



Canadian
Heritage

Patrimoine
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Canada Periodical Fund

Aid to Publishers

Applicant's Guide 2013-2014

Canada 

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Aid to Publishers 2013-2014 Applicant's Guide

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Section 1 – Canada Periodical Fund

1.0 Overview

The Canada Periodical Fund (CPF) provides financial support to Canadian print magazines, non-daily newspapers and digital periodicals to enable them to overcome market disadvantages.

1.1 Objective

Ensure Canadians have access to diverse Canadian editorial content of printed magazines, printed non-daily newspapers and digital periodicals.

1.2 Program components

The CPF delivers financial support through three components:

- **Aid to Publishers:** provides funding to eligible Canadian print magazines and non-daily newspapers.
- **Business Innovation:** offers support for projects to eligible small and mid-sized print magazine and digital periodical publishing firms.
- **Collective Initiatives:** funds projects for organizations designed to increase the overall sustainability of the Canadian magazine and non-daily newspaper industries.

This guide covers only the Aid to Publishers component. More information about the [Business Innovation](#) and the [Collective Initiatives](#) components is available at www.pch.gc.ca/cpf.

Note

Publishing firms may apply to both the Aid to Publishers and the Business Innovation components, and should applicants be successful, may receive financial support during the same fiscal year.

1.3 How to contact us

Canada Periodical Fund
Aid to Publishers
Department of Canadian Heritage
25 Eddy Street, 25-8-U
Gatineau, Quebec
K1A 0M5

Telephone toll-free number: 1 800-641-9221

Telephone number: 819-997-4974

Fax: 819-994-3154

Email: fcg-cpf@pch.gc.ca

Website: www.pch.gc.ca/cpf

Section 2 – Aid to Publishers Component

2.0 Introduction

The Aid to Publishers (ATP) component is the cornerstone of the CPF. It is designed to provide eligible Canadian publishers of print magazines and non-daily newspapers with the financial support they need to produce and distribute high-quality Canadian editorial content for Canadian readers.

2.1 Financial support

To ensure that Canadians have access to a diverse range of printed magazines and non-daily newspapers, financial support is allocated using a formula that divides the total program budget among all approved periodicals. The funds are distributed proportionally according to the number of eligible copies distributed by each recipient; however, the proportion is adjusted to account for the following factors: circulation business model, circulation volume, type and category of periodical.

These factors are given additional consideration to reflect the core principles of the program that:

- tie support to the reading choices of Canadians through [paid](#) and [request](#) circulations;
- support small and mid-size periodicals over large periodicals;
- recognize the different realities for magazines and non-daily newspapers; and
- allow additional support to [farm periodicals](#).

Recipients have flexibility in the use of funds for their approved periodicals. They can spend their financial support on different activities related to printed magazines, printed non-daily newspapers and associated digital periodicals. These activities include creation, design, production, marketing and distribution. For complete details, see [Subsection 6.3 "How financial support can be spent"](#). Recipients are responsible for managing the funds they receive in the most effective manner possible.

2.2 What's New?

Highlights

Minimum average price criteria

The minimum average price criteria were announced in the 2012-2013 Applicant's Guide. Beginning in the 2014-2015 funding cycle, eligible Aid to Publishers recipients will be required to meet both minimum average price criteria as described in the Notice of the minimum average price criteria in the Guide. For details see [Subsection 2.3](#) of the Guide and the Canada Periodical Fund website under "Notices" at www.pch.gc.ca/cpf.

New definition of Listings

[Section 8](#) of the Guide contains a new definition of listings, which is as follows:

A series of words, numbers, paragraphs, photos or other items, which may include descriptions, opinions or analysis. Examples: stock listings, sports scores and standings, television listings, product descriptions and restaurant descriptions.

2.3 Notice

Minimum Average Price Criteria in 2014-2015

Canada Periodical Fund

Components: Aid to Publishers (ATP) and Business Innovation for Print Magazines (BI-P)

Implementing the minimum average price criteria in 2014-2015

Beginning in the 2014-2015 funding cycle, eligible ATP and BI-P recipients will be required to meet **both** minimum average price criteria.

Why implement both minimum average price criteria?

To ensure that the Program supports paid circulation for **both** subscriptions and single copies sold, which will continue to align with Program objectives.

What are the details?

