



2021/2022
ANNUAL REPORT

MAGSBC

The Magazine Association of BC (MagsBC) was founded in 1993 to represent, connect and promote the British Columbia magazine industry.

MagsBC is a member-run organization that unites a diverse network of member magazines and professionals, and develops strategic partnerships, projects and programs that strengthen our industry.

Our membership consists of print and online magazines headquartered in BC, ancillary companies, partner organizations, and individuals.

Through our programs and services, MagsBC strives for greater diversity, inclusion and equity in our industry. See our Commitment to Inclusivity webpage on magsbc.com for more information.

We acknowledge that the Magazine Association of BC carries out its work on the unceded territory of the Coast Salish Peoples, including the territories of the xʷməθkwəyəm (Musqueam), Skwxwú7mesh (Squamish), and Səl̓íl̓wətaʔ/Selilwitulh (Tsleil-Waututh) First Nations.

THANKS TO

Our Funders



Our Sponsors



The following businesses and individuals

Allyson McGrane, Left Right Minds

Anita Li, The Other Wave

Crystal Peng, Crofton House School student

Kimia Heydari, Langara College Design Formation Program practicum student

Papy Abdie, rTraction Canada, Inc.

Paul LeBlanc, FASTSIGNS Vancouver

Rachel Lin, Robyn Dubinsky, and Wendy Habif, Langara College Library & Information Technology Program practicum students

Trevor Marples, Leaders Media Ltd.

The many members who donated ad space or promoted our initiatives, including:

Asparagus Magazine

Canada's National Observer

Canadian Aviator

The Capilano Review

Dance International

Dementia Connections

Digits & Threads

Douglas

EVENT

FOLKLIFE

Geist

HERE Magazine

INSPIRED 55+ Lifestyle Magazine

LINK Magazine

The Malahat Review

Portal Magazine

Preview

Principl(ed)

PULP Literature

qathet Living

RANGE

Rungh

subTerrain

Vancouver Magazine

Watershed Sentinel

Western Living

WordWorks

LETTER FROM THE PRESIDENT



Dear members,

For the third year straight, I began writing this letter while musing on the challenges that the ongoing COVID-19 pandemic has brought us as magazine professionals. But, that also led me to remembering the power of our community, and looking back on this past year I think we have many things to be proud of. Through uncertainty around public events, funding changes, supply chain issues, and more, our members have continued publishing incredible magazines that have a diversity of publishing interests and a passion for their communities.

In 2021-2022 we continued to welcome new member magazines to our association, while we assisted our members as they navigated new funding opportunities and ways of pivoting and innovating their brands. This assistance included hosting workshops and Q&As; providing professional development opportunities; advocating with funders and governments; implementing industry surveys; undertaking important research; and launching our podcast, website refresh, and the **We have a magazine for that!** member magazine campaign. I have so much gratitude to Sylvia Skene and Asna Shaikh for their tireless work as association staff.

Looking forward to the rest of 2022 and into 2023, we remain dedicated to building a safer, healthier industry, particularly through continued advocacy, professional development, and the implementation of our new Code of Conduct.

As I said last year, publishing is difficult, often under-funded, and under-appreciated work, and the stresses of the past few years sometimes made that feel even more so. However, I continue to be heartened by the commitment, innovation, and sense of accountability and community I see within our industry. Thank you all for your continued determination and hard work.

Warmly,

A handwritten signature in dark ink, appearing to read 'jkey'.

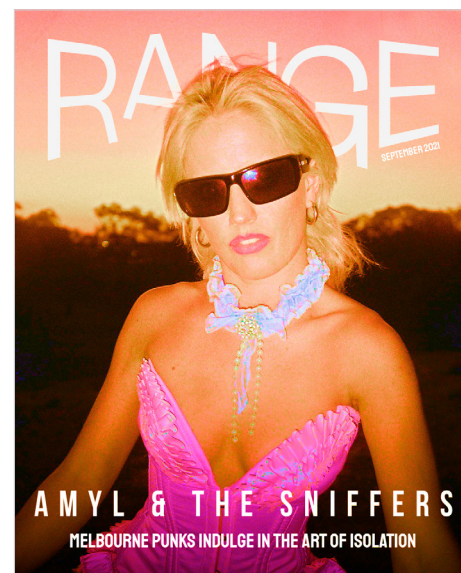
Jessica

Jessica Key
President, Board of Directors
Magazine Association of BC

Welcome New Magazine Members

“Joining MagsBC was the single best business development decision we made as a new company. The support we received both directly from staff and through participation in the Internship Subsidy Program enabled us to solidify our foundation as a startup and to grow in a healthy way into our second year of publication.”

– Kim Werker,
Publisher,
digitsandthreads.ca



We have a magazine for that! Member magazine promotional campaign

PLANNING AND STRATEGY

MagsBC hired Trapeze Communications to strategize, develop, execute, document and analyze a member magazine promotional campaign between March and August 2022.

The association also met with almost half of its members one-on-one to determine the strengths of each magazine, available print and digital promotional channels, target demographics, donation/discount of digital/print ad space, creative content, contribution to magazine bundles, suggestions for promotions.

In addition, we conducted a pre-campaign survey to gauge the level of awareness of its member magazines and BC magazines in general. The survey link was distributed to local post-secondary contacts in publishing, writing and journalism programs, both faculty and students. As of its close March 1, 2022 had received 80 responses. A notable finding was that many respondents were not aware of BC magazines that had their desired content.

The campaign prompted a shift in the target audience for our website. Whereas before the website targeted magazine publishers and professionals, our main target demographic was now British Columbians who were interested in online and print magazines, and the goal of the campaign was to raise awareness about our amazing member magazines and content.

To this end, the key campaign message was: *We have a magazine for that!*

Our campaign has its soft launch on March 7, 2022 and a hard launch on March 17, 2022. The campaign will run until August 15, and most campaign activities will end on July 15.

Website

We grouped our member magazines into five segments in order to optimize campaign strategies and creatives, and reach as many people as possible:

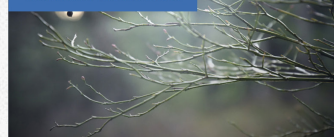
1. Find Your Magazine

All 51 member magazines.

Sample Great BC Magazine Content.

BC magazines are here to meet all your content needs. Expand upon all that interests you and support a homegrown industry.

WRITING & VISUAL ARTS



HEALING WITH WORDS

"When my son was born, I experienced a traumatic childbirth during which I almost died..." By Angela Douglas for WordWorks, 2021 Vol. III.

[EXPLORE »](#)

LIFESTYLE & LEISURE



HOME TOUR: INSIDE A MAXIMALIST CALGARY HOUSE THAT FULLY EMBRACES COLOUR

celebrate bold colours – "Doing colour properly also means having a space where you can get away from it..." Paul Lavoie. By Anicka Quin for Western Living, February 23, 2022

[EXPLORE »](#)

BUSINESS & COMMUNITY



ARTS & CULTURE



Website page showing featured content pieces

2. Arts & Culture

BAZOOFI!, Culturally Modified, Dance International, K: Magazine, Loose Lips, Preview: Guide to Galleries + Museums, RANGE Magazine, and Rungh

3. Writing & Visual Arts

The Capilano Review, EVENT, Geist, The Malahat Review, the Pacific Rim Review of Books, Portal, PRISM international, PULP Literature, Ricepaper Magazine, Room, subTerrain, and WordWorks

4. Lifestyle & Leisure

Asparagus, British Columbia History, Calibre, Canadian Aviator, Dementia Connections, Digits & Threads, FestivalSeekers, FOLKLIFE, Inspired 55+ Lifestyle Magazine, Island Parent, K: Magazine, LINK, Mountain Sledder, SnowSeekers, Spruce, Vancouver Magazine, Western Living, YAM, and ZenSeekers

5. Business & Community

BC Broker, Canada's National Observer, Collision Quarterly, Country Life in BC, Douglas, Fraser Monthly / ふれいざ*,

HERE Magazine, Principl(ed)*, qathet Living, TAKE 5, Tow Canada, the Verdict, and Watershed Sentinel

*Added when joined during the campaign.

