**Magazine Coach**

Consultation Program

**MagsBC Member Application** (see Application Procedures sheet for details)

Magazine/Affiliate:

Contact Person:

Title:

Address:

Email address:

Telephone

**I wish to receive a consultation about one of the following topics:**

* **Advertising,** e.g. sales strategies, value-added packages, media kits, readership surveys
* **Business Management,** e.g. how to write or revise a business plan
* **Circulation and Promotion,** e.g. renewals, subscription promotions, fulfillment, newsstands
* **Design,** e.g. cover, layout, page hierarchy, design components
* **Digital Media,** e.g. marketing your Web site, research and measurement, product strategies, selling on the Internet, other online revenue sources
* **Editorial,** e.g. improving copy flow, stretching budgets, increasing readership, content
* **Production,** e.g. scheduling, pre-print, print co-ordination and negotiations
* Other:

**In particular, I would like to discuss:**

**Preferred consultation date(s):**

**Payment must accompany this form.** Payment will not be processed until a consultant has been confirmed. Please call 604-688-1175 if you would prefer to pay by phone.

Cost: $175/half day, $300/full day consultation. Payment via:

* Credit Card #: Expiry: mm/yy Type of card: Visa MC
* Cheque made out to the *Magazine Association of BC* (please mail with form)

Email to [exec@magsbc.com](mailto:exec@magsbc.com) OR

Print and send by mail with your cheque or credit card information to:

Magazine Association of BC, 316-336 E 1st Ave, Vancouver, BC V5T 4R6



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