Prior to Implementation	Price criteria in 2014-2015
ATP and BI-P	ATP and BI-P
Paid circulation - Magazines must:	Paid circulation magazines must meet both price criteria as follows:
<ol style="list-style-type: none">1. Have a minimum average subscription price of \$12 per year, or a minimum average price of \$1 per copy (by subscription or single-copy)	<ol style="list-style-type: none">1. Subscriptions must be sold at either one of the following prices:<ul style="list-style-type: none">○ at a minimum average subscription price of \$12 per year; or○ at a minimum average subscription price of \$1 per copy.<p>and</p>2. Single copies and newsstand copies must be sold:<ul style="list-style-type: none">○ at a minimum average single-copy price of \$1 per copy.

Prior to Implementation	Price criteria in 2014-2015
ATP only	ATP only
Paid circulation - Non-daily newspapers must:	Paid circulation non-daily newspapers must meet both price criteria as follows:
1. Have a minimum average subscription price of \$12 per year, or a minimum average price of \$.50 per copy (by subscription or single-copy).	1. Subscriptions must be sold at either one of the following prices: <ul style="list-style-type: none"> ○ at a minimum average subscription price of \$12 per year; or ○ at a minimum average subscription price of \$0.50 per copy. <p style="text-align: center;">and</p> 2. Single copies and newsstand copies must be sold: <ul style="list-style-type: none"> ○ at a minimum average single-copy price of \$0.50 per copy for non-daily newspapers.

Who may be affected?

Paid circulation periodicals with subscription copies sold and single copies sold could be affected. However, certain exemptions exist:

For ATP and BI-P - Magazines

Paid circulation for Aboriginal, official language minority, ethnocultural, and GLBT magazines continue to be exempt from the minimum average price criteria.

For ATP – Non-daily newspapers

Paid circulation for Aboriginal, official language minority and GLBT non-daily newspapers continue to be exempt from the minimum average price criteria.

When will this take effect?

The minimum average price criteria will take effect beginning in the 2014-2015 funding cycle, and be included in the 2014-2015 Applicant's Guide.

For more details, including the process for comments and feedback, follow the link to the Notice – Minimum Average Price Criteria in 2014-2015 at www.pch.gc.ca/cpf.

2.4 Application deadline

THE APPLICATION DEADLINE IS NOVEMBER 24, 2012

An application form postmarked or stamped after the deadline will not be accepted. If this deadline date falls on a weekend or statutory holiday, the deadline moves to the next business day. See [Section 5 – “Application Process and Program Requirements.”](#)

Section 3 – Eligibility Criteria

3.0 Who can apply?

Publishing firms producing printed paid or request circulation magazines and paid circulation non-daily newspapers can apply. Non-daily newspapers are not eligible under request circulation.

To be eligible for financial support, applicants must meet all eligibility criteria for both the publishing firm and the periodical. Applicants must be eligible at the time of application, and remain eligible until at least March 31, 2014.

When completing the application form, applicants must report on the publishing activities that occurred during the publishing firm's twelve (12) month financial year that ends on a date within the period of April 1, 2011 and March 31, 2012.

Applicants may apply under the business model for paid circulation or request circulation, not a combination of both. See [Section 8](#) –Definitions for more information.

3.1 Eligible publishing firms

Eligible publishing firms must:

- be private-sector entities, including corporations, not-for-profit organizations, partnerships and sole proprietorships;
- be majority [owned and controlled by Canadians](#);
- have their principal place of business in Canada; and
- have published one or more eligible periodicals at the [application deadline](#).

3.2 Eligible periodicals

Eligible periodicals must meet all the following criteria:

- be published by an eligible publishing firm;
- be majority [owned and controlled by Canadians](#);
- be either a printed [magazine](#) or a printed [non-daily newspaper](#); and be available in print format until at least March 31, 2014;
- be distributed using either a majority of [paid circulation](#) or [request circulation](#);
- have completed at least one uninterrupted 12-month [publishing cycle](#) at the [application deadline](#), and continue to be published until at least March 31, 2014;
- be published at least twice and no more than 56 times during the [financial year](#), including [special issues](#);
- contain an average of at least 80% [Canadian editorial content](#) in the issues published during the publisher's [financial year](#). [Ethnocultural periodicals](#) must contain an average of at least 50% Canadian editorial content in the issues published during the financial year;

- contain an average of at most 70% [advertising](#) in the issues published during the financial year; and
- be edited, designed, assembled and published in Canada.

