, in order to determine ways it can provide support to professional development and training initiatives.



# 2003-2004: The Year in Review

## APRIL 2003

### **Launch of the Standing Senate Committee on Transport and Communication's *Study of the Canadian News Media***

Not since the Davey Report was tabled in 1970<sup>7</sup> has there been such a broad enquiry into the Canadian news media. In 2003 the Committee was mandated to review: the current state of Canadian media industries; emerging trends and developments in these industries; the media's role, rights, and responsibilities in Canadian society; and current and appropriate future policies relating thereto. Over 50 witnesses testified throughout 2003-2004 presenting a variety of views, details of which can be found in the Committee's *Interim Report on the Canadian News Media*, released in April 2004. The Committee plans to continue with public hearings throughout 2004-2005, and will release

their findings and recommendations to Government in their final report, planned for April 2005. An open and diversified, Canadian-controlled, print-media sector is an important part of our democratic, social and cultural well-being.

*"Peace and freedom, human rights and the rule of law, diversity, respect and democracy – these are the values that form the foundation of Canada's experience and our success."*

The Right Honourable Paul Martin,  
Prime Minister of Canada.  
Response to the Speech from the Throne,  
February 3, 2004.



**MAY 2003**

**Reaching Readers: Circulation Roundtable for Small Magazine Publishers**

In May 2003, Canadian Heritage gathered 21 English-language publishers, industry experts, and consultants to meet and discuss common challenges related to distribution of their magazines on the newsstand and via subscription. The goal of the meeting was to spark a dialogue on the topic of circulation enhancement for publishers of small circulation magazines, and to try to reach some ideas for collective solutions. Input from those in attendance was collected and analysed by an industry consultant. A report on the day, accompanied by recommendations is available in *Reaching Readers: A Report on the Circulation Roundtable for Small Magazines*.

**JUNE 2003**

***Additional Aid for Ethnocultural, Aboriginal and Official-Language Minority Community Newspapers and Periodicals.***  
**Canadian Heritage, June 27, 2003.**

Changes were introduced in the Publications Assistance Program and the Canada Magazine Fund to facilitate access to the programs for approximately 250 new ethnocultural, Aboriginal, and official-language minority publications.

**JULY 2003**

***The Government of Canada Modified its Support Programs for Canadian Magazines and Periodicals.***  
**Canadian Heritage, July 08, 2003.**

The stable advertising market and relatively healthy publishing sector led to an adjustment in the level of federal support afforded to Canadian magazines and periodicals to a more traditional level of funding. The decision was taken that by 2004-2005 the Canada Magazine Fund would be funded at a level of \$16 million, and the Publications Assistance Program would be funded at a level of \$49.4 million.

Also announced were changes that allowed Canadian Heritage to: deliver on our commitment to do more for publications serving ethnocultural, Aboriginal, minority-official language and small geographic communities; create a new component in support of arts and literary magazines; provide greater access for small circulation magazines to the Support for Editorial Content component; and make postal funding more responsive to need.

7 Special Senate Committee on Mass Media. Chaired by The Honourable Keith Davey. Report, Ottawa, 1970.

### SEPTEMBER 2003

At the 8<sup>th</sup> International Metropolis Conference, held in Vienna, Austria, on September 15-19, William Fizet, Director of Periodical Publishing Policy and Programs Directorate, presented "*Raising Voices from the Margins: Ethnocultural Publications in Canada*", a paper outlining the federal government's role in assisting the ethnocultural periodical sector. Mr. Fizet then moderated a panel of Canadian experts in their discussion on the positive impact a healthy ethnocultural press has on civic society generally.

### OCTOBER 2003

#### **Ethnocultural Roundtable**

In Toronto, on October 11, 2003, the Periodical Publishing Policy and Programs Directorate, in collaboration with the National Ethnic Press and Media Council of Canada (NEPMCC), co-hosted the first-ever roundtable on ethnocultural periodicals.

The purpose of the roundtable was to

- 1) foster a dialogue between publishers of various ethnocultural communities;
- 2) develop a more meaningful understanding of the role, influence and impact of ethnic media on Canada as well as the increasing value of advertising in this sector;
- 3) to discuss various business-related issues such as research, access to capital and financing, government funding, professional development and training, publications mail, legal issues, and the impacts of electronic technologies.

Forty publishers, both small and large, joined officials from Canadian Heritage and various industry experts. Altogether, over 50 individuals from diverse ethnocultural communities across Canada attended. The NEPMCC is prioritizing the needs of its member publishers for further discussion with Canadian Heritage in 2004-2005.

### NOVEMBER 2003

#### **Magazine Industry Research Council**

2003 marked the year when the magazine industry collectively decided to establish a Magazine Industry Research Council (MIRC), in order to gather and disseminate timely research on the Canadian industry. Canadian Heritage is a founding member of the Council. Work of the research council is expected to begin in earnest in 2004-2005. Meetings were held between Canadian Heritage and representatives of the anglophone industry in late November, and the francophone industry in January. Both groups indicated interest in pursuing much needed research and data for the magazine industry.



**JANUARY 2004**

On January 1, 2004, the third and final phase of the *Personal Information Protection and Electronic Documents Act (PIPEDA)* was implemented, bringing the full Act into effect. This legislation now extends to every organization that collects, uses or discloses personal information in the course of commercial activity within a province, whether or not the organization is a federally-regulated business. For detailed information on the new privacy legislation and how it may affect your business, visit their website at [www.privcom.gc.ca](http://www.privcom.gc.ca).

**FEBRUARY 2004**

**Launch of the Support for Arts and Literary Magazines (SALM), Canada Magazine Fund.**

The Support for Arts and Literary Magazines component is designed to help nurture and develop magazines that foster awareness of the arts and literature in Canada, thus ensuring Canadian readers have high-quality choices in the domestic magazine market. Beginning in 2004-2005, \$1 million in financial assistance will be provided to magazines recognized for their excellence by the Canada Council for the Arts (CCA), based on a formula-calculation that uses Canadian editorial content and production costs.



# 2004-2005: The Year Ahead

2004-2005 will see the completion of periodical program refinements including: the completion of negotiated arrangements with Canada Post Corporation for the Publications Assistance Program; the finalization and implementation of the new design of the Support for Business Development for Small Magazine Publishers component; and the completion of the first funding cycle of the Support for Arts and Literary Magazines component.

Work with small magazine publishers will continue in the area of fulfillment, and we will be undertaking new initiatives as a result of further research into cultural small- to medium-sized enterprises.

We will continue to enrich our partnerships in the year ahead, and to follow closely the work of the Magazine Industry Research Council (MIRC) in addressing information needs for Canadian publishers. As the year draws towards its end, we anticipate that increasing attention will be paid to the periodical sector as the Senate Standing Committee on Transport and Communication's: Study of the Canadian Media draws to an end, and the release of their final report, along with their recommendations to the federal government, are made public.

Among other new initiatives that are likely to develop over the course of the coming year, the Directorate is certain to undertake activity in two new areas. Firstly, we will support professional development initiatives for the periodical sector at the middle and senior management levels, and in particular for ethnocultural, Aboriginal and minority-official language communities. Secondly, in keeping with the Department of Canadian Heritage's commitment to make more environmentally friendly choices, and the federal government's commitment to meet certain environmental and emissions goals by 2008-2012, we will develop a strategy to encourage sustainable development values in our own work, as well as in the industries we serve.

Finally, both the Publications Assistance Program and the Canada Magazine Fund will be required to undergo formal evaluations, the results of which will lead to even better, more effective programs.



# Approved Funding 2003-2004

## **APPENDICES**

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### **FORMULA FUNDING**

i) Support for Editorial Content

### **PROJECT FUNDING**

ii) Support for Business Development  
for Small Magazine Publishers

iii) Support for Industry Development

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# Publications Assistance Program

## 2003-2004 Funding\*

### NEWSLETTERS

Title	Contribution	Title	Contribution
A Friend Indeed	\$1,492	GST & Commodity Tax	\$804
Administrative Assistant's Update	\$2,344	Health and Safety Law Reporter	\$350
Agriweek	\$29,166	Health Care Employment Law News	\$168
Back to Work	\$1,503	Human Rights and Charter Law Reporter	\$517
Blue Book of CBS Stock Reports (The)	\$8,725	Insight into Government	\$821
CA Magazine (French Edition)	\$31,646	Investment Reporter (The)	\$133,154
Canadian Communications Reports	\$578	Labour Alert	\$29
Canadian Corporate Counsel	\$335	Labour Arbitration News	\$536
Canadian Employer	\$1,219	Labour Law News	\$543
Canadian Employment Law Today	\$7,000	Lancaster's College and University Employment Law News	\$110
Canadian Health Care Management	\$1,324	Legal Alert	\$610
Canadian Mutual Fund Adviser	\$13,585	Low Priced Stock Report	\$1,573
Canadian New Media	\$463	Micro-Cap Reporter	\$3,617
Canadian not for Profit News	\$1,576	Money & Family Law	\$1,061
Canadian Payroll Manager (The)	\$1,320	Money Reporter	\$22,074
Canadian Penny Stock Reporter	\$4,735	MoneyLetter (The)	\$61,336
Canadian Taxpayer	\$4,067	Municipal Employment Law News	\$147
Canadian Wealth Advisor	\$3,791	Network Letter	\$469
CDNX Advisor	\$1,125	Oilweek Newsletter	\$34,690
Collective Agreement Reporter	\$90	Pennies to Millions	\$1,675
Decisis	\$610	Pension & Benefit Law Reporter	\$332
Dentaletter (The)	\$1,320	Police Employment Law News	\$85
Drinking & Driving Law	\$628	Public Service & Crown Agency Employment Law News	\$91
Dunhill Business & Employment Law News	\$27	Report on Wireless	\$364
Dunhill Liability Loss News	\$57	Small-Cap Growth Stocks	\$2,470
Dunhill Personal Injury & Death News	\$42	Stock Pickers Digest	\$3,133
Eco/Log Week	\$967	Successful Investor Inc. (The)	\$9,802
Education Employment Law News	\$183	Tax Haven Report	\$91
Education Law Reporter	\$3,946	TaxLetter (The)	\$5,562
Employment Law Report	\$538	Véritable Amie (Une)	\$684
Equity and Accommodation Reporter	\$196	Wall Street Stock Forecaster	\$5,505
Firefighters Employment Law News	\$92	Women/Pay Equity Employment Law News	\$242
FundLetter (The)	\$3,766	Wrongful Dismissal Employment Law News	\$209