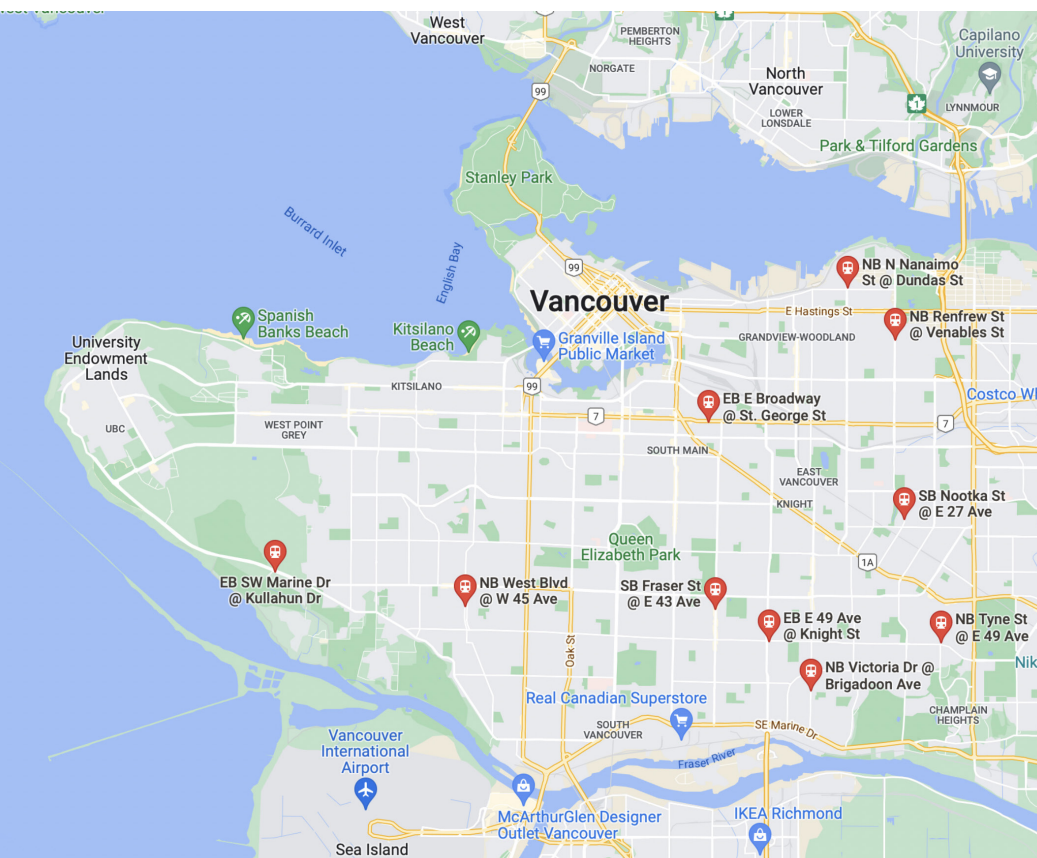
MagsBC also developed a comprehensive list of BC magazines which is available as a PDF download on our website.

Content

One of our main goals for this campaign was to feature selected content from our member publications to showcase the breadth and depth of wonderful and immersive content to be found in our BC magazines.

All the campaign pages include this content to pique the target audience's interest and get them to discover more by clicking through to our members' websites or online magazines.

We also have a menu link which lists all featured content pieces so people can find them easily.



Transit Shelter Ad

We kickstarted the promotional campaign with a transit shelter ad through City of Vancouver's Cultural Services grant program. It consisted of ten transit shelter ads spread out across Vancouver over a period of four weeks running March 7 to April 4, 2022. The locations of the ads can be seen on the above map.

Campaign Ads – Members

One of the main promotional channels for the campaign was ad space in our member publications, their websites, newsletters, and online marketing channels. This was to leverage our members' built-in audience and to showcase and leverage the magazine as an established and high return-on-investment advertising avenue.

Trapeze Communications developed 5 sets of ad creatives in different sizes and dimensions, one for the overall campaign and one for each of the four categories. The ad design highlighted our member magazines by crafting intriguing hooks based on content found on their websites,

much of which MagsBC also featured in our Featured Content section.

We developed full-page, half-page, and quarter-page print ads, and also accommodated members with custom specs and colour requirements. Our online display ad offering consisted of big box, leaderboard, banner, and sidebar sizes.

Many of our members generously donated print and digital ad space, and different ads were staggered throughout the campaign duration, with 33 print and digital ads in 25 member publications, websites and newsletters.

Paid Social Campaign

Trapeze ran a social media campaign through MagsBC's Facebook and Instagram accounts using short video creatives, each one unique to each campaign category. The campaign was divided into five "flights," i.e. five distinct runs between mid-March and mid-August 2022, in order to analyze incoming data and make improvements on the fly. Each



Transit Ad at East Broadway and St George



Full Page Ad by Trapeze Communications

run targeted seven distinct audiences to compare and contrast performance after each flight.

Organic Social Campaign

MagsBC carried on an organic campaign, mainly on Twitter and to a lesser extent on Facebook and Instagram, by posting and sharing member magazine and industry posts, and promoting the podcast and magazine bundles as part of the promotional campaign. Our Twitter campaign has seen a significant lift in engagement and followers.



I «Heart» Magazines logo by Victor Terzis

We also promoted BC magazine content and professional development in a new podcast series and our member magazines through a set of digital magazine bundles on our just-launched e-commerce page.

Podcast

The I Heart Magazines podcast launched on March 17, 2022 with an episode on anti-oppressive copy-editing. Since then, MagsBC has produced and published two more episodes, one on magazine exports, and another on magazine awards. For the first three podcasts, Asna Shaikh and Sylvia Skene between them interviewed six professionals and featured three pieces of BC magazine content.

Each podcast also contains a segment with industry news, upcoming events, and other items of interest.

You can play our podcast on Spotify, Apple Podcasts, SoundCloud and other major podcast apps, as well as on our podcast webpage.



Thanks to Sarah Hoyles (pictured, left) who helped us with planning, training and feedback on our podcast.

Episode 1: In Your Own Voice: Anti-Oppressive Editorial

Features *The Tyee*'s senior editor andrea bennett on anti-oppressive copy-editing and writer and photo-journalist Jesse Winter on the decimation of photo editors and visual literacy. Jesse also read an



Website page showing magazine bundles, artwork by Jeff Kulak

excerpt from his *theTyee.ca* article, "Photographing Beyond 'Needle-in-Puddle'" on the rise in harmful imagery around people experiencing homelessness and those who use drugs.

Episode 2: Exporting Canadian Magazines
Regina Erak about the opportunities and challenges of exporting Canadian magazines abroad, and science journalist Lisa Kadane with an excerpt from her article in *Dementia Connections*, "Shining a Light on Frontotemporal Dementia," an example of magazine content in demand in international markets.

Episode 3: All About Awards

Leah Edwards on the inner workings of the National Media Awards Foundation and Carleigh Baker with an excerpt from her NMA-winning story "Outraged on Your Behalf," published in *subTerrain* Magazine.

Episode 4: Emerging Magazine Talent Episode 5: Magazine Podcasting

Magazine Bundles

MagsBC rolled out our ecommerce store with magazine bundles, sample packs of free digital issues donated by member magazines and grouped along specific genres:

1. For Writers, Poets, and Creators: Literary Magazine Bundle
2. Just Plain Beautiful: Design Magazine Bundle
3. Live Your Best Life! For Bon Vivants: Lifestyle Magazine Bundle
4. Back To The Land: Environment & Agriculture Magazine Bundle

Library posters

MagsBC distributed posters to a number of Vancouver Public Library branches through VPL's Central Branch service.

“MagsBC has kept our company in the loop during trying times and has offered great support and resources. If not for their continued communication and guidance, we would not be in the strong position we are coming out of this pandemic.”

—Krista Turcasso,
Editor,
Fernie Fix Magazine

CAMPAIGN METRICS AND ANALYTICS

Paid Social Campaign

The campaign has been quite successful within our targeted demographics as reflected by the numbers. Below is a snapshot of the campaign’s analytics since its launch on March 15 to May 31.

