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Canada



Canada Periodical Fund

Business Innovation

Application Guide
2016-2017



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SECTION A: CANADA PERIODICAL FUND

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.

Note: Highlighted words are defined in [Section G](#) of the Applicant's Guide.

Objective

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

Program components

The CPF delivers its 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.

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

This guide covers only the Business Innovation component. More information about the [Aid to Publishers](#) and the [Collective Initiatives](#) components is available on the [CPF website](#).

What's new?

Canada 150

Through Budget 2015, the Government of Canada announced its plans to celebrate Canada's 150th Anniversary of Confederation in 2017. For details please refer to the following link: <http://canada150.gc.ca/eng/1342792785740>. For 2016-2017, the Business Innovation component of the Canada Periodical fund will prioritize projects that support the theme and vision of Canada 150. All eligibility criteria as outlined in this guide still apply.

Note: Please write "CANADA 150" in capital letters next to the title of your project. All related elements/activities must also be clearly identified in the project description.

Start-up Pilot Project

Early stage financing to digital periodical publishing companies (see [Section D](#)).

Funding levels and period

CPF funding can represent up to 75% of the total eligible costs of the project to a maximum of \$50,000 per periodical, per [fiscal year](#).

Projects may span a period of up to 24 months.

Eligibility Criteria

- Print magazines must have an average circulation of no less than 250 and no more than 100,000 copies per issue.
- Publishing firms must have a total average circulation per issue for all print magazines published that does not exceed 100,000 copies during the 12-month reporting period.

Deadline

You can submit an application at any time until October 31, 2016, or until all funding has been fully committed for the 2016-2017 funding cycle.

How to contact us

Canada Periodical Fund
Business Innovation
Department of Canadian Heritage
25 Eddy Street, 25-8-U
Gatineau, Quebec, K1A 0M5

Telephone: 1-866-811-0055 (toll free in Canada)
TTY: 1-888-997-3123 (toll free in Canada)
Fax: 819-994-3154

Email: PCH.fondsdesperiodiquescanada-canadaperiodicalfund.PCH@canada.ca

Website: www.canada.pch.gc.ca/eng/1458331932771/1458332153981

SECTION B: BUSINESS INNOVATION COMPONENT

Overview

The Business Innovation (BI) component offers support for projects to eligible small and mid-sized print magazine and digital periodical publishing firms.

Funding is available to:

- [Print Magazines](#) – This sub-component provides funding to magazines available in print that may also exist in digital format, for example, through a website or mobile application.
- [Digital Periodicals](#) – This sub-component provides funding to periodicals available in digital-only format or to non-replica digital versions of print periodicals. A [non-replica digital periodical](#) shares the title of a print magazine but contains content that is at least 50% distinct from the printed version. Throughout this guide, the term *digital periodical* refers both to digital-only and non-replica digital periodicals unless otherwise specified.

Objectives

The objectives of the BI component are to:

- support innovation and the use of new technologies
- strengthen the financial viability of Canadian small and mid-sized print magazines and digital periodicals
- increase access to the market by Canadian small and mid-sized circulation print magazines and digital periodicals
- encourage the development of the next generation of Canadian periodical publishing professionals
- enhance the diversity of titles and [Canadian editorial content](#) available to readers and advertisers

Innovation

Innovation may involve the use of technology, but it can also involve changing your business model or adapting to changes in your environment to deliver better products or services.

Innovation generally refers to changing or creating more effective processes, products or ideas to increase productivity, performance and sustainability.

Some examples of innovation are:

- Product innovation (the what): developing new products or services or improving existing products or services

- Process innovation (the how): developing new processes, methods or tools to reduce cost, create efficiencies, or improve the delivery or quality of products or services
- Market innovation (the who): extending market reach by modifying current offerings to reach new audiences or targeting audiences in new ways
- Value innovation (the why): re-branding or other activities related to developing the publication's brand

Funding levels

CPF funding can represent up to 75% of the total eligible costs of the project to a maximum of \$50,000 per periodical, per [fiscal year](#).

Projects may span a period of 24 months or less.