### NEWSPAPERS

Title	Contribution	Title	Contribution
100 Mile Free Press	\$25,060	Arthur Enterprise News	\$5,141
40 Mile County Commentator	\$21,561	Ashcroft Journal	\$9,204
Advance (The)	\$21,342	Assiniboia Times	\$28,981
Advance (The) / Gazette	\$11,204	Athabasca Advocate (The)	\$27,027
Advance (The)	\$10,541	Atikokan Progress	\$1,455
Advertiser (The)	\$5,010	Aurora (The)	\$601
Age Dispatch (The)	\$16,738	Aylmer Express (The)	\$17,217
Alliston Herald	\$2,658	Ayr News	\$21,524
Almaguin News	\$31,075	Baldur-Glenboro Gazette (The)	\$9,285
Almonte Gazette	\$5,947	Bancroft Times (The)	\$16,101
Amherst Citizen	\$12,598	Banff Crag & Canyon (The)	\$7,495
Armstrong Advertiser (The)	\$3,601	Banner Post (The)	\$5,527
Arnprior Chronicle-Guide	\$10,983	Barrhead Leader (The)	\$36,866
Arrow Lakes News	\$3,486	Barry's Bay This Week	\$4,774



Title	Contribution	Title	Contribution
Bashaw Star (The)	\$2,573	De Nederlandse Courant	\$36,242
Bassano Times (The)	\$1,962	Deep South Star	\$4,295
Beacon Star	\$7,609	Deloraine Times & Star	\$5,268
Beeton Record Sentinel	\$3,519	Didsbury Review (The)	\$4,800
Blenheim News Tribune	\$8,300	Die Mennonitische Post	\$11,225
Blind River Sentinel (The)	\$896	Digby Courier (The)	\$16,093
Boissevain Recorder (The)	\$8,149	Drayton Valley Western Review	\$16,384
Bonnyville Nouvelle	\$18,041	Drumheller Mail (The)	\$34,796
Boundary Creek Times	\$172	Dryden Observer (The)	\$12,113
Bracebridge Examiner	\$32,014	Dundalk Herald (The)	\$9,524
Bridge River-Lillooet News	\$4,607	Durham Chronicle (The)	\$2,753
Broadview Express	\$2,047	Eagle Valley News	\$3,517
Bugle (The)	\$7,612	Eastern Graphic (The)	\$16,864
Bulgarian Horizons	\$784	Eau Vive (L')	\$15,486
Bulletin (The)	\$53,480	Echo (The)	\$5,494
Business in Vancouver	\$89,568	Echo (The) (Manitouwadge)	\$1,435
Caledonia Courier	\$3,138	Echo Abitibien	\$65,392
Canadian Sanomat	\$6,205	Écho de Frontenac (L')	\$18,349
Canadian Jewish News	\$355,519	Edson Leader	\$7,529
Canadian Rodeo News	\$7,268	Eesti Elu	\$17,672
Canadian Slovak (Kanadsky Slovak)	\$5,574	Eganville Leader (The)	\$26,237
Canmore Leader (The)	\$4,669	Elk Point Review	\$1,748
Canora Courier	\$6,460	Elk Valley Miner	\$82
Carberry News-Express	\$7,049	Elmira Independent (The)	\$14,322
Carillon (Le)	\$668	Enterprise (The)	\$8,082
Carillon (The)	\$101,764	Equity (The)	\$21,661
Carleton Place Canadian	\$14,359	Erin Advocate	\$10,387
Carlyle Observer	\$19,740	Essex Free Press (The)	\$36,264
Casket (The)	\$18,769	Esterhazy Miner-Journal	\$8,728
Castor Advance (The)	\$3,547	Estevan Mercury (The)	\$426
Cataracte (The/La)	\$3,151	Exeter Times Advocate	\$24,149
Central Peace Signal	\$11,315	Exodus	\$21,770
Chesley Enterprise (The)	\$4,647	Exponent (The)	\$6,217
Chesterville Record	\$7,284	Express du Pacifique (L')	\$6,847
Chetwynd Echo	\$837	Fairview Post	\$25,077
Chieftain (The)	\$1,588	Famille-Québec	\$2,396
Citizen (The)	\$8,442	Faptu' Divers	\$4,945
Claresholm Local Press	\$11,261	Fergus-Elora News Express	\$11,491
Clinton News Record (The)	\$12,498	First Informer (The)	\$2,346
Coaster (The)	\$21,255	Flesherton Advance (The)	\$4,515
Coastguard (The)	\$25,261	Foam Lake Review	\$15,405
Cobden Sun (The)	\$7,379	Forest Standard (The)	\$17,117
Cochrane Times Post (The)	\$7,345	Fort Frances Times	\$24,732
Colborne Chronicle (The)	\$4,278	Fort Nelson News	\$2,761
Cold Lake Sun	\$4,994	Fort Qu'Appelle Times Ltd.	\$8,629
Community Press (The)	\$23,301	Four-Town Journal (The)	\$7,965
Compass (The)	\$909	Franco (Le)	\$23,655
Consort Enterprise (The)	\$8,974	Free Press (The)	\$2,608
Contact de Temiscaming	\$2,830	Freelancer (The)	\$3,925
Coronation Review	\$6,124	Frontière (La)	\$20,592
Corriere Italiano	\$168,396	Gananoque Reporter (The)	\$15,082
Courier Weekend (The)	\$10,662	Gaspe Spec (The)	\$14,246
Courier-Herald (The)	\$4,753	Gazette Post News	\$7,395
Courrier de la Nouvelle-Écosse (Le)	\$12,378	Georgian (The)	\$1,239
Courrier de Malartic (Le)	\$1,090	Gleaner (The)	\$5,425
Craik Weekly News	\$3,990	Glenboro Gazette (The)	\$3,249
Crossroads This Week	\$22,596	Glengarry News (The)	\$41,862
Crowsnest Pass Herald	\$2,557	Glos Polski (Polish Voice)	\$5,800
Crowsnest Pass Promoter	\$3,461	Goderich Signal - Star (The)	\$34,428
Cut knife Highway 40 Courier	\$3,382	Golden Star (The)	\$5,717
CZAS - Polish Times	\$6,040	Grand Forks Gazette (The)	\$7,726
Dauphin Herald (The)	\$26,834	Grand River Sachem (The)	\$8,538
Davidson Leader (The)	\$7,610	Grande Cache Mountaineer	\$2,148

Title	Contribution	Title	Contribution
Gravelbourg Tribune	\$6,820	Lakeshore News	\$4,874
Gravenhurst Banner	\$20,487	Lakeside Leader	\$16,401
Grenfell Sun	\$7,253	Lanark Era (The)	\$6,858
Grizzly Gazette (Swan Hills)	\$895	Lanigan Advisor	\$6,342
Grower (The)	\$22,921	Last Mountain Times	\$8,905
Gulf Islands Driftwood	\$23,806	Latvija Amerika	\$14,856
Gulf News (The)	\$4,918	Leader (The) (Morrisburg)	\$4,504
Gull Lake Advance (The)	\$3,803	Leader News	\$6,277
Guysborough Journal	\$9,803	Liberté (La)	\$83,635
Haldimand Press (The)	\$23,963	Listowel Banner (The)	\$13,160
Haliburton County Echo (The)	\$22,047	Logan Lake Weekly	\$449
Hanna Herald (The)	\$18,885	Lögberg - Heimskringla	\$11,557
Hanover Post (The)	\$4,500	Low Down to Hull and Back News	\$7,187
Hants Journal (The)	\$26,267	Lucknow Sentinel	\$9,680
Hardisty World Newspaper	\$813	Macklin Mirror	\$3,560
Harrow News (The)	\$4,221	Macleod Gazette Limited	\$5,632
Herbert Herald	\$15,361	Madawaska (Le)	\$40,407
High River Times	\$4,206	Magyar Elet (Hungarian Life)	\$7,348
Hinton Parklander	\$1,194	Maidstone Mirror	\$3,181
Hope Standard	\$1,203	Manitoulin Expositor (The)	\$56,569
Houston Today	\$3,590	Maple Creek & Southwest Advance Times	\$5,181
Hub (The)	\$12,977	Maple Creek News (The)	\$10,805
Hudson Bay Post-Review (The)	\$5,065	Marathon Mercury (The)	\$3,344
Humboldt Journal	\$3,926	Markdale Standard (The)	\$2,456
Huntsville Forester	\$44,514	Meadow Lake Progress	\$24,421
Huron Expositor	\$8,359	Meaford Express (The)	\$8,761
Ignace Driftwood	\$1,661	Melfort Journal (The)	\$13,823
Il Cittadino Canadese	\$31,972	Melita New Era	\$9,242
Independent (The)	\$6,948	Melville Advance	\$25,526
Indian Head-Wolseley News	\$15,210	Merritt Herald	\$2,915
Ingersoll Times	\$3,908	Mid North Monitor (1997) Ltd. (The)	\$20,140
Insieme	\$26,279	Middlesex Banner	\$2,118
Inverness Oran (The)	\$23,248	Mi'kmaq-Maliseet Nations News	\$2,585
Ituna News	\$4,868	Mile Zero News	\$4,945
Jasper Booster (The)	\$3,000	Millbrook Times (The)	\$2,444
Jewish Post & News (The)	\$22,076	Minnedosa Tribune Ltd (The)	\$10,349
Journal de Cornwall (Le)	\$14,149	Miramichi Leader	\$30,934
Journal Le Voyageur	\$30,960	Miramichi Weekend	\$25,328
Kamsack Times (The)	\$4,136	Mirror Examiner (The)	\$5,567
Kanada Kurier	\$52,956	Mitchell Advocate (The)	\$11,326
Kanadai Magyarsag	\$27,371	Moniteur Acadien (Le)	\$3,278
Kelvington Radio	\$5,447	Monitor	\$3,337
Kerrobert Citizen-Luseland Dispatch	\$2,885	Monitor Examiner (The)	\$11,459
Killarney Guide	\$6,947	Moosomin World-Spectator	\$22,666
Kincardine Independent (The)	\$5,871	Mount Forest Confederate	\$11,521
Kincardine News (The)	\$16,044	Mountaineer (The)	\$20,351
Kindersley Clarion	\$10,562	Nanton News (The)	\$7,468
Kings County Record	\$16,942	Napanee Beaver (The)	\$36,046
Kingsville Reporter (The)	\$13,802	New Hamburg Independent	\$4,281
Kinistino Birch Hills Post-Gazette (The)	\$9,054	New Homeland (The) (Novy Domov)	\$9,611
Kipling Citizen	\$12,808	New Optimist Inc. (The)	\$8,467
Kisobran	\$9,662	New Pathway (The)	\$16,355
Klondike Sun	\$718	New Waterfront Press (The)	\$4,561
Labradorian (The)	\$731	Nipawin Journal (The)	\$20,140
Lac La Biche Post	\$15,413	Nipigon-Red Rock Gazette	\$4,035
Lacombe Globe	\$6,287	Nord (Le)	\$5,334
Ladysmith Chemainus Chronicle	\$6,113	Norquay North Star	\$2,541
Lake Country Calendar	\$6,946	North Island Gazette	\$2,783
Lake Cowichan Gazette (The)	\$1,162	North Kent Leader	\$4,837
Lakefield Herald	\$7,596	North Renfrew Times	\$7,978
Lakefield Katchewanooka Herald	\$218	North Shore Sentinel (The)	\$13,350
Lakes District News	\$6,405	North Thompson Times	\$3,768
Lakeshore Advance (The)	\$5,595	Northeast Chronicle	\$2,818