Social media ads:

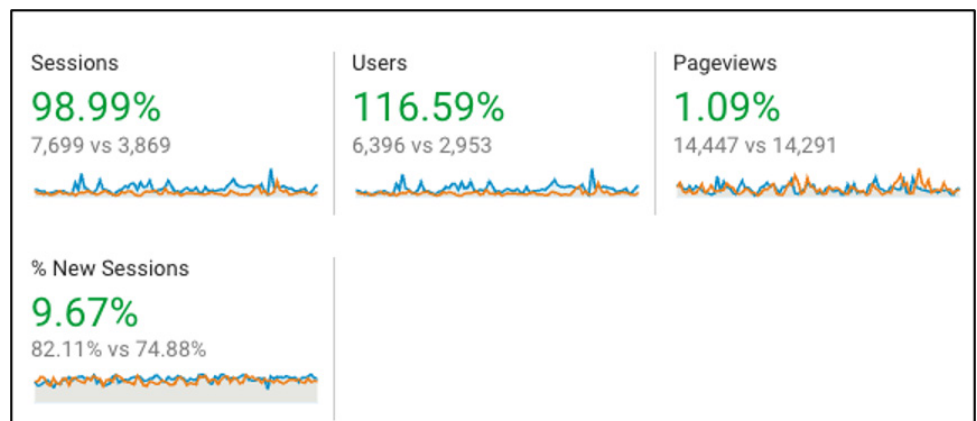
+ 591,346 impressions
+ 235,841 reach
+ 5,298 clicks

Member Analytics

At the end of the campaign, MagsBC will, with the help of Trapeze, collect data and metrics from our members to track the performance of the campaign ads in member publications and channels, as well as that of the campaign content shared by them.

We will be reporting on these main metrics:

- Data periods: March 15 – August 15, 2022 (when the five flights were scheduled) and March 15 – August 15, 2021 for comparison



Year-over-year website results for magsbc.com (March 15 – May 31, 2021 vs. March 15 – May 31, 2022):

As you can see above, the number of sessions and users on the MagsBC website have doubled as compared to the same period last year. As well, the percentage of new sessions has increased by nearly 10%, and the number of page views by about 1%.

According to Celeste Herbert, our Digital Marketing Manager at Trapeze Communications, most of our users last year would have been people already familiar with MagsBC; they came to the website for specific information and stayed longer.

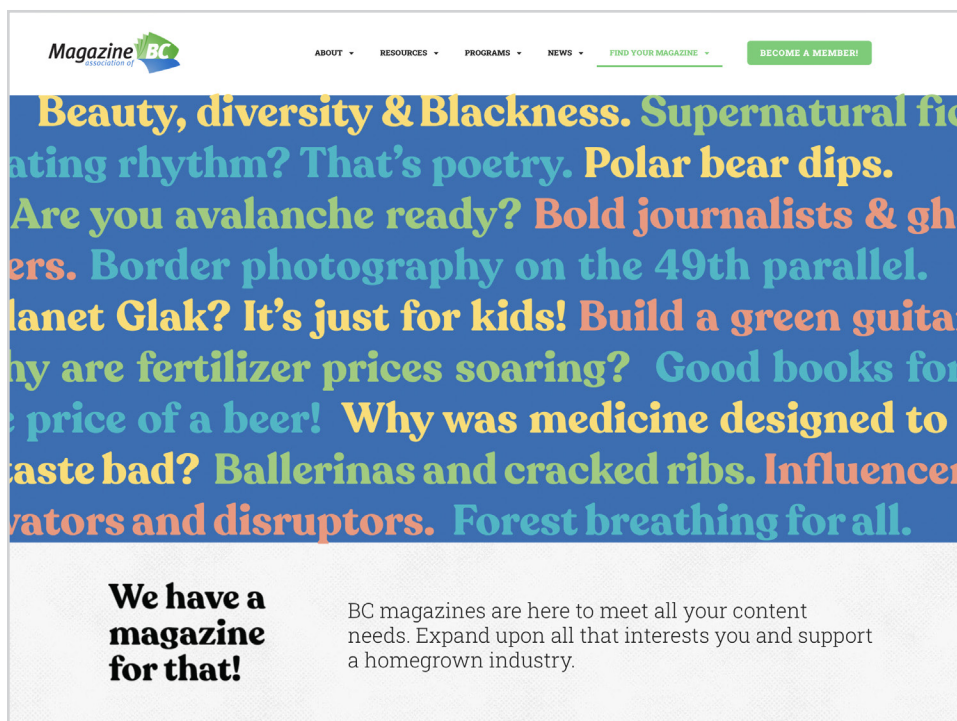
Because of the campaign, we have many new users coming to the website and staying for a shorter time. We have made some adjustments to the website to make it more user-friendly, as well as added a lot more content, and will analyze as well whether the behaviour reflects users clicking through to member websites or other destinations.

Print ads: copies/issue, readership/issue for reach stats

- Websites: VPM (visitors per month)
- Digital display ads: impressions, CPC (cost per click), CPM (cost per thousand)
- Social media posts (related to the campaign): impressions

Post-campaign survey

To bookend the campaign, we will be conducting a post-campaign survey with the same respondents who took the pre-campaign survey to measure any change in their awareness of MagsBC’s member magazines and of magazines in BC in general.



“The [Internship Subsidy] program enables us to provide meaningful work experience and mentoring to emerging industry professionals, particularly those from underrepresented communities.”

– Fiona Bramble,
supervisor/host,
Here Magazine

Refreshed website

As the member campaign needed a robust online presence, we decided to do a major refresh of the magsbc.com website with the financial assistance of Creative BC at the same time.

Most of the text content remained substantially the same, but with the assistance of web developer Lara Kroeker, we upgraded the website’s look, feel, functionality and accessibility, replaced the banners (the new ones are by Lara), rejigged the colours and other graphics (Jeff Kulak), added sections and webpages for the member campaign, shop, podcast, and membership areas, and made many other changes and enhancements to bring the website up to 2022.

Like any major revamp, there are still a few tweaks we need to do, however, we feel it’s a great improvement. Visit magsbc.com and let us know what you think!

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

L’état de la diversité, de l’inclusion et de l’équité dans l’industrie canadienne des magazines : rapport d’enquête

Events in Canada, the US, and around the world continue to highlight issues of marginalization and inequity in many societies and sectors. With these events has come a renewed effort to understand the root causes of marginalization, particularly that of Indigenous, Black and other racialized communities, and to address inequities.

In response to this, AMPA, in partnership with the Magazine Association of BC and Zenev and 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.

Key Project Objectives

The goal of the survey was to gather information on:

- (i) how diverse and inclusive magazine organizations and the magazine industry are;
- (ii) the challenges magazine organizations face in becoming more diverse, inclusive and equitable; and
- (iii) the strategies organizations have implemented to become more diverse, inclusive and equitable, and to ensure that content represents diverse voices and perspectives.

Findings

The survey results were compiled and summarized by Aliya Jamal and Zenobia Jamal, Zenev and Associates. Summaries in French and English were published July 29, 2021 on our website under About; the full report may be requested from the Alberta Magazine Publishers Association.

Our Commitment

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.

Assistance with Funding Applications

To help magazines successfully apply for federal funding, MagsBC organized presentations and Q&As with Canada Periodical Fund (CPF) representatives. Executive director Sylvia Skene hosted these presentations, compiling a long list of questions and gating through others from attendees so publishers and senior staff could come away fully informed.

- July 7, 2021 David Harkness on the Business Innovation fund.
- October 27, 2021 David Harkness and Josée Shank on the Special Measures for Journalism recovery funding.
- April 20, 2022 Josée Shank and Steven Burns on the Business Innovation fund.

Creative BC also funded MagsBC to hire Allyson McGrane to assist BC magazine publishers with applying for CPF's Special Measures for Journalism and Aid To Publishers funding through 26 forty-five minute consultations and other assistance.

