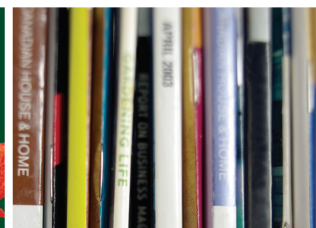




Canadian  
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Periodical Publishing  
Policy and Programs



# Support for Business Development for Magazine Publishers

Canada Magazine Fund

Applicant's Guide 2007-2008



Canada

# Support for Business Development for Magazine Publishers

The electronic versions of the guide and application forms are available in downloadable format at:  
**[www.canadianheritage.gc.ca/cmf](http://www.canadianheritage.gc.ca/cmf)**

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Where the masculine form is used in this guide to refer to persons, it encompasses both women and men.

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## Part I

# Program objectives, eligibility criteria and funding conditions

## 1. Canada Magazine Fund (CMF)

### 1.1 OBJECTIVES

The objectives of the CMF are:

- > **Content** - To promote the creation of Canadian editorial content for Canadian readers in order to enhance the ability of Canadian magazines to compete in an open marketplace.
- > **Sustainability** - To strengthen the sustainability and infrastructure of magazines and the magazine industry in the context of a difficult competitive environment that is changing in the face of new technologies and evolving business models and distribution methods.

The CMF delivers on these objectives through four (4) components:

- > Formula-based **Support for Editorial Content (SEC)**: This component targets the magazines most at risk in a changing advertising services market and assists eligible Canadian publishers to offset the cost of producing Canadian content.
- > Formula-based **Support for Arts and Literary Magazines (SALM)**: This component provides support to maintain high levels of Canadian editorial content in high-quality Canadian cultural magazines, which nurture the vitality of Canadian cultural expression.
- > Project-based **Support for Business Development for Magazine Publishers (SBDMP)**: This component supports the growth and sustainability of small- and medium-sized titles by investing in projects that increase circulation, advertising revenue, operational efficiencies, and professional development.
- > Project-based **Support for Industry Development (SID)**: This component provides project-based support for association-based initiatives that will benefit the sustainability of the industry as a whole, such as projects in the area of marketing, promotion, distribution, professional development, etc.

The objectives of the CMF are designed to complement and reinforce the objectives of the Publications Assistance Program (PAP), which supports access to Canadian magazines and non-daily newspapers by Canadian readers through a postal subsidy. The objectives of the PAP are to ensure that Canadians continue to have access to Canadian magazines and non-daily newspapers with high levels of Canadian content; that Canadian magazines and non-daily newspapers reflecting diverse Canadian communities continue to be available to Canadians; and that Canadian creators of content continue to have magazines and non-daily newspapers showcasing their work distributed to Canadian readers.

Together, the CMF and the PAP work to ensure that Canadian content is produced by a viable Canadian magazine industry that can respond to a complex marketplace, and that this content is made available to Canadian readers.

## 2. Support for Business Development for Magazine Publishers (SBDMP)

The SBDMP component of the CMF encourages the development of stronger and more financially viable small- and medium-sized publishing firms. To help improve operational efficiencies, this component supports the growth of small- and medium-sized circulation titles by investing in projects that increase circulation, advertising revenue and visibility, thereby ensuring Canadian readers have high-quality Canadian choices in the Canadian magazine market.

### 2.1 OBJECTIVES

The objectives of the SBDMP component are to:

- > strengthen the financial viability of Canadian small- and medium-sized circulation magazines;
- > increase access to the market by small- and medium-sized circulation magazines in Canada;
- > encourage the development of the next generation of Canadian magazine professionals; and
- > enhance the diversity of titles and Canadian editorial content available to Canadian readers and advertisers.

## 3. Eligibility criteria

Meeting the following criteria is a first step in qualifying for financial support; the second being project eligibility. At the time of submitting an application, applicants must be eligible publishing firms of eligible magazines.

### 3.1 ELIGIBLE PUBLISHING FIRMS

A publishing firm and its affiliated companies must:

- > be in operation throughout the application process and until project completion;
- > be majority Canadian-owned and-controlled in fact by Canadians;
- > have its principal place of business in Canada;
- > publish no more than seven (7) magazine titles, unless the total average circulation per issue for all titles published does not exceed 50,000 copies; and
- > respect all contractual agreements with its creators (writers, photographers, artists, etc.).

### 3.2 ELIGIBLE MAGAZINES

A magazine must:

- a) be published by an eligible publishing firm;
- b) have completed at least one uninterrupted full twelve (12) month publishing cycle and have been in operation for a complete financial year prior to the application;
- c) have at least 10% paid circulation and demonstrate an ability to grow the paid circulation market. However, magazines meeting all eligibility criteria but with paid circulation between 10 and 50% may

only apply for projects aimed at building the level of paid circulation. Magazines with more than 50% paid circulation may apply for all types of projects. Aboriginal, ethnocultural, GLBT (gay, lesbian, bisexual or transgendered) and official-language minority magazines are exempt from this circulation criterion;

- d) have a print run of at least 500 copies per issue as well as an average circulation of no less than 250 and of no more than 45,000 copies per issue;
- e) be published at the time of application, throughout the application process, and to completion of an approved project;
- f) be edited, designed, assembled, published and printed in Canada;
- g) be printed and appear in consecutively numbered or dated issues published under a common title, at regular intervals, not more than once every week, and at least twice every year;
- h) contain an average of at least 80% Canadian editorial content. Canadian editorial content will be calculated as a percentage of total editorial content;
- i) contain no more than 70% advertising content. Advertising content will be calculated as a percentage of total advertising and editorial content; and
- j) have a minimum subscription prices of \$12 or more per year or \$1 or more per single copy; or a single copy sold directly to individuals or through newsstands/retailers must be sold at \$1 cover price or more per single copy. Both the subscription and single copy prices must be clearly displayed in the masthead or on the cover.

