



Canadian
Heritage

Patrimoine
canadien

Periodical Publishing
Policy and Programs



Numbers and Issues

Annual Report 2004-05



Canada

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Introduction

“Canadian publishers are pumping out more periodicals than ever before and pulling in far greater revenues.”

*The Daily, Statistics Canada,
June 8, 2005*

Canadians are great cultural consumers: each year, Canadians spend almost \$23 billion on cultural activities, 20% of this is spent on reading material¹ – including magazines, periodicals and books. Canadian magazines and community newspapers are a central part of this reading, and a key means that Canadians use to communicate with each other and share stories and experiences.

Millions of copies of thousands of Canadian magazines and community newspapers, as varied as Canadians themselves, reach Canadian readers every year. They provide everything from news and opinions to technical information for industry to shopping tips. They are a showcase of Canadian talent: writers, photographers, illustrators and researchers. They relate to Canadians in all their languages and connect them with their communities.

And, in spite of the incredible impact of technological advances on the cultural landscape, print continues to have a very powerful connection to readers. Studies all over the world – in Canada, the UK, New Zealand, India, Germany, South Africa and others – have come to the same conclusions: the Internet has enabled the periodical industry to enlarge its reach; print on paper continues to be attractive to readers and an especially effective way to convey information.²

In Canada, in particular, the periodical publishing industry seems to be looking to the past with pride and to the challenges of the future with confidence: while many notable publications are celebrating impressive anniversaries, publishers are continually pushing forward with innovative ideas, often using new digital technologies. Community newspapers are collecting and



Maclean's
100 years

delivering increasingly sophisticated readership data; the Canadian newsstand is becoming increasingly automated; publishers are developing tools to minimize their impact on the environment and to develop sustainable practices; and magazines and community newspapers are using the Internet to broaden the communities of interest they provide to their creators, advertisers and readers.

So, it is with renewed enthusiasm that we present this second edition of our annual report, *Numbers and Issues*. Canadians continue to read Canadian magazines and community newspapers because they value the quality of content that our writers, illustrators and photographers are able to offer them. The Government of Canada has long recognized the vital importance of ensuring that

this cycle of creation and consumption continues. This report details the contribution of the Department of Canadian Heritage in 2004-05 to the continued success of Canadian periodicals.

1 *Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2003*, Hill Strategies Research Inc., May 2005

2 *FIPP Magazine World*, June 2004 and October 2004

NUMBER OF PERIODICALS AND CIRCULATION	1993	1998	2003
Total number of periodicals	1,678	2,027	2,383
CIRCULATION			
Total annual circulation ('000)	575,000	602,860	777,954
Circulation per periodical ('000)	343	297	326
Circulation per issue	...	26,589	27,176

Source: *The Daily*, Statistics Canada, June 8, 2005

... not available



Department of Canadian Heritage Policy Framework for Periodicals

The Department of Canadian Heritage's approach to supporting Canadian cultural industries is guided by five strategic objectives in three areas:

Creation

REFLECT OURSELVES

INVEST IN EXCELLENCE

Sustainability

HARNESS THE OPPORTUNITIES OF NEW TECHNOLOGIES

Access

REACH AUDIENCES

REACH THE WORLD

For periodicals, this means:

REFLECTING OURSELVES

Canadian magazines and community newspapers reflect the diversity of Canadian communities. They serve linguistic and ethnocultural communities; small or remote geographic communities and urban centres; they serve communities of interest – scholarly, industrial, artistic and literary.

INVESTING IN EXCELLENCE

The Department's policies and programs recognize and encourage the artistic excellence of the creators that contribute to Canadian periodicals as well as the dynamism and professionalism of the businesses that produce those periodicals.

HARNESSING THE OPPORTUNITIES OF NEW TECHNOLOGIES

The Canadian periodical industry continues to reap the benefits of new technologies through better marketing and revenue generation, in

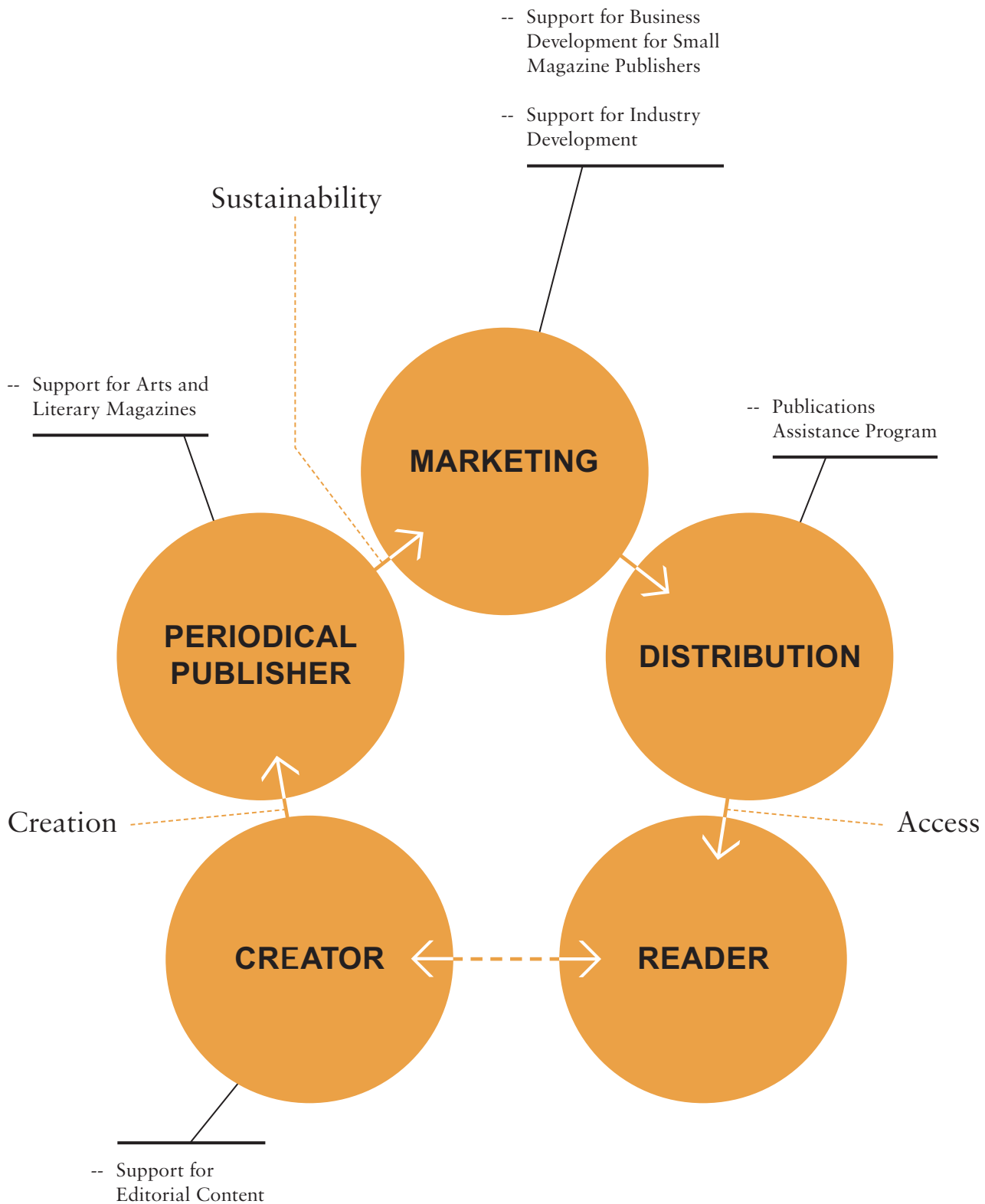
streamlining business practices, and in using the Internet to create stronger communities of interest.

REACHING AUDIENCES

The Department and periodical publishers continue to work together to ensure that Canadians in all communities across the country have access to reading material that is timely and relevant to their lives.

REACHING THE WORLD

The Canadian periodical industry is increasingly recognized as a success story around the world. The Department will continue to explore opportunities to promote Canadian periodicals in a global context and showcase the talent of our writers, photographers and illustrators.

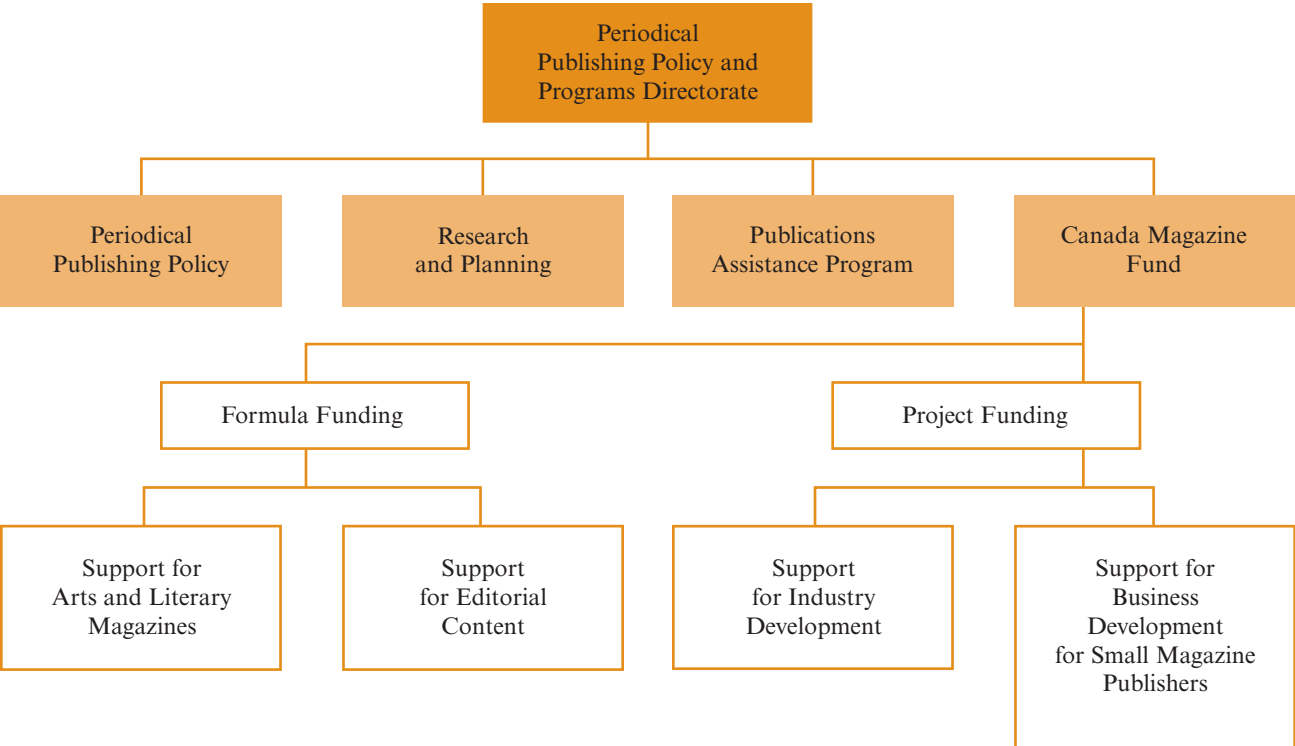




Periodical Publishing Policy and Programs

The Periodical Publishing Policy and Programs Directorate designs, implements and monitors measures in support of Canadian periodicals.

ORGANIZATIONAL STRUCTURE



THE FRAMEWORK

The federal policy framework for magazines, which is a combination of funding programs and non-spending measures, is designed to allow Canadian magazine publishers to continue to produce Canadian editorial content and to compete effectively for both advertising and readers.

Measures for newspapers are designed to ensure the continued Canadian ownership of newspapers and to support the distribution of small community newspapers to Canadians.

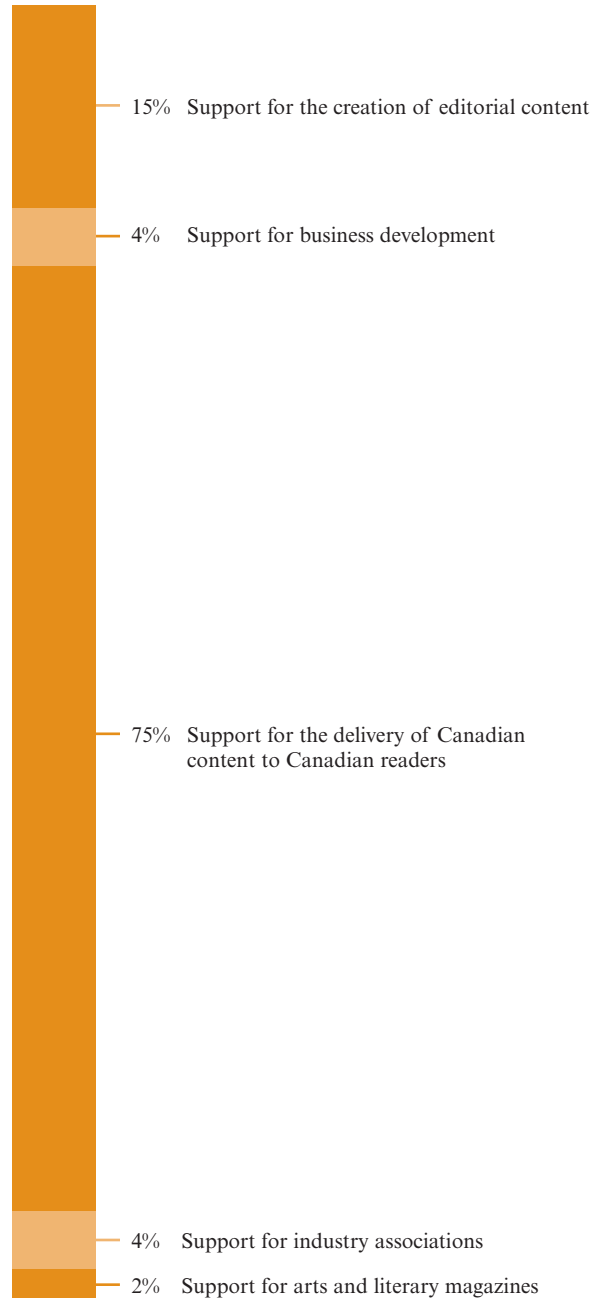
- > Funding programs support the production of Canadian editorial content and the delivery of that content to Canadian readers. Funding programs also support professional development and business improvement initiatives for publishers of magazines and newspapers serving ethnocultural, aboriginal, minority official language and small geographic communities.
- > Non-spending regulatory measures make foreign publishers' participation in the Canadian advertising market conditional on investment in the production of original content in their magazines.

