



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.

The Magazine Association of BC (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

Dear members,

2018 has been an outstanding year for the association; it has been packed with highlights and good news. Magazine publishers know the power of community. No publishing organization today can thrive without a deep community to sustain and inspire them. MagsBC this year has experienced rich community.

We proudly welcomed eleven new members to the association, representing a diversity of publishing interests and also a passion for their communities. We hosted a series of professional development events, including our MagsWest conference, with enthusiastic attendance and thought-provoking presenters.

We took several steps to grow the health of the organization and its member this year. We are in better financial shape than we have been for years. We retired several significant debts this year, and have benefited immensely from more stable grant funding. We also continue our work to reinforce and build a safer, healthier industry with our work on inclusivity. A new test we set ourselves this year was a discussion on anti-harassment initiatives, in response to several disturbing events in our community.

Publishing is hard, sometimes impossible, work. For many, it is a labour of love. When we have worked together to advocate for change, the change has come. Sometimes quickly, sometimes painfully, but it has always arrived. As I depart the association this year, I thank you all for your friendship. Your commitment to the association is the only thing that makes MagsBC possible.

Warmly,
Jane

Jane Hope
President, Board of Directors
Magazine Association of BC

"Magazine publishers
know the power
of community.

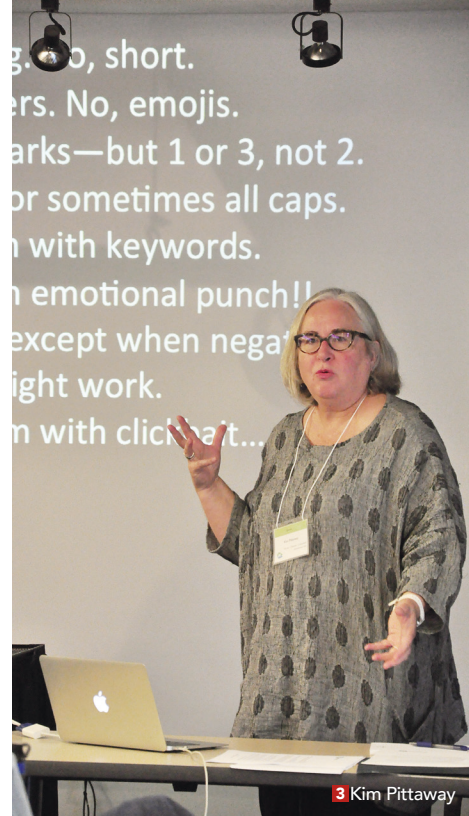
No publishing
organization today can
thrive without a deep
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and inspire them."



1 Rung magazine Intern Habiba Sule with supervisor Zool Suleman



2 MagsWest 2019 networking breakfast



3 Kim Pittaway



Sample feedback from Tracey McKinley's Professional Development workshop:

"Excellent, well prepared, good examples"

OF NOTE

New members as of June 7, 2019:

1. Culturally Modified
2. FabUpplus
3. Here Magazine
4. Loose Lips
5. Maggie Chow
6. Moira Dann
7. Powell River Living
8. Service Truck
9. Spruce
10. Tree Service Canada
11. WordWorks

MagsBC wrapped up the **discoverability pilot project**, which included participation by the association, *Geist* magazine, social media, inbound marketing and website consultants. Through this project, funded by the Canada Periodical Fund, the association's website experienced increased traffic from various social media of up to 800%. (See sidebar).

Digital marketing expert **Patrick Sauriol** of Corona Productions presented findings and tips at MagsWest, which attendees found very valuable.

Executive director Sylvia Skene spent two weeks in Calgary in November on an **information exchange** with AMPA executive director Suzanne Trudel and communications and events coordinator Joanne Fung, and hopes to improve her service to members and other stakeholders over the next year as a result.

In 2018, the association launched the **Magazine Coach Program**, which pairs consultants with member magazines to work on particular areas and goals. So far, six magazine coaches have had eight consultations with six members, and all have given this service top marks.

We continue to support magazines and new magazine professionals by offering **internship subsidies**, ten in 2018-2019, and up to twelve in 2019-2020. **1**

President Jane Hope attended the **Access Copyright AGM**, April 12, 2019 in Toronto.

MagsWest 2019 February 28 to March 2. There was lower attendance at our conference this time around, with around 72 delegates, 105 total. Attendees rated the 17 sessions, conference and speakers the same or higher than last year, averaging 3.65 of 4, and our networking breakfast and after-conference social had the highest turnout ever. **2**

We also welcomed **Kim Pittaway** **3** and **Tracey McKinley** **4** who presented professional development workshops on October 27, 2018 and January 31, 2019 respectively.

We plan to have our **next conference** again in October or November, as well as professional development in Vancouver and Victoria throughout the coming year.