Professional Development

June 29, 2021: Diversifying Advertisers and Bringing Back Clients. Michelle Allison (1), Annex Business Media, discussed techniques for growing your advertiser base and bringing back businesses who may have cut their ad budgets due to the pandemic.

September 14, 2021: Marketing Your Magazine's Podcast. Michelle Allison (1) and Stacy Bradshaw (2) of Annex Business Media presented effective and tangible strategies to build and promote a podcast.

September 27, 2021: Kayi Wong (3) presented **Social Media is the New Website: Strategies for Magazines.** She went over the basics of social media, creating more inclusive content, and ways to diversify your readership through organic engagement.

October 6, 2021: Danielle Labrie (4) of Annex Business Media covered current ad trends, digital advertising options, integrated programs, and the pros and cons of moving from print to digital in **Selling Digital Marketing to Clients Who Prefer Print.**



November 17, 2021: MagsBC partnered with the Alberta Magazine Publishers Association for a webinar on **Supporting Mental Health in the Workplace**, presented by Tiana Field-Ridley (5). One of the resources shared was the Mental Health Continuum developed by the Mental Health Commission of Canada.

February 8, 2022: Set Up and Stretch: Office Ergonomics for Magazine Professionals. Tana Bullock (6) and Jill Cressman (7) of MoveSafe conducted a workshop on simple office appropriate exercises, best practices for proper posture while sitting, and low-cost solutions to adapt available home furnishing to establish a good ergonomic home office set up.

February 15-16, 2022: Diversifying Revenues and Readers: Exporting to Europe and the World. In partnership with Erak Global Works, MagsBC presented eight webinars over two days to help magazine publishers learn more about European and international markets. Speakers included

Regina Erak (8), Managing Director and Steven Casey (9), Business Development Manager, Erak Global Works, Ltd.; James Hewes (10), President & CEO, FIPP; Joris van Lierop (11), Co-founder & CEO, The Content Exchange; Chris Couchman (12), Head of Content, Readly; Lizanne Barber (13), Managing Director, DistriPress; Luciano Stulin (14), Head of International, IPS Pressevertrieb GmbH and Ingo Schultz (15), Executive Director, Operations, IPS Group; and Léon Bouwman (16), Publisher, New Skool Media B.V.

March 1 and 29, 2022: Our workshop **Upgrade Your House Style: Anti-Oppressive Copy-Editing** with andrea bennett (17) on March 1 was so successful that we organized a repeat workshop on March 29; both workshops were sold out. Attendees found the workshop "informative and inclusive."

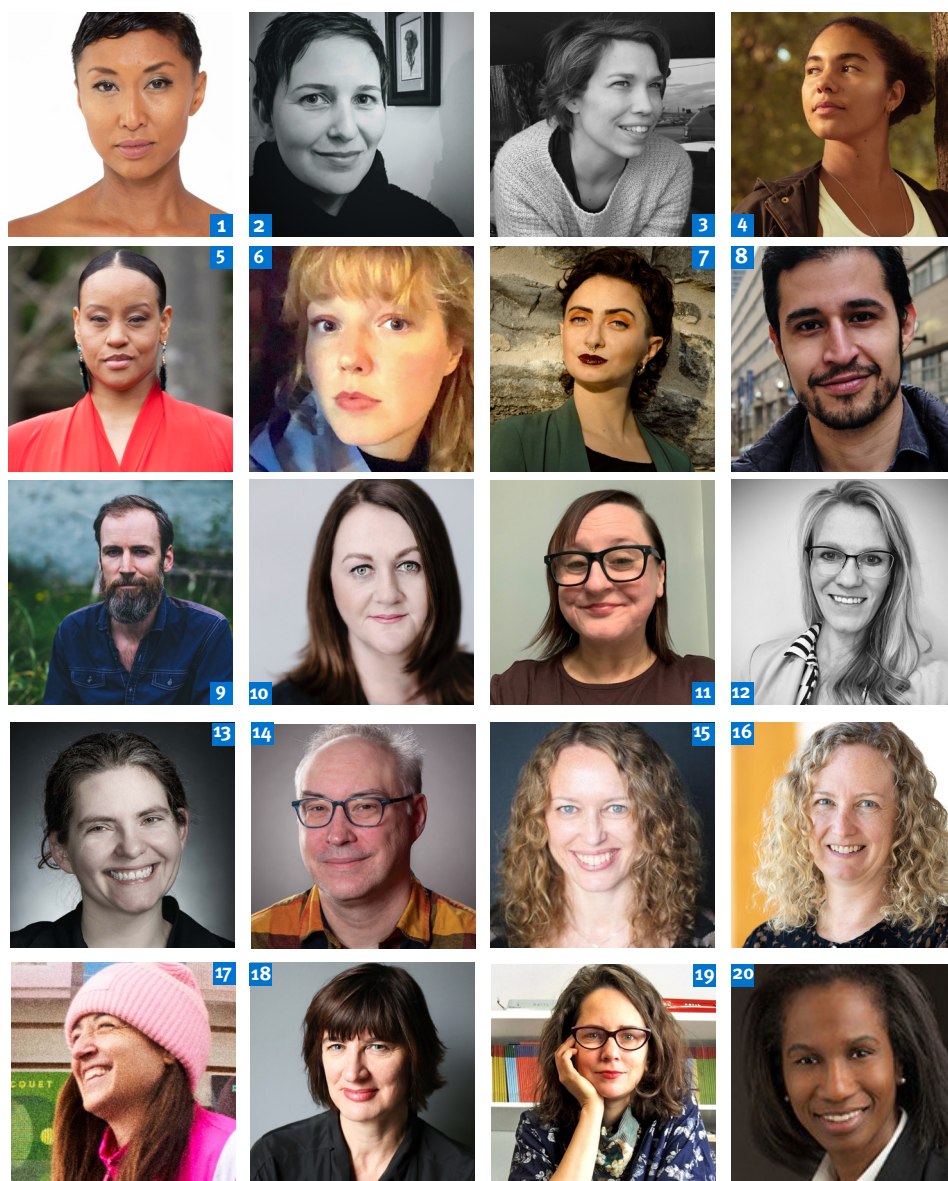
“The MagsBC Professional Development seminars and workshops are wide-ranging and our magazine's go-to source for developing skills and practices and learning about current issues in magazine publishing.”

– Ian Cockfield,
Managing Editor, *EVENT*

March 19, 2022: The Magazine Editors Summit included a moving keynote address by award-winning author Catherine Hernandez (1) on **Practising Embodied Allyship**, followed by two panels. *Visual Arts News* publisher AnnMarie MacKinnon (2) moderated **Navigating Change in the Age of Burnout** with panelists Matea Kulić (3), Editorial Director, *The Capilano Review* and Lue Palmer (4), Editor, *Room Magazine* & *PREE Caribbean Writing*. Here Magazine's Director of Operations & Project Management Kareece Whittle-Brown (5) moderated **Cultural Intelligence: The Connectivity Tool for Meaningful EDI** with panelists Shannon Carranco (6), investigative journalist, Ziya Jones (7), writer/editor, and Kevin Taghabon (8), freelance journalist and co-editor of *The Hoser*.

April 26, 2022: Ian MacKenzie (9) held a successful workshop on **Advanced Crowdfunding Strategies for Magazines**. Attendees found incredible value in the strategies and tips Ian had to share.

May 17, 2022: It's Not ALL Bad: 10 Trends and Publishing Lessons from an Unprecedented Year. Joyce Byrne (10), Canadian magazine industry veteran and Lisa Whittington-Hill (11), publisher, *This Magazine* reflected on the biggest opportunities and challenges facing the magazine industry in Canada today. The webinar was well-received by attendees, who found the content to be relevant and engaging.



June 8 – July 6, 2022: “Doctor” sessions, one-on-one 45-minute professional development consultations with Michelle Allison (12) [sales and revenue], Allyson McGrane (13) [grant writing], Patrick Sauriol (14) [digital marketing], Lisa Manfield (15) [online engagement], and Carley Hodgkinson (16) [design]. Participants found the sessions incredibly useful, as the “doctors” focused their advice on each publication’s specific needs.