The results are:

- > Canadian content for Canadian readers – a steadily increasing and diverse selection of titles available to Canadian readers.
- > Level playing field for Canadian publishers – Canadian publishers can effectively compete for advertising dollars.

FUNDING PROGRAMS

In 2004-05 the Directorate's budget for direct funding was \$65.4M for a base of magazines and community newspapers numbering over 1,200. Funding supported the production of editorial content and the distribution of that content to Canadian readers across the country; it also supported business development projects for small publishers and projects that contributed to the success of the industry as a whole.



NON-SPENDING MEASURES

Funding programs are complemented by non-spending regulatory measures designed to create winning conditions for Canadian publishers. The *Foreign Publishers Advertising Services Act*, foreign investment policies and Sections 19 and 19.01 of the *Income Tax Act* ensure that foreign publishers competing in the Canadian advertising market invest in Canadian content.



The Year in Review: 2004-05

“As Minister of Canadian Heritage, I have set three main objectives for myself. They are: encouraging creativity; making arts and culture more accessible; and promoting our cultural identity nationally and internationally.”



*The Honourable Liza Frulla,
before the Standing Committee on Canadian Heritage – November 2004*

A NEW MINISTER

On July 20, 2004, The Honourable Liza Frulla was named Minister of Canadian Heritage and Minister responsible for the Status of Women. The Minister has met with Canadian cultural producers across the country, including Canadian periodical publishers and creators, to recognize their contribution to Canada, to hear from them and to communicate the Department's priorities.

GLOBAL INTEREST IN CANADA'S PERIODICAL PUBLISHING POLICY FRAMEWORK

Throughout the year we had discussions with government officials from China, Haiti and Sweden, all of whom were interested in the success of

Canada's policy framework for newspapers and magazines. Topics of discussion included cultivating and ensuring a strong domestic magazine industry in the context of increasing international publishing ventures, changing patterns of newspaper ownership and the importance of publications serving diverse communities.

SENATE STUDY OF CANADIAN MEDIA INDUSTRIES

The Senate Committee on Transport and Communications launched its study of the state of the Canadian media industries in April 2003. This year the Committee continued to hear from Canadian publishers, broadcasters, journalists and academics on issues ranging from the future

of local and regional news to the effects of concentration and convergence on journalistic independence. Following a series of public hearings across the country, the Committee expects to make its final report and recommendation in the fall of 2005.

PROGRAM REVIEW

As with all federal funding programs, programs supporting periodicals must be reviewed every five years to ensure that they continue to meet their objectives and make good use of taxpayer's money. This year, the Publications Assistance Program underwent a full evaluation, the results of which will be made public in the fall of 2005.

FOCUS ON THE ENVIRONMENT

Publishers around the world have been increasingly concerned about the impact paper products have on the environment. This year, the International Federation of the Periodical Press updated its *Handbook on Magazines and the Environment*. In Canada, the Canadian Magazine Publishers' Association (CMPA) and the British Columbia Association of Magazine Publishers joined forces with Markets Initiative, an environmental non-profit organization dedicated to the preservation of ancient and endangered forests, to produce *The Coated Paper Eco Kit*. The kit provides publishers with advice on more earth-friendly paper choices and production practices.

In early 2005, the Publishing Policy and Programs Branch developed a sustainable development

questionnaire for recipients of periodical and book publishing programs. The questionnaire will allow the Branch to collect information on the use of Ancient Forest Friendly paper by Canadian periodical and book publishers and track trends year after year. The questionnaire was included in application forms for the Support for Arts and Literary Magazines component of the Canada Magazine Fund and will be included in all applications for the Canada Magazine Fund and the Publications Assistance Program next year.

TOOLS FOR PUBLISHERS

Mail Guide

We were pleased to collaborate with Canada Post, the Canadian Magazine Publishers Association, the Canadian Business Press and Rogers Media to produce: *The Small Publisher's Guide to Mailing Your Publication*, prepared by Judith Parker. Copies of this guide are always in demand and have helped many small magazine and newspaper publishers find the best and most cost-effective way to reach their subscribers.

How-to Manuals

In the same vein, the Periodical Publishing Policy and Programs Directorate has been working with publishing industry experts to produce a series of how-to manuals for small publishers. The manuals, which will be available in the coming year, include strategies for producing a media kit, developing newsstand presence and attracting and keeping subscribers.

Coup de pouce
20 years



Information Sharing

Research papers undertaken by the Department on Canadian newsstand performance and subscription fulfilment have been used by major publishing educational programs, including the Canadian Centre for Studies in Publishing at Simon Fraser and the CMPA Circulation School.

CANADIAN HERITAGE PRESENTS!

In June 2004, the Department launched its speaker series, *Canadian Heritage Presents!* at Magazines University in Toronto. The sold-out event featured Canadian author and social values researcher Michael Adams speaking on attitudinal differences between Canadians and Americans.

BUILDING BRIDGES

Canadian publishers, creators and distributors have worked hard across languages and regions to address issues affecting all sectors of the industry.

For example:

In February of 2005, the first *Creating Canada* conference was held in Ottawa, bringing together French-speaking and English-speaking publishers, creators and distributors to discuss issues and promote Canadian magazines.

In 2005, the Canadian Community Newspaper Association co-hosted its annual National Convention with the Alberta Weekly Newspaper Association in Banff. Next year, the event will be

co-hosted with the Québec Community Newspaper Association in Québec City.

The National Ethnic Press and Media Council of Canada gave publishers representing ethnocultural communities across Canada the opportunity to speak with the Right Honourable Paul Martin, Prime Minister of Canada at a question and answer session in Toronto on April 25, 2005.



Creating Canada 2005



The Publications Assistance Program

Reaching Readers – Connecting Canadian Communities

2004-05 Budget: \$49.4 million
Total Titles Funded: 1,192

The Publications Assistance Program (PAP) is widely considered the cornerstone of the federal public policy framework for periodicals. Pre-dating Confederation, postal assistance has remained one of the most valuable cultural initiatives in Canada. It recognizes the need for access to current reading material for all Canadians and the expense of postal distribution in a country as large as ours. Postal assistance has enabled Canadian publishers to attain a large market share (41%), due to the industry's strong, subscription-based business model.

Fiscal Year 2004-05 has been a year of great challenges and successes for the Publications Assistance Program. Discussions with our partner, Canada Post Corporation, about the best way to support affordable access to Canadian reading material for Canadians throughout the country have been complex.

In addition, all federal programs must undergo third-party evaluations every 5 years. This year, it was the PAP's turn. The program underwent a thorough evaluation that confirmed its relevance, cost-effectiveness and impact on Canadian readers and publishers in all communities.

“The PAP is the most successful cultural program of the Federal Government.”

André Préfontaine,
President & CEO,
Transcontinental Media
(February 15, 2005 –
Creating Canada)

HIGHLIGHTS 2004-05

The implementation of the triennial re-application process began in 2003 to ensure that the critical information for each publication was updated annually, while enhancing the programs ability to monitor the mailing activities of its recipients. The Publications Assistance Program successfully completed the first cycle of the programs new triennial re-application process with a review and assessment of almost 1,200 publications.

The Department continues to work in collaboration with Canada Post Corporation (CPC) in the

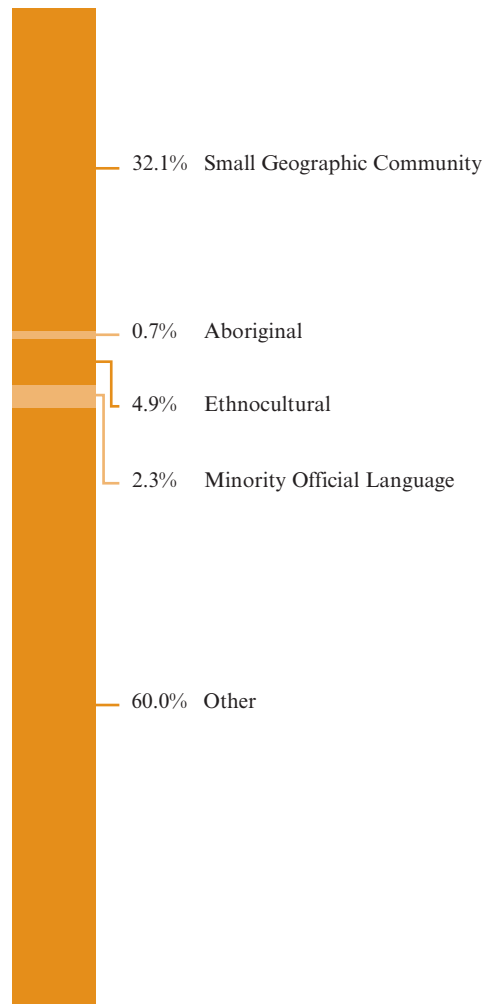
The Picton Gazette
175 years



delivery of the program. The joint PAP and CPC client committee has resulted in an increased dialogue between those responsible for the administration and delivery of the program and those who receive PAP support. The PAP 2004-05 percentage-based funding mechanism was implemented successfully, ensuring fair and equitable distribution of funds to all PAP beneficiaries.

The launch of new measures to increase support for ethnocultural publications and non-daily community newspapers have been well-received. Subsequently specific program criteria are under development for other publication types (Aboriginal publications, official-language minority). These will be tested with stakeholders and publishers in the coming year.

NUMBER OF TITLES SERVING PRIORITY COMMUNITIES





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. The CMF provides support to promote and market Canadian magazines to Canadian readers through various activities, ensuring Canada has a sustainable and diverse magazine publishing industry.

The CMF:

- > supports Canadian magazines publishers for the creation of Canadian content for Canadian readers;
- > helps smaller publishers reach a wider diverse market with initiatives that improve their viability and business development;
- > provides funding to arts and literary publications; and
- > provides broader support for industry development projects through research, marketing and promotional initiatives and through professional development and training activities that help Canadian magazine creators prosper in a competitive market.

SUPPORT FOR EDITORIAL CONTENT (SEC)

2004-05 budget: \$10 million

Total Titles Funded: 173

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

Highlights 2004-05

Reports on the use of financial assistance by SEC recipients indicate that funding has helped magazines produce more Canadian editorial content and has improved its quality. This has allowed them to increase their readership and ad revenues, compete with magazines from outside Canada and create a higher profile. It has also allowed publishers to expand their scope of editorial coverage and offer better rates to creators.

This year, thirteen magazines were funded for the first time under this component. Three of these

Clin d'œil
25 years



were new magazines – *The Walrus*, *Québec Tuning* and *iStyle Magazine*, a Vancouver-based magazine targeting South Asian women.

Success Stories

“The SEC contribution has allowed us to print fiction pieces that we would have had to pass up. We are also able to purchase more longer pieces of work. Our readers are rural and often do not have access to a library, so the editorial mix is important for their families.”

– *Rural Delivery*

“The CMF contribution has enabled us to maintain the high standards of our editorial content[...].”

– *Explore*

“[...] the money received from the CMF helped maintain our team of specialized freelancers and our quality of editorial content. Also, the money from the CMF helped us structure our editorial team better and for that reason, in 2004, we were able to increase the frequency of our magazine from 2 to 4 issues per year.” (Translation)

– *Bébé*

“The application process has ultimately served a significant purpose. Canadian content in our magazine last year rose above the 80% for the first time. For this year's application, I am proud to report that our Canadian content hovers around

90%. [...] Your guidance has helped us to renew our local and Canadian focus and move boldly into the 21st century with this magazine.”

– *The Newfoundland Herald*

SUPPORT FOR ARTS AND LITERARY MAGAZINES (SALM)

2004-05 budget: \$ 1 million

Total Titles Funded: 62

The SALM component helps nurture and develop magazines that foster awareness of the arts and literature in Canada, ensuring Canadians have high-quality choices in the domestic magazine market. The assistance is provided through formula-calculated funding to magazines that are recognized for their excellence by the Canada Council for the Arts (CCA), based on Canadian editorial content and production costs.