Title	Contribution	Title	Contribution
Northern Pen	\$78,553	Russell Banner (The)	\$8,826
Northern Pioneer (The)	\$3,096	Russell Villager	\$2,432
Northern Pride	\$23,027	Sackville Tribune Post	\$11,569
Northern Times (The)	\$7,691	Saint Croix Courier (The)	\$27,717
Northern Visions Gazette	\$1,252	Saskatchewan Senior (The)	\$36,801
Northwest Herald (The)	\$13,656	Saskatchewan Valley News (The)	\$11,074
Northwest Neighbors	\$7,437	Scope (The)	\$4,216
Nor'wester (The)	\$32,433	Sentinel Courier (The)	\$5,517
Norwich Gazette (The)	\$4,616	Sentinelle (La)	\$4,177
Observer (The)	\$4,646	Shaunavon Standard (The)	\$14,737
Okanagan Falls Review / Keremeos Review	\$2,593	Shoreline Beacon (The)	\$16,245
Okotoks Western Wheel	\$112,491	Signpost (The)	\$5,126
Oliver Chronicle	\$10,654	Similkameen Spotlight (The)	\$3,964
Omineca Express	\$10,306	Slave River Journal	\$1,740
Ontario Farmer	\$829,071	Smithers Interior News	\$25,717
Ora Di Ottawa (L')	\$28,769	Smoky Lake Signal	\$7,099
Orono Weekly Times	\$4,916	Smoky River Express	\$20,692
Osoyoos Times	\$13,152	Souris Plaindealer	\$7,313
Ottawa Jewish Bulletin (The)	\$11,227	South Peace News	\$6,622
Ottawa Valley News	\$1,427	Southern Gazette (The)	\$12,946
Outlook (The)	\$14,569	Southern Manitoba Review	\$6,783
Oxbow Herald (The)	\$6,955	Spectator (The)	\$14,618
Oxford Journal (The)	\$7,230	Spirit of Bothwell (The)	\$2,975
Oyen Echo (The)	\$10,192	Springhill /Parrsboro Record	\$8,693
Packet (The)	\$32,440	St. Claude Gazette	\$1,560
Paper (The)	\$2,787	St. Paul Journal	\$30,879
Parkhill Gazette (The)	\$6,982	Stanstead Journal (The)	\$6,958
Parry Sound North Star	\$7,721	Stayner Sun (The)	\$3,028
Peace River Record-Gazette	\$27,524	Stettler Independent	\$15,391
Peachland Signal	\$3,110	Stittsville News (The)	\$9,795
Perth Courier (The)	\$31,716	St-Marys Journal-Argus	\$11,116
Petrolia Topic	\$8,942	Stonewall Argus & Teulon Times (The)	\$14,080
Pictou Gazette (The)	\$10,876	Strathclair and District Review	\$2,894
Pictou Advocate (The)	\$34,897	Sundre Round Up	\$7,678
Pilot (The)	\$35,514	Sunny South News	\$12,361
Pincher Creek Echo	\$8,414	Swan River Star & Times	\$41,707
Port Dover Maple Leaf	\$12,398	Taber Times	\$6,617
Port Perry Star	\$10,482	Tavistock Gazette	\$6,401
Port Rowan Good News	\$288	Temiskaming Speaker (The)	\$10,998
Preeceville Progress	\$4,426	Terrace Bay-Schreiber News	\$1,081
Prescott Journal (The)	\$4,046	Teviskes Ziburiai - The Lights of Homeland	\$24,472
Press Review (The)	\$7,498	Thamesville Herald	\$3,392
Progress Enterprise (The)	\$21,669	The Minto Express (The)	\$5,544
Progress-Postup	\$17,882	Three Hills Capital	\$19,821
Provost News (The)	\$10,437	Tilbury Times	\$4,053
Quebec Chronicle-Telegraph	\$21,323	Times (The)	\$13,474
Queen Charlotte Islands Observer	\$12,373	Times (The) (Minden)	\$10,879
Radville Star	\$5,962	Times Star	\$2,365
Rainy River Record	\$5,880	Tisdale Recorder	\$6,015
Record News (The)	\$5,505	Todistaja	\$1,822
Recorder (The)	\$16,052	Tofield Mercury (The)	\$6,027
Register (The)	\$15,720	Tottenham Times	\$5,321
Rempart (Le)	\$6,729	Townships Sun (The)	\$1,980
Renfrew Mercury	\$17,294	Transcript & Free Press	\$10,166
Reston Recorder (The)	\$5,055	Tribune	\$10,856
Revelstoke Times Review	\$3,175	Tribune (The)	\$20,024
Review (The)	\$47,041	Tweed News (The)	\$7,871
Review Mirror (The)	\$7,424	Ukrainian News	\$10,185
Ridgetown Independent News (The)	\$8,166	Ukrainian Voice	\$4,456
Riverbend Review	\$3,377	Uxbridge Times-Journal	\$141
Roblin Review	\$10,298	Valley Echo (The)	\$6,419
Ronge Northerner (La)	\$3,290	Valley Sentinel (The)	\$3,785
Rosetown Eagle (The)	\$13,545	Valleyviews Valley Views (The)	\$2,766

Title	Contribution	Title	Contribution
Vapaa Sana	\$18,945	Weekly Review	\$8,151
Vauxhall Advance	\$1,839	West Prince Graphic	\$6,102
Vermilion Standard	\$24,210	West Quebec Post (The)	\$2,145
Veteran Eagle (The)	\$2,016	Westerly News (The)	\$1,761
Victoria County Record	\$10,330	Western Canadian (The)	\$9,118
Virden Empire-Advance	\$10,998	Western Producer (The)	\$1,424,476
Voice of Canadian Serbs	\$1,420	Westlock News (The)	\$22,634
Voix Acadienne (La)	\$4,706	Weyburn Review (The)	\$12,315
Voix Gaspésienne (La)	\$14,287	Wheatley Journal (The)	\$4,768
Vulcan Advocate (The)	\$19,562	Whitcourt Star	\$4,306
Wadena News	\$23,947	Whitewood Herald (The)	\$3,729
Wainwright Review	\$3,667	Wiarion Echo (The)	\$10,895
Wakaw Recorder (The)	\$13,561	Wilkie Press	\$3,388
Walkerton Herald-Times (The)	\$7,774	Winchester Press	\$14,363
Waford Guide - Advocate	\$5,605	Wingham Advance Times	\$8,091
Watrous Manitou (The)	\$11,110	Wolseley Bulletin (The)	\$1,950
Watson Witness	\$545	Yorkton This Week	\$4,841
Weekly Press (The)	\$21,661	Zwiazkowiec (The Alliancer)	\$17,781

## PERIODICALS

Title	Contribution	Title	Contribution
24 Images	\$349	Artfocus Magazine	\$397
7 Jours	\$27,722	Artichoke: Writings about the Visual Arts	\$739
Acadiensis: Journal of the History of the Atlantic Region	\$658	Ascent Magazine	\$2,770
Action Nationale (L')	\$3,996	Assurances	\$389
Active Living Magazine	\$5,270	Athletics	\$4,500
Actualité (L')	\$477,598	Atlantic Baptist	\$5,050
Actualité économique, Revue d'analyse économique (L')	\$468	Atlantic Co-operator (The) / Coopérateur (Le)	\$15,218
Actuelle (L')	\$66,785	Atlantic Geology	\$214
Advocates Quarterly	\$872	Atlantic Horse & Pony	\$3,274
Affaires (Les)	\$1,028,275	Atlantic Post Calls	\$4,314
Affaires Plus	\$147,600	Atlantis: A Women's Studies Journal	\$368
Agir	\$5,823	Atmosphere-Ocean	\$288
AHA!!!	\$1,036	Atout Micro	\$3,775
Airforce Magazine	\$24,987	Aubelle (L')	\$1,575
Alberta Game Warden (The)	\$4,094	Autre Parole (L')	\$284
Alberta Gardener	\$2,136	Aventure Chasse et Pêche	\$15,037
Alberta History	\$1,699	Aviation Canada	\$1,348
Alberta Journal of Educational Research	\$239	Azure	\$19,387
Alberta Law Review	\$3,571	Banking & Finance Law Review	\$207
Alberta Naturalist	\$375	BC Business	\$32,603
Alberta Outdoorsmen	\$3,559	BC Catholic	\$150,087
Alternatives Journal	\$3,575	BC Outdoors	\$26,226
Am Bràighe	\$396	BC Studies	\$924
Ami de Saint-Benoît-du-Lac (L')	\$348	Beautiful British Columbia	\$1,059
Anglican Journal	\$371,000	Beaver (The)	\$51,285
Anglicans for Renewal Canada	\$669	Beef in B.C.	\$3,109
Annals of St. Anne de Beaupré (The)	\$27,648	Behind the Headlines	\$1,383
Anthropologica	\$582	Bel Age (Le)	\$332,431
Antigonish Review (The)	\$1,029	Bichhk Herald	\$33,689
Antique and Collectibles Showcase	\$14,811	Big Buck Magazine	\$5,649
Apeiron: A Journal for Ancient Philosophy and Science	\$30	Bio-bulle	\$3,507
Apostolat	\$18,130	Biosphère	\$3,390
Applied Arts	\$33,829	BlackFlash	\$563
Appoint	\$1,310	Boats & Places	\$25,616
Arc: Canada's National Poetry Magazine	\$1,058	Books in Canada	\$2,599
Architecture in Canada	\$350	Border Crossings	\$3,252
Arctic	\$1,096	Briarpatch	\$4,481
ARIEL: A Review of International English Literature	\$708	British Columbia Historical News	\$1,246
Art Le Sabord	\$808	Broken Pencil	\$304

