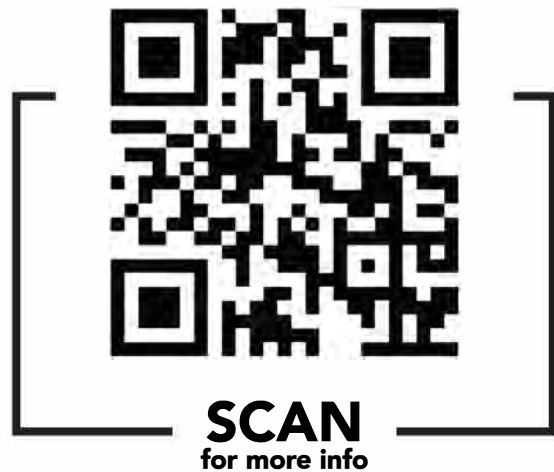


The Magazine Association of BC is proud to represent 53 magazines published across British Columbia!

Scan the QR code below to dive deeper into the world of BC magazines.

Check out our revamped website, watch our video presentation, and take a look at our newly published list of almost 300 magazines published in BC during Creative Industries Week to find out about the magazine industry in BC and beyond.

We'll be posting and sharing on social media throughout the week. Look for [#BCCreates](#), [#FindYourMagazine](#), and [#SubscribeBC!](#)



@magsbc



@magsbc



@MagazinesBC



@MagazinesBC



Founded in 1993, the Magazine Association of BC (MagsBC) unites a diverse network of member magazines and professionals in strategic partnerships, programs and projects that strengthen our industry.

Our Mission

The Magazine Association of BC is a member-driven, not-for-profit organization which believes in the interconnected cultural and economic value of a vital British Columbia magazine publishing industry.

MagsBC works to foster an environment where new magazines are nurtured, established magazines are supported and magazine staff are able to develop their skills.

Its originating and continuing purpose is to promote the value of the sector.

Welcome to the Wonderful World of BC Magazines!

In the past year, the Magazine Association of BC undertook a number of projects and initiatives to support and strengthen the British Columbia magazine industry.

The State of Equity, Diversity and Inclusion in the Canadian Magazine Industry

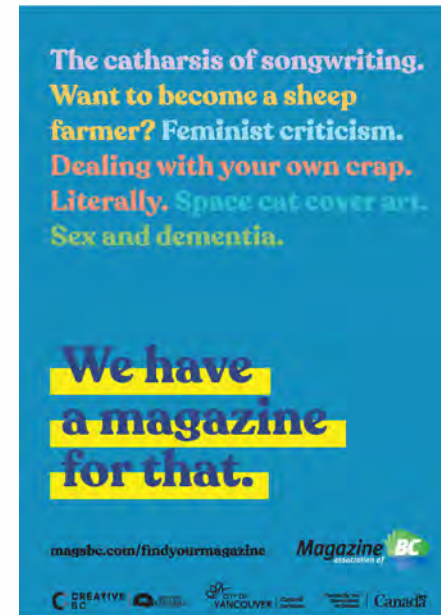
The Alberta Magazine Publishers Association (AMPA), in partnership with the Magazine Association of BC and Zenev & Associates, circulated a Canada-wide survey in English and French from January to March 2021 to assess the current state of equity, diversity and inclusion in the magazine publishing industry. Summaries of the July 2021 survey report can be found on our website under About as well as a link to request the full survey.



The survey findings will be used to determine strategies that will contribute to a more diverse and inclusive magazine industry beyond what we're currently doing through ongoing training opportunities and internship programs that support historically underrepresented groups.

Promotional Campaign: We Have a Magazine for That!

British Columbians take pride in our province. We love homegrown industries, be they food, music, film, books, or magazines. With this campaign, MagsBC wanted to raise awareness about the plethora of homegrown magazines, across many genres, available to British Columbians.



Campaign print ad displaying in 12 member publications



We launched the MagsBC podcast *I Heart Magazines* in March 2022 to unanimously positive reviews.