Highlights 2004-05

This new component, launched at the beginning of 2004, was designed in consultation with the Canada Council for the Arts and the magazine industry. The application procedures and process were streamlined and have resulted in efficient information sharing between the Department and the Canada Council for the Arts, and reduced the time spent by applicants, filling out forms for both agencies. Recipients are magazines in the literature, visual arts, media arts and performing arts categories, from all

regions of the country. The maximum contribution under this component is \$49,999.

Success Stories

“SALM was very valuable to us. It allowed us to print some images in colour, to expand our Canadian editorial content and to solicit writing by Canadians that would not otherwise have been available to us. It was a very exciting time for us and this had already been reflected in the response to the winter 2004 issue in which the colour images appeared. The issue was well received.”

– *Descant*

“Thanks to the support of Canadian Heritage, we have been able to make our magazine more visually appealing to readers. This is critical to our success in the very competitive arena of cultural magazines.” (Translation)

– *Espace*

“It goes without saying that CMF and its SALM component make an ESSENTIAL contribution to Spirale magazine. Without which it would be impossible to maintain the high quality of our editorial content. [...] SALM has provided an unexpected source of financial support for Spirale who, like many Canadian magazines, faces serious competitive challenges. Spirale, like so many arts and literary magazines, represents one of the last vehicles, one of the last public fora for Canadian cultural expression and critical thought.” (Translation)

– *Spirale*

SUPPORT FOR BUSINESS DEVELOPMENT FOR SMALL MAGAZINE PUBLISHERS (SBDSMP)

2004-05 Budget: \$ 2.5 million

Total Projects Approved in 2004-05: 64

“Toronto has the hottest indie magazine scene in North America...Public support goes a long way toward explaining why Toronto's independent press is so vital.”

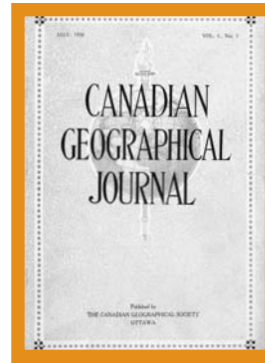
– Maple Leaf Rags, *Utne Magazine*, May-June 2005

The SBDSMP component encourages the development of stronger and more financially viable small Canadian publishing firms. Funding is provided for projects that promote Canadian magazines to readers in Canada (and abroad) and for projects that increase circulation and advertising revenues, thereby ensuring Canadian readers have access to high quality and diverse Canadian magazine content.

Highlights in 2004-05

Funding awarded in 2004-05 helped smaller publishers improve their operational efficiencies in a competitive market, through a broad range of activities including: marketing (media kits, Internet promotion, market research, special events, newsstand promotion), circulation (fulfilment systems, subscription and distribution projects), editorial and business planning.

Publishers have recognized that the CMF plays an important role in increasing access to Canadian



magazines for Canadian readers and in enhancing the viability of their publishing firms. CMF funding allows publishers to improve business practices, to increase their circulation and advertising revenues and to hire Canadian creators.

Success Stories

Maison du 21^e siècle

Circulation Enhancement

April 1, 2004 - March 31, 2005

Maison du 21^e siècle is a Quebec magazine promoting eco-friendly housing. Published four times a year, the magazine aims to promote building and renovation techniques and materials that respect our health and environment.

CMF funds were used to launch a promotional campaign resulting in a 100% increase in subscriptions and a fourfold increase in newsstand sales. The success of the project helped the publisher gain financial stability and raise the profile of the magazine.

Rapid Magazine Inc.

Promotional Activities

May 1, 2004 - March 31, 2005

With CMF funding, the publisher undertook promotional activities to increase the magazine's visibility and its overall revenues. Activities included an extensive advertising and subscription campaign, promotion at outdoor events and trade

shows, the development of a media kit, and professional development.

These initiatives resulted in a significant increase in circulation and revenues, as well as improved business practices.

This Magazine

Circulation Enhancement

June 1, 2004 - December 31, 2004

Red Maple Foundation's project for *This Magazine* entailed circulation enhancement initiatives in the form of a 2-step direct mail campaign targeting a broader market of potential readers than the magazine had ever attempted before.

The project resulted in a substantial increase in subscriptions, which in turn, generated important additional revenues. Acquiring additional subscribers makes the magazine more attractive to advertisers, generating further revenue for *This Magazine*.

In the publisher's own words "the immediate impact of the project was an extremely positive one" and they were "overjoyed" that the project surpassed the anticipated results.

SUPPORT FOR INDUSTRY DEVELOPMENT (SID)

2004-05 Budget: \$2.5M

Total Projects Approved in 2004-05: 17

The objective of the SID component is to encourage individual and collective growth and efficiency in the Canadian periodical publishing industry by investing in industry-wide or association-based projects that will:

- > encourage collective efficiencies in the creation, publishing and distribution of Canadian periodicals;
- > provide services, training and professional development opportunities to the industry;
- > increase the effective use of evolving e-business technology and practices by Canadian periodical publishers;
- > increase the information base available to the Canadian magazine and periodical industry and policy-makers;
- > and raise the profile of Canadian periodicals among advertisers, readers, creators, and as a career opportunity for young Canadians.

Highlights 2004-05

In 2004-05, the Support for Industry Development component continued to provide funding assistance

to associations of periodical publishers from across the country with the objective of strengthening their infrastructure and sustainability. As well, the SID component increased its efforts in reaching associations representing Canadian creators as they contribute to the quality and diversity of periodicals available in Canada. The CMF is also working with the Canadian Ethnic Press and Media Council of Canada as well as with *l'Association de la presse francophone* to identify strategies that will help them address and overcome barriers to their full participation in the periodical publishing industry.

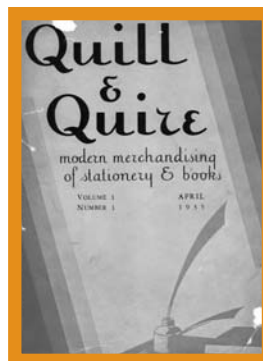
Success Stories

In 2004-05, we measured success by the collective efficiencies and partnerships developed within each individual project, the increased visibility and recognition of Canadian magazines and creators, as well as the numerous professional development and networking opportunities for magazine professionals and students.

Some examples of these successes:

Magazines West II, a three-day-long program of professional development and networking opportunities for professionals, freelancers and the next generation of creators working or aspiring to a career in the magazine industry, was held by the Western Magazine Awards Foundation (WMAF) in collaboration with the British Columbia Association of Magazine Publishers

Quill & Quire
70 years



(BCAMP) and Simon Fraser University (SFU). This year, they succeeded in increasing attendance by 108%, reaching more professionals and creators interested in the periodical industry. The event culminated with the “Western Magazine Awards”, which raised the profile of Canadian magazines and creators, and enjoyed an increase of 14% in entrants.

L'Association québécoise des éditeurs de magazines (AQEM) undertook activities to promote magazines as the best advertising media and with the long-term objective of increasing Canadian magazines' advertising revenues. In February 2005, AQEM held a successful first-time event, celebrating the best magazine advertisements in the world. Over 400 industry professionals attended this event.

The Canadian Magazine Publishers Association (CMPA), conducted a Newsstand Marketing Project with the objective of reaching and increasing awareness of Canadian small and medium-sized titles. With this project, the CMPA built on the success of the National Circulation and Promotions Program Project, resulting in 20% more retailers carrying more Canadian magazines, therefore, increasing the diversity of Canadian titles available on Canadian newsstands across the country.



Association québécoise des éditeurs de magazines – Journée Magazine 2005



The Year Ahead: 2005-06

DISTRIBUTION

The Publishing Policy and Programs Directorate's key priority for 2005-06 will be the affordable and effective distribution of Canadian community newspapers and magazines to their readers. Increasing distribution costs, changes to business practices and growth in the industry have meant that there is a need to develop a renewed strategy. The Directorate has committed to working with publishers and delivery agents to come up with innovative solutions.

EVALUATION AND RENEWAL OF THE CANADA MAGAZINE FUND

The Canada Magazine Fund is currently undergoing a third-party evaluation to assess its relevance and effectiveness in meeting its objectives. This evaluation will be used to seek renewal of the program for another five years.

BENCHMARKING TOOL FOR PUBLISHERS

Using our funding program databases, the Directorate is planning to develop a performance benchmarking tool for individual publishers in 2005-06. As a pilot, funding recipients for the Support for Editorial Content component of the Canada Magazine Fund will receive personalized reports on their company's performance compared to the median for recipients of the same language, size, editorial focus and other defining characteristics.

READERSHIP SURVEY

The Industry Development Directorate will be spearheading a broad study on purchasing patterns, readership habits and attitudes of Canadian periodical readers.

PERFORMANCE MEASUREMENT AND DATA

Current and reliable information on the activity and performance of the Canadian periodical industry is crucial for the Department to assess the impact of its policies and essential for publishers to track trends and plan for the future. The Department will continue to consult with publishers, conduct focused research and work with Statistics Canada to help ensure that accurate and timely data exists and is available to Canadians.



National Magazine Awards 2005



Funding for 2004-05

APPENDICES

20 Publications Assistance Program

30 Canada Magazine Fund

FORMULA FUNDING

- i) Support for Editorial Content
- ii) Support for Arts and Literary Magazines

PROJECT FUNDING

- iii) Support for Business Development for Small Magazine Publishers
- iv) Support for Industry Development

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Publications Assistance Program

2004-05 Funding *

NEWSPAPERS

Title	Subsidy	Title	Subsidy
100 Mile Free Press	\$38,276	Canadian Srbobran	\$1,655
40 Mile County Commentator	\$46,968	Canora Courier	\$10,987
Advance (The)	\$28,228	Carberry News-Express	\$11,481
Advance (The)	\$10,416	Carillon (The)	\$134,492
Advance Gazette (The)	\$14,429	Carleton Place Canadian	\$19,187
Advertiser (The)	\$8,481	Carlyle Observer	\$22,665
Affaires (Les)	\$1,318,454	Casket (The)	\$37,193
Age Dispatch (The)	\$24,072	Castor Advance (The)	\$7,213
Alliston Herald	\$6,297	Cataracte (La)	\$3,723
Almaguin News	\$38,105	Central Peace Signal	\$21,808
Almonte Gazette	\$10,147	Chesley Enterprise (The)	\$5,649
Am Bràighe	\$172	Chesterville Record	\$12,389
Amherst Citizen (The)	\$13,646	Chetwynd Echo	\$1,724
Armstrong Advertiser (The)	\$7,702	Chieftain (The)	\$2,538
Armprior Chronicle-Guide	\$15,309	Citizen (The)	\$16,116
Arrow Lakes News	\$6,372	Claresholm Local Press	\$28,735
Arthur Enterprise News	\$8,662	Clinton News Record (The)	\$20,388
Ashcroft - Cache Creek Journal	\$15,031	Coast Guard (The)	\$35,882
Assiniboia Times	\$34,273	Coast Mountain News	\$2,304
Athabasca Advocate (The)	\$40,557	Coaster (The)	\$25,366
Atikokan Progress	\$2,700	Cobden Sun (The)	\$10,323
Atlantic Co-operator (The)/ Coopérateur (Le)	\$8,420	Cochrane Times Post (The)	\$9,663
Aurora (The)	\$300	Cochrane Times-Post	\$2,409
Aylmer Express (The)	\$26,339	Colborne Chronicle (The)	\$8,436
Ayr News	\$31,215	Cold Lake Sun	\$8,606
Baldur-Glenboro Gazette (The)	\$19,258	Community Press	\$34,644
Bancroft Times (The)	\$31,891	Compass (The)	\$447
Banner Post (The)	\$9,736	Consort Enterprise (The)	\$14,385
Barrhead Leader (The)	\$54,315	Contact de Temiscaming	\$6,050
Barry's Bay This Week	\$11,692	Coronation Review	\$9,841
Bashaw Star (The)	\$3,774	Corriere Italiano	\$216,185
Bassano Times (The)	\$3,941	Courier Weekend (The)	\$17,406
Beacon Star	\$15,289	Courier-Herald (The)	\$8,182
Beeton Record Sentinel	\$7,637	Courrier de la Nouvelle-Écosse (Le)	\$18,931
Berwick Register (The)	\$22,990	Courrier de Malartic (Le)	\$1,551
Blenheim News Tribune	\$14,349	Crossroads This Week	\$33,270
Blind River Sentinel (The)	\$23	Crowsnest Pass Herald	\$5,144
Boissevain Recorder (The)	\$12,777	Crowsnest Pass Promoter	\$5,238
Bonnyville Nouvelle	\$28,186	Cut knife Highway 40 Courier	\$5,578
Bowen Island Undercurrent	\$277	CZAS - Polish Times	\$2,207
Bracebridge Examiner	\$53,185	Czas Zwiaskowiec (The Alliancer)	\$28,400
Bridge River-Lillooet News	\$8,443	Dauphin Herald (The)	\$38,169
Bridgewater Bulletin	\$66,676	Davidson Leader (The)	\$13,329
Broadview Express	\$3,268	De Nederlandse Courant	\$35,856
Brooks Bulletin	\$68,827	Deep South Star	\$7,827
Bugle-Observer (The)	\$15,819	Delhi News Record (The)	\$7,664
Bugle-Observer Weekend (The)	\$12,924	Deloraine Times & Star	\$8,375
Bulgarian Horizons	\$1,130	Didsbury Review (The)	\$8,671
Caledonia Courier	\$3,155	Die Mennonitische Post	\$12,340
Canadian Sanomat	\$9,905	Digby Courier (The)	\$21,004
Canadian Jewish News	\$478,337	Drayton Valley Western Review	\$24,023
Canadian Rodeo News	\$5,591	Drumheller Mail (The)	\$50,559
Canadian Slovak - Kanadsky Slovak	\$7,610	Dryden Observer (The)	\$23,306