Title	Contribution	Title	Contribution
Bulletin des Agriculteurs (Le)	\$30,445	Canadian Journal of Nursing Research	\$414
Bulletin Ornithologique (Le)	\$540	Canadian Journal of Philosophy	\$778
C International Contemporary Art	\$1,029	Canadian Journal of Plant Pathology	\$638
CA Magazine	\$137,664	Canadian Journal of Plant Science	\$1,144
Cahiers (Les)	\$374	Canadian Journal of Political Science	\$3,749
Cahiers de Géographie du Québec	\$275	Canadian Journal of Program Evaluation /	
Cahiers de Théâtre Jeu	\$1,486	Revue canadienne d'évaluation de programme	\$3,029
Camping Caravanning	\$123,401	Canadian Journal of Psychoanalysis	\$659
Canada and the World - Backgrounder	\$1,340	Canadian Journal of Public Health	\$2,950
Canada Lutheran	\$27,761	Canadian Journal of Regional Science	\$284
Canadian Amateur (The)	\$7,939	Canadian Journal of Respiratory Therapy	\$2,305
Canadian Art	\$21,445	Canadian Journal of Sociology	\$445
Canadian Association of Radiologists Journal	\$2,578	Canadian Journal of Soil Science	\$578
Canadian Auto World	\$14,581	Canadian Journal of Statistics	\$798
Canadian Ayrshire Review	\$3,029	Canadian Journal of Surgery	\$3,228
Canadian Beekeeping	\$472	Canadian Journal of Urban Research	\$84
Canadian Biker	\$16,582	Canadian Journal of Veterinary Research	\$1,699
Canadian Business	\$312,540	Canadian Journal on Aging/	
Canadian Business Law Journal	\$990	Revue canadienne du vieillissement	\$1,362
Canadian Cattlemen	\$46,049	Canadian Leader Magazine (The)	\$51,102
Canadian Children's Literature	\$220	Canadian Literature	\$961
Canadian Classics Magazine	\$19,375	Canadian Living	\$1,376,870
Canadian Coin News	\$47,712	Canadian Mathematical Bulletin /	
Canadian Dimension	\$986	Bulletin de Mathématique	\$74
Canadian Entomologist	\$821	Canadian Mennonite	\$71,561
Canadian Ethnic Studies/Études ethniques au Canada	\$284	Canadian Messenger of the Sacred Heart	\$19,311
Canadian Family Law Quarterly	\$369	Canadian Military History	\$1,164
Canadian Field - Naturalist	\$2,075	Canadian Mineralogist	\$1,633
Canadian Fly Fisher (The)	\$5,416	Canadian Modern Language Review	\$1,065
Canadian Four Wheel Drive	\$3,947	Canadian Money Saver	\$30,215
Canadian Friend (The)	\$1,036	Canadian Numismatic Journal	\$3,743
Canadian Funeral Director Magazine	\$4,755	Canadian Pharmaceutical Journal	\$36,756
Canadian Funeral News	\$7,899	Canadian Philatelist (The)	\$3,527
Canadian Gardening	\$384,107	Canadian Poultry Magazine	\$12,303
Canadian Geographer	\$975	Canadian Psychology	\$6,642
Canadian Geographic	\$465,375	Canadian Public Administration	\$5,683
Canadian Hereford Digest	\$6,026	Canadian Public Policy/Analyse de politiques	\$868
Canadian Historical Review	\$1,450	Canadian Railway Modeller	\$3,275
Canadian Home & Country	\$149,064	Canadian Review of American Studies	\$88
Canadian Home Workshop	\$245,712	Canadian Shareowner	\$16,463
Canadian House & Home	\$1,093,038	Canadian Social Work Review	\$273
Canadian HR Reporter	\$32,183	Canadian Sports Collector	\$12,269
Canadian Journal of Administrative Law & Practice	\$120	Canadian Sportsman	\$38,682
Canadian Journal of Administrative Sciences	\$579	Canadian Srbobrah	\$2,006
Canadian Journal of Agricultural Economics	\$397	Canadian Stamp News	\$24,970
Canadian Journal of Anaesthesia	\$10,173	Canadian Stories	\$1,079
Canadian Journal of Animal Science	\$678	Canadian Theatre Review	\$948
Canadian Journal of Chemical Engineering	\$820	Canadian Thoroughbred	\$4,540
Canadian Journal of Communication	\$176	Canadian Tobacco Grower	\$1,186
Canadian Journal of Community Mental Health	\$292	Canadian Trapper (Magazine) (The)	\$2,777
Canadian Journal of Criminology	\$1,218	Canadian University Music Review	\$152
Canadian Journal of Dietetic Practice and Research	\$4,803	Canadian Veterinary Journal	\$24,073
Canadian Journal of Education	\$2,008	Canadian Wildlife	\$10,841
Canadian Journal of Electrical and Computer Engineering	\$190	Canadian Woman Studies- Cahiers de la femme (Les)	\$2,524
Canadian Journal of Experimental Psychology	\$997	CanGO Quarterly	\$716
Canadian Journal of History	\$339	Canine Review	\$3,108
Canadian Journal of Hospital Pharmacy	\$1,486	Cap-Aux-Diamants	\$4,423
Canadian Journal of Information and Library Science	\$294	Cape Bretoner (The)	\$4,452
Canadian Journal of Latin American and Caribbean Studies	\$151	Capital Santé	\$53,279
Canadian Journal of Mathematics/		CARPNews FiftyPlus	\$332,777
Journal canadien de mathématiques.	\$224	Cartographica	\$122
Canadian Journal of Native Studies	\$207	Catholic Insight	\$8,315
Canadian Journal of Neurological Sciences	\$2,563	Catholic New Times	\$22,247

Title	Contribution	Title	Contribution
Catholic Register (The)	\$256,492	Eastern Woods & Waters	\$16,328
Celebrate	\$2,051	Eaufeu Magazine	\$2,500
Charolais Banner	\$3,627	Échec +	\$1,548
Chart	\$6,718	Écho sayabécois (L')	\$1,121
Châtelaine	\$595,625	Eco D'Italia (L')	\$14,064
Chatelaine (Eng)	\$2,858,399	Économie et Solidarités	\$91
Chauffeur (Le)	\$1,270	Écoscience	\$167
Che-Mun	\$70	Écrits (Les)	\$232
Chickadee	\$146,177	Education Law Reporter: Post Secondary	\$806
Chirp	\$128,523	Église de Gaspé (L')	\$514
Christian Courier	\$18,730	Église de Trois-Rivières	\$1,916
ChristianWeek	\$18,046	Eighteenth-Century Fiction	\$86
CIM Bulletin	\$21,329	Elk Island Triangle News	\$2,291
Claremont Review (The)	\$178	Elle Canada	\$65,481
Clarion	\$14,542	Elle Québec	\$294,389
Clin D'Oeil	\$241,513	En Communion	\$897
Clinical and Investigative Medicine	\$843	Entraide généalogique (L')	\$411
Close Up Magazine	\$4,228	Escale Nautique (L')	\$4,624
CMA Management (English)	\$64,769	Esprit	\$5,754
CMA Management (French)	\$14,313	Esse Arts + Opinions	\$295
CMAJ - JAMC	\$345,679	EstatesTrusts & Pension Journal	\$699
Coast Mountain News	\$1,232	Etc Montréal	\$400
Coda	\$523	Ethnologies	\$237
Collectibles Canada	\$3,918	Études françaises	\$116
Collection Côté Jardins	\$855	Études littéraires	\$29
Compleat Mother Magazine (The)	\$226	Études/Inuit/Studies	\$99
Connecting: Solo Travel News	\$453	Evangelical Baptist (The)	\$1,905
Contemporary Verse 2	\$604	Event	\$621
Continuité	\$2,456	Explorateurs (Les)	\$13,301
Cool	\$73,016	Explore	\$23,268
Copa Flight	\$58,910	Faith Today	\$16,061
Cottage Life	\$111,106	Families	\$6,830
Cottage Magazine (The)	\$7,818	Famille Avertie	\$8,289
Country Guide	\$46,296	Famille Chrétienne (La)	\$6,368
Country Music News	\$3,769	Family Chronicle	\$3,276
County Magazine	\$1,055	Farm Review (Simcoe County)	\$6,455
Coup de Pouce	\$742,232	Feather Fancier	\$2,334
Courrier Hippique	\$10,129	Feature	\$1,028,826
Criminal Law Quarterly	\$1,057	Fellowship Link (The)	\$496
Criminologie	\$172	Femme	\$70,710
Crux Mathematicorum with Mathematical Mayhem	\$619	Femme d'aujourd'hui	\$16,117
CV Photo	\$722	Femme Plus	\$20,015
Cycle Canada	\$58,244	Fiddlehead (The)	\$1,172
Dalhousie Review (The)	\$314	Filigrane	\$205
Dance Current (The)	\$947	Filles d'aujourd'hui	\$67,141
Dance International	\$641	Fire Fighting In Canada	\$9,027
De Hollandse Krant	\$14,505	Flare	\$501,690
Débrouillards (Les)	\$52,667	Fleurs, Plantes et Jardins	\$114,265
Décoration Chez-Soi	\$339,642	Frank Magazine - Atlantic Canada Edition	\$9,987
Décormag	\$212,830	Frank Magazine - Central Canada Edition	\$23,495
Délire	\$2,136	Free Methodist Herald (The)	\$1,596
Dépêche (La)	\$273	Frontières	\$309
Der Bote	\$13,473	Full fille	\$1,018
Dernière Heure	\$3,670	FUSE Magazine	\$1,404
Descant	\$1,195	Gam on Yachting	\$11,527
Diabetes Dialogue	\$46,784	Garden Wise	\$24,594
Dialogue	\$1,676	Gardener for the Prairies (The)	\$9,121
Dialogue: Canadian Philosophical Review	\$908	Gardening Life	\$195,593
Documentation et Bibliothèques	\$1,054	Gardens West	\$61,421
Dogs in Canada	\$146,361	Geist	\$3,507
Downhomer	\$75,019	Géo Plein Air	\$15,748
Draft Horse Connection (The)	\$530	Géographie physique et Quatenaire	\$249
Eastern Synod Lutheran (The)	\$29,833	Geomatca	\$1,476