### 3.3 INELIGIBLE PUBLICATIONS

Certain publications are considered ineligible under the CMF including publications that are:

- a) published or produced only electronically;
- b) published for the purpose of promoting the interest of the principal business of the person who publishes or at whose direction the magazine is published, where the principal business is other than magazine publishing;
- c) published directly or indirectly by groups or associations such as fraternal, trade and professional associations, trade unions, credit unions, co-operatives, religious, community, recreational or business organizations, and which primarily report on the activities of the group or organization, or which primarily promote the interests of the group or organization, or its members;
- d) published directly or indirectly by one or more individuals, groups, organizations, or corporations providing goods or services, where the principal goal of the publication is to enhance or to promote the sales of such goods or services;
- e) distributed to Canadians from any location outside Canada;
- f) whose editorial content is primarily reproduced or repeated from current or previous issues of the same publication or of other publications;
- g) published in loose-leaf format;
- h) published directly or indirectly by any level of government, its agencies including Crown corporations;
- i) primarily or a combination of newsletters, newspapers (see Part III - Definitions and scales in 3.3.1), comic books, community newspapers, weekly community newspapers, alternative newsweeklies, directories, guides, financial reports, catalogues, magalogues, schedules, calendars, timetables or listings (see Part III - Definitions);
- j) produced or published under contract by a non-Canadian entity on behalf of a Canadian client, or produced or published under contract by a Canadian entity for a non-Canadian client; and
- k) publications that include, in the opinion of the Department of Canadian Heritage, the following types of content:
  - > material that is hate propaganda, obscene or child pornography, or any other illegal material, as defined in the *Criminal Code*: <http://laws.justice.gc.ca/en/C-46>

- > 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;
- > any other similarly offensive material.

### 3.3.1 SCALES TO DETERMINE ELIGIBILITY

For the purpose of determining if a publication is a newspaper or newsletter (as defined by the SBDMP component), the following scales apply:

a) Newspaper scale:

Broadsheet format, tabloid format or outsized (larger than 8½ X 11)	2	points
Unbound	3	points
Printed on newsprint of any quality	1	point
Identified as a newspaper	1	point
Cover subdivided (i.e. articles and boxed photos)	1	point
Advertising on front cover	1	point
Divided into detachable regular sections (e.g. news, analysis, entertainment, sports)	1	point
<b>Total</b>	<b>10</b>	<b>points</b>

A publication with six (6) or more points is ruled to be a newspaper for the purposes of the SBDMP component and therefore considered to be ineligible for funding. This preserves the principle that an eligible publication can share some common characteristics with newspapers and still be considered a magazine.

b) Newsletter scale:

No cover page – articles start immediately	2	points
Unbound	2	points
Between 8 and 20 pages	2	points
No table of contents	1	point
No authors listed	1	point
No full masthead	1	point
No regular editorial columns or letters to the editor	1	point
Continued series (volumes)	1	point
<b>Total</b>	<b>11</b>	<b>points</b>

A publication with six (6) or more points is ruled to be a newsletter for the purposes of the SBDMP component and therefore considered to be ineligible for funding.



## 4. Projects

The Program will invest in projects that will increase the magazine's circulation, advertising revenue and visibility; and that will strengthen the financial viability and facilitate business and professional development of Canadian small- and medium-sized circulation magazine publishers.

All projects must be well researched with activities that clearly demonstrate realistic objectives and measurable expected outcomes. The project must be detailed and specific in terms of timeframe, activities, products and costs, and be supported by a business plan, marketing plan or market research previously undertaken prior to the project. If none of these documents are available, the SBDMP component will consider market research or the development of a business or marketing plan as an eligible project.

### 4.1 ELIGIBLE PROJECTS AND EXPECTED OUTCOMES

#### 4.1.1 ELIGIBLE PROJECT INITIATIVES

Projects should focus on improving the circulation, advertising revenue, operational efficiencies and professional development of the small- and medium-sized magazine publishing firms in the following key areas:

- > business practices: market research, reader and advertiser survey, business or marketing plan and professional development/training;
- > circulation: direct mail/renewal campaign/telemarketing, fulfillment system, newsstand promotion and promotional activities;
- > advertising: media kit, attendance at special events and trade shows and telemarketing;
- > editorial: redesign/new editorial, and special issues;
- > Web site enhancement: online payment, renewal, subscription, blogs, podcasts, Weblinks, redesign and new editorial content;
- > digitization: past issues, editorial content and online publishing; and/or
- > creation of a Web site: as a marketing tool.

#### 4.1.2 EXPECTED OUTCOMES

The expected outcomes of the project must adhere to at least one (1) of the objectives of the CMF, as well as one or more of the SBDMP component. Ultimately, the project should directly or indirectly support the growth and sustainability of the publishing firm. This can be done by way of increased circulation, advertising and other revenue, the implementation of business or marketing strategies, professional development, or improved operational efficiencies.