Title	Subsidy	Title	Subsidy
Dundalk Herald (The)	\$16,289	Gull Lake Advance (The)	\$8,556
Durham Chronicle (The)	\$2,682	Guysborough Journal	\$11,140
Eagle Valley News	\$5,070	Haldimand Press (The)	\$42,783
Eastern Graphic (The)	\$31,608	Haliburton County Echo (The)	\$29,875
Eau Vive (L')	\$23,058	Hanna Herald (The)	\$29,303
Echo (The)	\$9,638	Hanover Post (The)	\$2,200
Echo (The) (Manitouawadge)	\$5,054	Hants Journal (The)	\$38,802
Écho Abitibien	\$81,193	Hardisty World Newspaper	\$1,468
Écho de Frontenac (L')	\$30,495	Harrow News (The)	\$9,138
Eco D'Italia (L')	\$15,996	Hebdomadaire Horizon	\$1,981
Edson Leader	\$11,241	Herbert Herald	\$20,473
Eesti Elu	\$19,877	Hinton Parklander	\$1,973
Eganville Leader (The)	\$39,955	Hope Standard	\$1,731
Elk Island Triangle News	\$2,741	Horsefly Buzz (The)	\$499
Elk Point Review	\$3,286	Houston Today	\$3,098
Elmira Independent (The)	\$27,284	Hub (The)	\$16,731
Enterprise (The)	\$12,681	Hudson Bay Post-Review (The)	\$9,165
Equity (The)	\$33,131	Humboldt Journal	\$22,703
Erin Advocate	\$22,965	Huntsville Forester	\$68,803
Essex Free Press (The)	\$45,284	Huron Expositor	\$15,403
Esterhazy Miner-Journal	\$14,696	Ignace Driftwood	\$3,069
Estevan Mercury (The)	\$15,085	Il Cittadino Canadese	\$41,481
Exeter Times Advocate	\$33,359	Independent (The)	\$11,633
Exponent (The)	\$8,643	Indian Head-Wolseley News	\$21,469
Express du Pacifique (L')	\$7,559	Ingersoll Times	\$7,152
Fairview Post	\$36,303	Insieme	\$36,184
Famille-Québec	\$2,320	Inverness Oran (The)	\$34,035
Faptu' Divers	\$6,701	Iroquois Chieftain (The)	\$2,503
Feather Fancier	\$3,018	Ituna News	\$8,529
Fergus-Elora News Express	\$24,936	Jasper Booster (The)	\$5,004
First Informer (The)	\$3,981	Jewish Post & News (The)	\$33,620
Flesherton Advance (The)	\$8,240	Journal Altitude 1350	\$2,542
Foam Lake Review	\$20,186	Journal de Cornwall (Le)	\$17,861
Forest Standard (The)	\$25,468	Journal des Jeunes (Le)	\$3,270
Fort Frances Times	\$29,693	Journal Le Voyageur	\$88,217
Fort Nelson News	\$9,119	Kamsack Times (The)	\$7,659
Fort Qu'Appelle Times Ltd.	\$11,197	Kanada Kurier	\$11,838
Four-Town Journal (The)	\$12,222	Kanadai Magyarsag	\$28,909
Franco (Le)	\$38,120	Kelvington Radio	\$9,291
Free Press (The)	\$4,605	Kemptville Advance (The)	\$7,395
Free Press and Economist (The)	\$24,948	Kerrobert Citizen-Luseland Dispatch	\$5,095
Freelancer (The)	\$7,991	Killarney Guide	\$12,352
Frontière (La)	\$23,895	Kincardine Independent (The)	\$11,125
Gananoque Reporter (The)	\$20,065	Kincardine News (The)	\$23,843
Gaspé Spec (The)	\$24,250	Kindersley Clarion	\$17,928
Gazette Post News	\$12,469	Kings County Record	\$25,010
Georgian (The)	\$773	Kingsville Reporter (The)	\$26,847
Gleaner (The)	\$12,419	Kinistino Birch Hills Post-Gazette (The)	\$13,875
Glengarry News (The)	\$58,079	Kipling Citizen	\$17,139
Glos Polski (Polish Voice)	\$7,559	Kisobran	\$12,528
Goderich Signal - Star (The)	\$42,567	Klondike Sun	\$860
Golden Star (The)	\$11,341	Labradorian (The)	\$574
Goût de vivre (Le)	\$3,068	Lac La Biche Post	\$22,109
Grand Forks Gazette (The)	\$14,834	Lacombe Globe	\$8,726
Grand River Sachem (The)	\$17,859	Ladysmith Chemainus Chronicle	\$9,905
Grande Cache Mountaineer	\$4,299	Lake Country Calendar	\$13,485
Gravelbourg Tribune	\$11,740	Lake Cowichan Gazette (The)	\$2,302
Gravenhurst Banner	\$29,117	Lakefield Herald	\$7,448
Grenfell Sun	\$10,166	Lakes District News	\$11,634
Grizzly Gazette (Swan Hills)	\$1,762	Lakeshore Advance (The)	\$10,126
Grower (The)	\$36,961	Lakeshore News	\$8,470
Gulf Islands Driftwood	\$48,410	Lakeside Leader	\$28,373
Gulf News (The)	\$4,450	Lanark Era (The)	\$11,944

Title	Subsidy	Title	Subsidy
Lanigan Advisor	\$10,786	Northern Pen	\$105,005
Last Mountain Times	\$14,304	Northern Pioneer (The)	\$8,000
Latvija Amerika	\$19,126	Northern Pride	\$35,423
Leader (The) (Morrisburg)	\$8,649	Northern Times (The)	\$17,923
Leader News	\$10,687	Northern Visions Gazette	\$2,885
Liberté Saint-Boniface (La)	\$104,090	Northwest Herald (The)	\$19,532
Listowel Banner (The)	\$21,482	Northwest Neighbors	\$6,558
Logan Lake Weekly	\$764	Nor'wester (The)	\$36,745
Lögberg - Heimskringla	\$12,514	Norwich Gazette (The)	\$9,411
Low Down to Hull and Back News	\$15,993	Oak Lake Town & Country News	\$1,528
Lucknow Sentinel	\$15,869	Observer (The)	\$1,444
Macklin Mirror	\$8,708	Okanagan Falls Review / Keremeos Review	\$6,686
Macleod Gazette	\$8,832	Okotoks Western Wheel	\$188,514
Madawaska (Le)	\$32,741	Oliver Chronicle	\$25,021
Magyar Elet (Hungarian Life)	\$9,856	Omineca Express	\$11,429
Maidstone Mirror	\$4,490	Ontario Farmer	\$1,236,938
Manitoulin Expositor (The)	\$71,610	Ora Di Ottawa (L')	\$36,799
Manotick Review (The)	\$2,099	Orono Weekly Times	\$8,853
Maple Creek & Southwest Advance Times	\$12,091	Osoyoos Times	\$24,649
Maple Creek News (The)	\$16,226	Ottawa Jewish Bulletin (The)	\$17,408
Marathon Mercury (The)	\$5,002	Outlook (The)	\$20,516
Markdale Standard (The)	\$3,732	Oxbow Herald (The)	\$11,130
Meadow Lake Progress	\$28,196	Oxford Journal (The)	\$13,430
Meaford Express (The)	\$16,617	Oyen Echo (The)	\$23,505
Melfort Journal (The)	\$24,288	Packet (The)	\$16,109
Melita New Era	\$13,165	Paisley Advocate (The)	\$458
Melville Advance	\$38,242	Paper (The)	\$4,385
Merritt Herald	\$5,062	Parkhill Gazette (The)	\$10,559
Mid North Monitor (The)	\$23,920	Parry Sound North Star	\$16,717
Middlesex Banner	\$4,060	Peace River Record-Gazette	\$34,091
Mi'kmaq-Maliseet Nations News	\$3,032	Peachland Signal	\$8,070
Mile Zero News	\$10,047	Perth Courier (The)	\$44,271
Millbrook Times (The)	\$6,341	Petrolia Topic	\$16,764
Minnedosa Tribune (The)	\$16,838	Picton Gazette (The)	\$13,874
Minto Express (The)	\$10,762	Pictou Advocate (The)	\$51,142
Miramichi Leader	\$36,150	Pilot (The)	\$29,741
Miramichi Weekend	\$27,547	Pincher Creek Echo	\$16,355
Mitchell Advocate (The)	\$20,804	Port Dover Maple Leaf	\$25,053
Moniteur Acadien (Le)	\$14,993	Port Perry Star	\$6,179
Monitor Examiner (The)	\$25,764	Port Rowan Good News	\$1,792
Moosomin World-Spectator	\$16,654	Preeceville Progress	\$9,049
Mount Forest Confederate	\$21,158	Prescott Journal (The)	\$6,613
Mountaineer (The)	\$34,650	Press Review (The)	\$11,495
Nanton News (The)	\$10,571	Progress Enterprise (The)	\$27,084
Napanee Beaver (The)	\$35,760	Progress-Postup	\$21,881
New Hamburg Independent	\$13,760	Provost News (The)	\$17,109
New Homeland (The) (Novy Domov)	\$10,288	Quebec Chronicle-Telegraph	\$27,667
New Optimist Inc. (The)	\$13,167	Queen Charlotte Islands Observer	\$13,693
New Pathway (The)	\$19,492	Radville Star	\$10,371
New Waterfront Press (The)	\$9,264	Rainy River Record	\$7,710
Nikkei Voice	\$7,344	Record News (The)	\$8,141
Nipawin Journal (The)	\$27,881	Recorder (The)	\$20,170
Nipigon-Red Rock Gazette	\$8,084	Redvers Optimist	\$910
Nord (Le)	\$8,376	Rempart (Le)	\$17,854
Norquay North Star	\$4,637	Renfrew Mercury	\$30,327
North Island Gazette	\$4,150	Reporter (The)	\$2,121
North Kent Leader	\$8,816	Reporter Weekender (The)	\$1,730
North Renfrew Times	\$13,663	Reston Recorder (The)	\$7,359
North Shore Sentinel (The)	\$19,551	Revelstoke Times Review	\$5,523
North Thompson Times	\$7,218	Review (The)	\$63,759
North Valley Echo (The)	\$2,888	Review Mirror (The)	\$17,025
Northeast Chronicle	\$4,596	Ridgetown Independent News (The)	\$15,799
Northern Miner (The)	\$69,126	Roblin Review	\$17,677

Title	Subsidy	Title	Subsidy
Robson Valley Times	\$1,933	Times (The) (Minden)	\$17,032
Ronge Northerner (La)	\$5,154	Times Star	\$4,076
Rosetown Eagle (The)	\$21,903	Tisdale Recorder	\$11,647
Russell Banner (The)	\$15,743	Todistaja	\$3,430
Russell Villager	\$5,908	Tofield Mercury (The)	\$10,211
Sackville Tribune-Post (The)	\$13,418	Tottenham Times	\$12,159
Saint Croix Courier (The)	\$29,636	Townships Sun (The)	\$2,344
Salmon Arm Observer	\$5,605	Transcript & Free Press	\$15,405
Saskatchewan Senior (The)	\$40,944	Tribune	\$19,216
Saskatchewan Valley News (The)	\$19,738	Tribune (The) (NB)	\$23,991
Satellite 1-416	\$3,268	Tweed News (The)	\$14,634
Scope (The)	\$8,701	Two Hills & County Chronicle	\$8,534
Sentinel Courier (The)	\$9,810	Ukraine and the World	\$626
Sentinelle (La)	\$6,127	Ukrainian News	\$17,087
Shaunavon Standard (The)	\$20,270	Ukrainian Voice	\$3,924
Shoreline Beacon (The)	\$24,332	Valley Echo (The)	\$13,765
Signpost (The)	\$14,598	Valley Sentinel (The)	\$7,273
Similkameen Spotlight (The)	\$5,854	Valleyviews Valley Views (The)	\$6,076
Slave River Journal	\$2,578	Vapaa Sana	\$23,745
Smithers Interior News	\$40,281	Vauxhall Advance	\$4,185
Smoky Lake Signal	\$12,294	Vermilion Standard	\$33,151
Smoky River Express	\$32,433	Veteran Eagle (The)	\$4,018
Souris Plaindealer	\$9,415	Victoria Star (The)	\$5,312
South Peace News	\$10,147	Viriden Empire-Advance	\$19,894
Southern Gazette (The)	\$14,913	Voice of Canadian Serbs	\$2,105
Southern Manitoba Review	\$10,080	Voix Acadienne (La)	\$9,123
Spectator (The)	\$20,270	Voix Gaspésienne (La)	\$19,782
Spirit of Bothwell (The)	\$5,822	Vulcan Advocate (The)	\$31,004
Springhill /Parrsboro Record	\$13,381	Wadena News	\$32,688
St. Claude Gazette	\$3,294	Wainwright Review	\$6,964
St. Paul Journal	\$45,866	Wainwright Star Chronicle	\$7,595
St. Walburg & Area Gazette	\$1,628	Wakaw Recorder (The)	\$21,170
Standard (The)	\$704	Walkerton Herald-Times (The)	\$15,722
Stanstead Journal (The)	\$16,653	Watford Guide-Advocate (The)	\$9,839
Stayner Sun (The)	\$7,352	Watrous Manitou (The)	\$18,029
Stettler Independent	\$29,151	Weekly Press (The)	\$28,291
Stittsville News (The)	\$18,477	Weekly Review	\$13,291
St-Marys Journal-Argus	\$17,922	West Quebec Post (The)	\$778
Stonewall Argus & Teulon Times (The)	\$26,984	Westerly News (The)	\$2,439
Strathclair and District Review	\$4,285	Western Canadian (The)	\$16,200
Summerland Review	\$25,922	Western Producer (The)	\$2,166,066
Sundre Round Up	\$13,661	Westlock News (The)	\$38,420
Sunny South News	\$27,510	Weyburn Review (The)	\$20,160
Swan River Star & Times	\$51,335	Wheatley Journal (The)	\$8,941
Taber Times	\$10,862	Whitecourt Star	\$6,018
Tavistock Gazette	\$11,169	Whitewood Herald (The)	\$6,279
Temiskaming Speaker (The)	\$19,703	Wiarion Echo (The)	\$18,441
Terrace Bay-Schreiber News	\$2,360	Wilkie Press	\$5,539
Terre De Chez Nous (La)	\$706,474	Winchester Press	\$26,915
Teviskes Ziburiai - The Lights of Homeland	\$33,379	Wingham Advance Times	\$16,465
Thamesville Herald	\$6,318	Wolseley Bulletin (The)	\$3,154
Three Hills Capital	\$32,461	World Spectator (The)	\$15,084
Tilbury Times	\$8,484	Yorkton This Week	\$29,650
Times (The)	\$21,387		