June 21-22, 2022: Take Your Magazine to the Next Level: Case Studies in Innovation. Caitlin Thompson (17), Publisher & Co-founder, *Racquet*

Magazine, Melony Ward (18), Publisher & Director of Business Enterprise, Canada’s National History Society, and Janine Vangool (19), (everything), UPPERCASE Publishing presented case studies on innovative and entrepreneurial magazine projects. Myriam Beaugé (20), Editor-in-Chief, Mall Media Inc. moderated a panel discussion with Caitlin, Melony and Janine.

Videos of most of the above events are either on our YouTube channel **Magazines BC** or will be shortly.

We thank the Government of Canada and Creative BC for their financial assistance in offering these webinars.



Magazine BC
association of

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.

MagsBC Handout for Creative Industries Week

Advocacy

Creative Industries Week 2022

After two years of virtual events, we were back in person in Victoria on Wednesday, May 18 for the Creator Showcase at the BC Legislature and an evening social at Kwench, a full-service work and culture club and facilities space, as part of Creative Industries Week, May 16-20.



Bob D'Eith and Sylvia Skene

Both events were a great opportunity to speak with MLAs and other government policymakers and staff, and work with representatives from other BC creative industries and organizations (see next page) to highlight our significant collective contributions to this province.

MagsBC executive director Sylvia Skene and project coordinator Asna Shaikh showcased our members and shared information on the important cultural and economic impacts of BC magazines. Fiona Bramble and Tracy Guinchard of member *Here Magazine* also attended as our guests for this year's CIW theme of *Connecting BC's Creative Constellation: BC Creates Stars of Tomorrow*.

For the MLA goodie bags, MagsBC contributed a bright and engaging handout full of information on BC magazines as well as over a hundred beautiful magazines generously donated by our members. The handout was put together by Asna with the assistance of Langara College Design Formation practicum student Kimia Heydari and graphic designer Victor Terzis. We also:

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.



Showcase table display

"Thank you to MagsBC for their help in creating workshops and grants that have allowed us to continue publishing in this challenging time."

– Marina Sacht, Publisher, *Take 5*

“Thank you! It has been a tough time during COVID for the industry and having Reska intern was most helpful! I really appreciate the program and the MagsBC office is doing a stellar job!”

– TeLeni Koochin,
supervisor/host,
BAZOOF!

- Held a free subscription prize draw at the Showcase which had people signing up all morning and encouraged them to learn more about our great publications.
- Published the List of BC Magazines handout on our website.
- Scheduled Lisa Whittington-Hill and Joyce Byrne’s webinar on Tuesday, May 17 to contribute industry-related programming for this week. (See under Professional Development for details.)

We would like to thank the many associations and organizations contributing to and involved in Creative Industries Week 2022, without whom we would not have this amazing opportunity to talk with provincial MLAs, aides, and bureaucrats about our industry and our sector. They include:

- The Association of Book Publishers of BC (ABPBC)
- Creative BC
- Canadian Media Producers Association – BC Producers Branch (CMPA-BC)
- DigiBC
- Directors Guild of Canada – BC (DGC)
- IATSE Local 891
- Motion Picture Production Industry Association of BC (MPPIA)

Magazine Association Meetings

Executive director Sylvia Skene also met with Melanie Rutledge, Magazines Canada, Suzanne Trudel, Alberta Magazine



MagsBC Member Social l-r: Barb Risto, *INSPIRED Magazine*; Jim Schneider, *Island Parent*; MagsBC ED Sylvia Skene; Lise Gyorkos, Page One Publishing; and Fiona Bramble, *HERE Magazine*, at 10 Acres Commons, Victoria, May 17/22.



Creative Industries Week evening social, Quench, l-r: *Here Magazine*’s Tracy Guinchard and Fiona Bramble with Sylvia Skene



Asna Shaikh with BB-8 Star Wars robot

Publishers Association, and Nic Rondeau Lapierre, AQEM regularly in 2021-2022 to discuss issues and trends, share information and tips, and support advocacy efforts.

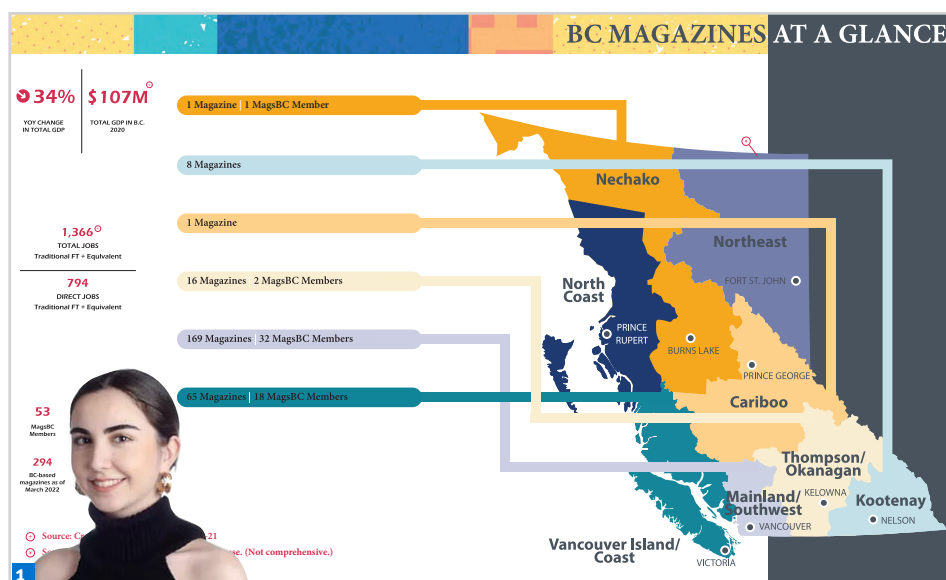
MagsBC Member Social, May 17, 2022

While in Victoria, Sylvia and Asna seized the opportunity to meet with MagsBC members on the evening of Tuesday, May 17 at 10 Acres Commons for food, drinks, and lively conversation. In attendance were Richard Olafson and Carol Ann Sokoloff, *the Pacific Rim Review of Books*, Jim Schneider, *Island Parent*, Carolyn Brandly, *Dementia Connections*, Fiona Bramble, *Here Magazine*, L’Amour Lisik,

The Malahat Review, Lise Gyorkos, Page One Publishing, and Barb Risto, *INSPIRED: 55+ Lifestyle Magazine*.

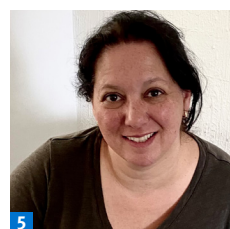
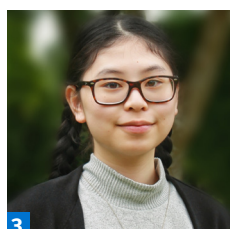
We spoke about recent issues, awesome interns and young magazine talent, industry changes and funding challenges, and brainstormed ways to come together to tackle some of the issues facing us right now.

It was great to reconnect in person!



“The program was very helpful both operationally and for the intern. It was well organized and provided comprehensive support to develop next steps for the intern.”

– Carolyn Brandy, supervisor/host, *Dementia Connections*



Practicum students and volunteers

MagsBC hosted Langara College design formation practicum student Kimia Heydari (1) and intern Crofton House School student Crystal Peng (2) earlier in 2022.

Kimia spent her two-week practicum designing a handout for Creative Industries Week 2022, which included an informative map of the magazines across British Columbia (see above), and interviewed graphic designer Alice Cho for a profile published on our website.

Crystal contributed a week on tasks that included developing social media copy, drafting ecommerce product descriptions, and interviewing Digits & Threads Publisher and Co-Founder Kim Werker for another profile.

MagsBC also hosted three Langara College library and information technology (LIT) students: Rachel Lin (3), Robyn Dubinsky (4), and Wendy Habib (5), who donated about sixty hours each toward such tasks as:

- Updating and adding information to our

“This is my first experience overseeing the [internship subsidy] program and it has been an absolute success. My company has done it in the past and has always been happy with it. I appreciate the structure that the program brings to the relationship between employer and intern.”