Title	Contribution	Title	Contribution
Geoscience Canada	\$1,809	Journal of the Canadian Dental Association	\$42,347
Geotechnical News	\$1,160	Journal of the Royal Astronomical Society of Canada	\$10,670
Gestion, revue internationale de gestion	\$4,225	Junior	\$3,045
Glad Tidings	\$6,203	Kanadské Listy	\$724
Good Tidings	\$7,504	Kanawa - Canada's Canoeing & Kayaking Magazine	\$3,428
Good Times	\$290,028	Kindred Spirits	\$190
Gospel Herald	\$3,501	Labour/Le Travail	\$1,486
Gospel Witness (The)	\$2,185	Laval Théologique et Philosophique	\$261
Goût de vivre (Le)	\$2,212	LawNow	\$1,902
Grafika	\$17,308	Legacy Alberta's Cultural Heritage Magazine	\$2,162
Grain Magazine	\$1,772	Legion Magazine	\$340,745
Grainews	\$134,641	Lettres québécoises	\$1,571
Grand Lake Mirror	\$1,749	Liaison	\$1,250
Grands Gibiers	\$506	Liberté	\$302
Green Teacher	\$1,243	Limousin Leader	\$1,398
Gripped	\$3,418	Link & Visitor (The)	\$3,946
Guide Internet	\$1,301	Liturgie Foi et Culture	\$814
Guide Ressources	\$12,716	Living Safety	\$71,660
Harbour & Shipping	\$2,719	Livre d'ici	\$1,761
Harrowsmith Country Life	\$227,623	Loisir et Société	\$59
Herizons	\$3,081	Lundi (Le)	\$159,135
History Magazine	\$1,669	Lurelu	\$2,080
Hockey News (The)	\$275,790	Macleans	\$2,777,410
Holstein Journal	\$8,509	Madame au foyer	\$88,974
Homemaker's Magazine	\$392,730	Magazine Adorable	\$11,235
Homin Ukrainy - Ukrainian Echo	\$21,430	Magazine Animal	\$11,522
Horse & Country	\$5,271	Magazine Corps et Ame	\$3,175
Horse Country	\$1,504	Magazine de l'Auto Ancienne (Le)	\$6,392
Horse Sport	\$16,224	Magazine Enfants Québec (Le)	\$56,960
Horse-Canada.Com	\$12,211	Magazine Québec Science	\$62,231
Horsefly Buzz (The)	\$398	Magnificat (English)	\$1,438
Horses All	\$10,072	Magnificat (French)	\$1,847
Human Rights Digest	\$925	Malahat Review (The)	\$866
Humanist in Canada	\$729	Manitoba Co-operator	\$125,091
Icelandic Canadian (The)	\$44	Manitoba Gardener	\$8,699
Idées de ma maison (Les)	\$212,282	Maritime Magazine	\$3,460
Il Rincontro	\$1,075	Marketing Magazine	\$95,857
Info Presse Communications	\$15,606	Match Point	\$8,877
Innovation	\$33,469	Mathematical Reports of the Academy of Science	\$74
Inroads	\$222	McGill Law Journal / Revue de droit de McGill	\$985
Inside Motorcycles	\$12,722	Médecin du Québec (Le)	\$63,142
Inside Track Motorsport News	\$12,764	Mémoires de la Société Généalogique	
Inter Art Actuel	\$462	Canadienne-Française	\$2,733
Interculture (French)	\$64	Mennonite Brethren Herald	\$87,387
Interim (The)	\$47,233	Mennonitische Rundschau	\$4,471
International Journal	\$1,823	Messenger de St-Antoine (Le)	\$85,983
Inuit Art Quarterly	\$1,920	Messenger (The)	\$14,286
Investor's Digest of Canada	\$109,223	META	\$219
Iskra	\$2,195	MIC Mission News	\$3,336
Itinéraire (L')	\$143	Michael	\$18,219
Jésus Marie et Notre Temps	\$19,339	Mini-dish Satellite Guide	\$2,309
Jewish Western Bulletin	\$25,873	Mission	\$12,564
Journal Altitude 1350	\$1,392	Missions Étrangères	\$10,164
Journal de l'Association dentaire canadienne	\$9,551	MIX	\$1,055
Journal des Jeunes - Winnipeg (Le)	\$4,418	Modern Drama	\$166
Journal of Bahà'i Studies	\$440	Monde de l'Auto (Le)	\$37,911
Journal of Distance Education	\$1,758	Monde du VTT / Quad (Le)	\$8,228
Journal of Environmental Law & Practice	\$328	Monde Forestier (Le)	\$26,858
Journal of Otolaryngology (The)	\$1,643	Money Sense	\$80,770
Journal of Palliative Care	\$901	Monitor (The)	\$5,602
Journal of Rheumatology (The)	\$2,591	Montagnard (Le)	\$192
Journal of Scholarly Publishing	\$110	Mosaic, A Journal for the Interdisciplinary Study of Lit.	\$341
Journal of The Canadian Chiropractic Association	\$14,490	Moto Journal	\$24,981

Title	Contribution	Title	Contribution
Mouseion	\$348	Physical & Health Education Journal	\$914
Municipal World	\$8,383	Phytoprotection	\$172
Musicworks (Musicworks Magazine)	\$337	Pica	\$184
National Bulletin on Liturgy	\$747	Plans de Maisons du Québec	\$1,920
National Journal of Constitutional Law	\$70	Ploughshares Monitor (The)	\$4,262
National Rugby Post (The)	\$2,220	Poils et Compagnie	\$4,653
Nature Canada	\$17,373	Pole Position	\$310
Navigator (The)	\$19,639	Policy Options	\$2,773
New Freeman (The)	\$5,465	Pottersfield Portfolio	\$130
New Quarterly (The)	\$688	Prairie Fire	\$2,498
Newfoundland Ancestor	\$563	Prairie Messenger	\$88,231
Newfoundland Herald (The)	\$50,810	Précurseur (Le)	\$4,940
Newfoundland Sportsman	\$3,892	Presbyterian Record	\$97,172
Newfoundland Studies	\$195	Présence Magazine	\$2,834
NIC (Le)	\$33,815	Prêtre et Pasteur	\$5,206
Nikkei Voice	\$5,641	Prière Appel D'aurore	\$965
Nipawin Bridge (The)	\$2,459	Primeurs	\$1,161,738
Northern Aquaculture	\$3,697	PRISM International	\$928
Northern Horse Review	\$26,070	PROBE Journal	\$11,363
Northern Miner (The)	\$45,588	Producteur Plus	\$21,775
Northland (The)	\$503	Progressive Choices	\$2,588
Nouveau Dialogue	\$278	Promin	\$4,110
Nouvelle Revue franciscaine (La)	\$4,202	Protée	\$617
Nouvelles d'Icitte	\$333	Protégez-Vous	\$227,810
Nouvelles Pratiques Sociales	\$809	Pulp & Paper Canada	\$27,386
Nova Scotia Birds	\$488	Québec Français	\$2,137
Nuit Blanche - Le Magazine du Livre	\$2,895	Québec Vert	\$10,628
OHS Canada	\$23,026	QuébecOiseaux	\$5,294
Old Autos	\$178,162	Queen's Quarterly	\$4,192
On-Spec	\$112	Qui Fait Quoi	\$4,398
Ontario Corn Producer	\$44,522	Quill & Quire	\$17,534
Ontario Craft	\$2,017	Ram's Horn (The)	\$1,637
Ontario Gardener	\$11,373	Rassembleur	\$2,792
Ontario Out of Doors	\$131,943	Reader's Digest	\$1,985,274
Ontario Snowmobiler	\$72,091	Reader's Digest Sélection	\$416,248
Opera Canada	\$2,047	Recherches amérindiennes au Québec	\$571
Oratoire (L')	\$36,947	Recherches féministes	\$339
Oratory (The)	\$3,204	Recherches sociographiques	\$482
Orient	\$7,014	Recreational Flyer (The)	\$2,605
Osgoode Hall Law Journal	\$203	Reflet de Société	\$79,952
Other Voices	\$115	Reformed Perspective	\$3,826
Our Times	\$4,612	Relational Child and Youth Care Practices	\$138
Outdoor Canada	\$145,708	Relations	\$3,991
Outdoor Edge Magazine (The)	\$56,214	Relations industrielles / Industrial Relations	\$596
Outpost	\$21,675	Religiologiques	\$173
Owl	\$112,958	Rénovation Bricolage	\$66,702
Pacific Affairs	\$353	Report (Alberta Edition) (The)	\$4,264
Pacific Yachting	\$40,639	Report (British Columbia Edition) (The)	\$1,645
Parabole	\$2,077	Report (National Edition) (The)	\$1,730
Parachute	\$597	Restoration	\$5,680
Partage	\$503	Réveil Missionnaire	\$13,052
Pastorale-Québec	\$4,246	Revue Anthropologie et Sociétés	\$653
Pedal Magazine	\$8,198	Revue canadienne de sociologie et d'anthropologie	\$1,021
Pentecostal Messenger (The)	\$1,440	Revue canadienne des sciences du comportement	\$3,868
Pentecostal Testimony (The)	\$36,080	Revue canadienne d'études du développement	\$448
Performance Auto & Sound	\$2,864	Revue canadienne droit et société	\$205
Perspective infirmière	\$103,945	Revue Commerce	\$46,614
Philatélie Québec	\$1,239	Revue des sciences de l'éducation	\$307
Philosophiques	\$281	Revue d'Histoire de l'Amérique Française	\$1,087
Philosophy in Review / Comptes rendus philosophiques	\$103	Revue du Barreau (La)	\$16,486
Phoenix	\$429	Revue Internationale P.M.E.	\$98
Photo Life	\$25,206	Revue juridique Thémis (La)	\$774
Photo Sélection	\$6,211	Revue Notre-Dame du Cap	\$105,329