The maximum amount of funding for research and planning activities is as follows:

- \$15,000 for a business plan
- \$20,000 for a marketing plan or market research

The maximum contribution by the Canadian government (federal, provincial, territorial and/or municipal) cannot exceed 75% of the total project costs.

Note: Recipients may not receive funding from this component for the same type of project for more than two consecutive years.

SECTION C: ELIGIBILITY CRITERIA

Publishing Firms

Print Magazines and Digital Periodicals:

To be eligible to apply to Business Innovation, a publishing firm and its [affiliated companies](#) must:

- be in operation throughout the application process and until the completion of the project
- be majority [owned and controlled by Canadians](#)
- be private-sector entities, including corporations, not-for-profit organizations, partnerships and sole proprietorships
- have their principal place of business in Canada
- have a total average circulation per issue for all print magazines published that does not exceed 100,000 copies during the 12-month reporting period (as declared in the Application Form)

Digital Periodicals Only

- If the applicant does not publish print magazines, the maximum total revenue for the digital periodical in question must not exceed \$500,000 (as declared in the Application Form).

Publications

Print Magazines and Digital Periodicals:

To be eligible to apply to Business Innovation, print magazines and digital periodicals must:

- be edited, designed, assembled and published in Canada and have completed at least one uninterrupted 12-month publishing cycle before the time of application
- be published at the time of application, throughout the application process, and through the completion of an approved project
- contain an average of at least 80% [Canadian editorial content](#) in the issues published during the reporting period. [Ethnocultural periodicals](#) must contain an average of at least 50% [Canadian editorial content](#) in the issues published during the reporting period
- contain an average of no more than 70% [advertising](#) in all issues published during the reporting period. Advertising content will be calculated as a percentage of total pages published.

Print Magazines Only:

- be printed and appear in consecutively numbered or dated issues published under a common title, at a frequency of between 2 and 56 issues per year, including [special issues](#)
- have at least 50% [paid](#) or [request circulation](#).
- have an average circulation of no less than 250 and of no more than 100,000 copies per issue.
- for paid circulation 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.

And

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.

Aboriginal, ethnocultural, official-language minority and gay, lesbian, bisexual, or transgendered (GLBT) magazines are not required to maintain 50% paid or request circulation, nor are they required to meet the minimum average price criteria.

Digital Periodicals Only:

- maintain a regular publishing or update schedule of not less than twice a year
- contain over 50% original editorial content
- maintain one of the following types of circulation over six months:
 - paid subscription service: priority will be given to periodicals that maintain an average of at least 500 [subscribers](#).
 - email-based service: priority will be given to periodicals that maintain an average of at least 1,000 [registered email recipients](#).
 - open access-service: priority will be given to periodicals that maintain an average of at least 2,500 [unique monthly visitors](#).
- maintain an [editorial function](#) where the editor is named, and present written editorial content from more than one person
- have a publishing revenue stream for the periodical (e.g., subscription revenues, advertising sales, donations)
- present a clearly displayed masthead or equivalent, and have a verifiable method of distribution specific to the publication

Ineligible Periodicals

- [newspapers](#) (daily or non-daily), loose-leaf magazines, free print magazines, and digital periodicals published by daily newspaper publishers, book publishers, or broadcasters
- [newsletters](#)
- magazines or digital periodicals produced by or for an organization that reports primarily on the activities or promotes the interests of the organization, where the main business is not periodical publishing
- magazines or digital 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
- magazines or digital periodicals produced by or for an organization providing goods or services where the main goal of the magazine is to enhance or promote the sales of such goods and services
- [professional association periodicals](#)

- magazines or digital periodicals produced by or for a government, a Crown corporation or a government agency
- magazines or digital periodicals whose editorial content is primarily reproduced or repeated from current or previous issues of the same magazine or other publications
- periodicals with editorial content 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, horoscopes, or almanacs
- magazines or digital periodicals that contain [offensive content](#) in the opinion of Canadian Heritage.
- digital periodicals that are a replica of a print version

Eligibility Criteria: Projects and Expenses

Projects are considered if they explore new technologies or business models or if they are new initiatives not previously undertaken by the applicant.