#### 4.1.3 ELIGIBLE EXPENSES

Eligible expenses must be directly associated with the project and can be of cash and/or in-kind value (refer to 4.1.5). Eligible expenses can include:

- > business or marketing plan costs, e.g. consultant fees;
- > market research costs, e.g. survey design, survey implementation, data entry and analysis, report preparation, reader/advertiser profile;
- > salaries/benefits and overhead costs directly related to the project;
- > professional/consultant fees, e.g. designer, copy writer, project and fulfillment managers, programmer/analyst;
- > staff training, e.g. workshops, courses, seminars;
- > printed material and film costs, e.g. media kit, promotional material, inserts, special issue;
- > specialized software purchase or custom programming, e.g. fulfillment system, desktop publishing;

- > update of Web site, costs related to the creation of a Web site, e.g. on-line subscription/renewal payment, on-line survey, blogs and podcasts;
- > mailing/distribution costs, e.g. direct mail piece, promotional material, special issue;
- > insertion costs, e.g. blow-in card, survey;
- > registration fees, e.g. conference, workshop, trade show;
- > travel costs (economy class only);
- > production costs of display materials, e.g. magazine racks, posters;
- > rental, e.g. equipment, booth, newsstand display;
- > accounting costs (directly related to the project);
- > costs associated with printing extra copies of the magazine to be used in a one-time promotion campaign;
- > audited financial statements of the project (only for funding of \$50,000 and over); and
- > costs related to the digitization (past issues, editorial content, online publishing).

#### **4.1.4 INELIGIBLE EXPENSES**

Contributions are available for specific projects and cannot be used to cover general costs of the publishing firm.

##### **Ineligible expenses include:**

- > salaries/benefits of employees not directly related to the project;
- > ongoing operating costs, e.g. furniture, computer equipment;
- > occupancy costs and overhead cost not directly related to the project, e.g. mortgage or facility rental, telephone, fax, photocopying; etc.
- > ongoing production costs of the magazine;
- > printing regular copies of the magazine;
- > hospitality costs;
- > incentive prizes for use in contests, sweepstakes, draws or subscription drives; and
- > research or activities undertaken prior to the receipt of an application.

#### **4.1.5 IN-KIND CONTRIBUTIONS**

Contributions to project costs may be in the form of in-kind (see Part III – Definitions) provided an actual expense of that value would have been incurred and paid for by the applicant to successfully complete the project. In-kind costs are not funded by the Program although they are calculated in the total cost of the project to help determine the eligible amount of the project.

The Department of Canadian Heritage reserves the right to limit and establish the value of in-kind contributions.

#### **4.2 SBDMP CONTRIBUTION LEVELS**

Eligible publishing firms may apply for financial assistance for more than one project and for more than one eligible magazine, up to:

75% of eligible costs to a maximum of \$40,000 per project, per magazine, per government fiscal year (see Part III – Definitions).

The amounts approved by the Department are based on the merit and relevance of each project. The maximum government (federal, provincial, territorial, regional and municipal) contribution cannot exceed 75% of the eligible cost of the project.

#### 4.3 PROJECT ASSESSMENT

Each application goes through levels of verification and approval to ensure compliance with Program requirements and government policies, as well as to ensure consistency and transparency of process and best use of public funds. Projects will be evaluated on a first come, first serve basis, as well as on merit. The time required to process an application will be determined by the number of projects received, their degree of complexity and budget allocations.

The evaluation and decision to fund a project will be based on the following:

Need and relevance of the project:

- > the magazine's demonstrated need for the project, supported by a business or marketing plan, or market research;
- > the relevance of the project to the need identified. The proposal must include appropriate and well-defined activities, clear objectives, as well as realistic and specific expected results;
- > how the project adheres to the objectives of the CMF and its SBDMP component;
- > the activities are of a suitable scale and the budget proportionate to the project;
- > the impact of the project: the expected results must be identified for the magazine/publishing firm, the magazine industry as a whole, readers and advertisers;
- > the degree of involvement and support from the applicant and other partners; and
- > the need for financial assistance.

Applicant's capacity and expertise:

- > the project proposal, supporting documents and related communications must demonstrate that the publisher has undertaken the necessary planning to implement, monitor and report on the project;
- > the applicant must show its ability to successfully undertake the project and that the necessary infrastructure, staff and financial resources have been secured.

**Applicants should not assume that projects, which are eligible, will be approved. Any projects started before final approval are undertaken at the applicant's risk.**

## 5. Application to more than one component of the CMF

Magazines that meet the eligibility criteria of more than one component of the CMF can receive funding from only one component in a federal government fiscal year.

## 6. Accountability

Funding for an approved project will take the form of a contribution, administered through a contribution agreement (see Part III - Definitions) between the Department of Canadian Heritage and the recipient, which stipulates accountability requirements that the recipient must meet through the completion of the project. These requirements ensure effective monitoring and management of projects to produce maximum results based on pre-stated goals, as well as the best use of public funds.

## 6.1 CONTRIBUTION AGREEMENT

The contribution agreement describes the activities, budget, funding sources, reporting requirements, and expected outcomes of the approved project, and the general terms and conditions.

The contribution agreement is a legal document and the recipient is advised to read the contribution agreement carefully to ensure he is aware of the terms of the agreement.

## 6.2 METHODS OF PAYMENT

There are two possible methods of payment under the terms of the contribution agreement: advance payment and re-imbursement of expenses.

The CMF reserves the right to determine the method of payment for any approved project.

### 6.2.1 ADVANCE PAYMENTS

Advance payments are made prior to the undertaking of activities planned for a specific period of time as described in the contribution agreement.

### 6.2.2 REIMBURSEMENT OF EXPENSES

Reimbursements are made for eligible project expenses incurred, as outlined in the contribution agreement, upon receipt and acceptance of timely and appropriate reports.

## 6.3 REPORTING REQUIREMENTS

When outlined in the contribution agreement, the recipient must submit activity and financial reports to receive a payment. Upon completion of the project, the recipient is required to submit a final financial report detailing how the funds were used, a final activity report, as well as copy of the material produced as a result of the project.

# 7. Department of Canadian Heritage provisions

## 7.1 ACKNOWLEDGEMENT

The recipient must recognize the financial support provided by the Government of Canada through the Canada Magazine Fund (CMF) by printing the “Canada” wordmark and including the following acknowledgement in all products related to the project:

“We acknowledge the financial support of the Government of Canada through the Canada Magazine Fund (CMF) of the Department of Canadian Heritage towards our project costs.”