PERIODICALS

Title	Subsidy	Title	Subsidy
4WD Magazine	\$1,889	Acadiensis: Journal of the History of the Atlantic Region	\$603
50Plus	\$469,782	Action Nationale (L')	\$3,606
7 Jours	\$42,922	Active Living Magazine	\$3,295

Title	Subsidy	Title	Subsidy
Actualité (L')	\$748,854	Boats & Places	\$33,946
Actualité économique, Revue d'analyse économique (L')	\$560	Books in Canada	\$3,329
Actuelle (L')	\$66,991	Border Crossings	\$7,646
Adorable	\$7,066	Briarpatch	\$4,676
Advanced Manufacturing	\$12,139	British Columbia History	\$2,063
Advocates Quarterly	\$805	Broadcast Dialogue	\$7,425
Affaires Plus	\$226,958	Broken Pencil	\$938
Agir	\$8,297	Bulletin des Agriculteurs (Le)	\$63,561
AHA!!!	\$998	Bulletin Ornithologique (Le)	\$996
Airforce Magazine	\$10,344	Business in Vancouver	\$129,219
Alberta Game Warden (The)	\$6,172	C International Contemporary Art	\$274
Alberta Gardener	\$7,551	CA Magazine	\$63,022
Alberta History	\$2,098	Cahiers (Les)	\$435
Alberta Journal of Educational Research	\$473	Cahiers de Géographie du Québec	\$229
Alberta Law Review	\$3,804	Cahiers de Théâtre Jeu	\$1,142
Alberta Outdoorsmen	\$6,029	Camping Caravaning	\$178,211
Alternatives Journal	\$3,570	Canada and the World - Backgrounder	\$1,162
Ami de Saint-Benoît-du-Lac (L')	\$1,035	Canada Lutheran	\$31,642
Anglican Journal	\$523,594	Canadian Amateur (The)	\$10,541
Anglicans for Renewal Canada	\$926	Canadian Art	\$27,972
Annals of St. Anne de Beaupré (The)	\$32,186	Canadian Association of Radiologists Journal	\$3,812
Anthropologica	\$903	Canadian Auto World	\$9,476
Antigonish Review (The)	\$1,918	Canadian Ayrshire Review	\$2,646
Antique and Collectibles Showcase	\$17,312	Canadian Biker	\$22,610
Apeiron: A Journal for Ancient Philosophy and Science	\$46	Canadian Business	\$412,826
Apostolat	\$19,890	Canadian Business Law Journal	\$354
Applied Arts	\$43,870	Canadian Cattleman	\$59,116
Appoint	\$1,859	Canadian Classics Magazine	\$19,368
Arc: Canada's National Poetry Magazine	\$1,320	Canadian Coin News	\$60,117
Architecture in Canada	\$204	Canadian Dimension	\$4,272
Arctic	\$1,623	Canadian Electronics	\$20,412
ARIEL: A Review of International English Literature	\$48	Canadian Entomologist	\$801
Art Le Sabord	\$1,033	Canadian Ethnic Studies/Études ethniques au Canada	\$708
Artichoke: Writings about the Visual Arts	\$435	Canadian Field - Naturalist	\$2,039
Ascent Magazine	\$6,529	Canadian Fly Fisher (The)	\$3,973
Assurances	\$608	Canadian Forest Industries	\$3,788
Athletics	\$4,416	Canadian Friend (The)	\$1,815
Atlantic Baptist	\$600	Canadian Funeral Director Magazine	\$6,218
Atlantic Geology	\$159	Canadian Funeral News	\$9,875
Atlantic Horse & Pony	\$6,095	Canadian Gardening	\$422,038
Atmosphère-Océan	\$871	Canadian Geographic	\$549,457
Atout Micro	\$5,366	Canadian Hereford Digest	\$7,569
Aube	\$249	Canadian Historical Review	\$2,264
Aubelle (L')	\$1,495	Canadian Home & Country	\$247,627
AutoMag	\$6,673	Canadian Home Workshop	\$326,800
Autre Parole (L')	\$368	Canadian House & Home	\$1,571,663
Aventure Chasse et Pêche	\$34,426	Canadian HR Reporter	\$52,399
Azure	\$31,294	Canadian Journal of Administrative Law & Practice	\$365
Banking & Finance Law Review	\$369	Canadian Journal of Administrative Sciences	\$1,409
BC Business	\$63,578	Canadian Journal of Agricultural Economics	\$128
BC Catholic	\$201,025	Canadian Journal of Anesthesia	\$15,946
BC Outdoors	\$31,316	Canadian Journal of Animal Science	\$1,128
BC Studies	\$905	Canadian Journal of Chemical Engineering	\$802
BCECMIX	\$4,003	Canadian Journal of Communication	\$47
Beaver (The)	\$74,775	Canadian Journal of Community Mental Health	\$286
Beef in B.C.	\$4,665	Canadian Journal of Criminology	\$647
Behind the Headlines	\$2,168	Canadian Journal of Dietetic Practice and Research	\$8,835
Bel Age (Le)	\$538,422	Canadian Journal of Education	\$2,801
Bichhk Herald	\$30,879	Canadian Journal of Electrical and Computer Engineering	\$363
Big Buck Magazine	\$7,285	Canadian Journal of Experimental Psychology	\$1,220
Bio-bulle	\$6,574	Canadian Journal of History	\$969
Biosphère	\$5,270	Canadian Journal of Hospital Pharmacy	\$4,891
BlackFlash	\$602	Canadian Journal of Latin American and Caribbean Studies	\$294

Title	Subsidy	Title	Subsidy
Canadian Journal of Linguistics	\$141	Canadian Veterinary Journal	\$42,111
Canadian Journal of Mathematics/ Journal Canadien de mathématiques	\$201	Canadian Wildlife	\$11,461
Canadian Journal of Native Studies	\$297	Canadian Woman Studies-les cahiers de la femme	\$2,066
Canadian Journal of Neurological Sciences	\$5,172	Canadian Writer's Journal	\$210
Canadian Journal of Nursing Research	\$535	CanGO Quarterly	\$700
Canadian Journal of Philosophy	\$794	Canine Review	\$3,761
Canadian Journal of Plant Pathology	\$1,287	Cap-Aux-Diamants	\$5,397
Canadian Journal of Plant Science	\$1,052	Cape Bretoner (The)	\$6,988
Canadian Journal of Political Science	\$1,736	Capital Santé	\$68,882
Canadian Journal of Program Evaluation / La revue canadienne d'évaluation de programme	\$2,775	Cartographica	\$660
Canadian Journal of Psychoanalysis	\$620	Catholic Insight	\$10,894
Canadian Journal of Public Health	\$8,010	Catholic New Times	\$10,370
Canadian Journal of Regional Science	\$313	Catholic Register (The)	\$356,908
Canadian Journal of Respiratory Therapy	\$4,414	Celebrate	\$2,967
Canadian Journal of Sociology	\$608	Charolais Banner	\$4,361
Canadian Journal of Soil Science	\$920	Chart	\$10,624
Canadian Journal of Statistics	\$1,556	Chatelaine (English)	\$3,466,481
Canadian Journal of Surgery	\$6,704	Châtelaine (French)	\$796,711
Canadian Journal of Urban Research	\$387	Chauffeur (Le)	\$2,287
Canadian Journal of Veterinary Research	\$2,310	Che-Mun	\$110
Canadian Journal on Aging/ Revue canadienne du vieillissement	\$2,385	Chickadee	\$213,121
Canadian Leader Magazine (The)	\$64,336	Chirp	\$173,872
Canadian Literature	\$1,018	Christian Courier	\$25,038
Canadian Living	\$2,633,556	ChristianWeek	\$20,909
Canadian Machinery And Metalworking	\$13,427	CIM Bulletin	\$30,885
Canadian Mathematical Bulletin/ Bulletin de Mathématique	\$87	CIO Canada	\$13,156
Canadian Medical Association Journal	\$509,909	CIO Governments' Review	\$10,641
Canadian Mennonite	\$102,448	Circuit, Musiques Contemporaines	\$131
Canadian Messenger of the Sacred Heart	\$22,496	CityArt Magazine	\$464
Canadian Military History	\$1,817	Claremont Review (The)	\$185
Canadian Mineralogist	\$2,668	Clarion	\$18,659
Canadian Modern Language Review	\$921	Clin D'Oeil	\$454,078
Canadian Money Saver	\$31,660	Clinical and Investigative Medicine	\$1,109
Canadian Numismatic Journal	\$1,012	Close Up Magazine	\$8,265
Canadian Nursing Home	\$1,351	CMA Management (English)	\$87,409
Canadian Occupational Safety	\$14,133	CMA Management (French)	\$20,487
Canadian Packaging	\$15,457	Coatings Magazine	\$4,591
Canadian Pharmaceutical Journal	\$40,391	Coda	\$597
Canadian Philatelist (The)	\$4,878	Communications & Networking	\$20,000
Canadian Poetry	\$239	Computer Dealer News	\$40,347
Canadian Poultry Magazine	\$20,715	Computer World	\$91,244
Canadian Printer	\$9,265	Computing Canada	\$63,868
Canadian Psychology	\$8,922	Contemporary Verse 2	\$644
Canadian Public Administration	\$6,861	Continuité	\$3,479
Canadian Public Policy/Analyse de politiques	\$1,351	Contractors Rental	\$1,912
Canadian Railway Modeller	\$3,774	Cool	\$101,120
Canadian Review of American Studies	\$90	Copa Flight	\$80,719
Canadian ShareOwner	\$18,842	Côté Jardins	\$13,317
Canadian Social Work Review	\$145	Cottage Life	\$173,523
Canadian Sports Collector	\$9,214	Cottage Magazine (The)	\$10,800
Canadian Sportsman	\$57,952	Country Connection Magazine (The)	\$1,498
Canadian Stamp News	\$29,808	Country Guide	\$53,134
Canadian Stories	\$1,595	Country Music News	\$5,087
Canadian Technician	\$29,812	County Magazine	\$1,521
Canadian Theatre Review	\$1,344	Coup de Pouce	\$1,127,680
Canadian Thoroughbred	\$8,287	Courrier Hippique	\$17,469
Canadian Tobacco Grower	\$817	Crime Watch Canada Magazine	\$7,595
Canadian Trapper (Magazine) (The)	\$3,812	Criminal Law Quarterly	\$736
Canadian University Music Review	\$294	Criminologie	\$303
		Crux Mathematicorum with Mathematical Mayhem	\$757
		CV Ciel Variable	\$576
		Cycle Canada	\$70,657
		Dalhousie Review (The)	\$123