The BI component will invest in projects that are well researched, with activities based on realistic objectives and measurable results that adhere to the objective of the CPF and to at least one of the objectives of the BI component (see above). Projects must be detailed and specific in terms of timeframe, activities, products, and costs.

Projects must be supported by a research document, such as a survey, business plan, or marketing strategy. Alternatively, the program will accept an in-house research report that substantiates the project and demonstrates its potential impact on the magazine or digital periodical. The BI component may consider market research or the development of a business or marketing plan as a first project.

Eligible expenses may be of cash or [in-kind](#) value but must be directly associated with the project. Any expenses not directly associated with the project are not eligible, including ongoing operating and production costs. Other ineligible expenses include hospitality costs and incentives, and prizes for use in contests, sweepstakes, draws or subscription drives.

All costs associated with travel must follow the [Treasury Board Secretariat approved allowances](#). Please note that incidentals and per diems are not eligible.

SECTION D: START-UP PILOT PROJECT

Overview

The Business Innovation component of the Canada Periodical Fund has launched a pilot project to provide financing to start-up publishers of digital periodicals that are in the following stages of development:

- A developing business entity that has not yet established commercial operations and needs financing for research or product development

- A business entity that is in the earliest phase of established operations and needs capital for product development, initial marketing or other goals.

Applicants requesting funding under this pilot project must be planning to launch or in the early stages of establishing a digital-only periodical that will be circulated via paid subscription, an email- or open access-based service, or another digital distribution model (e.g., application) and produce editorial content that is at least 80% Canadian and primarily original.

Eligible Applicants must:

- be majority owned and controlled by Canadians
- be private-sector entities, including corporations, not-for-profit organizations, partnerships and sole proprietorships
- have their principal place of business in Canada

Start-up funding is not available to support the following types of digital periodicals:

- a newsletter
- a periodical produced by or for an organization that primarily reports on the activities or promotes the interests of the organization, where the main business is not periodical publishing
- a periodical 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
- a periodical produced by or for an organization providing goods or services, where the main goal of the magazine is to enhance or promote the sales of such goods and services
- a professional association periodical
- a periodical produced by or for a government, a Crown corporation or a government agency

Eligible expenses and funding:

- Eligible expenses must be directly associated with the project and can be of cash or in-kind value. Eligible expenses can include but are not limited to promotional activities, market research, and design and layout. Capital expenditures are not eligible.
- Applicants can request up to 50% of total project costs to a maximum of \$5,000. Projects for which crowdfunding has been or will be secured will be given priority.

How to Apply:

Start-up Pilot Project:

Please contact the program for application materials specific to the pilot project. You can submit an application at any time until October 31, 2016, or until all funding has been fully committed for the 2016-2017 funding cycle.

Telephone: 1-866-811-0055 (toll free in Canada)

TTY: 1-888-997-3123 (toll free in Canada)

Email: PCH.fondsdesperiodiquescanada-canadaperiodicalfund.PCH@canada.ca

SECTION E: APPLICATION PROCESS AND ASSESSMENT

Each application will be reviewed to ensure compliance with program requirements and government policies. All project proposals will be evaluated on merit. Meeting the eligibility criteria does not guarantee project funding.

Deadline

The government fiscal year runs from April 1st to March 31st. You can submit an application at any time until October 31, 2016, or until all funding has been fully committed for the 2016-2017 funding cycle. However, the application should be received at least 5 months prior to the project's anticipated start date.

Note: Any projects started before approval by Canadian Heritage are undertaken at the risk of the applicant.

Program Service Standards

For the Program's service standards, please contact the program refer to the following website: www.canada.pch.gc.ca/eng/1435587065455/1435587168990.

Documents required for your application

Signed application form with complete information, including:

- General Information
- Publishing Firm and Periodical Information
- Project Proposal
- Budget

Research document that supports project activities

Projects must be supported by a [research document](#) such as a survey, a business plan, or a marketing strategy. Alternatively, the program will also accept an in-house research report that substantiates the project and demonstrates the potential impact on the magazine.