3.3 Paid circulation — Magazines

Paid circulation magazines must:

- Have sold during the financial year at least 5,000 paid copies through subscription copies and single-copy/newsstand copies. [Aboriginal](#), [official language minority](#) and [ethnocultural magazines](#) must have sold at least 2,500 paid copies during the [financial year](#).
- Have sold during the financial year from its total circulation at least 50% of copies consisting of subscription copies, single-copy/newsstand copies and sponsored copies¹. This criterion is not applicable to [Aboriginal](#), [official language minority](#), [ethnocultural](#) and gay, lesbian, bisexual, and transgender ([GLBT](#)) magazines.
- Subscriptions must be sold at either one of the following prices:
 - at a minimum average subscription price of \$12 per year; or
 - at a minimum average subscription price of \$1 per copy.
- Single copies and newsstand copies must be sold:
 - at a minimum average single-copy price of \$1 per copy.

Both the subscription and the single-copy prices must appear on the cover or in the [masthead](#) of the magazine. The minimum prices do not apply to Aboriginal, official language minority, ethnocultural, and GLBT magazines.

¹Though [sponsored copies](#) are counted to determine if this criterion is met, sponsored copies are not included in the [formula](#) to calculate the financial support amount.

3.4 Paid circulation — Non-daily newspapers

Paid circulation non-daily newspapers must:

- Have sold during the financial year at least 5,000 paid copies through subscription copies and single-copy/newsstand copies. [Aboriginal](#), [official language minority](#) and [ethnocultural](#) non-daily newspapers must have sold at least 2,500 paid copies during the financial year.
- Have sold during the financial year from its total circulation at least 50% of copies consisting of subscription copies, single-copy/newsstand copies and sponsored copies¹. This criterion is not applicable to Aboriginal, official language minority, and [GLBT](#) non-daily newspapers.
- Subscriptions must be sold at either one of the following prices:
 - at a minimum average subscription price of \$12 per year; or
 - at a minimum average subscription price of \$0.50 per copy.
- Single copies and newsstand copies must be sold:
 - at a minimum average single-copy price of \$0.50 per copy.

Both the subscription and single-copy prices must appear on the cover or in the [masthead](#) of the non-daily newspaper. The minimum prices do not apply to Aboriginal, official language minority and GLBT non-daily newspapers.

¹Though [sponsored copies](#) are counted to determine if this criterion is met, sponsored copies are not included in the [formula](#) to calculate the financial support amount.

Example 1

How to calculate if the publisher has sold at least 50% of copies of a magazine or non-daily newspaper from the total circulation during the financial year:

Paid circulation

Subscription copies sold	40,000
Single copies/newsstand copies sold	10,000
Sponsored copies	<u>10,000</u>
Subtotal	60,000

Non-paid circulation

Controlled/complimentary copies	<u>40,000</u>
Total circulation	100,000

Subscription copies sold + single copies/newsstand copies sold + sponsored copies
= 60,000 copies out of total circulation of 100,000 copies = 60%.

The publisher sold 60% of copies, and has met the eligibility criterion: "Have sold during the financial year from its total circulation at least 50% of copies consisting of subscription copies, single-copy/newsstand copies and sponsored copies."

3.5 Request circulation — Magazines

Request circulation magazines must:

- Have distributed during the financial year at least 5,000 request copies from direct request.
- Have distributed during the financial year at least 50% of its total circulation consisting of direct request and other request copies¹.

¹Though other request copies are counted to determine if this criterion is met, other request copies are not included in the [formula](#) to calculate the financial support amount.

Note

Request circulation does not include controlled and complimentary copies. See [Section 8](#) – Definitions for more information.

Example 2

How to calculate if the publisher has distributed at least 50% of copies of a magazine consisting of direct request and other request copies from the total circulation during the financial year:

Paid circulation

Subscription copies sold	500
Single copies/newsstand copies sold	100
Sponsored copies	<u>900</u>
Subtotal	1,500

Request circulation

Direct request copies	50,500
Other request copies	<u>10,000</u>
Subtotal	60,500

Non-paid circulation

Controlled/complimentary copies	<u>2,000</u>
Total circulation	64,000

Direct request copies + other request copies = 60,500 copies out of total circulation of 64,000 copies = 95%.

The publisher distributed 95% of copies, and has met the eligibility criterion: "Have distributed during the financial year at least 50% of copies of its total circulation consisting of direct request and other request copies."