**Canada** 

When a recipient is beneficiary of both the Canada Magazine Fund (CMF) and the Publications Assistance Program (PAP), the recipient **must** recognize the financial support provided by the Government of Canada by printing the “Canada” wordmark and including the following acknowledgement in all products related to the project:

“We acknowledge the financial support of the Government of Canada through the Publications Assistance Program (PAP) and the Canada Magazine Fund (CMF) of the Department of Canadian Heritage towards our mailing and project costs.”

**Canada** 

The “Canada” wordmark logo is available in electronic format at [www.canadianheritage.gc.ca/logos/index\\_e.cfm](http://www.canadianheritage.gc.ca/logos/index_e.cfm)

The Department reserves the right to review and approve the use of the “Canada” wordmark by the recipient. Publishers should consult the CMF before making any use of the wordmark.

## **7.2 MINISTER'S DISCRETION AND DECISIONS**

As in other funding programs, the eligibility criteria and guidelines of the CMF will not restrict the discretionary power of the Minister of Canadian Heritage or the Minister's representatives to refuse a request for financial assistance.

Decisions of the Minister regarding the eligibility of applicants and contribution amounts will be final.

## **7.3 AUDITS OF PROJECTS**

The Department of Canadian Heritage conducts financial and circulation audits of CMF recipients each year. During the course of an audit, the recipients must make available any records, documents or other information that may be required to perform the audit. The Department will assume the auditor's costs.

A recipient found to have submitted false information must refund the whole or part of any contribution received and may be declared ineligible for assistance for a period of two (2) years thereafter.

### **7.3.1 FINANCIAL AUDITS**

A recipient must maintain accounting records to meet financial audit requirements of the federal government. Original receipts must be available in the event of an audit. Cancelled cheques, invoices and bank statements must be retained for five (5) years.

The recipient's accounting records and supporting documents must allow to differentiate project costs from ongoing operating costs of the publishing firm. The recipient must also keep detailed records on amounts and values of in-kind goods and services related to the project.

### 7.3.2 AUDITS OF CIRCULATION

Random circulation audits will be performed to verify circulation levels reported by the recipient in the application form. Recipients must keep copies of relevant circulation documents for the reporting period indicated in the application form for a period of five (5) years. Types of documents to keep for auditing purposes include:

- > a print-out or electronic file showing the circulation to subscribers and other recipients for every issue during the reference period;
- > original orders, dues invoices, membership application forms and proof of payment for all paid subscriptions (including price, term, expiration date, how ordered and use of promotional incentives);
- > accurate count of the recipients added to and removed from the circulation list;
- > original postal transaction records (Canada Post) and other distribution invoices supporting the delivery of all issues to subscribers and other recipients;
- > records of distribution payments and/or proof of payment for every issue sold through retailers/newsstands (in the form of a photocopy of the cancelled cheques or a confirmation of payment from the distributor);
- > printing invoices; and
- > copy of every issue published.

### 7.4 EVALUATION OF THE CMF

The Department conducts periodic evaluations of the CMF. During the course of an evaluation, recipients must make available any records, documents and/or other information that may be required to perform the evaluation. The criteria to be used to assess the effectiveness of the contribution in relation to its objectives shall be determined by the Minister or representatives of the Minister.

### 7.5 STUDIES

Publishing firms receiving CMF funding must participate in comparative financial studies, trend analysis and other studies supported and funded by the Department.

To protect the privacy of individual business information, reporting will be done only on an aggregate basis, and not on individual publishing firms or titles. Should the Department provide comparative reports to publishers receiving assistance, individual publishing firms will not have access to the business information of other firms in any form other than aggregate form.

### 7.6 ACCESS TO INFORMATION ACT

Under the *Access to Information Act*: <http://laws.justice.gc.ca/en/A-1/index.html> members of the public may request and obtain access to information held in federal government records. Should a request be received for information about an application, the Access to Information and Privacy Secretariat will consult the applicant regarding the disclosure of any information submitted to the Department.

### 7.7 PUBLIC INFORMATION

When funding is approved, the amount of funding, the purpose for which the funds were granted, and the names of the recipients are considered public information. This information is disclosed without consulting the recipients.

The CMF will make public a list of all recipients and their contribution amounts on an annual basis.



## Part II

# Application process

## 1. Deadline

Complete applications can be submitted at any time provided they are received a minimum of four (4) months prior to the start date of the project.

Funding is determined by the scope, merit and scale of the project, as well as the budget allocations of the CMF. We encourage you to submit your application early in the government fiscal year.

## 2. Application instructions

The following instructions will help you prepare your application and ensure that it is complete.

### **A) BEFORE COMPLETING THE APPLICATION FORMS AND PREPARING THE REQUIRED DOCUMENTS**

- > Read the Applicant's Guide carefully, including the definitions (see Part III), to ensure that you meet the publishing firm and magazine eligibility criteria and funding conditions. (See Part I); and
- > read Part I Section 4, which provides information on eligible projects.

We encourage you to contact a SBDMP representative to discuss your project idea prior to applying.

### **B) AS YOU PROCEED WITH YOUR APPLICATION**

- > Complete the application forms, project proposal (see Appendix A), and relevant project information documents (see Appendices B, C, and D); and
- > use the checklist to ensure that your application is complete (see Appendix E).

### **C) BEFORE SENDING YOUR APPLICATION**

- > Verify that the application forms, project proposal and relevant documents are fully completed, signed and dated wherever required, and that the calculations and all other information are accurate;
- > ensure that the application form bears the applicant's original signature; and
- > keep a copy of the package for your record.