Detailed quotes

When the project involves hiring a consultant, the program requires detailed quotes to substantiate activities and projected costs.

Analytics report

When the project involves activities that will impact the online presence of the periodical, the program requires an analytics report at the time of application and upon completion of the project. The initial report should capture the six-month period before the application date.

Latest Copy of the Print Magazine

Circulation Information for Print Magazines

Print magazines must provide documents, such as a [circulation report](#) or printing invoices, that support the circulation information reported in the application form and cover the declared reporting period.

Reports from the following audit circulation boards are accepted:

- Canadian Circulations Audit Board, a division of BPA Worldwide
- Alliance for Audited Media
- Canadian Community Newspapers Association / Canadian Media Circulation Audit

Full Unrestricted Access to Digital Periodicals

Digital periodicals must be made fully accessible to the program in order to determine eligibility. In addition, publishers of digital periodicals must provide a clear explanation of the method used to determine the percentage of Canadian content reported in the application form.

Readership Information for Digital Periodicals

All Digital periodicals must submit one of the following to support circulation levels declared in the application form.

Business model	Circulation measure	Supporting document
Paid subscription service	Average number of paid subscribers over six months.	Declaration in application form. Applicants must retain a copy of their subscribers list for five years in case the program should conduct an audit.
Email-based service	Average number of registered email recipients over six months.	Declaration in application form. Applicants must retain a copy of the email recipients list for five years in case the program should conduct an audit.

Business model	Circulation measure	Supporting document
Open-access service	Average number of unique monthly visitors over six months.	<p>A valid report from a web auditing tool such as Google Analytics (free), Web Trends, or an accepted audit circulation board.</p> <p>Canadian Heritage reserves the right to refuse a report that is deemed unacceptable.</p>

SECTION F: DEPARTMENT OF CANADIAN HERITAGE PROVISIONS

Additional Information and Successful Applications

The CPF reserves the right to request additional information or clarifications at any time.

If your application is successful, you will receive details about the conditions of your funding, and may be asked to sign an agreement requiring you to fulfill those conditions.

Changes to a Publishing Firm or a Periodical

Applicants and recipients must immediately notify the CPF of any of the following:

- a change in the name of the publishing firm
- a change to the title of the periodical
- the periodical ceases publishing or changes to digital format
- insolvency (assignment in bankruptcy)
- sale of the periodical or publishing firm, before the sale is finalized, in order to determine if the recipient remains eligible for funding.

Acknowledgement of Funding

All funding recipients must publicly acknowledge, in English and/or in French, the Government of Canada's financial support in all communication materials and promotional activities related to the funding agreement, such as advertising, promotional and program materials, public announcements, speeches, websites, social media, etc. The Department's requirements for public acknowledgement of financial assistance are now included in funding agreements.

The Department's [Guide on the Public Acknowledgement of Financial Assistance](#) will assist funding recipients in complying with the requirements described in the funding agreement.

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 and funding of applicants are final.

Evaluation 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.

Audits of Projects

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 all 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 for the CPF for the next two fiscal years or more.

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 applications 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 implementation of the project, and/or to evaluate the results of the project and this program after project completion.

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

Information that could be Made Public

If funding is approved, the amount awarded for each periodical, the purpose for which the funds are awarded, and the name of the recipient are considered public information. This information may be disclosed without consulting the recipient and may be listed on the CPF website or disclosed in public documents produced by Canadian Heritage.

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*.

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.

Official Languages

Should funding be approved, the applicant must ensure that communications with and services to the public are provided in both official languages of Canada in accordance with the spirit and intent of the [Official Languages Act](#).

SECTION G: DEFINITIONS

Underlined words in this guide are defined in this section.

Aboriginal periodical

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

Advertising

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

Affiliated companies

For the CPF, companies will be considered affiliated if:

- during their mandate, one or more employees, officers or directors of a company control the management or policies of another company
- the periodicals 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.

Articles of incorporation

A legal document filed with the federal or a provincial or territorial government that 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 cultural expression in Canada.