Campaign digital ads displaying on 12 member websites and e-newsletters

MagsBC Interns & Practicum Students

MagsBC subsidized 14 internships with member magazines in 2021-22. Participating magazines and publishers included *Asparagus*, *BAZOO!*, *The Capilano Review*, *Dementia Connections*, *Digits & Threads*, *HERE*, *LINK*, Page One Publishing, and Seekers Media. Interns worked in many areas including editorial, marketing, graphic design, and community and digital engagement.

We also hosted a number of interns and practicum students at the association who worked on website updates, graphic design, digital marketing, content creation, and database maintenance.

We are proud to support the next generation of emerging magazine professionals!

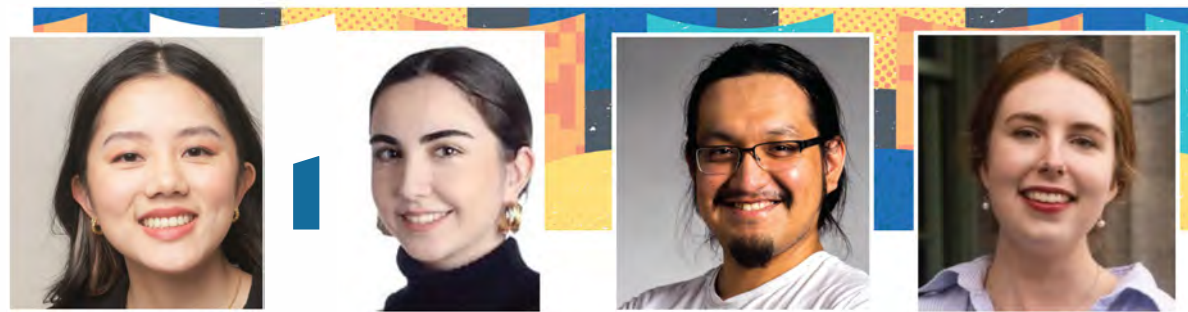


Sun Woo Baik

Reska Nasution

Crystal Peng

Denée Seaton



Selina Ye

Kimia Heydari

Eldon Stanley

Holly Wethey

Skills Development & Consultation Programs

In the past year, MagsBC has offered 13 webinars, 5 workshops, 2 panels, 11 magazine "doctor" sessions, and 14 half-day expert consultations on a variety of topics relevant to magazine publishing, including equity, diversity and inclusion webinars:



Upgrade Your House Style

Our anti-oppressive copy-editing workshop with Andrea Bennett was extremely successful. We organized two workshops in March 2022 to meet the demand from magazine staff and professionals.

Andrea Bennett



Practising Embodied Allyship

Our March 2022 keynote with author Catherine Hernandez at the Magazine Editors Summit received overwhelmingly positive feedback.

Catherine Hernandez

Diversifying Revenues & Readers: Exporting to Europe & the World

In partnership with Erak Global Works, MagsBC offered two days packed with 8 webinars on the opportunities and challenges of exporting Canadian magazines abroad.



Chris Couchman

James Hewes

Joris van Leirop

Léon Bouwman



Liz Barber

Luciano Stulin

Regina Erak

Steven Casey

BC MAGAZINES AT A GLANCE

34% **\$107M⁺**

YOY CHANGE
IN TOTAL GDP

TOTAL GDP IN B.C.
2020

1,366⁺

TOTAL JOBS
Traditional FT + Equivalent

794

DIRECT JOBS
Traditional FT + Equivalent

53

MagsBC
Members

43⁺

Digital-only
BC magazines as
of March 2022

294

BC-based
magazines as of
March 2022

10%

Of magazines
in Canada
published in B.C.