Section 4 – Ineligible Periodicals

4.0 Ineligible periodicals

Ineligible periodicals include:

- daily newspapers;
- free periodicals;
- [newsletters](#);
- periodicals produced by or for an organization that primarily reports on the activities or promotes the interests of the organization;
- periodicals produced by or for an organization providing goods or services in which the main goal of the periodical is to promote the sales of the goods or services;
- periodicals produced under contract by a non-Canadian organization on behalf of a Canadian client, or produced under contract by a Canadian organization for a non-Canadian client;
- periodicals produced by or for an organization that promotes the organization's main business, when it is not periodical publishing;
- [professional association periodicals](#);
- periodicals produced by or for a government or a government agency;
- periodicals produced only digitally ([Business Innovation](#) supports digital periodicals);
- periodicals whose editorial content is primarily reproduced or repeated from current or previous issues of the same periodical or other publications;
- loose-leaf periodicals;
- periodicals with editorial content that is made up of more than 50% of the following, singly or in combination: [listings](#), catalogues, magalogues, directories, guides, financial reports, schedules, calendars, timetables, comic books, cartoons, puzzles, games and horoscopes; and
- periodicals that contain [offensive content](#) in the opinion of Canadian Heritage.

Section 5 – Application Process and Program Requirements

5.0 Preparing to apply

Before applying, we strongly recommend reading the Applicant's Guide carefully. Applicants must meet all eligibility criteria, as described in Section 3 – "[Eligibility Criteria](#)."

5.1 Application form

To ensure eligibility criteria are met, applicants must identify on the application form the following:

- magazine or non-daily newspaper;
- circulation business model; and
- if applicable, special category periodical: Aboriginal, ethnocultural, official language minority and GLBT.

The application form is available at www.pch.gc.ca/cpf. We encourage the use of the electronic application form as it contains many features to help with its completion.

To access the fillable form in Portable Document Format (PDF), applicants will require the Adobe Reader software on their computer. The required software is available for free download from the [Adobe website](#).

Important

The application form must be accurate and complete, and all required supporting documents must be attached. Applicants must keep a record of their application package. If any information and [supporting documents](#) are missing, the application form will be considered incomplete, and will not be accepted.

The application form **must not** be transmitted electronically to the Department to ensure confidentiality of personal information. Application forms will be accepted by mail, courier or by other delivery services.

5.2 Supporting documents

The application form must include the following supporting documents:

- [Articles of incorporation](#) (for first time applicant or incorporated in the year, if applicable)
- Last three regular issues of the financial year (includes marked copy)
- Marked copy of the last regular issue of the financial year
- All special issues of the [financial year](#)
- Most recent regular issue
- Last three printers invoices of the financial year (printers invoices must clearly show the number of copies printed)
- [Circulation reports](#), see [Subsection 5.4 “Circulation verification requirements”](#)

To ensure all eligibility criteria are met, additional information and documents, such as Financial Statements, may be requested for clarification purposes.

5.3 How to mark content in an issue

Applicants must identify with a BLACK MARKER all images and text on each page of the last regular issue of the financial year using the following codes:

- C [Canadian editorial content](#)
- F [Foreign editorial content](#)
- A [Advertising pages](#)
- N [Non-revenue pages](#)
- L [Listing](#)

Please mark ALL images, photographs, graphics, illustrations and text SEPARATELY. Calculate the number of pages or fraction of pages for each type of content by rounding off to the nearest whole number. Enter the result for each type of content in part E – Periodical Information, Page Count of the application form.

For verification purposes, the CPF may request additional marked copies, which must be provided; otherwise the periodical may be ineligible for CPF funding.

5.4 Circulation verification requirements

All applicants must complete part H – Financial Year Information of the Periodical, on the application form, which reports all revenues from subscription copies, single-copy/newsstand copies and sponsored copies. For association membership subscriptions, the subscription revenues must **exclude** membership fees and donation revenues.

In addition to the completion of part H of the application form, applicants must provide the following documents:

Paid circulation periodicals with less than 50,000 copies

The periodical financial information entered in part H – Financial Year Information of the Periodical will serve to substantiate the paid circulation.

Paid circulation periodicals with 50,000 copies and over

If the total paid circulation and sponsored copies are 50,000 copies and over, applicants must provide, at the time of application, [circulation reports](#), issued by an accepted audit circulation board, for a consecutive 12-month period that begins in the financial year entered in part D of the application form. Compilation or summary reports in lieu of circulation reports are not accepted. The circulation reports requirement does not apply to Aboriginal, official language minority and religious periodicals.