Title	Subsidy	Title	Subsidy
Dance Current (The)	\$1,352	Filigrane	\$166
Dance International	\$1,505	Filles: Clin D'Oeil	\$67,187
De Hollandse Krant	\$18,845	Fire Fighting In Canada	\$9,843
Débrouillards (Les)	\$72,266	Flare	\$814,816
Décoration Chez-Soi	\$350,237	Fleurs, Plantes et Jardins	\$127,676
Décormag	\$299,501	Food in Canada	\$8,073
Délire	\$4,544	Foodservice and Hospitality	\$17,149
Dépêche (La)	\$370	Frank Magazine - Atlantic Canada Edition	\$15,553
Der Bote	\$17,739	Frank Magazine-Central Canada Edition	\$20,233
Dernière Heure	\$3,418	Free Methodist Herald (The)	\$1,025
Descant	\$1,702	Frontières	\$408
Design Engineering	\$16,171	Full fille	\$12,323
Design Product News	\$17,766	FUSE Magazine	\$1,402
Dialogue	\$1,772	Gam on Yachting	\$16,358
Dialogue: Canadian Philosophical Review	\$1,555	Garden Wise	\$56,711
Dire	\$9,983	Gardener for the Prairies (The)	\$12,879
Direction informatique	\$22,019	Gardening Life	\$192,263
Documentation et Bibliothèques	\$3,881	Gardens West	\$68,740
Dogs in Canada	\$172,157	Geist	\$7,180
Downhomer	\$82,774	Géo Plein Air	\$27,316
Draft Horse Connection (The)	\$634	Géographie physique et Quatenaire	\$553
Eastern Synod Lutheran (The)	\$34,779	Geomatca	\$1,559
Eastern Woods & Waters	\$25,637	Geoscience Canada	\$2,555
Écho du Transport (L')	\$24,336	Geotechnical News	\$1,099
Écho sayabécois (L')	\$1,454	Gestion Logistique	\$10,076
Économie et Solidarités	\$118	Gestion, revue internationale de gestion	\$2,153
Écoscience	\$193	Glad Tidings	\$8,182
Écrits (Les)	\$615	Good Tidings	\$8,317
Edge	\$22,534	Good Times	\$393,471
Education Law Reporter: Post Secondary	\$8,284	Gospel Herald	\$3,952
Église de Gaspé (L')	\$884	Gospel Witness (The)	\$3,158
Église de Trois-Rivières	\$2,834	Grafika	\$21,508
Eighteenth-Century Fiction	\$151	Grain Magazine	\$1,464
Electrical Business	\$30,326	Grainews	\$187,612
Elle Canada	\$470,192	Grand Lake Mirror	\$3,826
Elle Québec	\$416,009	Grands et Petits Gibiers	\$385
En Communion	\$1,014	Graphic Arts Magazine (The)	\$976
Entraide généalogique (L')	\$432	Green Teacher	\$3,215
Escale Nautique (Les)	\$12,271	Gripped	\$8,541
Esprit	\$7,520	Guide Ressources	\$18,567
Esse Arts + Opinions	\$1,256	Harbour & Shipping	\$3,057
EstatesTrusts & Pension Journal	\$450	Hardware Merchandising	\$10,416
Etc Montréal	\$835	Harrowsmith Country Life	\$254,975
Ethnologies	\$148	Heating Plumbing Air Conditioning	\$12,637
Études françaises	\$338	Heavy Construction News On-Site	\$13,915
Études littéraires	\$141	Heavy Equipment Guide	\$6,582
Études/Inuit/Studies	\$642	Herizons	\$3,111
Evangelical Baptist (The)	\$2,931	History Magazine	\$2,423
Event	\$944	Hockey News (The)	\$312,003
Exodus	\$40,116	Holstein Journal	\$11,136
Explorateurs (Les)	\$34,436	Homemaker's Magazine	\$742,316
Explore	\$31,998	Homin Ukrainy - Ukrainian Echo	\$27,427
Faith Today	\$18,479	Horse & Country	\$8,794
Families	\$7,950	Horse Country	\$2,757
Famille Chrétienne (La)	\$8,470	Horse Sport	\$23,153
Family Chronicle	\$3,509	Horse-Canada.Com	\$19,762
Farm Review	\$8,163	Horses All	\$12,167
Fashion 18	\$33,880	Hotelier	\$8,577
Fashion Magazine	\$660,374	Human Rights Digest	\$866
Fellowship Link (The)	\$781	Humanist in Canada	\$1,300
Femme	\$61,612	Icelandic Canadian (The)	\$444
Femme d'aujourd'hui	\$15,134	Idées de ma Maison (Les)	\$286,425
Fiddlehead (The)	\$1,451	Il Rincontro	\$2,196

Title	Subsidy	Title	Subsidy
Info Presse	\$20,005	Maritime Magazine	\$5,272
informateur Catholique (L')	\$37,773	Marketing Magazine	\$143,035
Innovation	\$41,042	Marketnews	\$35,191
Inroads	\$350	Match Point	\$10,696
Inside Motorcycles	\$17,929	Materials Management and Distribution	\$19,166
Inside Track Motorsport News	\$26,946	Mathematical Reports of the Academy of Science	\$26
Inter Art Actuel	\$207	McGill Law Journal / Revue de droit de McGill	\$4,042
Interculture (French)	\$60	Médecin du Québec (Le)	\$72,655
Interim (The)	\$69,268	Meetings & Incentive Travel	\$12,832
International Journal	\$2,695	Mémoires de la Société Généalogique Canadienne-Française	\$4,156
Inuit Art Quarterly	\$1,484	Mennonite Brethren Herald	\$84,360
Investor's Digest of Canada	\$151,597	Mennonitische Rundschau	\$11,240
Iskra	\$2,817	Messenger de St-Antoine (Le)	\$102,239
Itinéraire (L')	\$845	Messenger (The)	\$21,197
Jésus Marie et Notre Temps	\$21,486	META	\$564
Jewish Western Bulletin	\$32,918	Michael	\$25,563
Journal	\$255	Mini-dish Satellite Guide	\$967
Journal de l'Association dentaire canadienne	\$15,763	Mission	\$12,852
Journal of Distance Education	\$586	Missions Étrangères	\$15,972
Journal of Environmental Law & Practice	\$504	MIX	\$632
Journal of Otolaryngology (The)	\$2,837	Modern Drama	\$251
Journal of Rheumatology (The)	\$3,960	monde de l'Auto (Le)	\$48,940
Journal of Scholarly Publishing	\$90	Monde du VTT (Le)	\$8,413
Journal of The Canadian Chiropractic Association	\$18,711	Monde Forestier (Le)	\$35,727
Journal of the Canadian Dental Association	\$63,659	Money Sense	\$151,260
Journal of the Royal Astronomical Society of Canada	\$12,269	Montagnard (Le)	\$259
Journal of the Society for Socialist Studies	\$617	Mosaic, A Journal for the Interdisciplinary Study of Lit.	\$565
Junior	\$3,069	Moto Journal	\$27,764
Kanadské Listy	\$906	Motomag	\$12,603
Kanawa - Canada's Canoeing & Kayaking Magazine	\$3,288	Mouseion	\$882
Kindred Spirits	\$512	Moustique!...Pacifique (Le)	\$135
Labour/Travail (Le)	\$1,145	Movie Entertainment Feature	\$2,090,871
Landscaping & Groundskeeping Journal	\$1,838	Municipal World	\$12,695
Laval Théologique et Philosophique	\$200	Musicworks	\$554
LawNow	\$2,755	Muzik etc/Drums etc	\$12,624
Legacy Alberta's Cultural Heritage Magazine	\$2,768	Napjaink	\$76
Legion Magazine	\$449,099	National Bulletin on Liturgy	\$1,251
Lettres québécoises	\$1,977	National Journal of Constitutional Law	\$346
Liaison	\$1,177	National Rugby Post (The)	\$2,200
Liberté	\$450	Nature Alberta	\$408
Link & Visitor (The)	\$6,660	Nature Canada	\$30,497
Liturgie Foi et Culture	\$1,035	Navigator (The)	\$24,102
Livre d'ici	\$2,069	Network Cabling	\$9,274
Logging & Sawmilling Journal	\$18,099	Network World	\$42,783
Logistics Magazine (English)	\$9,683	New Freeman (The)	\$7,812
Loisir et Société	\$162	New Quarterly (The)	\$2,557
Lundi (Le)	\$184,679	Newfoundland Ancestor	\$676
Lurelu	\$2,737	Newfoundland Herald (The)	\$69,011
Maclean's	\$3,475,792	Newfoundland Sportsman	\$4,467
Madame au foyer	\$219,925	Newfoundland Studies	\$373
Magazine Adorable (Le)	\$6,648	Nipawin Bridge (The)	\$5,196
Magazine Animal	\$12,402	Northern Aquaculture	\$1,348
Magazine Corps et Ame	\$3,755	Northern Horse Review	\$31,417
Magazine de l'Auto Ancienne (Le)	\$8,431	Northland (The)	\$288
Magazine Enfants Québec (Le)	\$127,921	Nouvelle Revue franciscaine (La)	\$5,005
Magazine Logistics (French)	\$6,104	Nouvelles d'icitte	\$417
Magazine PME (Le)	\$31,714	Nova Scotia Birds	\$913
Magnificat (English)	\$2,219	Nuit blanche - le magazine du livre	\$4,853
Magnificat (French)	\$2,485	OHS Canada	\$38,796
Malahat Review (The)	\$976	Old Autos	\$231,554
Manitoba Co-operator	\$186,741	On-Spec	\$653
Manitoba Gardener	\$9,024	Ontario Corn Producer	\$55,760
Manufacturing Automation	\$16,907	Ontario Craft	\$2,863

Title	Subsidy	Title	Subsidy
Ontario Gardener	\$14,616	Protégez-Vous	\$312,213
Ontario Golf	\$20,085	Pulp & Paper Canada	\$20,032
Ontario Home Builder	\$14,931	Purchasing b2b	\$15,247
Ontario Out of Doors	\$205,591	Quarterly (The)	\$10,409
Ontario Snowmobiler	\$80,173	Québec Français	\$4,567
Opera Canada	\$4,679	Québec Science	\$51,136
Opérations forestières et de scierie	\$854	Québec Tuning	\$19,115
Opus	\$301	Québec Vert	\$13,756
Oratoire (L')	\$39,249	Québec Yachting	\$7,191
Oratory (The)	\$4,233	QuébecOiseaux	\$7,542
Orient	\$6,935	Queen's Quarterly	\$5,145
Oriflamme (L')	\$1,197	Qui Fait Quoi	\$5,339
Osgoode Hall Law Journal	\$259	Quill & Quire	\$20,981
Our Times	\$4,984	Ram's Horn (The)	\$904
Outdoor Canada	\$204,181	Rassembleur	\$4,609
Outdoor Edge Magazine (The)	\$75,911	Reader's Digest	\$2,383,178
Outpost	\$23,469	Reader's Digest Sélection	\$588,687
Owl	\$170,348	Recherches amérindiennes au Québec	\$694
Pacific Affairs	\$296	Recherches féministes	\$574
Pacific Yachting	\$51,966	Recherches sociographiques	\$663
Parabole	\$1,727	Recreational Flyer (The)	\$614
Parachute	\$1,234	Recycling Product News	\$3,547
Partage	\$644	Reflet de Société	\$78,783
Passionnement Chien	\$289	Reformed Perspective	\$5,465
Pastorale-Québec	\$6,131	Relational Child and Youth Care Practice	\$898
Pedal Magazine	\$17,342	Relations	\$5,749
Pentecostal Messenger (The)	\$1,637	Relations industrielles / Industrial Relations	\$1,656
Pentecostal Testimony (The)	\$38,093	Religiologiques	\$280
Performance Auto & Sound	\$49,066	Rénovation Bricolage	\$90,782
Perspective infirmière	\$117,114	Resources for Feminist Research	\$83
Philatélie Québec	\$2,034	Restoration	\$8,382
Philosophiques	\$629	Réveil Missionnaire	\$24,843
Philosophy in Review / Comptes rendus philosophiques	\$29	Revue Anthropologie et Sociétés	\$523
Phoenix	\$564	Revue canadienne de sociologie et d'anthropologie	\$1,479
Photo Life	\$33,804	Revue canadienne des sciences du comportement	\$5,502
Photo Sélection	\$7,102	Revue canadienne d'études du développement	\$383
Physical & Health Education Journal	\$1,993	Revue Commerce	\$70,210
Phytprotection	\$189	Revue des sciences de l'éducation	\$1,834
Pica	\$79	Revue d'Histoire de l'Amérique Française	\$1,976
Plans de Maisons du Québec	\$2,207	Revue du Barreau (La)	\$5,956
Plant Canada's Industry Newspaper	\$35,141	Revue Internationale P.M.E.	\$171
Plant Engineering and Maintenance	\$15,977	Revue Notre-Dame du Cap	\$138,704
Plastics in Canada	\$4,913	Revue québécoise de linguistique	\$58
Ploughshares Monitor (The)	\$5,354	Revue Sainte Anne (La)	\$169,325
Plumbing and HVAC Product News	\$17,037	Rock (The)	\$15
Poils et Compagnie	\$5,994	Room of One's Own	\$527
Pole Position	\$4,177	Routes et Transports	\$3,598
Policy Options	\$3,717	Royaume (Le)	\$4,627
Prairie Fire	\$2,135	Rumeur (La)	\$154
Prairie Messenger	\$108,932	Rural Delivery	\$20,897
Prairies North	\$9,027	Rural Edition	\$1,185
Précurseur (Le)	\$10,900	Russian Courier	\$452
Presbyterian Record	\$109,611	Safarir	\$17,018
Présence Magazine	\$3,972	Saguenayensia	\$1,378
Prêtre et Pasteur	\$8,078	Sales Promotion	\$9,664
Prière Appel D'aurore	\$1,238	Saltscapes	\$105,055
Primeurs	\$1,008,227	Santé mentale au Québec	\$552
PrintAction	\$5,633	Saskatchewan Game Warden	\$429
PRISM International	\$1,494	Saskatchewan Genealogical Society Bulletin	\$1,782
Producteur Plus	\$34,895	Satellite Dish Guide	\$481
Progressive Choices	\$10,968	Scandinavian Press	\$1,467
Promin	\$4,454	Scarboro Missions	\$13,804
Protée	\$871	Seminar: A Journal of Germanic Studies	\$354