Title	Contribution	Title	Contribution
Revue Sainte Anne (La)	\$121,133	Today's Parent	\$586,814
Rock (The)	\$254	Toronto Field Naturalist	\$1,559
Room of One's Own	\$947	Toronto Journal of Theology	\$49
Routes et Transports	\$3,689	Toronto Life	\$451,987
Royal College of Physicians & Surgeons of Canada Annals (The)	\$8,447	Toronto Life Fashion	\$395,363
Royaume (Le)	\$3,651	Tractor Classics	\$1,627
Rural Delivery	\$14,707	Trail and Landscape	\$1,220
Rural Edition	\$687	Travail et Santé	\$3,904
Russian Courier	\$89	Travel Scoop	\$5,918
Safarir	\$16,688	Trot	\$45,306
Saguenayensia	\$1,226	TV Guide	\$2,072,665
Saltscapes	\$48,161	TV Magazine (Interior & Kootenay Edition)	\$47,303
Santé mentale au Québec	\$785	TV Week	\$362,412
Saskatchewan Genealogical Society Bulletin	\$1,429	Ultimate Reality and Meaning	\$37
Saskatchewan Naturally Magazine	\$5,233	United Church Observer (The)	\$155,353
Satellite 1-416	\$2,693	Univers	\$5,976
Satellite Dish Guide	\$3,559	University Affairs/Affaires universitaires	\$47,785
Scandinavian Press	\$1,287	University of Toronto Law Journal	\$171
Scarboro Missions	\$15,050	University of Toronto Quarterly	\$154
Seminar: A Journal of Germanic Studies	\$258	Up Here	\$21,778
Sentier Chasse-Pêche	\$92,801	Upper Canadian (The)	\$6,123
Séquences	\$1,086	Urban History Review	\$120
Shantyman (The)	\$2,606	Urban Male Magazine	\$43,877
Sheep Canada	\$894	Vélo Mag	\$7,784
Simmental Country (1997) Ltd.	\$11,597	Vers Demain	\$16,244
Ski Canada Magazine	\$69,300	Victoria Naturalist (The)	\$930
Skitrax	\$4,193	Vie des Arts	\$4,333
SkyNews	\$19,226	Vie des communautés religieuses (La)	\$1,108
Smallholder (The)	\$81	Vie Liturgique	\$8,477
Socialist Studies Bulletin	\$290	Vins et Vignobles	\$2,905
Sociologie et Sociétés	\$616	Vivre	\$3,605
Solidaires en Église	\$1,466	Vivre en Église	\$9,262
Spirale	\$1,022	Voix du Coeur de Jésus et de son Vicaire (La)	\$1,431
Spiritan Missionary News	\$4,134	Voix et images	\$115
Star Inc.	\$23,199	Vsesmikh	\$2,416
Studia Canonica	\$209	Vu Magazine	\$185,700
Studies in Canadian Literature/Études en littérature	\$212	Walking Horse News	\$257
Studies in Political Economy	\$325	West Coast Line	\$161
Studies in Religion/Sciences Religieuses	\$862	Western Canada's Outdoor Sportsman	\$34,393
Style at Home	\$597,733	Western Catholic Reporter	\$258,291
Sub-Terrain Magazine	\$667	What's on TV	\$1,183
Svitlo The Light	\$3,128	Wild	\$27,717
Swedish Press	\$6,103	Wildflower	\$536
Swim News	\$2,237	Windmill Herald (The)	\$37,416
T.V. Hebdo	\$737,530	Windspeaker	\$75,212
T.V. World	\$13,081	Wine Access	\$5,598
Taddle Creek	\$35	Wings	\$3,412
Take One	\$1,357	Woman's World (Zinochy Svit)	\$979
Tangence	\$110	Women and Environments International Magazine	\$189
Tarogato	\$1,298	Words of Life	\$7,490
Téoros	\$284	World of Lubavitch (The)	\$9,587
Terre De Chez Nous (La)	\$579,684	World of Wheels	\$36,580
Them Days	\$365	XYZ, La Revue de la Nouvelle	\$289
Theoforum	\$56	YES Mag: Canada's Science Magazine for Kids	\$15,240
This Magazine	\$4,833	Your News	\$10,385
TickleAce	\$115	Your Workplace	\$2,746
Tidings	\$6,538	Yukoner Magazine (The)	\$2,112

\* These funding amounts are based on information available on April 30, 2004 and do not include contributions made by Canada Post Corporation. Final funding amounts will be made available on the departmental website by September 1, 2004: [www.canadianheritage.gc.ca/pap](http://www.canadianheritage.gc.ca/pap)

# Canada Magazine Fund: Support for Editorial Content 2003-2004 Funding

Title	Approved Amount	Title	Approved Amount
4WD Magazine	\$ 12,612	Canadian Art	\$ 41,963
7 Jours	\$ 258,913	Canadian Auto World	\$ 41,073
Aboriginaltimes	\$ 33,311	Canadian Biker	\$ 35,069
Active Living Magazine	\$ 31,767	Canadian Business	\$ 232,644
Actualité (L')	\$ 186,145	Canadian Cattlemen	\$ 42,326
Affaires Plus	\$ 53,769	Canadian Coin News	\$ 27,888
Airforce Magazine	\$ 27,600	Canadian Cowboy Country Magazine	\$ 27,623
Alberta Gardener	\$ 12,687	Canadian Gardening	\$ 69,816
Alive	\$ 73,188	Canadian Geographic	\$ 121,006
Antique Showcase	\$ 14,526	Canadian Home & Country	\$ 73,288
Applied Arts	\$ 38,045	Canadian Home Workshop	\$ 65,505
Atlantic Horse & Pony	\$ 23,428	Canadian House & Home	\$ 150,203
Aventure Chasse et Pêche	\$ 34,868	Canadian Leader Magazine (The)	\$ 28,370
Azure	\$ 62,935	Canadian Living	\$ 229,957
BC Business	\$ 74,251	Canadian Poultry	\$ 33,303
BC Outdoors Sport Fishing	\$ 36,723	Canadian Sports Collector	\$ 28,391
Beaver (The)	\$ 43,777	Canadian Stamp News	\$ 27,065
Bébé	\$ 9,258	Canadian Yachting	\$ 34,359
Bel Âge (Le)	\$ 56,634	Capital Santé	\$ 45,384
Boats&Places	\$ 33,094	CARPNews 50Plus	\$ 110,388
Bulletin des agriculteurs (Le)	\$ 54,724	Chart	\$ 37,133
Camping Caravaning	\$ 34,853	Chatelaine (English)	\$ 265,888
Canada's Healthy Living Guide	\$ 36,494	Châteline (French)	\$ 141,820