MagsBC continues to work toward encouraging greater inclusivity in publishing. Most recently, with a \$15,000 **Respectful Workplace Fund grant** from Creative BC, we partnered with the Association of Book Publishers of BC (ABPBC) to offer two inclusivity in publishing workshops May 24 and 25, 2019 in Vancouver and Victoria respectively. Melanie Samuels of Singleton Reynolds covered legal aspects, Chelene Knight and Jónina Kirton of ROOM Magazine discussed supporting change, and consultant Cicely Blain facilitated discussions on harassment and discrimination scenarios.

Although we received valid criticism about the content and structure of the workshops from a number of attendees, overall the workshop was received positively, and we felt it



4 Tracey McKinley

"Great, focused and organized speaker"

"A very helpful and wide-ranging presentation"

"Having further reading suggestion was cool – I bought 'The Four' e-book on the spot"



5 Read BC Magazines Transit Poster



6 Jessica Key



7 Sylvia Skene

was one step further toward becoming more informed and engaged about a variety of issues.

Lara Kroeker has applied the recommendations Devon Persing of Simply Accessible made at her MagsWest 2017 session to our magsbc.com website. These improvements should help make our site more friendly to those who have print impairments or other challenges with accessing webpage content, as well as improve discoverability.

Thanks to the generosity of Cultural Services at the City of Vancouver, MagsBC launched two **Transit Shelter Ad campaigns** in 2019.

The first was a "Read BC Magazines" poster designed by board member Danielle Cunningham and printed as an in-kind donation by Mitchell Press. It was displayed from March 4 to April 7, 2019 at ten locations throughout Vancouver. **5**

The second was a "We're Working On It" poster, (see back cover) designed by Gerilee McBride with help from Sylvia Skene, which talks about our commitment to inclusivity and diversity. This poster was up at ten locations from April 15 to May 5, 2019. Lara Kroeker created a commitment to inclusivity webpage for us to use with the poster, and Sylvia Skene, Heidi Waechtler of the Association of Book Publishers of BC and Yilin Wang will be populating it with resources. There will also be links to relevant MagsBC videos, and a draft statement from the association.

2019 MagNet - Jessica Key of *subTerrain* magazine receives her 2018 MagsBC Volunteer of Year award **6**

Sylvia Skene and Doris Fiedrich staffed a MagsBC table at **BC Book Day** April 30 and **Creative Industries Week** showcase and gala 2019 May 1 at the BC Legislature, talking to MLAs, aides, staff, librarians and the public about our great member magazines. **7**

BY THE NUMBERS

Key findings from Sept. 2018 to Feb. 2019 compared to Sept. 2017 to Feb. 2018:

- Traffic from Google is up 84%.
- Direct traffic to the site is up 43%.
- Mobile traffic from Facebook is up 48%.
- Facebook desktop traffic is down 57%.
- Twitter traffic is up 157%.
- Bing organic traffic is up 13%.
- LinkedIn traffic referrals are up 800%.



PAGEVIEWS TO MAGSBC:

- Homepage is up by 72%.
- Members page is up by 9%.
- Jobs page is up by 14%.
- About Us page is up by 8%.
- Join Us page is up by 33%.
- Resources page is down by 30%*

*Likely due to the Resources sections needing to be updated, which was done in May 2019

Magazine Association of BC

Financial Statements

December 31, 2018

(Unaudited)

**Prepared by
Quantum Accounting Services Inc.**



To The Directors of Magazine Association of BC:

We have reviewed the Balance Sheet of **Magazine Association of BC** as at December 31, 2018 and the Income Statement for the year then ended. We have not audited these statements and therefore do not express an audit opinion.

Based on our review, nothing has come to our attention that causes us to believe that these Financial Statements are not in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations.

Quantum Accounting Services Inc.

Quantum Accounting Services Inc.

Vancouver, British Columbia
June 11, 2019

**Magazine Association of BC
Statement of Financial Position
As at December 31, 2018
(Unaudited)**

	2018	2017
ASSETS		
Current Assets		
Cash	18,317	30,652
Accounts Receivable	14,864	14,789
Prepaid Expenses	2,192	1,442
	<u>35,373</u>	<u>46,883</u>
Total Current Assets	35,373	46,883
Capital Assets		
Office Equip.	1,411	1,411
Office Equipment Acc Depreciation	(1,411)	(1,309)
Computer Equipment	9,685	9,685
Comp. Equip. Acc. Depreciation	(7,071)	(6,425)
	<u>2,615</u>	<u>3,362</u>
Total Fixed Assets	2,615	3,362
TOTAL ASSETS	<u>37,987</u>	<u>50,245</u>
LIABILITIES		
Current Liabilities		
Accounts Payable	6,675	13,104
Visa Payable	7,059	9,816
Deferred Revenue (see Note 3)	35,835	46,644
	<u>49,569</u>	<u>69,564</u>
TOTAL LIABILITIES	49,569	69,564
EQUITY		
Retained Earnings	(19,395)	2,192
Current Earnings	7,813	(21,511)
	<u>(11,582)</u>	<u>(19,319)</u>
TOTAL EQUITY	(11,582)	(19,319)
TOTAL LIABILITIES AND EQUITY	<u>37,987</u>	<u>50,245</u>