Title	Subsidy	Title	Subsidy
Sentier Chasse-Pêche	\$118,426	Trot	\$65,000
Séquences	\$1,285	TV Guide	\$2,860,554
Shantyman (The)	\$1,807	TV Magazine (Interior & Kootenay Edition)	\$31,657
Sheep Canada	\$804	TV Magazine Express Vu	\$4,002
Simmental Country (1997) Ltd.	\$11,488	TV Magazine Star Choice	\$4,244
Ski Canada Magazine	\$80,165	TV Week	\$519,896
Skitrax	\$2,197	United Church Observer (The)	\$194,100
SkyNews	\$25,169	Univers	\$7,370
Sociologie et Sociétés	\$214	University Affairs/Affaires universitaires	\$51,234
Solidaires en Église	\$884	University of Toronto Law Journal	\$153
Spirale	\$1,957	University of Toronto Quarterly	\$201
Spiritan Missionary News	\$5,934	Up Here	\$25,879
Star Inc.	\$38,575	Upper Canadian (The)	\$18,034
Studia Canonica	\$129	Urban History Review	\$205
Studies in Canadian Literature/Études en littérature	\$248	Urban Male Magazine	\$49,516
Studies in Political Economy	\$466	Vélo Mag	\$11,796
Studies in Religion/Sciences Religieuses	\$1,637	Vers Demain	\$13,694
Style at Home	\$1,022,743	Victoria Naturalist (The)	\$876
Sub-Terrain Magazine	\$843	Vie des Arts	\$6,974
Svitlo The Light	\$2,356	Vie des communautés religieuses (La)	\$2,339
Swedish Press	\$5,745	Vie Liturgique	\$10,414
Swim News	\$4,063	Vins et Vignobles	\$6,745
T.V. Hebdo	\$903,805	Vivre	\$6,330
T.V. World	\$8,702	Vivre en Église	\$11,419
Taddle Creek	\$62	Voix du Coeur de Jésus et de son Vicaire (La)	\$1,941
Take One	\$2,404	Voix et images	\$817
Tangence	\$126	Vu Magazine	\$93,718
Tarogato	\$2,059	Walking Horse News	\$1,592
Technology in Government	\$15,392	Walrus (The)	\$8,649
Téoros	\$631	West Coast Line	\$48
The Magazine	\$7,218	Western Canada's Outdoor Sportsman	\$24,318
Them Days	\$455	Western Catholic Reporter	\$358,544
Theoforum	\$74	Wild	\$42,726
This Magazine	\$7,653	Windmill Herald (The)	\$45,594
Tidings	\$10,541	Windspeaker	\$78,874
Today's Parent	\$441,430	Wine Access	\$7,524
Today's Trucking	\$37,819	Woman's World (Zinochy Svit)	\$1,147
Toronto Field Naturalist	\$322	Women and Environments International Magazine	\$81
Toronto Journal of Theology	\$118	Woodworking	\$12,710
Toronto Life	\$618,167	Words of Life	\$14,035
Tractor Classics	\$1,269	World of Lubavitch (The)	\$11,343
Trail and Landscape	\$917	World of Wheels	\$38,455
Transport Routier	\$10,378	XYZ, La Revue de la Nouvelle	\$743
Travail et Santé	\$3,620	YES Mag: Canada's Science Magazine for Kids	\$24,970
Travel Courier	\$2,463	Your News	\$13,011
Travel Press	\$3,129	Your Workplace	\$3,857
Travel Scoop	\$7,875	Yukoner Magazine (The)	\$1,690
Travel Week	\$46,203		

* These amounts are based on information available on July 11, 2005 and represent total PAP funding which includes both Canadian Heritage and Canada Post Corporation contributions.

Canada Magazine Fund

2004-05 Funding

SUPPORT FOR EDITORIAL CONTENT

Title	Approved Amount	Title	Approved Amount
4WD Magazine	\$14,541	Courrier Hippique	\$31,294
50Plus	\$90,823	Crime Watch Canada Magazine	\$26,992
7 Jours	\$215,324	Cycle Canada	\$44,654
Aboriginaltimes	\$25,932	Débrouillards (Les)	\$46,354
Active Living Magazine	\$32,098	Décoration Chez-Soi	\$66,063
Actualité (L')	\$184,052	Décormag	\$55,827
Affaires Plus	\$54,996	Découvrir	\$33,962
Airforce Magazine	\$26,391	Dernière Heure	\$106,440
Alberta Gardener	\$18,501	Dogs in Canada	\$77,208
Alive	\$75,799	Downhomer	\$42,714
Antique & Collectibles Showcase	\$22,359	Échos Vedettes	\$145,353
Applied Arts	\$36,078	Elle Canada	\$91,447
Athletics	\$9,742	Elle Québec	\$136,984
Atlantic Horse & Pony	\$26,552	Escale Nautique (L')	\$25,942
Automag	\$31,871	Explore	\$53,595
Aventure Chasse et Pêche	\$36,693	Fab Magazine	\$40,351
Azure	\$65,017	Family Camping Magazine	\$24,971
BC Business	\$96,217	Fashion	\$162,095
BC Outdoors Sport Fishing	\$32,283	Fashion 18	\$68,654
Beaver (The)	\$42,042	Faze Magazine	\$26,850
Bébé	\$11,048	Femme d'aujourd'hui	\$38,579
Bel Âge (Le)	\$52,450	Femme Plus	\$69,359
Boats&Places	\$36,235	Filles d'aujourd'hui	\$53,831
Bulletin des agriculteurs (Le)	\$48,251	Fire Fighting in Canada	\$27,584
Camping Caravaning	\$38,585	Flare	\$172,035
Canada's Healthy Living Guide	\$40,190	Fleurs, Plantes et Jardins	\$50,392
Canadian Biker	\$34,368	Fugues	\$35,820
Canadian Business	\$214,205	Gardening Life	\$71,351
Canadian Cattlemen	\$40,030	Gardens West	\$38,054
Canadian Coin News	\$27,392	GardenWise	\$50,791
Canadian Cowboy Country Magazine	\$26,224	Géo Plein Air	\$39,563
Canadian Gardening	\$70,595	Good Times	\$60,521
Canadian Geographic	\$127,651	Grafika	\$37,526
Canadian Home & Country	\$68,182	Grossesse	\$11,048
Canadian Home Workshop	\$61,124	Guide Ressources	\$42,299
Canadian House & Home	\$157,352	Harrowsmith Country Life	\$43,083
Canadian Leader Magazine (The)	\$28,535	Herizons	\$23,289
Canadian Living	\$241,308	Homemaker's Magazine	\$98,619
Canadian Poultry	\$31,675	Hors Série Décoration	\$22,707
Canadian Sports Collector	\$27,952	Idées de ma maison (Les)	\$73,829
Canadian Stamp News	\$24,281	Infopresse	\$55,054
Canadian Yachting	\$34,116	Inside Motorcycles	\$39,435
Capital Santé	\$40,148	Inside Track Motorsport News	\$45,893
Chart	\$38,377	iStyle Magazine	\$15,947
Chatelaine (English)	\$263,119	Itinéraire (L')	\$31,172
Châtelaine (French)	\$136,740	Journal de la rue (Le)	\$29,118
Clin d'oeil	\$122,196	Junior	\$27,158
CMAJ - JAMC	\$159,748	Legion Magazine	\$83,067
Commerce	\$58,877	Lundi (Le)	\$107,526
Cool	\$48,077	Maclean's	\$503,841
Coopérateur agricole (Le)	\$48,203	Madame	\$33,643
Corinthian Horse Sport Magazine (The)	\$35,750	Magazin'Art	\$31,274
Côté Jardins	\$34,192	Magazine - Not For Adults (The)	\$47,719
Cottage Life	\$90,613	Magazine Adorable	\$40,994
Cottage Magazine (The)	\$26,085	Magazine Enfants Québec (Le)	\$56,060
Country Guide	\$50,109	Manitoba Gardener	\$16,953
Coup de pouce	\$115,444	Maritime Magazine	\$31,766

Title	Approved Amount	Title	Approved Amount
Marketing Magazine	\$92,218	Protégez-Vous	\$118,414
Médecin du Québec (Le)	\$64,705	Québec Science	\$52,802
Modesty Magazine	\$14,905	Québec Tuning	\$34,162
Monde de l'Auto (Le)	\$32,868	Québec Yachting	\$27,114
Monde du VTT (Le) / Quad	\$31,021	QuébecOiseaux	\$21,289
Money Sense	\$61,961	Recevoir	\$32,364
Moto Journal	\$33,818	Rénovation Bricolage	\$57,674
Motomag	\$32,227	Rue Morgue Magazine	\$35,808
Nation	\$32,845	Rural Delivery	\$29,128
Newfoundland Herald (The)	\$48,575	Saltscapes	\$49,183
Northern Horse Review	\$40,483	Score Golf	\$62,080
On Nature	\$33,153	Sentier Chasse-Pêche	\$51,731
Ontario Gardener	\$20,293	Ski Canada Magazine	\$40,378
Ontario Golf	\$38,240	Skitrax	\$25,828
Ontario Home Builder	\$29,848	SkyNews	\$28,824
Ontario OUT OF DOORS	\$49,189	Snow Goer Canada	\$28,443
Ontario Snowmobiler	\$34,656	STYLE AT HOME	\$113,582
Outdoor Canada	\$58,926	Tidings	\$32,218
Outlooks	\$27,599	Today's Parent	\$134,147
Outpost	\$32,908	Toronto Life	\$161,273
OWL	\$56,258	United Church Observer (The)	\$63,075
Pacific Yachting	\$43,805	Up Here	\$41,038
partners Italy & Canada	\$29,406	Urban Male Magazine	\$34,343
Pedal Magazine	\$28,424	Vélo Mag	\$39,914
Performance Auto & Sound	\$72,039	Vie et Santé	\$34,016
Performance Racing News	\$50,746	Vins & Vignobles	\$27,883
Pets Magazine	\$26,021	Voix sépharade (La)	\$15,234
Photo Life	\$33,544	Walrus (The)	\$58,985
Photo Sélection	\$27,248	Western Sportsman	\$29,853
Pole-Position	\$27,347		

SUPPORT FOR ARTS AND LITERARY MAGAZINES

Title	Approved Amount	Title	Approved Amount
Alibis	\$9,909	Kiss Machine	\$4,323
alt. theatre	\$5,343	Lettres québécoises	\$17,201
Arc: Canada's National Poetry Magazine	\$12,673	Liaison	\$21,898
Arcade	\$9,189	Liberté	\$12,848
Art Le Sabord	\$17,246	Literary Review of Canada	\$15,069
BlackFlash	\$16,578	Matrix	\$14,584
Books in Canada	\$21,157	Mix Magazine	\$23,584
Border Crossings	\$34,172	Moebius	\$14,705
Broken Pencil	\$12,923	Musicworks	\$18,899
Cahiers de théâtre Jeu (Les)	\$19,467	New Quarterly (The)	\$13,148
Canadian Art	\$49,999	Nuit blanche	\$19,729
Canadian Notes & Queries	\$7,350	ON SPEC	\$11,112
Capilano Review (The)	\$15,518	Opera Canada	\$24,288
Ciné-Bulles	\$16,626	opus	\$13,804
Claremont Review (The)	\$4,677	Other Voices	\$5,462
Contemporary Verse 2	\$11,096	Penguin Eggs	\$13,778
CV - Ciel Variable	\$18,974	POV Magazine	\$14,417
Dance Current (The)	\$13,335	Prairie Fire	\$17,171
Descant	\$15,062	Queen's Quarterly	\$26,747
Devil's Artisan (The)	\$7,452	Quill & Quire	\$49,999
ellipse	\$6,674	Ricepaper Magazine	\$13,106
ESPACE	\$21,299	Room of One's Own	\$12,001
esse	\$18,648	Solaris	\$12,065
Estuaire	\$12,619	Spirale	\$19,823
Event	\$14,631	Sub Terrain	\$13,085
Exit	\$11,834	Taddle Creek	\$5,753
filling Station	\$7,240	Take One	\$17,403
Fuse Magazine	\$17,534	This Magazine	\$22,090
Geist	\$25,338	Vie des Arts	\$35,232
Grain Magazine	\$17,573	Virages	\$7,552
Inconvénient (l')	\$10,283	XYZ. La revue de la nouvelle	\$6,705

Canada Magazine Fund: Support for Business Development for Small Magazine Publishers 2004-05 Funding