Average circulation

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

Business number (BN)

A unique, 9-digit number assigned by the Canada Revenue Agency. A sole proprietor, partnership, corporation, trust or other organization. For additional details, see www.cra-arc.gc.ca/tx/bsnss/tpcs/bn-ne/menu-eng.html.

Canadian editorial content

Editorial content (text, 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 it 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

- 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, locations of distribution, and selling price for a magazine during a specific period.

Complimentary circulation

The number of copies distributed free of charge.

Consumer periodical

A periodical aimed at the public that falls into one of two types:

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

Controlled circulation

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

Cost of goods sold

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, photography, and illustrated editorial content accessible through a digital platform (e.g., a website, download, or email) and updated regularly under a common title and governed by an editorial function (editor).

Digital non-replica periodical

A periodical (see definition above) that is the digital version of a print magazine but whose content is at least 50% original.

Editorial content

The space in a periodical, excluding advertising and non-revenue pages, that consists of text, photographs, graphics, and illustrations. For additional information, see the definition of Canadian editorial content.

Editorial function/edited in Canada

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

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 a language other than English or French. An ethnocultural periodical may be published in any language.

Farm periodical

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

Financial year (of the publishing firm)

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

Fiscal year (of the Government)

Refers to the federal government fiscal year, which starts on April 1 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, or transgendered communities.

International Standard Serial Number (ISSN)

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

In-kind contribution

The contribution by an individual, business or organization of materials, goods, services or time to the project, which would otherwise be a necessarily incurred expense. In-kind costs are not funded by the program but will be calculated in the total eligible costs of the project. To be eligible, the in-kind contribution must be essential to the project's success, and would otherwise be purchased and paid for by the applicant. The applicant must also indicate the fair market value of the in-kind expense (e.g., if the applicant has an arrangement whereby it normally has access to a preferred rate for goods or services, fair market value is that preferred rate, not a standard rate).

Note:

- Canadian Heritage reserves the right to limit the amount claimed as in-kind contribution and to obtain independent appraisals to determine the value of in-kind contributions.
- A salary paid to an individual working directly on the project must be considered as a cash contribution.

Listings

A series of words, numbers, paragraphs, photos, or other items, which may include descriptions, opinions or analysis. Examples include stock listings, sports scores and standings, television listings, product descriptions, and restaurant descriptions. Adding star ratings or other indicators to descriptive text does not constitute opinion or analysis.

Magazine

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

Masthead

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

Newsletter (for print magazines)

A print magazine scoring six or more points on the following scale is a newsletter and is not eligible under the BI component.

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 (volumes)	1
	Total	/11

Newspaper (for print magazines)

A print magazine scoring six or more points on the following scale is a newspaper and is not eligible to the BI component.

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 (daily or non-daily)	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-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 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 (e.g., a French-language community outside of Quebec, or an English-language community in Quebec).

Paid circulation

Copies of a magazine 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 that is recognized by a federal or provincial statute, and
- membership in the association includes paying professional dues that 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.

Registered email recipient

A person to whom an email message is sent directly and has previously agreed to be contacted to receive the content.

Regularly scheduled basis

Published according to an established publishing calendar.

Religious periodical

A periodical that is primarily religious in purpose and content.

Request circulation (eligible copies)

Non-paid eligible copies of magazines that are individually addressed to recipients who have directly requested them from a publishing firm using written, telephone, email or fax request. Applicants under direct request circulation must always provide 12-month circulation reports from an audit circulation board accepted by the CPF.

Research document:

A written report that substantiates your project. This can be a formal document, such as a market research study (e.g., reader survey), a business or marketing plan, articles on industry trends (e.g., Google's move to favour mobile sites), or it can be a research document produced in-house.

Scholarly journal

A periodical aimed at specialists that presents the results of research in a specific field for disseminating knowledge.

Special issue

- is published within the regular publishing cycle
- focuses on a specific theme or topic
- has a title and an International Standard Serial Number (ISSN) common to the host periodical, and
- has its cost 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 business 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 periodical

A periodical 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 periodical).

Unique monthly visitor

Visitor of a website for which the number of visits of the same site, for 30 days, is counted only once. Sites often calculate unique visitors based on the Internet Protocol address information.