First time applicant for paid circulation periodicals with 50,000 copies and over

If a periodical that has not previously received funding from Aid to Publishers has a total paid circulation and sponsored copies of 50,000 and over, and the applicant is unable to provide circulation reports at the time of the application deadline, a proof of application to an accepted audit circulation board must be submitted with the application form; otherwise the application will not be accepted. Circulation reports must be obtained and submitted within six months of the application deadline. Compilation or summary reports in lieu of circulation reports are not accepted. The "first time applicant rule" does not apply to request circulation magazines.

Request circulation magazines

Applicants must provide, at the time of application, [circulation reports](#), issued by an accepted audit circulation board, for a consecutive 12-month period that begins in the financial year reported in part D of the application form.

Direct request copies

Only copies circulated under [direct request](#) are eligible for financial support. To ensure that circulation reports meet program requirements, applicants must request, from the audit circulation board, circulation reports that contain a breakout of copies circulated under direct request, request from recipients' company and any other type of circulation; otherwise, eligibility of the magazine cannot be established.

The Canada Periodical Fund accepts reports from the following audit circulation boards:

- Canadian Circulations Audit Board (CCAB/BPA)
- Audit Bureau of Circulations (ABC)
- Canadian Community Newspaper Association (CCNA) / Canadian Media Circulation Audit (CMCA)

5.5 Changes to a publishing firm or a periodical

Should the status of a publishing firm or periodical change, applicants and recipients must immediately inform the CPF if one or more of the following changes occurs:

- Name of publishing firm
- Title of periodical
- Periodical ceases publishing or changes to digital format
- Insolvency - Assignment in Bankruptcy
- Sale of periodical or publishing firm – should shares or assets of the periodical or the publishing firm be sold, merged or by any other means transferred, resulting in a change of control of the specific firm or of the specific periodical, the following applies:
 - The Department must be advised before the transaction is finalized, to determine whether the periodical and new owner remain eligible.
 - If applicable, it is the entire responsibility of the parties to agree on the value of the assets to be sold, which includes any financial type of support received from the Department.
 - The current owner must send a copy of the sale contract to the Department. The contract must specify the intention of both parties vis-à-vis the financial support.
 - The publishing firms must sign an Assignment and Assumption Agreement, and the new owner must submit proof that they are Canadian owned and -controlled. Otherwise, they will cease to be eligible to the Program.
- All or part of the financial support will have to be reimbursed, if the recipient ceases to be eligible during any part of 2013-2014.

Note

If a change of ownership occurs, contact the Program to obtain an Assignment and Assumption Agreement.

5.6 Deadline for application

The deadline date for sending the application form together with all supporting documents is **NOVEMBER 24, 2012**.

The application form is considered to be filed on time if postmarked or date stamped by other delivery services on or before the deadline date. A late application will not be accepted. Publishers are highly encouraged to keep a record of the receipt.

Please send the completed signed application form with all required supporting documents to:

Canada Periodical Fund
Aid to Publishers
Department of Canadian Heritage
25 Eddy Street, 25-8-U
Gatineau, Quebec
K1A 0M5

All applicants will receive an acknowledgement receipt of their application form either by letter or email.

Section 6 – Eligible Periodicals

6.0 Approved applications

If an application is approved, the applicant will receive a letter to confirm eligibility and the amount of financial support awarded. The CPF provides financial support to successful applicants as either a single payment under a grant or by instalments under a contribution agreement, depending on the Program's risk assessment.

6.1 Copies counted in the formula

The Aid to Publishers formula is based on the total eligible copies circulated for a periodical during its financial year.

- For paid magazines and non-daily newspapers, only copies sold through subscription copies, and single-copy/newsstand copies are eligible to be counted in the formula. Sponsored copies are not counted in the formula, even though they are considered toward the [eligibility criteria](#).
- For request circulation magazines, only copies under direct request circulation are eligible to be counted in the formula. Other request copies are not counted in the formula, even though they are considered toward the [eligibility criteria](#).

6.2 Maximum amounts

Except for [farm periodicals](#), the maximum financial support that can be received by any periodical is \$1.5 million.

The total government support from all Canadian federal, provincial, territorial and municipal sources is limited to 75% of any publisher's total expenditures for creation, production, marketing and distribution of magazines and non-daily newspapers.

