



## **Magazines Canada Policy Priorities for 2021–22**

Magazines Canada is the national association representing Canadian-owned, Canadian-content consumer, cultural, specialty, professional and business magazines. French and English member titles cover a wide range of interests across multiple platforms, including arts and culture, business and professional, lifestyle and food, news and politics, sports and leisure, women and youth. The association focuses on government affairs, retail distribution, and the development of career skills for the people who work in the Canadian magazine publishing sector.

The association's Board of Directors and staff have identified the following priorities to pursue in 2021–22:

- The sustainability of the Canadian magazine publishing industry in a time of change
- Diversity, equity and inclusion in the Canadian magazine publishing industry
- Membership retention and recruitment at Magazines Canada

### **The sustainability of the Canadian magazine publishing industry in a time of change**

Magazines Canada's core services for its members are captured in this first priority. The association lobbies government policymakers to sustain and, when feasible, increase financial support to the Canadian magazine publishing sector. Magazines Canada's retail distribution service provides a consumer path to purchase for its members' publications. The association's professional development programming helps members build essential career skills, adaptive capacity and resilience in a swiftly changing media landscape.

### **Diversity, equity and inclusion in the Canadian magazine publishing industry**

The acts of curating and publishing content for reader consumption places magazine publishers in the position of holding a mirror up to Canadian society. It is critical that this curatorial mirror presents a true reflection of Canadian and world society. To achieve this goal, magazines' management, staff and contributors must accurately represent Canada's demographic diversity. As referenced in the association's strategic plan and in its statement on anti-Black and anti-Indigenous racism, Magazines Canada commits to increasing the representation of Black and Indigenous directors on its Board in 2021–22. The association also commits to helping its members reflect on what supports they need in order to increase the representation of Black and Indigenous individuals among their staff and contributors, as well as individuals from other equity-seeking groups.

### **Membership retention and recruitment: A benefit to current and future members**

A larger, more robust membership would bolster Magazines Canada's government lobbying efforts and would help ensure the association's membership is more reflective of the demographic diversity we are striving to support in all our work. In this way, retaining our existing valued members and recruiting new members to join Magazines Canada is a cumulative benefit to current and future members. It is also a priority in Magazines Canada's strategic plan. Staff will devote significant time and energy to this important business development exercise, driving home the membership value proposition with every interaction with existing and prospective members. Staff welcomes the Board's help with this work, when feasible.