#### **D) FOR ASSISTANCE**

Toll-free number: 1-888-357-3116  
Facsimile: 819-953-7068  
e-mail: cmf-fcm@pch.gc.ca

The electronic versions of the guide and application forms in downloadable format are available at [www.canadianheritage.gc.ca/cmf](http://www.canadianheritage.gc.ca/cmf)

#### **E) OUR ADDRESS**

Send your application and supporting documents to:

Canada Magazine Fund  
Support for Business Development for Magazine Publishers  
Department of Canadian Heritage  
15 Eddy Street, 4th Floor (15-4-F)  
Gatineau, Quebec K1A 0M5

### **3. Documents required for your application**

A complete application includes:

#### **A) APPLICATION FORMS**

- > FUNDING APPLICATION GENERAL INFORMATION (GAF) (1 PAGE)
- > APPLICATION FORM - CMF SBDMP (6 PAGES)

#### **B) PROJECT INFORMATION**

Tools and appendices are available on the CMF Web site.

1. PROJECT PROPOSAL (SEE APPENDIX A)
2. DETAILED BUDGET (SEE APPENDIX B)
3. FUNDING SOURCES (SEE APPENDIX C)
4. CASH FLOW FORECAST (SEE APPENDIX D)
5. BUSINESS PLAN, MARKETING PLAN OR MARKET RESEARCH (SEE PART III - DEFINITIONS)

All applications to the SBDMP component must be accompanied by one of the following: a business plan, a marketing plan or market research, which supports the need for the project. If none of these documents are available, the SBDMP component will consider a market research, business or marketing plan as an eligible project.



## **C) OTHER SUPPORTING DOCUMENTS**

### **1. ISSUES OF THE MAGAZINE**

#### **1.1 REGULAR AND SPECIAL ISSUES**

All regular and special issues of the magazine published during the reporting period indicated in Section D of the application form, based on the frequency of the publication:

- > 2 to 12 times a year – all issues for the twelve (12) months of the reporting period;
- > 13 to 26 times a year – all issues for the last six (6) months of the reporting period; or
- > 27 to 52 times a year – all issues for the last three (3) months of the reporting period.

#### **1.2 MARKED ISSUES OF THE MAGAZINE**

- > Using the letters shown below, applicants must identify with a **BLACK MARKER** through one or more of the issues provided, the following categories (see Part III – Definitions):

**C** – Canadian editorial content

**F** – Foreign editorial content

**A** – Advertising content

**N** – Non-revenue pages

**Please mark all text, photographs, and illustrations separately.**

#### **1.3 MOST RECENT ISSUES OF THE MAGAZINE**

Applicant is required to submit a copy of the most recently published issue of his magazine.

### **2. FINANCIAL STATEMENTS OF THE PUBLISHING FIRM**

Applicant must submit financial information on the magazine, as well as the most recent financial statements of the publishing firm at the highest level available for the reporting period indicated in the application form (page 2 of 6, section D). The financial statements (see Part III – Definitions) required must be at one of the following levels:

- a) audited,
- b) review engagement report,
- c) notice to reader, or
- d) non-audited.

### **3. CIRCULATION INFORMATION**

To prove the magazine's circulation, the applicant is required to provide documents such as printing, mailing and distribution invoices, or a circulation audit report. These documents must support the circulation information indicated in Section E1 and cover the period declared in D2 of the application form.

Additional circulation information could be requested for clarification purposes.

Applicant must attest to the accuracy of the magazine circulation figures reported in Section E1 of the application form by signing and dating this section. Please be aware that fraudulent reporting of a magazine's circulation will result in the magazine being ineligible for a CMF contribution for two (2) years thereafter.



## Part III

# Definitions\*

### ***Aboriginal magazine***

See definition of Types of magazines.

### ***Advertising content***

Paid pages or fractions of pages of a magazine that are designed to convince people to buy products or services from particular suppliers (manufacturer, distributor, or agent), including advertorial (see definition below) material that is specifically designed to resemble editorial content. Charitable, public service and house ads are excluded and are not considered part of the magazine's advertising content.

### ***Advertorial***

A publication considered to be of advertising nature if it promotes or presents the interests, opinions, services or products of an advertiser (manufacturer, distributor or agent) in a similar style, format and layout of an editorial or journalistic report. The purpose of an advertorial is to gain monetary value by selling an opinion, service or product to its reader or consumer. For the purposes of the CMF, the editorial content of an advertorial is considered advertising.

### ***Affiliated companies***

For the purposes of the CMF, companies will be considered affiliated if:

- > one or more employees, officers or directors of another company, in the course of their mandate, control the management and/or policies of another company;
- > the publications are owned and controlled by the same company; or

- > the company owns and controls at least 51% of the voting shares or assets of the other companies.

### ***Alternative newsweeklies***

Published in a tabloid format, focusing primarily on local news and coverage containing primarily local advertising, and available free of charge in publicly accessible places.

### ***Association magazines***

A magazine published for or by an association.

### ***Benefits (Eligible project expenses)***

The employer portion (net of payroll deductions from Canadian or permanent resident employees) relating to:

- a) statutory benefits such as Canada Pension Plan/Quebec Pension Plan, Employment Insurance and provincial health plans where applicable; and
- b) non-statutory benefits such as group insurance coverage for medical, dental, disability, life insurance and other items.

### ***Business Plan***

A business plan is essentially a document that describes your company, its business environment, and where it is heading. A business plan is a tool that helps you overcome the risks involved while continuously maintaining a clear overview of the road to follow. Business plans can vary in length depending on the level of details included.

\* For the purposes of the SBDMP component of the CMF.