6.3 How financial support can be spent

Recipients must spend the funds from the Aid to Publishers to support the operations of the periodicals being funded, on any of the following activities related to an eligible periodical:

- Creation (writing, editing, photography, illustration and design)
- Production (pre-press and printing)
- Marketing
- Distribution
- Website development and enhancement (includes content development, as well as enhancements to site architecture, software and capabilities)
- Digital periodical associated with an eligible print periodical

Recipients with more than one eligible periodical will be informed of the financial support to be allocated to each one. Funds may not be spent to support ineligible periodicals.

6.4 Timing of spending

Financial support must be spent for expenses that occurred between April 1, 2013 and March 31, 2014. Applicants may be required to return any part of the financial support not spent by the end of that period.

Note

Recipients may be required to submit a report on the use of funds for 2013-2014 at a later date.

Section 7 – Department of Canadian Heritage Provisions

7.0 Acknowledgement of financial support

All CPF recipients must recognize the financial support provided by the Government of Canada by including an acknowledgement text and the Canada wordmark in the masthead of the supported periodical, and an equivalent location in all associated digital periodicals. The acknowledgement text and the wordmark must appear in all issues following approval of funding until the periodical is no longer supported by the CPF. The acknowledgement text and the wordmark must not appear in periodicals that are not supported by the CPF.

We acknowledge the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage.



The Department reserves the right to review and approve the use of the Canada wordmark available at: www.pch.gc.ca/logos, prior to a product or a service being offered by the recipient to the public.

7.1 Minister's discretion and decisions

The eligibility criteria and guidelines of the CPF do not restrict the discretionary power of the Minister of Canadian Heritage. Decisions of the Minister regarding the eligibility of applicants and grants or contribution amounts will be final.

7.2 Evaluations of the Program

The Department will conduct periodic evaluations of the CPF. During an evaluation, recipients must make available any records, documents, or other information that may be required to perform the evaluation.

7.3 Audits

Canadian Heritage conducts audits on a sample of successful applications each year; the Department will assume the audit cost. In such cases, recipients must make available any records, documents, or other information that may be required to perform the audit. Recipients must retain for at least five years supporting documents related to the information provided in all application forms.

A recipient found to have submitted false or unsupported information may be required to repay the full amount of the financial support received, and may be declared ineligible from the CPF for the next two fiscal years or more.

7.4 Disclosure of information to the Government of Canada

By applying to the CPF, applicants authorize the Department of Canadian Heritage to disclose any information received in their application within the Government of Canada or to outside entities for the following purposes: to reach a decision on an application; to administer and monitor the grants or contributions; and to evaluate the Program results.

The disclosure of any information received in an application may also be used to reach a decision on other application(s) by the applicant for financial support under any other Canadian Heritage program. Data may also be transferred to Statistics Canada for statistical purposes.

7.5 Information that could be made public

Amounts awarded to recipients are public information. Successful applicants receiving financial support from the Program may have the name of the publishing firm and the amounts awarded for each of their periodicals listed on the CPF website or disclosed in public documents produced by Canadian Heritage.

7.6 Access to information requests

If an access to information request is received regarding an application for financial support or any other document in the Department's possession containing information about a publishing firm, the information provided to the Department will be treated in accordance with the [Access to Information Act](#) and the [Privacy Act](#).

7.7 Protection of personal information

Your personal information is protected under the *Privacy Act*. Only information needed for operating the CPF and measuring its results will be requested. The collection and use of personal information for this program is authorized by the [Department of Canadian Heritage Act](#), and is required for your participation.

Section 8 – Definitions

Aboriginal periodical

A periodical that is primarily targeted to and concerned with serving First Nations, Inuit or Métis peoples and their communities.

Advertising pages

- Includes: paid advertising, contra or in-kind advertisements and advertorial.
- Does not include: charitable, public service, house advertisements, the masthead or other non-revenue pages.

Articles of Incorporation

The Articles of Incorporation are a legal document filed with a provincial or territorial government, or the federal government, which sets out a corporation's purpose and regulations.

Arts and Literary periodical

A periodical that fosters awareness of the arts and literature and nurtures the vitality of Canadian cultural expression in Canada.

Average circulation

The average circulation is the total number of copies circulated during the financial year divided by the total number of issues published during that financial year.