– supervisor/host

- MailChimp contacts
- Checking links and adding to our website’s Resources sections and researching and developing new sections
- Adding to and updating our BC magazines list for promotion and advocacy purposes
- Merging information about languages in our Canadian Magazines list
- Creating a controlled vocabulary for assigning to BC magazines
- Adding search tags to blog posts

- Updating member listings
- Rachel Lin also updated our COVID blog post as a volunteer.

If anyone is interested in hosting an LIT practicum student to do work related to their curriculum (you don’t have to have a library), please contact Fiona Hunt, Dept. Chair, Library and Information Technology Program, Langara College fhunt@langara.ca

Internship subsidy program

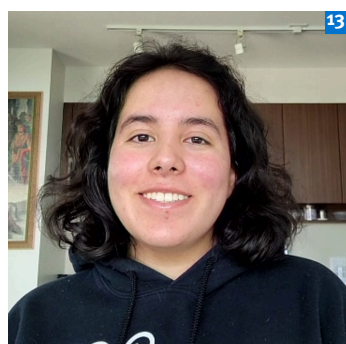
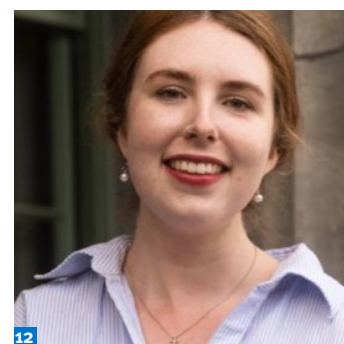
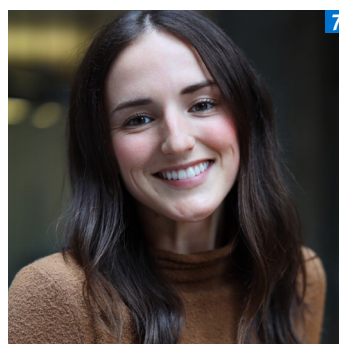
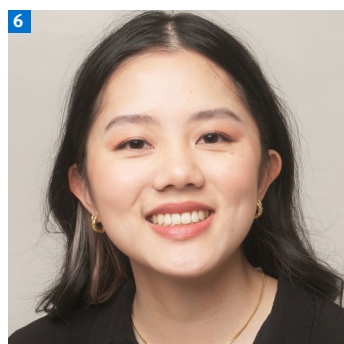
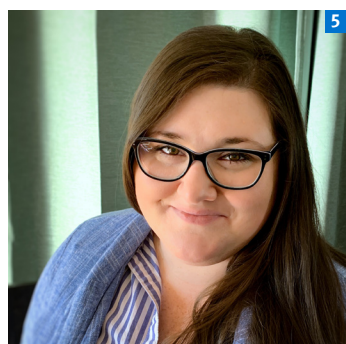
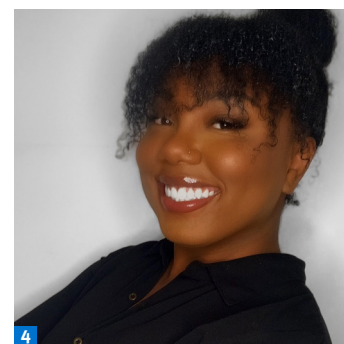
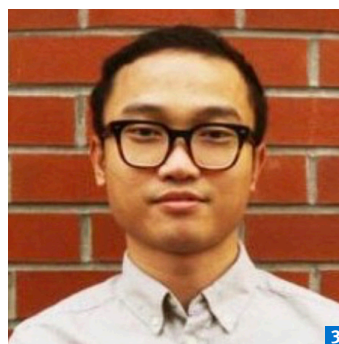
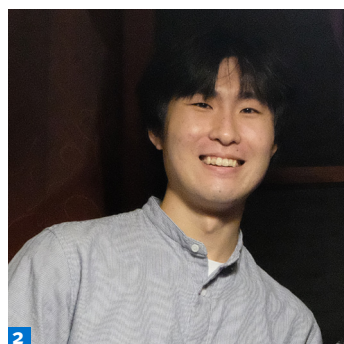
MagsBC offered member magazine subsidies for fourteen internships running between May 2021 and July 2022.

All interns who responded to our survey found their education and skills were used to good effect and were also challenged to do more. Almost all interns did social media, most also doing writing, research and other editorial work.

Notable projects and tasks included a complete podcast episode, a social media campaign, graphic design, magazine layouts, marketing and promotion, articles, a 32-page bilingual booklet on the COVID-19 vaccine, videos and more.

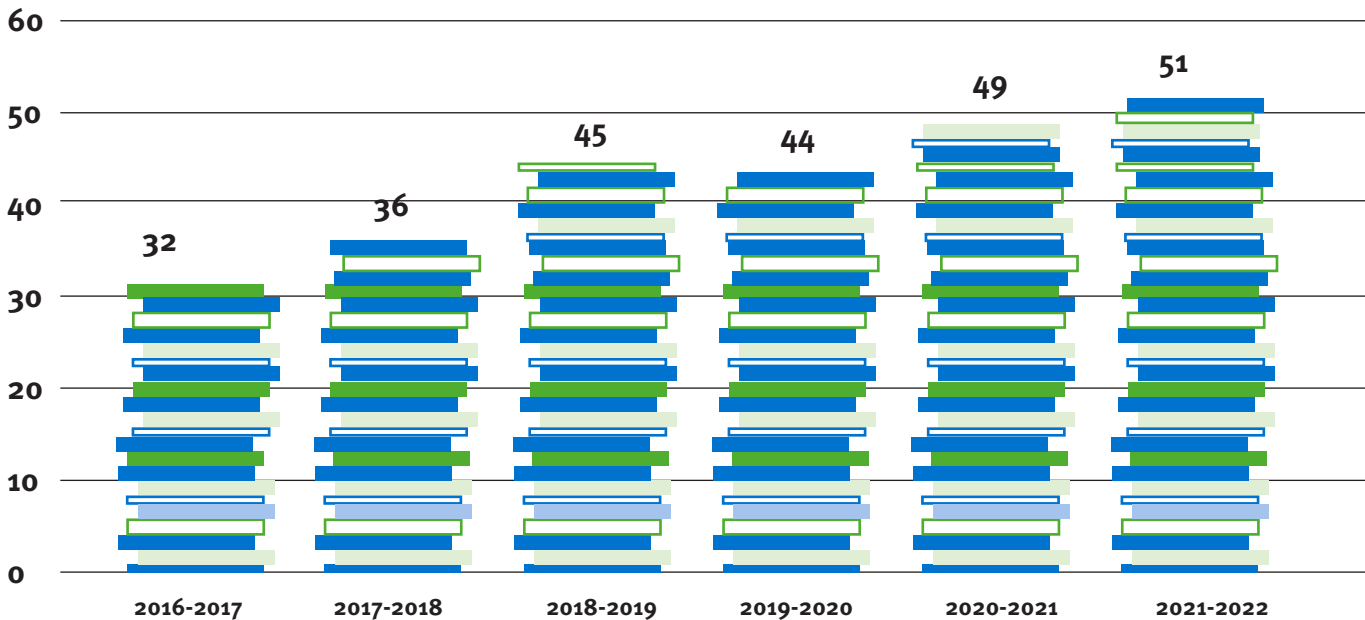
Interns: *Asparagus*: Aniana Dominguez (1), Sun Woo Baik (2); *BAZOO!:* Reska Nasution (3); *Dementia Connections*: Denée Seaton (4), Jennifer Prescott (5); *Digits & Threads*: Selina Ye (6), *Here Magazine*: Carli Van Stolk (7), Tracy Guinchard (8); *LINK*: Christy Chan (9); *Douglas/Spruce/YAM* (Page One Publishing): Aldyn Chwelos (10); Seekers Media: Eldon Stanley (11); *The Capilano Review*: Holly Wethey (12), Sofia Navarro (13)

“I really appreciate this training opportunity; it's so tough to find funding for internships, and this really makes the process easier.”
– Shaleeta Harrison, supervisor/host, *LINK Magazine*

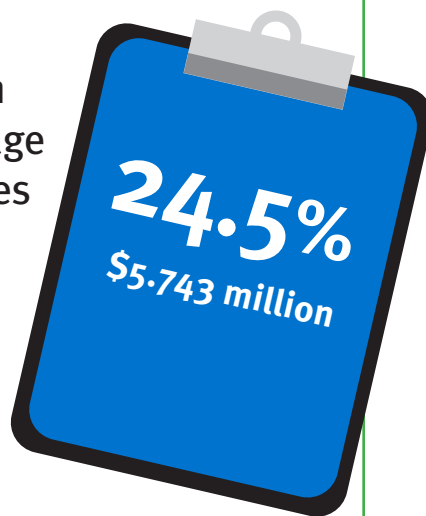


“I learned so many new skills in such a short time, and I got to meet so many fascinating and generous people through this internship. Before this position, I was intimidated about networking, but working with this team gave me the confidence to reach out to people and learn.”
– Sun Woo, intern

Growth of Full Magazine Members, 2016-2021



Proportion of
\$23.454-million
Canadian Heritage
Special Measures
for Journalism
2021 recovery
funding
received by BC
magazines,
community
newspapers and digital
periodicals.



