**Magazine Coach**

Consultation Program

**MagsBC Member Application for Consultation**

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 the following:**

**My preferred Magazine Coach:**

**Preferred consultation date(s) (must be by Sept. 30):**

The contribution for participating member magazines towards the cost of a full 7 1/2 to 8-hour consultation is normally $100 for a half-day session and $175 for a full-day session. However, considering the times we live in, you can just let us know what you can donate towards this consultation and indicate below how you will pay: $ ?

Payment via:

* Credit card (email us and we will send you a Paypal invoice)
* Direct member to member transfer via Vancity (MagsBC's relationship #: 10552323)
* Cheque made out and mailed to the *Magazine Association of BC* (please include form)

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



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