### Generally, a business plan will:

- > Describe your concept/perception of your company's business;
- > identify your company's goals (long term) and objectives (short term);
- > identify financial and human resources, and describe the manner in which such resources will be employed to achieve the company's goals and objectives;
- > help prospective investors or lenders understand how the company will be successful; and
- > provide benchmarks against which you can measure future performances.

### A business plan usually includes:

- > **Executive Summary:** A one- or two-page summary that describes key elements of the business plan, and briefly identifies the path of your company and where it is expected to be during the period covered by the business plan.
- > **Mission Statement:** A statement that concisely articulates the core reason for your company's existence.
- > **Business Description:** An overview of the industry that your company is part of, and within which it will compete, including description of products or services that your company will offer.
- > **Goals and Objectives:** Your vision of the ultimate goals you aim to accomplish, and the objectives you wish to achieve along the way, including your company's positioning in the market place. The objectives must be realistic, attainable and measurable.
- > **Implementation Plan:** Description of the management team, human and financial resources, as well as ways and means of using those resources through the conduct of business operations.
- > **Marketing Plan:** Identifying targets markets, advertising and promotion plans, pricing strategies, inventory management, and distribution methods.

- > **Financial Plan/Forecast:** Cash flow forecast, pro-forma income statement (profit and loss), and pro-forma balance sheet:

- A cash flow statement identifies sources of cash receipts and payments (expenses/investments);
- a pro-forma income statement shows revenues, expenses, and net profit (loss) forecasted for a defined period of time, usually a year; and
- a pro-forma balance sheet lists the company's assets (i.e. what it will own), its liabilities (i.e. what it will owe), and shareholder's/owner's equity at a given point in time.

### *Business, professional, or trade magazine*

See definition of Types of magazines.

### *Canadian editorial content*

Editorial content (texts, photographs, graphics, illustrations) authored or translated by a Canadian citizen or a permanent resident of Canada within the meaning of the *Immigration and Refugee Protection Act*. Editorial content adapted or condensed by a Canadian citizen or permanent resident and derived from content created by a Canadian citizen or a permanent resident will be considered Canadian editorial content for the purposes of the CMF.

### *Canadian ownership and control*

An eligible magazine must be owned and controlled in fact by a Canadian. For the purposes of the CMF, “**Canadian**” means:

- a) a Canadian citizen;
- b) a permanent resident within the meaning of the *Immigration and Refugee Protection Act*;
- c) a Canadian corporation as defined 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 chairperson 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 more than half of its members and directors are persons referred to in (a) or (b) above.

**“Canadian corporation” means:**

- 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 chairperson 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.

For the purposes of the CMF a person who is controlled in any manner by a person or entity that is not a Canadian that results in control in fact, whether directly through the ownership of securities or indirectly through a trust, an agreement, an arrangement or otherwise, is deemed not to be a Canadian.

***Circulation (average)***

Number of copies of a magazine distributed per issue through various distribution methods (e.g. newsstands, mail).

***Circulation (controlled)***

A magazine distributed on a regular basis to consumers selected by the publishing firm. It is free of charge and in general, audited.

***Circulation (paid)***

A magazine’s total copies sold over a 12-month publishing cycle through paid subscriptions, single copy sales and newsstand sales.

***Circulation (total)***

Number of copies of a magazine distributed over a 12-month publishing cycle through various distribution methods (e.g. newsstands, mail).

***Contribution agreement***

A contribution agreement is an undertaking between a donor department and a prospective recipient of a contribution that describes the obligations of each.

***Edited in Canada***

The commissioning of editorial material and artwork; directing writers, illustrators, and photographers regarding the final form of the material; as well as laying out, copy editing and proofreading, and otherwise preparing the contents for printing; must be done in Canada.

***Editorial content***

The space in a magazine, excluding advertising and non-revenue pages, which consists of texts, photographs, graphics, and illustrations.

***Entity***

- a) a Canadian citizen;
- b) a permanent resident within the meaning of the *Immigration and Refugee Protection Act*;
- c) a Canadian corporation as defined in the Applicant’s Guide;
- 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 chairperson 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.

### ***Ethnocultural magazine***

See definition of Types of magazines.

### ***Farm magazine***

See definition of Types of magazines.

### ***Financial statements*** (Financial statements of the publishing firm)

Financial statements generally comprises:

- a) a report from an independent public accountant;
- b) a balance sheet;
- c) statements of income/profit and loss;
- d) a cash flow statement; and
- e) notes to the statements.

The financial statements required must be at one of the following levels:

- a) audited;
- b) review engagement report;
- c) notice to reader; or
- d) non-audited.

The following are definitions of the different engagement levels acceptable to the SBDMP for financial statement:

#### ***a) Audited financial statements***

A certified accountant has performed auditing/verification activities in accordance with generally accepted auditing standards. An auditor's report, without any qualifications or reservations, will generally include three paragraphs:

- > an introductory paragraph identifying what statements have been audited, that the financial statements are the responsibility of the entity's management and that it is the auditor's responsibility to express an opinion on the financial statements based on the results of the audit;
- > a scope paragraph indicating that the audit was conducted in accordance with generally accepted auditing standards that require planning and execution of auditing activities to provide reasonable assurance that the statements are free

from material misstatements and the nature of audit activities performed; and

- > an opinion paragraph stating whether the financial statements present fairly, in all material respects, the financial position, results of operations and cash flows of the entity in accordance with generally accepted accounting principles.