Business Number

A Business Number (BN) is a unique 9-digit number assigned by the Canada Revenue Agency. A sole proprietor, partnership, corporation, trust or other organization must enter their BN on the application form in part B, "Publishing Firm Information" Line B4. For additional details, see www.cra-arc.gc.ca/tx/bsnss/tpcs/bn-ne/menu-eng.html.

Canadian editorial content

Editorial content (text and photographs, graphics and illustrations) created or translated by a Canadian citizen or a permanent resident of Canada within the meaning of the [Immigration and Refugee Protection Act](#). Translated editorial content by a citizen or a permanent resident of Canada within the meaning of this Act will be considered Canadian editorial content if the editorial content is translated into one of the two official languages. Note: translation does not modify the nature of the editorial content.

Canadian ownership and control

An eligible publishing firm or periodical must be majority owned and controlled by a Canadian. For the program, “Canadian” means:

- a) a Canadian citizen;
- b) a permanent resident within the meaning of the [Immigration and Refugee Protection Act](#);
- c) a [Canadian corporation](#) (see below);
- d) a partnership, trust or joint venture in which a person or any combination of persons referred to in a), b) or c), beneficially owns and controls, directly or indirectly, interests representing in value at least 51% of the total value of the assets of the partnership, trust or joint venture, as the case may be, and of which the president or other presiding officer, and more than half of the directors or other similar officers are persons referred to in a) or b) above; or
- e) a not-for-profit organization in which at least 51% of its members and directors are persons referred to in a) or b) above.

If at any time one or more persons who are not described in any of paragraphs a) to e) of this definition of Canadian have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would lead to a control in fact of the publishing firm, the firm is deemed not to be Canadian-owned.

“**Canadian corporation**” is one that meets the following criteria:

- a) a corporation that is incorporated under the laws of Canada, a province or a territory;
- b) a corporation whose principal place of business is in Canada;
- c) a corporation whose president or other presiding officer, and more than half of the directors or other similar officers are Canadian citizens or permanent residents within the meaning of the [Immigration and Refugee Protection Act](#);
- d) a corporation, in the case of a corporation with share capital, of which Canadians beneficially own and control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 51% of all the issued and outstanding voting shares representing more than half of the votes; and
- e) a corporation, in the case of a corporation without share capital, of which Canadians beneficially own and control, directly or indirectly, interests representing in value at least 51% of the total value of the assets.

As an exception to the requirement for both Canadian ownership and Canadian control, publishing firms that are owned by Canadians and have operated in Canada as a publisher of periodicals for at least thirty years will not be found ineligible only for the reason that they are not Canadian-controlled.

Circulation report

A circulation report issued by an accepted audit circulation board that reports on the volume of circulation by source, circulation type by breakout, frequency, locations of distribution and selling price for a magazine or non-daily newspaper during a specific period.

Consumer periodical

A periodical aimed at the public, of two types:

- General interest: dealing with broad topics likely to be of interest to anyone, such as news, general history and entertainment.
- Special interest: dealing with niche topics, such as hobbies, cooking, sports and countless others. This is the most common type of periodical.

Complimentary circulation

Copies distributed free of charge.

Controlled circulation

Copies distributed free of charge on a regular basis to consumers selected by the publisher.

Cost of goods sold

This is the value of the opening stock plus all purchases less the value of the closing stock.

Digital periodical

A digital periodical is defined as primarily text, photographic, and illustrated editorial content delivered through a website, download or email, and that is published on a regularly scheduled basis under a common title and governed by an editorial function (editor).

Editorial content

The space in a periodical, excluding advertising and non-revenue pages, which consists of text, images, photographs, graphics and illustrations. For additional information, see the definition of [Canadian editorial content](#).

Ethnocultural periodical

A periodical that primarily serves or is primarily concerned with a commonly recognized specific cultural or racially distinct community or specific linguistic group using other than Canada's official languages. An eligible ethnocultural periodical may be published in any language.

Farm periodical

A periodical aimed at the farming industry, including animal farming.

Financial year

Refers to the publishing firm's twelve-month financial year that ends on a date within the period of April 1, 2011 and March 31, 2012.

Fiscal year (of the Government)

Refers to the federal government fiscal year, which starts on April 1 of a given year and ends on March 31 of the following year.

Foreign editorial content

Editorial content (text and images) created or translated by a person who is not a Canadian citizen or a permanent resident of Canada within the meaning of the [Immigration and Refugee Protection Act](#). If the creator or translator is unknown, or if the citizenship cannot be determined, the editorial content is deemed foreign.

