

2017/2018 ANNUAL REPORT



MAGSBC

The Magazine Association of BC is a member-run organization. We unite a diverse network of member magazines and professionals, and develop strategic partnerships, projects and programs that strengthen our industry.

MagsBC was founded in 1993 to represent, connect and promote the British Columbia magazine industry. Our membership and affiliate base consists of publishers, editors, writers, designers, salespeople, printers and developers who work for magazine titles that range from literary and lifestyle, to business and news, and are in both online and in print formats.

Thank You To Our Funders And Sponsors



Letter from the President

2017 was the year that the Magazine Association found some stability. We know: finally!

With the generous support of the Department of Canadian Heritage, our most popular programs - the Internship Subsidy Program and our annual conference, MagsWest - will be funded through March 2020. We're thrilled that these two key programs will remain in place for the foreseeable future. We're also working hard to imagine and offer new professional development support that strengthens the sector and meets the diverse needs of our magazines, and to develop our new Magazine Coach Program, also funded to 2020. Stay tuned!

Speaking of MagsWest, the 2017 edition was one for the books. Featuring high-profile sessions by Ijeoma Oluo of *The Establishment* and Kate Lesniak of *Bitch Media*, the action-packed conference featured deep dives on inclusion in our industry as well as actionable professional development. A particular highlight was the panel featuring experts from BC and further afield discussing the maturing digital initiatives of the magazine industry, and emphasizing that it's more important than ever to manage the relationship between journalism, business and social media for the ethical, sustainable future of publishing.

We're assiduously advocating for the BC magazine industry at all three levels of government. We're met with policymakers and program officers to consider how to increase funding, revamp programs to meet evolving needs, and to bring the needs of the industry to the attention of those in government. Of particular importance this year will be the review of the Copyright Act which impacts many of our number. We're also preparing two upcoming surveys, one to get feedback on present and future MagsBC programs, professional development and services, the other to collect the opinions of stakeholders on current funding initiatives to better represent our members' interests to government.

The Vancouver Literary Arts Centre is one step closer to becoming a reality. Kevin Williams, president of the Association of Book Publishers of BC, has made a deposit on 1370 East Georgia Street, and is pursuing government funding at all levels of government as well as donations from the private sector. If all goes well, MagsBC will have an office in a newly renovated building by mid-2019.

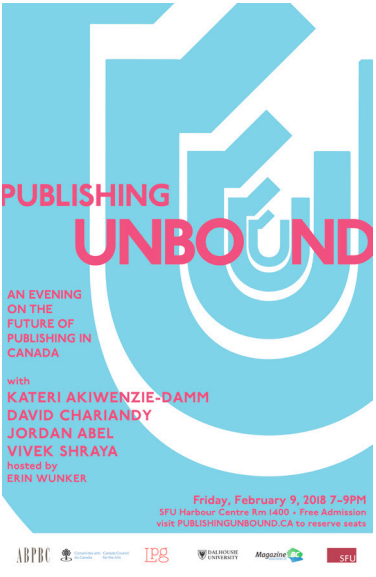
We've been thrilled to welcome several new members in 2017 and 2018. Thank you to both new and continuing members for your commitment to MagsBC. We couldn't do this without you. My gratitude to our members and volunteers is boundless. I can't wait to see what the future holds.

Sincerely,

Jane Hope

OF NOTE

- Publishing Unbound February 9-11, 2018 saw a standing-room-only audience for Friday's "An evening on the future of publishing" panel. At the weekend workshop, about two dozen participants from across Canada discussed issues around inclusivity and accountability in publishing, and generated a shortlist of action items. This event was organized by SFU Publishing with the assistance of Dalhousie University, the Association of Book Publishers of BC, and MagsBC.
- **Eighty-three (83)** delegates attended **MagsWest 2017**, in addition to speakers and staff, a significant increase over 2016. Many MagsBC members took advantage of their free Friday passes to attend multiple sessions at the conference.
- With the assistance of the Canada Periodical Fund, **MagsBC offered 8 internship subsidies** to member magazines between April 2017 and March 2018, with internships running between 20-26 hours/week, 16-19 weeks, and \$13-\$18/hour.
- Jessica Fabrizius, publishing practicum student with MagsBC, presented a research paper, "**Making the Digital Leap Forward: Identifying Digital Content Delivery Systems That Effectively Support Magazine Publishing**" on December 5, 2017. Kaitlyn Gendemann and Alyssa Schwartz also contributed significant content to this paper. Access Copyright Foundation provided a grant for this research.
- Our subscription services saw the drop of one client, the BC Historical Federation for *British Columbia History* magazine (they wanted to do it themselves), and the acquisition of another, *SAD Mag*.
- We took advantage of the City of Vancouver's Transit Shelter Advertising Program to display a poster created by board member Shashi Bhat at 10 locations around Vancouver between July 3 and 24, 2017, and directing people to our revamped magsbc.com website.
- We continue to see growth in our membership, with *Collision Quarterly*, *INSPIRED Senior Living*, *K Magazine*, *Mountain Sledder*, *National Observer*, *Ricepaper Magazine*, *Rungh*, *Tow Canada*, *Vancouver Magazine*, and *Western Living* all joining us since our last AGM.
- MagsBC and *Geist magazine* continue to participate in a discoverability pilot project, which combines the expertise of an inbound marketer, a social media guru, a website developer, a writer/editor and others to provide a coordinated approach to attracting potential members and readers.
- **Sylvia Skene and Jane Hope** between them have met both formally and informally with MPs, MLAs, government staff and funding agencies on your behalf, including Canadian Heritage Minister Mélanie Joly, Senior Assistant Deputy Minister Jean-Stéphane Piché, Regional Director General Erica Tao, and staff; BC Minister of Tourism, Arts and Culture Lisa Beare; Premier John Horgan and various MLAs at BC Book Day April 23; BC Creative Sectors Executive Director Asha Bhat and BC Creative Sector Policy Director Karen Lamare; Prem Gill, Bob Wong, and Karin Watson of Creative BC, and others.