Applicant	Magazine	Project Title	Amount Approved in 2004-05	Expenditures for 2004-05
1084154 Ontario Ltd. o/a Bicycle Canada	Canadian Cyclist	Canadian Cyclist - 2004 Olympics	\$28,701	\$28,701
1394586 Ontario Inc.	What If!	Education Circulation Project	\$27,203	\$12,266 *
4108400 Canada inc.	Femmes arabes	Promotion Femmes arabes	\$40,000	\$40,000
Animal Hebdo inc.	Animal	Campagne d'abonnement 2004-2005	\$40,000	\$40,000
Artichoke Publishing	Artichoke	Artichoke Circulation Project	\$39,223	\$39,223
Artions Cultural/Affairs	Fuse	Fuse Inline Fulfillment	\$39,900	\$39,900
Arts Manitoba Publications Inc.	Border Crossings	Circulation and Advertising Enhancement Opportunity	\$29,538	\$29,538
Asian Canadian Writers' Workshop Society	Rice Paper	Ricepaper Circulation Enhancement	\$29,450	\$29,450
Atchison Literature Inc.	Canadian Teddy Bear News	Market Research	\$9,732	\$9,732
BC Studies	BC Studies	Beyond British Columbia: Bringing an Enlarged BC Studies to a Larger Market	\$39,167	\$39,167
BCECMIX Community Publishing Corporation	BCECMIX	Production and promotion of BCECMIX/LAUGHTER	\$40,000	\$27,649 *
Briarpatch Incorporated	Briarpatch	Beyond SUB-istence: The Sequel	\$14,599	\$14,599
Cahiers de théâtre JEU inc.	Cahiers de théâtre JEU	Campagne promotionnelle	\$28,474	\$28,474
Cameron & Associates	Canadian Disability	Subscription Promotion Project	\$24,500	\$24,500
Canadian Centre for Community Renewal	Making Waves	Circulation Expansion Project	\$29,200	\$29,200
Canadian Disarmament Information Service	Peace	Direct Mail Campaign	\$30,000	\$30,000
Canadian Education Association	Education Canada	Circulation Enhancement	\$29,800	\$13,750 *
Canadian Humanist Publications	Humanist in Canada	Magazine Marketing Project	\$40,000	\$7,702 *
Canadian Independent Film and Television Ass.	Take one	Special Issue "Ontario's New Wave"	\$27,198	\$26,341
Canadian Literature	Canadian Literature	Website Enhancement, Advertising/Promotion Campaign	\$40,000	\$40,000
Canadian Paraplegic Association (Alberta)	Spinal Columns	Spinal Columns Marketing Project	\$29,425	\$29,425
Centre de diffusion 3D	Espace sculpture	Promotion/Diffusion	\$30,000	\$25,065 *
Descant Arts & Letters Foundation	Descant	Circulation and Marketing Enhancement, Phase II	\$39,957	\$39,957
Dimension Publications Inc.	Canadian Dimension	Direct Mail - Subscription Drive	\$20,600	\$20,600
E.S. Conceptions	Boomersview	Circulation Enhancement Initiative	\$40,000	\$25,294 *
Éditions Continuité inc. (Les)	Continuité	Découvrir le magazine Continuité	\$11,648	\$10,483
Éditions du 21 ^e siècle inc. (Les)	Maison du 21 ^e siècle	Accroître la diffusion	\$38,000	\$38,000
ESSE, un groupe de + en art	ESSE, arts et opinions	20 ^e anniversaire - Phase 2	\$38,650	\$38,650
Geist Foundation (The)	Geist	Readership and Advertising Diversification Initiatives	\$40,000	\$40,000
GLOBE: Revue internationale d'études québécoises	GLOBE	Augmentation du nombre d'abonnements, du tirage et de la notoriété de GLOBE	\$28,200	\$21,616 *
Gripped Magazine Inc.	Gripped	Circulation Initiative 2005	\$39,763	**
Groupe Alcyon inc. (Le)	Son & Image	Étude de marché	\$23,525	**

Applicant	Magazine	Project Title	Amount Approved in 2004-05	Expenditures for 2004-05
HMI Health Media Inc.	Canadian Nursing Home	Production of Dementia III, Special Issue and Marketing Initiatives	\$37,629	\$32,029 *
Inanna Publications and Education Inc.	Canadian Woman Studies/ Les Cahiers de la femme	Circulation Enhancement Initiative	\$39,203	**
KMC Productions Inc.	Kootenay Mountain Culture	Build Paid Circulation	\$31,482	\$31,482
Land & Sea Events Ltd.	Eastern Woods & Waters	Circulation Enhancement Initiative	\$39,568	\$38,855 *
Magazine La Culbute inc. (Le)	La Culbute	Projet de publicité et de diffusion	\$5,381	\$4,540 *
Media Matters Inc.	Collision Repair	Market Research Study	\$20,569	\$20,569
Mill Pond Publishing	Fitness Business Canada	Market Research for Paid Circulation 2004	\$29,356	\$29,356
North Island Publishing Ltd.	Masthead	Paid Circulation Conversion Project	\$21,702	\$4,460 *
North Superior Publishing Inc.	Northwestern Ontario Golfing News	Market Research	\$8,678	\$5,625 *
Nuit Blanche, le bulletin de l'actualité littéraire	Nuit Blanche	Étude de marché et campagne de visibilité	\$9,027	\$6,748 *
OneMind Inc.	eLondon	Circulation Development	\$39,572	\$12,250 *
Opera Canada Publications	Opera Canada	Direct Mail Campaign	\$30,000	\$30,000
Passionnement chien	Passionnement chien	Projet de diffusion	\$40,000	\$40,000
Pinecone Publishing	The Country Connection	Special Heritage Issue	\$26,190	\$26,190
Pinecone Publishing	The Country Connection	Improving Fulfillment Management System	\$12,000	\$12,000
Presses de l'Université Laval (Les)	Argument	Campagne d'abonnement et de promotion	\$18,282	\$18,282
Production de Taille et d'Estoc	Oriflamme	Campagne de promotion et de mise en marché	\$30,000	\$14,733 *
Progressive Choices Publishing Ltd.	Progressive Choices	Marketing Initiatives, Editorial Content and Development	\$40,000	\$39,600 *
Publications BLD inc. (Les)	Les Explorateurs	Développement promotionnel et publicitaire 2004-2005	\$40,000	\$40,000
Rapid Magazine Inc.	Rapid Mag/ Adventure Kayak	Brand Awareness, Subscription Campaign and Media Kit Development	\$80,000	\$80,000
Red Maple Foundation	This	Circulation Enhancement - Direct Mail	\$40,000	\$40,000
Revue Moebius	Moebius	Tournée de promotion en Europe francophone	\$29,750	\$19,750 *
Riptide Resources Inc.	Motorcycle Mojo	Subscription Drive	\$38,529	\$38,529
September House Publishing Inc.	Prairies North: Life in Saskatchewan	Campaign to Agencies and National Advertisers	\$32,688	\$32,688
Shinwell Media Group Ltd.	Information Highways	Paid Subscription Research	\$29,588	\$29,588
Société de promotion du livre inc.	Livre d'ici	Elaboration d'un plan d'affaires et campagne d'abonnement	\$22,050	\$22,050
Society of Special Adoptive Parents	Snap Newsmagazine	Circulation Expansion/ Advertising Implementation and Regional Editorial Project	\$22,153	\$22,153
Travel Scoop Inc.	Travel Scoop	Direct Mail Subscription Promotions	\$30,000	\$30,000
Verge Magazine Inc.	Verge	Build Paid Circulation	\$40,000	\$40,000
West Coast Feminist Literary Magazine Society	A Room of One's Own	Circulation Enhancement Drive	\$25,480	\$17,280 *
Westcoast Backpackers News	Westcoast Backpackers News	Market Research for Paid Circulation 2004	\$9,300	\$9,300
Yasodhara Ashram Society	Ascent	Subscription Acquisition Development and Circulation Program Enhancement	\$40,000	\$20,000 *

* Projects receiving funding over two fiscal years

** Projects approved in 2004-05 whose activities are planned for 2005-06

Applicant	Magazine	Project Title	Amount Approved in Previous Fiscal Years		Expenditures for 2004-05
			Fiscal Years		
Across Boundaries Multifaith Institute	Vox Feminarum	Multifaith Outreach Initiative	\$19,717	\$6,697	
Briarpatch	Briarpatch	Beyond SUB-sistance	\$26,295	\$4,652	
Broken Pencil Publishers	Broken Pencil	Integrated Circulation, Marketing and Editorial Enhancement	\$76,863	\$22,811	
Canadian Ethnic Studies Journal	Canadian Ethnic Studies	Email Promotional Campaign	\$23,071	\$2,307	
Cap Bretoner Publications	The Cap Bretoner	Fulfillment Systems and Circulation Enhancement Initiatives	\$78,800	\$33,800	
Conflict Resolution Network Canada	Interaction	Developing a Circulation Base	\$26,668	\$21,668	
Conseil pour la protection des malades (Le)	Justice-Santé	Campagne d'abonnement, de publicité et de diffusion	\$30,000	\$4,342	
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	\$18,659	
Éditions EJS Inc. (Les)	CAPITAL-QUÉBEC	Projet de diffusion et de contenu rédactionnel	\$59,017	\$28,817	
Éditions Mizka inc. (Les)	Québec Audio Video	Étude de marché	\$13,807	\$13,807	
ESSE, un groupe de + en art	ESSE	ESSE a 20ans	\$26,361	\$1,350	
Gentle Edge Publishing Co. Ltd. (The)	Canadian Stories	Promotional Campaign	\$20,200	\$11,049	
Life Ethics Information Centre	Catholic Insight	Circulation Improvement & Editorial Content Enhancement	\$28,028	\$10,379	
Marrs Media Inc.	Rue Morgue	2003/2004 Convention Tour	\$29,793	\$2,394	
New Quarterly (The)	University of Waterloo	Direct Mail Campaign 2003	\$23,000	\$14,950	
North Island Publishing Ltd.	Masthead	Redesign of Masthead	\$20,188	\$3,040	
Our Times Publishing Inc.	Our Times	Outreach and Promotions	\$32,948	\$26,007	
Prefix Publishing	Prefix Photo	Enhancing Economic Viability	\$45,805	\$10,392	
Revue Moebius (La)	Moebius	Tournée de promotion	\$13,487	\$5,931	
Revue Tangence	Tangence	Augmenter la crédibilité, l'impact et l'utilité de la revue Tangence	\$30,000	\$9,124	
Saskatchewan Gardeners Inc.	The Gardener for the Prairies	2004 Marketing Strategy	\$36,000	\$5,068	
SubTerrain Literary Society	SubTerrain	Market Research, Promotion and Direct Mail	\$22,380	\$15,321	
Voitures anciennes du Québec	Le Magazine de l'auto ancienne	Étude de marché et campagne de publicité	\$22,461	\$18,638	
Women & Environments International Magazine	Women & Environments International Magazine	Towards Economic Viability	\$58,000	\$29,000	
Yasodhara Ashram Society dba	Ascent Magazine	Subscribe Acquisition and Circulation Enhancement Initiative	\$40,000	\$6,850	

Canada Magazine Fund: Support for Industry Development 2004-05 Funding

Association	Project Title	Amount Approved in 2004-05	Expenditures for 2004-05
Alberta Magazine Publishers Association	Building Sustainability	\$163,826	\$115,511 *
Association des médias écrits communautaires du Québec	Projet de perfectionnement pour les médias écrits communautaires	\$15,000	\$5,000 *
Association québécoise des éditeurs de magazines	Grands Prix et Journée Magazine 2004	\$55,400	\$51,781
Association québécoise des éditeurs de magazines	Exposition des publicités internationales en magazine	\$27,650	\$27,650
Association québécoise des éditeurs de magazines	Grands Prix et Journée Magazine 2005	\$90,700	\$38,760 *
Atlantic Journalism Awards	AJA Magazine Project	\$24,739	\$24,739
British Columbia Association of Magazine Publishers	Building the Bridge - Phase 3	\$299,997	\$191,639 *
Canadian Association of Learned Journals	Reconfiguration du site web	\$28,900	\$14,000 *
Canadian Magazine Publishers Association	Professional Development Program	\$61,490	\$61,490
Canadian Magazine Publishers Association	Newsstand Development	\$300,000	\$300,000
Canadian Magazine Publishers Association	Professional Development Program 2005-2006	\$69,083	\$0 **
Manitoba Magazine Publishers' Association Inc.	Manitoba Magazine Weekend 2005	\$31,100	\$31,000
National Magazine Awards Foundation	NMAF Infrastructure Development - Year 2	\$241,659	\$211,110 *
Société de développement des périodiques culturels québécois	Plus de visibilité pour les revues culturelles	\$24,999	\$16,969
Vancouver Book and Magazine Fair Society	The Magazine Mews - 2004	\$15,675	\$15,675
Western Magazine Awards Foundation	Magazines West II and the 22nd Annual Western Magazine Awards	\$35,000	\$35,000
Western Magazine Awards Foundation	Magazines West III and the 23rd Annual Western Magazine Awards	\$48,825	\$17,490

Association	Project Title	Amount Approved in Previous Fiscal Years	Expenditures for 2004-05
Alberta Magazine Publishers Association	Moving Toward Excellence: Phase II	\$342,852	\$67,390
Association des médias écrits communautaires du Québec	Formation et perfectionnement pour les membres de l'AMECQ	\$14,997	\$9,547
British Columbia Association of Magazine Publishers	BCAMP Building the Bridge Phase 2	\$476,334	\$177,314
CBP Canadian Business Press	CBP Canadian Business Press Awards and Guide Project	\$337,432	\$72,000
National Magazine Awards Foundation	NMAF Infrastructure Development	\$302,000	\$108,043

* Projects receiving funding over two fiscal years
** Projects approved in 2004-05 whose activities are planned for 2005-06



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