Title	Approved Amount	Title	Approved Amount
Chickadee	\$ 44,499	Marketing Magazine	\$ 113,285
Clin d'oeil	\$ 129,948	Modesty Magazine	\$ 10,977
Collectibles Canada	\$ 16,088	Monde de l'Auto (Le)	\$ 32,579
Commerce	\$ 66,221	Monde du VTT (Le) / Quad	\$ 32,474
Cool	\$ 41,883	Money Sense	\$ 85,026
Coopérateur agricole (Le)	\$ 53,640	Moto Journal	\$ 34,044
Corinthian Horse Sport Magazine (The)	\$ 31,819	Motocycliste	\$ 27,584
Côté Jardins	\$ 30,247	Motomag	\$ 33,263
Cottage Life	\$ 92,180	Nation	\$ 30,830
Cottage Magazine (The)	\$ 24,007	Newfoundland Herald (The)	\$ 43,913
Country Guide	\$ 55,622	Northern Horse Review	\$ 40,819
Coup de pouce	\$ 109,020	Ontario Gardener	\$ 22,364
Cycle Canada	\$ 46,123	Ontario Golf	\$ 40,309
Débrouillards (Les)	\$ 47,477	Ontario Home Builder	\$ 30,238
Décoration Chez-Soi	\$ 65,074	Ontario OUT OF DOORS	\$ 48,160
Décormag	\$ 57,387	Ontario Snowmobiler	\$ 48,012
Découvrir	\$ 34,031	Outdoor Canada	\$ 59,636
Dernière Heure	\$ 113,112	Outlooks	\$ 29,648
Dogs in Canada	\$ 70,442	Outpost	\$ 32,067
Downhomer	\$ 39,721	OWL	\$ 59,710
Eastern Woods & Waters	\$ 33,347	Pacific Yachting	\$ 39,704
Échos Vedettes	\$ 149,947	partners Italy & Canada	\$ 26,774
Elle Canada	\$ 94,665	Performance Auto & Sound	\$ 64,366
Entreprendre	\$ 48,470	Performance Racing News	\$ 47,932
Escalé Nautique (L')	\$ 27,564	Pets Magazine	\$ 25,682
Explore	\$ 62,038	Photo Life	\$ 33,637
Fab Magazine	\$ 36,960	Photo Sélection	\$ 22,512
Fashion	\$ 169,762	Pole-Position	\$ 29,423
Faze Magazine	\$ 12,166	Protégez-Vous	\$ 125,650
Femme d'aujourd'hui	\$ 36,598	Québec Science	\$ 53,870
Femme Plus	\$ 72,200	Québec Yachting	\$ 26,855
Filles d'aujourd'hui	\$ 52,968	QuébecOiseaux	\$ 26,531
Fire Fighting in Canada	\$ 28,167	Quill & Quire	\$ 54,963
Flare	\$ 158,215	Rénovation Bricolage	\$ 58,117
Fleurs, Plantes et Jardins	\$ 46,251	Rural Delivery	\$ 30,357
Fugues	\$ 27,820	Saltscapes	\$ 44,746
Gardening Life	\$ 68,419	SBC Skateboard	\$ 43,967
Gardens West	\$ 37,986	SBC Skier	\$ 40,258
GardenWise	\$ 45,947	SBC Wakeboard	\$ 25,717
Géo Plein Air	\$ 39,860	Score Golf	\$ 63,152
Good Times	\$ 64,234	Seasons	\$ 33,874
Grafika	\$ 41,128	Sentier Chasse-Pêche	\$ 48,871
Grossesse	\$ 9,258	Ski Canada Magazine	\$ 45,023
Guide Ressources	\$ 47,887	SkyNews	\$ 28,809
Harrowsmith Country Life	\$ 45,181	Snow Goer Canada	\$ 28,896
Homemaker's Magazine	\$ 90,631	Snowboard Canada	\$ 46,558
Horse-Canada.com	\$ 14,669	STYLE AT HOME	\$ 105,461
Idées de ma maison (Les)	\$ 71,761	This Magazine	\$ 28,307
Infopresse	\$ 60,187	Today's Parent	\$ 127,821
Inside Motorcycles	\$ 33,285	Toronto Life	\$ 160,349
Inside Track Motorsport News	\$ 49,544	United Church Observe (The)	\$ 58,194
Itinéraire (L')	\$ 30,151	Up Here	\$ 39,734
Junior	\$ 27,085	Urban Male Magazine	\$ 34,890
Legion Magazine	\$ 76,668	Vélo Mag	\$ 39,338
Lundi (Le)	\$ 120,863	Vie des Arts	\$ 34,286
Macleans	\$ 552,963	Vie et Santé	\$ 34,990
Madame	\$ 33,206	Vins & Vignobles	\$ 29,129
Magazin'Art	\$ 31,633	Voix sépharade (La)	\$ 17,590
Magazine Adorable	\$ 43,371	Western Sportsman	\$ 32,858
Magazine Enfants Québec (Le)	\$ 49,067	Wine Tidings	\$ 31,791
Manitoba Gardener	\$ 22,348	World Of Wheels	\$ 35,658
Maritime Magazine	\$ 33,219	Yoursource	\$ 30,931

# Canada Magazine Fund: Support for Business Development for Small Magazine Publishers

## 2003-2004 Funding

Applicant	Magazine	Project Title	Amount Approved in 2003-2004	Planned Expenditures in 2003-2004
1084154 Ontario Ltd.	Canadian Cyclist	Canadian Cyclist - Special Events	\$24,813	\$24,813
1425545 Ontario Inc.	Your Workplace	Union Local Circulation Effort	\$40,000	\$40,000
9072-5607 Québec inc.	Corps et Âme	Étude de marché et encarts promotionnels Corps et Âme	\$26,590	\$26,590
Across Boundaries Multifaith Institute	Vox Feminarum	Multifaith Outreach Initiative	\$19,717	\$13,020 *
Andrew John Publishing Inc.	Family Camping	Circulation & Media Kit	\$34,900	\$34,900
Arts Manitoba Publications Inc.	Border Crossings	Circulation and Advertising Enhancement Opportunity	\$25,900	\$25,900
Association québécoise des éducateurs et des éducatrices du primaire	Vivre le primaire	Étude de marché	\$7,852	\$7,852
Best Bottles Inc.	Billy's Best Bottles	Billy's Best Bottles 20 <sup>th</sup> Anniversary Promotional Tour	\$9,227	\$9,227
Briarpatch	Briarpatch	Beyond SUB-sistence	\$26,295	\$20,405 *
Canadian Ethnic Studies Journal	Canadian Ethnic Studies	Email Promotional Campaign	\$23,071	\$23,071
Canadian Humanist Publications	Humanist in Canada	Magazine Renewal	\$30,000	\$30,000
Canadian Independent Film and Television Publishing Association	Take One	Circulation, Editorial & Web Enhancement	\$24,893	\$24,893
Canadian Institute of Geomatics (The)	Geomatica	Advertising and Circulation Initiatives	\$28,170	\$25,353 *
Canadian Organic Growers	Ecofarm and Garden	Market Research, Readership Survey & Circulation Boost	\$28,847	\$28,847
Canadian Undergraduate Physics Journalism Society	Canadian Undergraduate Physics Journal	Promotion & Sustainability 2003-04	\$3,700	\$370 *
Cape Bretonner Publications	The Cape Bretonner	Fulfillment and Circulation Enhancement Initiatives	\$78,800	\$10,000 *
Centre des jeunes francophones de Toronto (Le)	Taloua	Étude de marché	\$30,000	\$30,000
Collectif des gestes, des mots et des images (Le)	5 revues culturelles (projet de groupe)	Étude de marché	\$36,600	\$36,600
Conflict Resolution Network Canada	Interaction	Developing a Circulation Base	\$26,668	\$5,000 *
Conseil pour la protection des malades (Le)	Justice-santé	Campagne d'abonnement, de publicité et de diffusion	\$30,000	\$24,000 *
Dimension Publications Inc.	Dimension	Direct-Mail Subscription Drive	\$17,000	\$17,000
Douglas Media	Dog Sport	Circulation Drive	\$7,031	\$7,031
Écrits de l'Académie des lettres du Québec (Les)	Les écrits	Publication et lancement d'un numéro spécial et d'un index de la revue depuis sa création	\$30,000	\$8,549 *
Éditions continuité	Continuité	Blitz promotionnel et de renouvellement des abonnements	\$15,560	\$15,560
Éditions de Marque inc.	L'École branchée	Maximum de visibilité à l'École branchée	\$38,437	\$38,437
Éditions du 21 <sup>e</sup> siècle inc. (Les)	Maison du 21 <sup>e</sup> siècle	Campagne d'abonnement et de diffusion dans le cadre des célébrations du 10 <sup>e</sup> anniversaire	\$23,250	\$23,250

Applicant	Magazine	Project Title	Amount Approved in 2003-2004	Planned Expenditures in 2003-2004
Éditions EJS Inc.	CAPITAL-QUÉBEC	Projet de diffusion et de contenu rédactionnel	\$59,017	\$30,200 *
Éditions Mizka inc. (Les)	Québec Audio & Vidéo	Étude de marché	\$13,807	--
Esse, un groupe de + en art	ESSE	ESSE a 20 ans	\$26,361	\$25,011
Federation of Canadian Naturist	Going Natural	Going Natural Enhancement Project 2003	\$13,556	\$13,556
Federation of Canadian Naturist	Going Natural	Going Natural Circulation Aspect	\$16,000	\$16,000
Gaiety Group	Gaiety.ca	Pink Wedding Bells Insert Initiative	\$22,800	\$22,800
Geist Foundation (The)	Geist	Reader Survey and Circulation Enhancement	\$38,100	\$38,100
Gentle Edge Publishing Company Ltd. (The)	Canadian Stories	Promotional Campaign	\$20,200	\$9,151 *
Gilmore Publications (1980) Ltd.	Canadian Hereford Digest	Special Issue and Redesign of Magazine	\$4,367	\$4,367
Gripped Magazine Inc.	Gripped	Gripped Circulation Program	\$25,257	\$25,257
H.B. Publishers Ltd.	Hiballer	Subscription Lists, Magazine Redesign Initiatives	\$26,105	\$26,105
Imprimerie des Éditions Vaudreuil Inc.	Le Partenaire	Réaliser une trousse médiatique et un publi-postage ciblé	\$16,314	\$16,314
Inroads Journal Publishing Inc.	Inroads	Subscription Enhancement Campaign 2003	\$29,757	\$29,757
Life Ethics Information Centre	Catholic Insight	Circulation Improvement & Editorial Content Enhancement	\$28,028	\$17,649 *
Mars Media Inc.	Rue Morgue	2003/2004 Convention Tour	\$29,793	\$27,399 *
New Quarterly (The)	The New Quarterly	Direct Mail Campaign 2003	\$23,000	\$8,050 *
Other Voices Publishing Society	Other Voices	15 <sup>th</sup> Anniversary Publicity Initiative	\$6,967	\$6,967
Our Times Publishing	Our Times	Outreach & Promotions	\$32,948	\$6,941 *
Outlooks A-List Vancouver Corp.	Outlooks Vancouver	Market Research, Special Edition	\$10,200	\$10,200
Pinecone Publishing	The Country Connection	Enhanced Newsstand Distribution	\$6,799	\$6,799
Presses de l'Université Laval (Les)	Argument	Étude de marché	\$2,475	\$2,475
Progressive Choices Publishing	Progressive Choices	Marketing Initiative, Editorial Content and Market Research	\$40,000	\$40,000
Publications BLD inc. (Les)	Les Explorateurs	Développement 2003-2004 de la revue Les Explorateurs	\$40,000	\$40,000
Rapid Magazine Inc.	Rapid Magazine & Adventure Kayak	2003 RMI Business Development Project	\$57,700	\$57,700
Revue Moebius (La)	Moebius	Tournées de promotion	\$13,487	\$7,556 *
Revue Tangence	Tangence	Augmenter la crédibilité, l'impact et l'utilité de la revue Tangence	\$30,000	\$17,876 *
Saskatchewan Association of Conservation Officers Inc.	Saskatchewan Game Warden	SGW... We are new!! Getting the word out to subscribers	\$2,376	\$2,257
Saskatchewan Association of Conservation Officers Inc.	Saskatchewan Game Warden	Phase II... still work to do	\$6,325	\$6,325
Saskatchewan Gardeners Inc.	The Gardener for the Prairies	2004 Marketing Strategy	\$36,000	\$30,932 *
September House Publishing Inc.	Prairies North: Life in Saskatchewan (formerly Saskatchewan Naturally)	Circulation Enhancement Initiative	\$25,986	\$25,986
Société historique du Saguenay	Saguenayensia	Étude de marché 2003-2004	\$16,238	\$16,238
Sub-Terrain Literary Society	Sub-Terrain	Market Research, Promotion and Direct Mail	\$22,380	\$7,059
Verge Magazine Inc.	Verge	Brand Awareness, Subscription Drive	\$30,000	\$30,000
Vines Publishing	Vines	Circulation and Consumer Marketing	\$40,000	\$40,000
Voitures anciennes du Québec	Le Magazine de l'auto ancienne	Étude de marché et campagne de publicité	\$22,461	\$22,461
Watershed Sentinel Publishing	The Watershed Sentinel	Spreading the News: Web Site Enhancement	\$26,965	\$26,965
Women & Environments International	Women & Environments	Towards Economic Viability	\$58,000	\$10,900 *
Yasodhara Ashram Society	Ascent	Subscriber Acquisition and Circulation Enhancement Initiative	\$40,000	\$33,150 *
Youthmedia Students Publications	Youthmedia Canada	Strategic Planning and Implementation	\$17,550	\$17,550
Zdrowy Styl Magazine Inc.	Zdrowy Styl	Marketing, Advertising and Editorial	\$27,000	\$27,000