#### ***b) Review engagement report***

The review engagement report differs from the audit report in that the scope of a review is less than that of an audit; therefore the level of assurance provided to the reader of the financial statements is lower. A review engagement report will generally include three paragraphs:

- > an introductory paragraph identifying what statements have been reviewed, that the review was conducted in accordance with generally accepted standards for review engagements, consisting primarily of enquiry, analytical procedures and discussion related to information provided to the certified accountant by the entity;
- > a statement that a review does not constitute an audit and that the certified accountant is not expressing an audit opinion on the financial statements; and
- > a conclusion indicating whether anything has come to the certified accountant's attention that causes the accountant to believe that the information being reported on is not, in all material respects, in accordance with generally accepted accounting principles.

#### ***c) Notice to reader***

The notice to reader report indicates that a certified accountant has assisted the publishing firm in compiling data for preparation of the financial statements but has not audited, reviewed or otherwise attempted to verify the accuracy or completeness of the information.

#### ***d) Non-audited financial report***

The financial report should be prepared by the person authorized to keep the financial records of the publishing firm. The following information

should be provided for the two (2) most recent financial years:

a) Revenues:

- > advertising (net of agency commissions and cash discounts);
- > single copy or newsstand sales;
- > subscription revenues (irrespective of source and pricing);
- > back issues and reprints;
- > list sales or rentals;
- > Web site/e-commerce (net of agency commissions);
- > ancillary products;
- > all other revenues related to the magazine (including transfers from central services or an affiliated organization);
- > government grants and contributions, including the Canada Council for the Arts, and other federal, provincial and municipal sources;
- > private-sector donations; and
- > membership dues.

b) Expenses:

- > editorial, design and assembly;
- > mechanical;
- > circulation;
- > advertising;
- > distribution (excluding costs for copies distributed by Canada Post);
- > distribution costs for copies distributed by Canada Post;
- > general expenses and administration;
- > Web site/e-commerce; ancillary products; and
- > other expenses (specify).

c) Balance sheet:

Statement of what an organization owns (assets) and its debts or pecuniary obligations (liabilities) at a given date:

- > assets (e.g., cash on hand, accounts receivable and capital assets);
- > liabilities (e.g., accounts payable, bank indebtedness); and
- > cumulative profit/deficit.

***Financial year***

Refers to the publishing firm's financial year consisting of an accounting period of twelve (12) consecutive months.

***Fiscal year***

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 is considered non-Canadian if the author of the text, photograph, graphic or illustration is non-Canadian or if the authorship cannot be established. For example, texts and images obtained from graphics sites or CD-ROM where authors are often unknown or unidentified are considered, for the purposes of the CMF, non-Canadian editorial content and must be treated as such in the page count.

***Guide***

A publication which exists primarily for information purposes, that is to say that it is primarily comprised of listings, enhanced listings, maps, schedules, timetables or calendars, or a combination thereof.

***In-kind contribution***

The contribution by an individual, business or organization of materials, goods, services or time to the project that would otherwise be a necessary incurred expense. To be eligible, the in-kind contribution must be essential to the project's success, and otherwise would be purchased and paid for by the applicant.

***Listings***

***Basic listing***

A simple listing of information, with no added content whatsoever. Examples would include stock listings, sports scores, sports rankings (e.g. the top twenty skiers in the world), television listings (show x is on at time y, with no other information provided).



Any publication which is made up of more than 50% basic listings is to be considered primarily a listing for the purposes of the CMF, and would thus be ineligible under program criteria.

### ***Enhanced listing***

Unlike basic listings, enhanced listings will include explanatory text (e.g. product descriptions, restaurant descriptions, a program description in a TV guide). Despite the fact that editorial work is involved in selecting and preparing such enhanced listings, they are not considered original editorial content for the purposes of the CMF, as they do not add analysis, opinion or other value-added material.

However, in recognition of the fact that additional editorial work is required, the threshold for being called primarily a listing is different for enhanced listings. Any publication that contains more than 66% enhanced listings will be called primarily a listing and will not be eligible.

### ***Magalogue***

A printed publication that primarily combines the style, format and layout of a magazine and/or catalogue in order to sell, promote or present a product or service from a company (manufacturer, distributor or agent). A magalogue may include informative articles, pictures, high-end graphics, product descriptions, and entertainment in the style of a magazine, but all for the purpose of gaining monetary value.

### ***Magazine***

A magazine is a printed publication that is commonly recognized as a magazine and appears in consecutively numbered or dated issues, and is published under a common title at regular intervals, not less than twice a year and not more than 52 times a year. For the purposes of the CMF, the Magazine category does not include newsletters, comic books, newspapers, community newspapers, weekly community newspapers, alternative newsweeklies, directories, guides, financial reports, catalogues, magalogues, schedules, calendars, timetables, or listings.

### ***Market research***

For the purpose of the Support for Business Development for Magazine Publishers component, market research will consist in collecting, analyzing and presenting information to assist a company in problem-solving and decision-making. The data should be recent and collected from reliable sources (e.g. market and sales analysis, consumer and advertising research, knowledgeable/expert opinions, industry research, previous experience) and used to support a specific course of action aimed at improving advertising, circulation or editorial content in the magazine applied for, and as stated in the project proposal.

In other words, market research:

- > specifies the information required to address marketing objectives (areas/issues that the publisher wishes to address);
- > designs the method for collecting information (also identifies the source of the data, the person responsible for collecting it, and the collection period);
- > manages and implements the data collection process;
- > analyzes the results; and
- > communicates the findings and their implications.

### ***Marketing plan***

A marketing plan defines the parts of the marketing strategy of a business, addressing the details of market analysis, sales, advertising, and public relations campaigns. A marketing plan usually includes the following points:

- > strategic issues (information on the current business environment, internal and external issues which are affecting or could affect the business, the marketing plan or opportunities – or lack thereof – in the coming year);
- > market research;
- > marketing objectives (measurable results to be achieved);
- > marketing strategies (information on the chosen course of action to meet the marketing objectives); and

- > marketing budget (financial information showing the past three (3) years of marketing and sales expenditures plus the forecast for the coming year, including analysis of results and returns on investment in marketing).