1 Magazine | 1 MagsBC Member

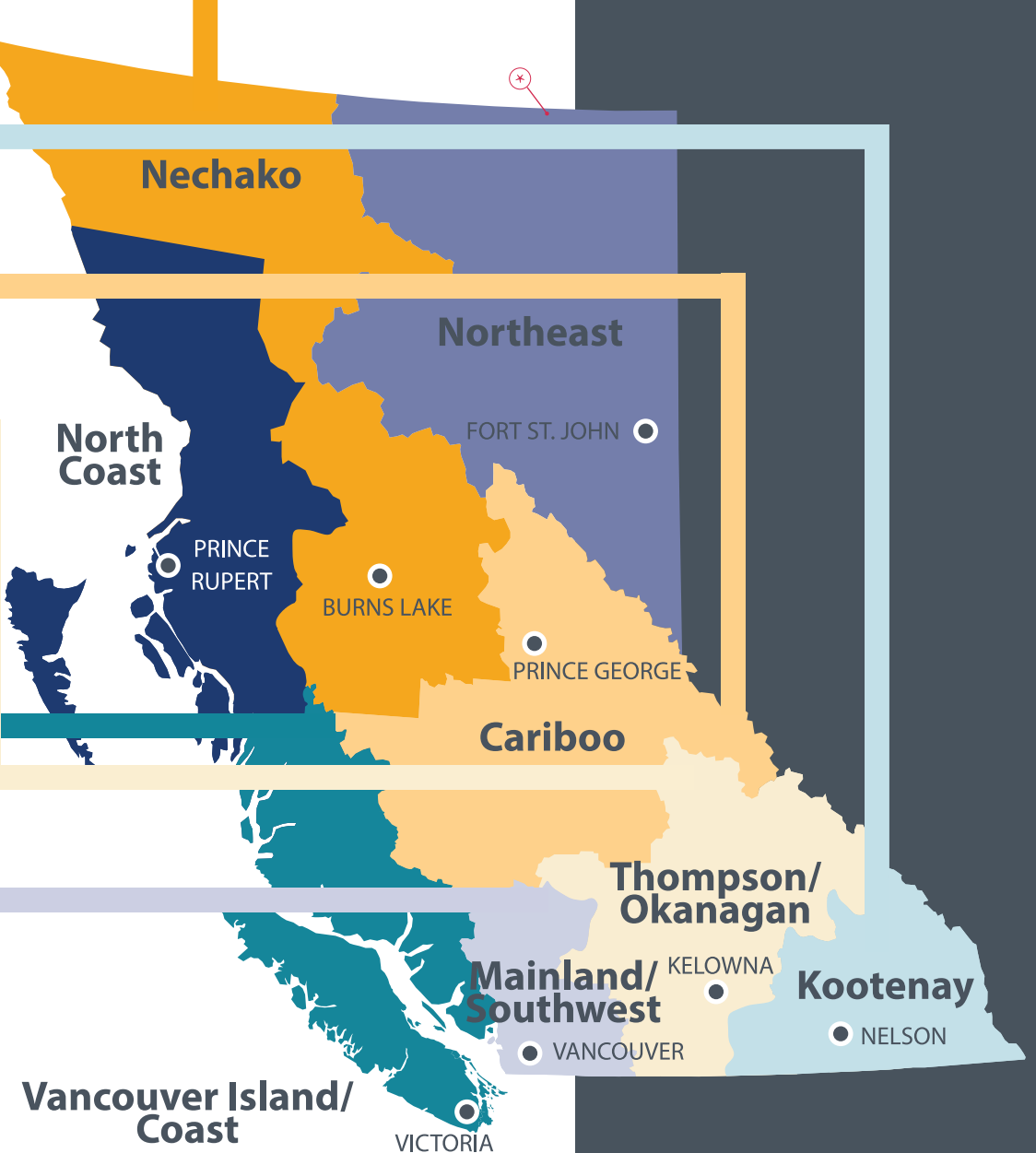
8 Magazines

1 Magazine

16 Magazines | 2 MagsBC Members

169 Magazines | 32 MagsBC Members

65 Magazines | 18 MagsBC Members



⁺ Source: Creative BC Impact Report 2020-21

^{*} Source: MagsBC 2021-22 BC Magazines database. (Not comprehensive.)