\* Denotes multi-year projects

Applicant	Magazine	Project Title	Amount Approved in Previous Fiscal Years	Planned Expenditures in 2003-2004
9041-2081 Québec inc.	Poils et Compagnie	Section «Jeunesse»	\$24,934	\$17,200
Activation Analysis Communications Inc.	Vendor	10 <sup>th</sup> Anniversary Edition of Liquor Privatization in Alberta	\$52,656	\$30,000
Albion Enterprises Ltd.	Canadian Fly Fisher	US Subscription and Canadian Advertising Generation	\$37,640	\$34,640
Alternatives Incorporated	Alternatives Journal	Critical Path to Sustainability	\$83,885	\$27,920
Animal Hebdo inc.	Animal Hebdo	Campagne de publicité	\$80,000	\$40,000
Artichoke Publishing	Artichoke	Special Issue	\$90,000	\$30,000
Atchison Literature Inc.	Canadian Teddy Bear News	Market Access	\$13,060	\$999
Broken Pencil Publishers	Broken Pencil	Integrated Circulation, Marketing and Editorial Enhancement	\$76,863	\$25,169
Buffalo Berry Press Inc.	Blackflash	Blackflash Readership Expansion	\$59,750	\$5,975
C The Visual Arts Foundation	C International Contemporary Art	Circulation and Promotion Enhancement	\$30,000	\$7,500
Caringway Attention Deficit Disorder	Caringway ADD	ADDED Focus' Circulation, Advertising and Editorial Enhancement Initiative	\$24,994	\$775
Chalk and Cue Sports Inc.	Chalk and Cue	Trade Shows and Tournaments	\$29,800	\$8,650
Descant Arts & Letters Foundation	Descant	Circulation Enhancement	\$32,241	\$29,729
Douglas College (The)	Event, The Douglas College Review	Institutional Subscription Campaign and Special Issue	\$9,550	\$955
Fédération québécoise de la marche	Marche randonnée	Marche randonnée, partout, pour tous	\$29,220	\$11,245
Fédération québécoise pour le saumon atlantique	Saumons illimités	Deux numéros spéciaux (anglais) de Saumons illimités	\$40,100	\$9,850
Field Notes Press	On/Site Review	Media Kit Development	\$3,770	\$377
GLOBE, Revue internationale d'études québécoises	GLOBE	Projet triennal pour accroître la circulation et les revenus de publicité	\$77,161	\$25,031
Grands et Petits Gibiers	Grands et Petits Gibiers	Étude de marché	\$15,630	\$15,630
Green Ink Publishing	The Yukoner	Circulation Building Initiative Phase 2	\$11,800	\$1,180
Groupe de communication Sansectra inc.	Travail et Santé	Plan d'expansion pour le magazine Travail et Santé	\$88,230	\$29,900
Health Media Inc.	Canadian Nursing Home	Editorial and Marketing Initiatives	\$60,000	\$30,000
Herizons Magazine Inc.	Herizons	Circulation Enhancement and Redesign	\$25,780	\$5,980
Home Waters Fly Fishing	Home Waters	Subscription Initiative	\$30,000	\$2,850
Hullabaloo Publishing Workers Co-Operative Ltd.	Prairie Dog	Opportunity Knocks Advertising Project	\$117,843	\$39,845
Inanna Publications & Education Inc.	Canadian Woman Studies/ Les cahiers de la femme	Development of Media Kit and Promotional Material and Circulation Enhancement Initiative	\$30,000	\$5,599
Inuit Art Foundation	Inuit Art Quarterly	Media Kit and Circulation Promotion Plan	\$30,000	\$2,455
Lifestyle Nova Scotia Magazine Publishing	Lifestyle Nova Scotia	Subscription Drive/Media Kit/Home Show	\$18,880	\$17,065
Lola	Lola Art	Lola's Growth Spurt	\$80,000	\$4,000
North Island Publishing Ltd.	Masthead	Redesign of Masthead	\$20,188	\$5,420
Opera Canada Publications	Opera Canada	Promotional Campaign	\$29,865	\$250
Parallélogramme Artist-Run Culture and Publishing Inc.	Mix	Direct Mail Campaign	\$59,976	\$29,991
Prefix Publishing	Prefix Photo	Enhancing Economic Viability	\$45,805	\$9,701
Productions Ciel Variable (Les)	CVphoto	Étude de marché	\$11,050	\$11,050
Sabord (Le), revue culturelle	Art Le Sabord	Accroissement du tirage	\$60,000	\$30,000
Saskatchewan Gardener Inc.(The)	The Gardener of the Prairies	2003 Marketing Strategy	\$39,998	\$1,036
Société catholique de la Bible (SOCABI)	Parabole	Un phare dans la tempête	\$23,624	\$7,609

<b>Applicant</b>	<b>Magazine</b>	<b>Project Title</b>	<b>Amount Approved in Previous Fiscal Years</b>	<b>Planned Expenditures in 2003-2004</b>
Société québécoise de science politique	Politique et Sociétés	Rayonnement de politique et sociétés	\$14,615	\$473
Stork and Press Public Relations	Pottersfield Portfolio	Readership Survey/ Promotion and Brochure, Circulation and Trade Show	\$19,941	\$6,870
Tribe Communications Inc. University of Toronto Press Inc.	Tribe Canadian Historical Review	Tribe Media Buyer Canadian University Student Promotion	\$113,368 \$5,850	\$37,037 \$585
University of Toronto Press Inc.	Canadian Historical Review, University of Toronto Quarterly, University of Toronto Law Journal and Canadian Theatre Review	Fulfillment System & Advertising / Media Kit	\$20,840	\$2,084
World of Women's Golf Inc. Yasodhara Ashram Society	World of Women's Golf Ascent	Media Kit and Reader Survey Subscription Renewal Series Improvement and Expansion	\$31,461 \$14,001	\$20,935 \$6,850

# Canada Magazine Fund: Support for Industry Development 2003-2004 Funding

Association	Project Title	Amount Approved in 2003-2004	Planned Expenditures in 2003-2004
Alberta Magazine Publishers Association	Moving Toward Excellence: Phase II	\$342,852	\$275,462 *
Association des médias écrits communautaires du Québec	Formation et perfectionnement pour les membres de l'AMECQ	\$14,997	\$5,450 *
Association québécoise des éditeurs de magazines	Journée Magazine AQEM-Infopresse	\$22,000	\$22,000
Association québécoise des éditeurs de magazines	Création d'un outil de gestion et de communication	\$21,665	\$21,665
Association québécoise des éditeurs de magazines	Promotion du média magazine auprès des créatifs	\$41,000	\$41,000
British Columbia Association of Magazine Publishers	Online Publishing Survey of Cultural Magazines and Scholarly Journals, Technical Assessment and Workshop	\$94,200	\$85,515
British Columbia Association of Magazine Publishers	BCAMP Building the Bridge Phase 2	\$476,334	\$261,094 *
Canadian Magazine Publishers Association	CMPA Pan Industry Research Gap and Needs Study	\$20,000	\$20,000
Manitoba Magazine Publishers' Association Inc.	Promoting and Planning Initiatives to Secure a Sustainable Future	\$72,000	\$ 72,000
National Magazine Awards Foundation	NMAF Infrastructure Development	\$302,000	\$175,142 *

Association	Project Title	Amount Approved in Previous Fiscal Years	Planned Expenditures in 2003-2004
Alberta Magazine Publishers Association	AMPA - Moving Towards Excellence	\$568,965	\$28,448 *
Association québécoise des éditeurs de magazines	Grand Prix et Journée Magazine 2003	\$57,085	\$50,485 *
Canadian Magazine Publishers Association	National Circulation and Promotion Project (Year Two)	\$3,555,013	\$1,180,585 *
Canadian Magazine Publishers Association	CMPA Professional Development	\$119,174	\$93,314 *
CBP Canadian Business Press	CBP Canadian Business Press Awards and Guide Project	\$337,432	\$120,302 *
McGill Institute for the Study of Canada (The)	Who Controls Canada's Media? - Qui contrôle les médias au Canada?	\$49,500	\$4,050 *
National Magazine Awards Foundation	National Magazine Awards 25 <sup>th</sup> Anniversary	\$298,700	\$29,948 *
Western Magazine Awards Foundation	The 20 <sup>th</sup> and 21 <sup>st</sup> Annual Western Magazine Awards	\$89,400	\$39,500 *

\* Denotes multi-year project







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