#### ***Newsletter (association or commercial)***

Printed document, sheet, report, periodical, manuscript or publication (4 to 16 pages) containing information, news or reporting on the activities of an organization which is sent regularly to the members or an organization, group, club or association. A specialized periodical news report, published on a regular cycle, aimed at a special set of audience interest having similar concerns or written for members of an organization having a common interest.

#### ***Newspaper***

A publication that is commonly recognized as a newspaper due to possessing a number of characteristics common to newspapers (i.e. produced in a tabloid or broadsheet format regardless of its frequency, unbound, self-identified as a newspaper). In all cases where there is disagreement as to whether the publication is a newspaper or a magazine, a scale will be applied (refer to Part I, section 3), and all publications showing more than a minimum number of characteristics common to newspapers will be considered newspapers for the purposes of the CMF.

#### ***Non-revenue pages***

All pages other than paid advertising, contra or in-kind, or editorial content. They can include self-promotional pages, pages donated to local charities or business with no payment, delivery of in-kind services or other consideration, etc. Blank pages are considered to be non-revenue pages.

#### ***Official-language minority magazine***

See definition of Types of magazines.

#### ***One-time promotion***

A special promotion done on a timely basis, the purpose of which is to boost the paid circulation of a magazine (newsstand, subscriptions and other copy sales). A marketing tool sometimes used by new magazines, smaller circulation magazines or

magazines wishing to reach an additional targeted market. One-time promotions which are repeated or become part of the business model of the magazine will be considered to be unpaid circulation.

#### ***Overhead (Eligible project expenses)***

Expenses directly related to the project, for example, long-distance telephone charges, photocopying, couriers (occupancy costs such as rent or mortgage are not eligible).

#### ***Print run***

Total number of copies of a publication printed at a given period.

#### ***Professional/ consultant fees (Eligible project expenses)***

Payments for services rendered by an individual who is not an employee of the publishing firm, or by an organization that is separate from the publishing firm.

#### ***Publisher (publishing entity)***

The publisher is the entity responsible for the publication of a magazine (see definition of entity).

#### ***Publishing firm***

The legal entity responsible for the publication of a magazine.

#### ***Religious magazine***

See definition of Types of magazines.

#### ***Salaries and wages***

Gross earnings and taxable benefits (including overtime) of Canadian or permanent resident employees on the firm's payroll.

#### ***Scholarly magazine***

See definition of Types of magazines.

#### ***Special interest magazine***

See definition of Types of magazines.

#### ***Special issues***

In the context of project funding under the SBDMP component of the CMF, a special issue is an additional issue to the regular publishing cycle of a title to be used as a promotional tool, e.g. if a magazine publishes six issues a year, a seventh issue



published to focus on an event, theme or topic will be considered a special issue. Special issues are not considered to have increased the frequency of the magazine for the purposes of eligibility. The special issue must meet all other applicable eligibility criteria of CMF/ SBDMP. Please note that special issues published with a different title, volume number or ISSN number will not be considered as an eligible issue.

***Specialized software (Eligible project expenses)***

Software required for the specific needs of the project, such as fulfillment system, project management or desktop publishing software.

***Staff training (Eligible project expenses)***

Costs for staff to attend workshops, training courses, seminars and conferences directly related to the project.

***Travel costs (Eligible project expenses)***

Economy class transportation and accommodation for related project activities include:

- > transportation: airline, taxi, vehicle rental, parking and mileage costs;
- > accommodation: hotel or other; and
- > meals.

***Types of magazines***

***Aboriginal***

A magazine with content primarily for or about Aboriginal, Inuit or Métis peoples.

***Business, professional or trade***

These magazines deal with processing, manufacturing, management, sales or operation of industries or of a specific industry, occupation or profession. They are published to interest and assist persons actively engaged in the sector.

***Ethnocultural***

A magazine that is primarily serving and/or primarily concerned with a commonly recognized specific cultural or racially distinct community, or specific linguistic groups using other than Canada's official

languages. Ethnocultural magazines may be in English, French, a third language or a combination of official and non-official languages.

***Farm***

These magazines deal with the farming industry, including animal farming.

***General consumer***

These magazines are aimed at the entire market or at a large portion of that market for the purpose of informing and entertaining the reader.

***GLBT***

A magazine that is primarily serving or primarily concerned with the gay, lesbian, bisexual or transgendered communities.

***Official-language minority***

A magazine that is published in English or French in a region of Canada where the language and content of the publication primarily serves and is concerned with an official-language minority community.

***Religious***

These magazines are primarily religious in purpose and content.

***Scholarly***

These magazines present results of research or advanced knowledge in a specific field. They are aimed at specialists and are mainly published by universities, research institutes and learned societies.

***Special interest consumer***

These magazines are aimed at a special interest market and inform and entertain the reader.

## Support for Business Development for Magazine Publishers

The electronic versions of the guide and application forms are available in downloadable format at:  
**[www.canadianheritage.gc.ca/cmf](http://www.canadianheritage.gc.ca/cmf)**

### **How to reach us:**

Canada Magazine Fund  
Support for Business Development for Magazine Publishers  
Department of Canadian Heritage  
15 Eddy Street, 4th Floor (15-4-F)  
Gatineau, Quebec K1A 0M5

Toll free number: 1-888-357-3116  
Facsimile: 819-953-7068  
E-mail: [cmf-fcm@pch.gc.ca](mailto:cmf-fcm@pch.gc.ca)

Where the masculine form is used in this guide to refer to persons, it encompasses both women and men.