(Source: Government of Canada Grants and Contributions search under Open Government.)

In BC, the magazine publishing
industry was down **35% ↓**
from 2019

Contributing
\$107 million
in total GDP in 2020

Full-time-equivalent
jobs were down **23% ↓**
to 1,366 from 1,772.

(Source: Creative BC 2020/21 Impact Report.)



Grant Thornton

Financial Statements

The British Columbia Association of Magazine
Publishers

December 31, 2021

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Independent Practitioner's Review Engagement Report

Grant Thornton LLP

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To the Directors of
[The British Columbia Association of Magazine Publishers](#)

We have reviewed the accompanying financial statements of The British Columbia Association of Magazine Publishers that comprise the statement of financial position as at December 31, 2021, and the statements of operations and changes in fund balance and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of The British Columbia Association of Magazine Publishers as at December 31, 2021, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Report on other legal and regulatory requirements

As required by the Societies Act of British Columbia, we report that nothing has come to our attention that causes us to believe that these financial statements were not prepared on a basis consistent with that applied in preparing the financial statements of the preceding year.

Independent Practitioner's Review Engagement Report (continued)

Vancouver, Canada
June 21, 2022

Grant Thornton LLP

Chartered Professional Accountants

The British Columbia Association of Magazine Publishers

Statement of Operations and Changes in Fund Balance

Year ended December 31

2021

2020

Revenues

Earned revenue	\$ 11,691	\$ 17,537
Public sector revenue	192,779	117,077
In-kind revenue (Note 4)	<u>24,137</u>	<u>40,605</u>
	<u>228,607</u>	<u>175,219</u>

Expenditures

Accounting and legal	9,108	8,172
Advertising and promotion	11,850	10,990
Bad debts	-	75
Computer expense	2,502	1,910
Insurance	3,551	2,684
Interest and bank charges	1,004	1,421
Internship subsidy expense	66,474	39,717
Office and administration	9,294	4,976
Professional fees	108,697	95,762
Rent	758	615
Travel	<u>38</u>	<u>8,299</u>
	<u>213,276</u>	<u>174,621</u>

Excess of revenues over expenditures

15,331 598

Deficiency, beginning of year

(13,716) (14,314)

General Fund (deficiency), end of year

\$ 1,615 \$ (13,716)

The British Columbia Association of Magazine Publishers

Statement of Financial Position

December 31

2021

2020

Assets

Current

Cash	\$ 68,481	\$ 811
Accounts receivable	66,662	16,263
Prepaid expenses	-	728
	<u>135,143</u>	<u>17,802</u>

Long-term

Computer equipment (Note 6)	<u>1,323</u>	<u>1,653</u>
	<u>\$ 136,466</u>	<u>\$ 19,455</u>

Liabilities

Current

Accounts payable and accrued liabilities	\$ 16,839	\$ 19,980
Deferred revenue (Note 7)	<u>118,012</u>	<u>13,191</u>
	<u>134,851</u>	<u>33,171</u>

General Fund (deficiency)

<u>1,615</u>	<u>(13,716)</u>
<u>\$ 136,466</u>	<u>\$ 19,455</u>

On behalf of the board



Member

The British Columbia Association of Magazine Publishers

Statement of Cash Flows

Year ended December 31

2021

2020

Increase (decrease) in cash

Operating

Excess of revenues over expenditures	\$ 15,331	\$ 598
Item not affecting cash		
Amortization	<u>330</u>	<u>414</u>
	15,661	1,012
Change in non-cash working capital items		
Accounts receivable	(50,399)	(7,006)
Prepaid expenses	728	(728)
Accounts payable and accrued liabilities	(3,141)	18,536
Deferred revenue	<u>104,821</u>	<u>(45,164)</u>

Increase (decrease) in cash 67,670 (33,350)

Cash

Beginning of year	<u>811</u>	<u>34,161</u>
End of year	<u>\$ 68,481</u>	<u>\$ 811</u>

The British Columbia Association of Magazine Publishers

Notes to the Financial Statements

December 31, 2021

1. Nature of operations

The British Columbia Association of Magazine Publishers (dba Magazine Association of BC) was founded in 1993 as a Society under the Society Act of the Province of British Columbia. The purpose of this society is to act as a liaison between British Columbian magazine publishers, government and other interested parties with the purpose of promoting and enhancing magazines that are primarily owned by British Columbians; to design and disseminate educational programs and materials that advance knowledge and skills related to magazine publishing; and to showcase Canadian and, more specifically, British Columbian culture through its representation in magazines. The activities of the Society will be carried on without purpose of gain for its members and any income, profits or other accretions to the Society will be used in promoting the purposes of the Society.

2. Impacts of COVID-19

In 2020, the COVID-19 outbreak was declared a pandemic by the World Health Organization. In response to the pandemic, governments of different countries, including Canada, adopted different measures which includes, among others, physical distance regulations and closure of international borders which limited the Society's ability to host scheduled in person events. The Society has adapted to operating virtually to adhere to physical distancing regulations. The situation is dynamic and the ultimate duration and magnitude of the impact on the economy and operations are not known at this time. Management is closely monitoring the evolving situation and taking measures to mitigate the potential negative impacts to the Society.

In 2021, the Society did not receive any COVID-19 support from the Government of Canada.

3. Significant accounting policies

Basis of presentation

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO").

Cash

Cash is defined as cash on hand, cash on deposit, and short-term deposits which have maturity dates of less than 90 days in the future, net of cheques issued and outstanding at the reporting date.

Equipment

Purchased equipment with the cost of over \$500 are initially measured at cost and subsequently measured at cost less accumulated amortization. Amortization is calculated on a declining balance basis over the estimated useful life of the underlying asset. The amortization rate used for computer equipment is 20%.

The British Columbia Association of Magazine Publishers

Notes to the Financial Statements

December 31, 2021

3. Significant accounting policies (continued)

Revenue recognition

The Society accounts for revenue using the deferral method. Under this method, externally restricted revenues are recognized as revenue in the period in which the related expenses are incurred, so if they relate to a future period they are deferred and recorded as a liability on the statement of financial position until recognition as revenue is appropriate.

The accounting methodology for various types of revenue the Society receives is as follows:

Earned revenues are recognized when persuasive evidence of an arrangement exists and when an amount is received or receivable, the amount to be received can be reasonably estimated and collection is reasonably assured.

Public sector revenues are recognized as follows:

Unrestricted funds are recorded as revenue when pledged or awarded if the amount to be received can be reasonably estimated and collection is reasonably assured.

Externally restricted funds are deferred and recognized as revenue in the year which the related expenses are incurred or the year in which the restrictions are met.

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

Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Management reviews all significant carrying amounts affecting its financial statements at each balance sheet date to assess the need for revision or any possibility of impairment. Management believes that the estimates used in preparing its financial statements are reasonable and prudent, however actual results could differ from these estimates.

