**Magazine Coach**

Consultation Program

**MagsBC Member Application**

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:**

**Magazine Coach:**

**Preferred consultation date(s):**

**Payment must accompany this form.** Payment will not be processed until a consultant has been confirmed. Very small member magazines may ask to have this fee reduced or waived.

A full 7 1/2 to 8 hour consultation is normally $300 and a half day is $175. However, as this is a new program, we are asking magazines to pay $100 for a half-day session and $175 for a full-day session until the program is more well-established.

Payment via:

* Credit card (email us and we will send a Paypal invoice)
* Cheque made out and mailed to the *Magazine Association of BC* (please include form)
* Not applicable; fee waived by MagsBC.

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



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