2017 MagsWest Workshop



Transit Shelter Posters July 3-24/17



2017 WORD Vancouver



2017 MagsWest



customized SOLUTIONS that work

NOTICE TO READER

We have compiled the Balance Sheet of **Magazine Association of BC** as at December 31, 2017 and the Income Statement for the year then ended from the information provided by Management. We have not audited, reviewed or otherwise attempted to verify the accuracy or completeness of such information. Readers are cautioned that these statements may not be appropriate for their purposes.

Quantum Accounting Services Inc.

Quantum Accounting Services Inc.

Vancouver, British Columbia
May 9, 2018

Magazine Association of BC

Financial Statements

December 31, 2017

(Unaudited)

Prepared by
Quantum Accounting Services Inc.

**Magazine Association of BC
Statement of Revenues and Expenses
For the Year Ended December 31, 2017
(Unaudited)**

REVENUES	2017	2016
Canadian Heritage: Canada Periodical Fund	45,611	49,990
Access Copyright	-	4,310
Creative BC	54,740	35,000
In-Kind Donations	66,394	35,496
Membership Dues	6,358	7,478
Sponsorships	2,750	6,750
Subscription Services	8,423	11,463
Registration Fees	2,922	3,800
Misc. Revenue	750	-
Interest and Other Income	22	235
TOTAL REVENUE	187,971	154,521
EXPENSES		
Advertising and Promotion	206	653
Amortization	946	1,184
Bank Charges and Interest	1,339	1,474
Bursary	150	-
Catering	2,320	2,519
Design and Production	1,769	-
Equipment and Venue Rental	3,894	6,070
In-Kind Advertising	20,434	15,959
In-Kind Printing	1,268	-
In-Kind Professional Fees	26,214	19,537
In-Kind Magazine Contribution	18,479	-
Insurance	2,778	2,603
Internships	27,851	26,940
Legal and Accounting	2,073	-
Licenses and Dues	230	599
Meetings/Conference	154	241
Office Expenses	3,717	6,119
Printing	693	-
Professional Fees	83,973	65,485
Rent	662	600
Registration Charges	1,007	-
Sponsorship	1,493	-
Telephone	450	-
Travel	5,357	6,476
Website	1,853	6,304
Other Expenses	174	-
WCB and Benefits	-	158
TOTAL EXPENSES	209,482	162,922
NET INCOME	(21,511)	(8,401)

**Magazine Association of BC
Statement of Financial Position
As at December 31, 2017
(Unaudited)**

	2017	2016
ASSETS		
Current Assets		
Cash	30,652	758
Accounts Receivable	14,789	58,808
Prepaid Expenses	1,442	2,192
Total Current Assets	46,883	61,758
Capital Assets		
Furniture	898	898
Furniture Acc. Depreciation	(898)	(843)
Office Equip.	1,411	1,411
Office Equipment Acc Depreciation	(1,309)	(1,226)
Computer Equipment	9,685	9,654
Comp. Equip. Acc. Depreciation	(6,425)	(5,617)
Total Fixed Assets	3,362	4,277
TOTAL ASSETS	50,245	66,035
LIABILITIES		
Current Liabilities		
Accounts Payable	13,104	45,066
Visa Payable	9,816	9,393
Bank Overdraft	-	9,474
Deferred Revenue	46,644	-
TOTAL LIABILITIES	69,564	63,933
EQUITY		
Retained Earnings	2,192	10,593
Current Earnings	(21,511)	(8,491)
TOTAL EQUITY	(19,320)	2,102
TOTAL LIABILITIES AND EQUITY	50,245	66,035

Approved by the Board of Directors:

Our Members

BAZOOF!
 BC Broker
 British Columbia History
 the Claremont Review
 Collision Quarterly
 Dance International
 Douglas magazine
 EVENT
 Geist
 INSPIRED Senior Living magazine
 K: magazine
 Langara Journalism Review
 Link magazine
 The Malahat Review
 Mountain Sledder: Snowmobile Magazine
 National Observer
 Neo-opsis Science Fiction Magazine
 Pacific Rim Magazine
 Poetry is Dead
 Portal
 PRISM international
 PRRB: the Pacific Rim Review of Books
 PULP Literature
 Ricepaper Magazine
 Room
 Rungh
 SAD Mag
 Small Farm Canada
 subTerrain magazine
 The Capilano Review
 Tow Canada
 Vancouver Magazine
 VO: the Vancouver Observer
 the Verdict
 Watershed Sentinel
 Western Living
 YAM

Affiliates & Associates

ABPBC: Association of Book Publishers of BC
 Canadian Media Circulation Audit
 inovva by Equisoft
 Magazines Canada
 Mitchell Press
 Robyn Tucker-Peck
 SFU Publishing

2017-2018 Board of Directors

President, Grants Writer & Internship Advisor:
 Jane Hope

Treasurer:
 Aarti Gupta

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 Jessica Key, subTerrain
 Madeline Adams, LINK Magazine/ K: Magazine
 Shashi Bhat, EVENT Magazine



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