Approved by the Board of Directors:

Magazine Association of BC
Statement of Revenues and Expenses
For the Year Ended December 31, 2018
(Unaudited)

REVENUES	2018	2017
Canadian Heritage: Canada Periodical Fund	109,206	45,611
Creative BC	45,000	54,740
In-Kind Donations	31,455	66,394
Membership Dues	8,156	6,358
Sponsorships	4,232	2,750
Subscription Services	5,987	8,423
Registration Fees	790	2,922
Misc. Revenue	1,300	750
Interest and Other Income	170	22
TOTAL REVENUE	206,295	187,971
EXPENSES		
Advertising and Promotion	7,749	206
Amortization	747	946
Bad Debt	1,526	-
Bank Charges and Interest	849	1,339
Bursary	-	150
Catering	508	2,320
Design and Production	1,383	1,769
Equipment and Venue Rental	4,734	3,894
In-Kind Advertising	4,478	20,434
In-Kind Printing	312	1,268
In-Kind Professional Fees	1,680	26,214
In-Kind Magazine Contribution	24,985	18,479
Insurance	3,066	2,778
Internships	44,461	27,851
Legal and Accounting	5,781	2,073
Licenses and Dues	249	230
Meetings/Conference	1,011	154
Office Expenses	4,084	3,717
Printing	312	693
Professional Fees	70,645	83,973
Rent	710	662
Registration Charges	364	1,007
Sponsorship	65	1,493
Telephone	508	450
Travel	8,129	5,357
Website	10,147	1,853
Other Expenses	-	174
TOTAL EXPENSES	198,483	209,482
NET INCOME	7,813	(21,511)

Magazine Association of BC
Notes to the Financial Statements
For the Year Ended December 31, 2018

Note 1. PURPOSE OF THE ORGANIZATION

Magazine Association of BC (MagsBC) was founded in 1993 as a not-for-profit association of member magazines and professionals working to unite, promote and strengthen the province's magazine industry.

Note 2 SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The Society prepares its financial statements in accordance with Canadian accounting standards for not for profit organizations (ASNPO). The unrestricted net balance accounts for the society's program delivery and administrative activities.

Revenue recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions related to general operations are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collections is reasonably assured.

Non-cash donations

Contributions of assets, supplies and services that would otherwise have been purchases are recorded at fair value at the date of contribution, provided a fair value can be reasonably determined.

Depreciation

The Society depreciates its capital assets over their estimated useful lives as follows:

Computer Equipment	45% Declining Balance
Office Equipment	20% Declining Balance

Note 3 DEFERRED REVENUE

Externally restricted funds received in the current year consist of the final portion of a three year grant from the Canada Periodical Fund-Collective Initiatives. This funds the project "Sowing Success: Developing the Community of Learning and Growing". The project will run until March, 2020.

OUR MEMBERS

BAZOO!	LINK Magazine	Rungh
BC Broker	Loose Lips Magazine	Service Truck
British Columbia History	The Malahat Review	Small Farm Canada
Collision Quarterly	Mountain Sledder	Spruce Magazine
Common Ground	National Observer	subTerrain
Culturally Modified	Neo-opsis Science Fiction Magazine	TCR (The Capilano Review)
Dance International	the Pacific Rim Review of Books	Tow Canada
Douglas Magazine	Poetry Is Dead	Tree Service Canada
EVENT	Portal Magazine	Vancouver Magazine
fabUplus	Powell River Living	Vancouver Observer
Geist	PRISM international	the Verdict
Here Magazine	PRM (Pacific Rim Magazine)	Watershed Sentinel
Inspired: Senior Living Magazine	PULP Literature	WL (Western Living)
K: Magazine	Ricepaper Magazine	WordWorks
Langara Journalism Review	ROOM	YAM: Victoria's Lifestyle Magazine

ASSOCIATES

Maggie Chow, Art Educator,
Six Principles Fine Art & Design Collaborative

Moira Dann, Dann Fine Writing

AFFILIATES

The Association of Book Publishers of BC

Canadian Media Circulation Audit

Magazines Canada

Mitchell Press

Publishing @ SFU

2018-2019 BOARD OF DIRECTORS

PRESIDENT, GRANTS WRITER & INTERNSHIP ADVISOR
Jane Hope

EXECUTIVE DIRECTOR & INTERNSHIP COORDINATOR
Sylvia Skene

TREASURER
Danielle Cunningham

SECRETARY
Jessica Key

MEMBERS-AT-LARGE
Shashi Bhat
Felice Bisby
Shazia Hafiz Ramji



CAN'T FIND MAGAZINES THAT REFLECT **YOU?**

Your **concerns?** Your **community?** Your **life?**

***We're working
on it.***

The **Magazine Association of BC** is committed to
greater diversity and inclusivity in publishing.

Find out more at:

magsbc.com/inclusivity-in-publishing



creativeBC



Sylvia Skene — Executive Director

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