GLBT periodical

A periodical that primarily serves or is primarily concerned with the gay, lesbian, bisexual and transgender communities.

International Standard Serial Number (ISSN)

An internationally agreed upon standard number that uniquely identified a publication. It is assigned by the ISSN Network.

Listings

A series of words, numbers, paragraphs, photos or other items, which may include descriptions, opinions or analysis. Examples: stock listings, sports scores and standings, television listings, product descriptions and restaurant descriptions.

Magazine

A print periodical that is commonly recognized as a magazine, is paginated and bound, appears in consecutively numbered or dated issues, is published under a common title at regular intervals and may possess an International Standard Serial Number (ISSN).

Masthead

The section of a periodical which lists information on the staff, the publisher, the editorial board, and provides contact information.

Newsletter

A print periodical scoring six or more points on the following scale is a newsletter.

Specifications		Points
1.	No cover page – the articles start immediately	2
2.	Unbound	2
3.	Fewer than 20 pages	2
4.	No table of contents	1
5.	Does not list authors	1
6.	No full masthead	1
7.	No regular editorial columns or letters to the editor	1
8.	Part of a continued series	1
	Total	/11

Newspaper

A print periodical scoring six or more points on the following scale is a newspaper.

Specifications		Points
1.	Broadsheet format, tabloid format or outsized (larger than 8-1/2 x 11 inches)	2
2.	Unbound	3
3.	Printed on any type of newsprint	1
4.	Identified as a newspaper	1
5.	Cover subdivided (articles, boxed photos)	1
6.	Advertising on front cover	1
7.	Divided into detachable regular sections, such as news, analysis, entertainment, sports	1
	Total	/10

Non-daily newspaper

An unbound print periodical that is commonly recognized as a non-daily newspaper published under a common title at regular intervals, not less than two times during the financial year and not more than 56 times during the financial year, including special issues.

Non-revenue pages

All pages other than [advertising pages](#), contra or editorial. They can include self-promotional pages, pages donated to local charities or businesses, delivery of in-kind services, etc. Blank pages are considered to be non-revenue pages.

Offensive content

Periodicals or projects that, in the opinion of the Department of Canadian Heritage, contain or promote any of the following:

- material that is hate propaganda, obscene or child pornography, or any other illegal material, as defined in the [Criminal Code](#);
- pornography or other material having significant sexual content unless it can be demonstrated that there is an overriding educational or other similar purpose;
- material that contains excessive or gratuitous violence;
- material that is denigrating to an identifiable group; or
- any other similarly offensive material.

Official language minority periodical

A periodical that is published in English or French, in a region of Canada where the language and content of the periodical primarily serves and is concerned with an official language minority community (a French-language community outside of Quebec or an English-language community in Quebec).

Paid circulation

Copies of a magazine or non-daily newspaper sold through subscriptions, single-copies/newsstand sales and sponsored copies.

Professional association periodical

A periodical which meets **all** the following conditions:

- is directly owned by an association;
- membership in the association is necessary to maintain a professional status which is recognized by a federal or provincial statute; and
- membership in the association includes paying professional dues which are deductible under subparagraph 8(1)(i) (i) of the [Income Tax Act](#).

Publishing cycle

The number of issues of a periodical, pre-determined by the publishing firm, that are published during the 12-month financial year.

Religious periodical

A periodical that is primarily religious in purpose and content.

Request circulation – Direct Request Copies

Copies of magazines that are individually addressed to recipients who have **directly requested** the periodical from a publishing firm using written, telephone, email or fax request. Applicants under request circulation must always provide 12-month circulation reports, at the time of application, from an audit circulation board accepted by the CPF.

Scholarly journal

A magazine, aimed at specialists, which presents results of research in a specific field for disseminating knowledge.

Special issue

A special issue:

- is published within the regular publishing cycle;
- focuses on a specific theme or topic;
- has a title and International Standard Serial Number (ISSN) common to the host periodical; and
- its cost is included in the subscription cost of the regular publishing cycle.

Sponsored copies

Copies purchased by a sponsor for distribution to targeted consumers to increase its relationship with the consumers.

Subscriber

An individual who has knowingly paid or undertaken to pay for a subscription to a periodical, to be delivered over a specified period.

Trade magazine

A magazine that is targeted to workers in a particular field of employment, usually using request circulation. Also known as a business, business-to-business, or professional magazine.