4. In kind revenue

Contribution of assets, supplies and services that would otherwise have been purchased are recorded in the financial statements at fair value on the date of the donation. In 2021, these contributions consisted of:

The British Columbia Association of Magazine Publishers

Notes to the Financial Statements

December 31, 2021

4. In kind revenue (continued)

	<u>2021</u>	<u>2020</u>
Advertising	\$ 880	\$ 3,319
Expert consultant	179	340
Magazine member contributions	12,764	18,837
Volunteer hours	<u>10,314</u>	<u>18,109</u>
	<u>\$ 24,137</u>	<u>\$ 40,605</u>

Volunteers contribute a significant amount of time each year to assist the Society in carrying out its programs and services. Given that the hourly salary rate for each job can be reasonably determined, these contributed services are recognized in the financial statements at fair market value.

5. Director and management remuneration

The Society pays no remuneration to its members of board of directors and there were no employees or contractors who were paid above \$75,000 during 2021.

6. Computer equipment

6. Computer equipment			2021	2020
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Computer equipment	\$ 9,654	\$ 8,331	\$ 1,323	\$ 1,653

7. Deferred revenue

The Society received funds in advance of the year-end which are designated for expenditures to be incurred during the forthcoming fiscal year, as follows:

	<u>2021</u>	<u>2020</u>
Creative BC	\$ -	\$ 13,191
Canada Periodical Fund	<u>118,012</u>	<u>-</u>
	<u>\$ 118,012</u>	<u>\$ 13,191</u>

The British Columbia Association of Magazine Publishers

Notes to the Financial Statements

December 31, 2021

7. Deferred revenue (continued)

	Balance, beginning of year	Deferred revenue received during the year	Amounts recognized as revenue during the year	Total
Deferred revenue	\$ 13,191	\$ 118,012	\$ (13,191)	\$ 118,012

8. Economic dependence

The Society is dependent on funding from government organizations for its continued operations as 84.33% (2020 - 65.79%) of its operating funds in the year ended December 31, 2021 were received in the form of various government grants. Any significant decline in government funding would consequently have a serious impact on the continued operations of the Society.

Management has made its assessment and concluded that there is no issue regarding the Society's ability to continue as a going concern based on the assumption that the current funding levels are maintained and any committed additional future funding is received. If there are declines in funding, expenditures will be adjusted to match committed funding.

9. Financial instruments

The Society's financial instruments consist of cash, accounts receivable and accounts payable and accrued liabilities.

(a) Credit risk

Credit risk is the risk that the Society will incur a financial loss due to the failure by its debtors to meet their contractual obligations. The Organization's main credit risks relate to its accounts receivable and cash. It is management's opinion that the Society is not exposed to significant risk regarding its accounts receivable as its accounts receivable consist of amounts due from government agencies. The Society has recognized no bad debts (2020 - \$75) in the 2021 fiscal year.

(b) Liquidity risk

Liquidity risk is the risk that the Society will encounter difficulty in meeting the obligations associated with its financial liabilities. The Organization is exposed to this risk mainly in respect of its accounts payable. It is management's opinion that the Society maintains adequate levels of working capital to ensure all of its obligations can be met when they fall due.

OUR MEMBERS As of June 29, 2022

Asparagus Magazine
BAZOO!
BC Broker
British Columbia History
Calibre: The Canadian Firearm Magazine
Canada's National Observer
Canadian Aviator
The Capilano Review
Collision Quarterly
Country Life in BC
Culturally Modified
Dance International
Dementia Connections
Digits & Threads
Douglas
EVENT
FestivalSeekers
FOLKLIFE
Fraser Monthly / ふれいざ
Geist
Here Magazine
INSPIRED 55+ Lifestyle Magazine
Island Parent
K: Magazine
LINK Magazine
Loose Lips Magazine
The Malahat Review
Mountain Sledder
the Pacific Rim Review of Books

Portal Magazine
Preview: Guide to Galleries + Museums
Principl(ed)
PRISM international
PULP Literature
qathet Living
RANGE Magazine
Ricepaper Magazine
Room
Rungh
SnowSeekers
Spruce
subTerrain
TAKE 5
Tow Canada
Vancouver Magazine
the Verdict
Watershed Sentinel
Western Living
WordWorks
YAM – Victoria's Lifestyle Magazine
ZenSeekers

AFFILIATES

Alberta Magazine Publishers Association
AQEM
Association of Book Publishers of BC
Erak Global Works, Ltd.
Magazines Canada

SUPPORTING

As of June 29, 2022, our supporting members included:

- Cynthia Annett-Hynes, Publisher/Editor, *EAT Magazine*, [unclear] 67
- Helen Siwak, President, *Folio*. *YVR Luxury Lifestyle Magazine* / *EcoLuxLifestyle.co*, EcoLuxLuv Communications, Vancouver, BC
- Jackie Rohde, Co-Owner & Editor-in-Chief, *Whistler Traveller Magazine*, Whistler, BC
- Joel Unickow, Publisher/Owner, *Island Fisherman Magazine*, Lantzville, BC
- Lina Rached, Publisher, 123 Publications Ltd., Vancouver, BC
- Lisa Olson, Publisher, *Orchard & Vine Magazine*, West Kelowna, BC
- Marlon Moreno, Publisher and Editorial Director, Moreno and Company Inc., Toronto, ON
- Remy Rousseau, Publisher, *L'Automobile*, Rousseau Marketing, Boucherville, QC
- Sheila Badman, Editor, *Cowichan Valley Voice Magazine*, Duncan, BC
- Steven Casey, Business Development Manager, Erak Global Works Ltd., Bath, Somerset, UK
- Wah Keung Chan, Publisher, *La Scena Musicale*, Montréal, QC

2021/2022 BOARD OF DIRECTORS

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TREASURER Felice Bisby
SECRETARY Danielle Cunningham

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Shaleeta Harrison
Cathy Glover (to March 7/22)
Jonah van Driesum (to March 13/22)

EXECUTIVE DIRECTOR & INTERNSHIP COORDINATOR
Sylvia Skene

COMMUNICATIONS, MARKETING AND EVENTS COORDINATOR (PROJECT COORDINATOR)
Asna Shaikh

PHOTO CREDITS: Page 4 (Jessica Key) Megan Toriglia; Page 5 (FOLKLIFE) Stasia Garraway, (RANGE) Adam Rajab; Page 7 (Street photo of transit ad) Sylvia Skene; Page 8 (Sarah Hoyles) Jessica Fern Facette Photography; Page 11 (Michelle Allison) Michelle Allison, [unclear] K cb[[unclear] H W @Yz (Tana Bullock) Peter Helm, (Jill Cressman) Peter Helm, (Steven Casey) Regina Erak, (James Hewes) Alex Gower-Jackson, (Lizanne Barber) Paul Harding, (Luciano Stulin) Sandra Stulin, (Ingo Schultz) Ingo Schultz, (Léon Bouwman) Guido Benschop, (andrea bennett) Erin Flegg Photography; Page 12 (Catherine Hernandez) Noor Khan, (AnnMarie MacKinnon) AnnMarie MacKinnon, (Matea Kulić) Candice Vallantin, (Lue Palmer) Roya DelSol, (Kareece Whittle-Brown) Tito Araujo, (Shannon Carranco) Shannon Carranco, (Ziya Jones) Liran K, (Kevin Taghabon) Kevin Taghabon, (Ian MacKenzie) Ace Hicks, (Joyce Byrne) Jared Sych, (Lisa Whittington-Hill) Lisa Whittington-Hill, (Allyson McGrane) Rodrigo Ceballos, (Patrick Sauriol) Adrian Ortega, (Lisa Manfield) Britney Berner, (Caitlin Thompson) Matthew Salacuse, (Melony Ward) Yvonne Bambrick, (Janine Vangool) Janine Vangool, (Myriam Beaugé) Tamara Roberts; Page 13 (Bob D'Eith and Sylvia Skene, Showcase table display) Asna Shaikh; Page 14 (Creative Industries Week evening social, MagsBC member social) Asna Shaikh; (Asna with BB-8 Star Wars robot) Sylvia Skene; Page 15 (BC Magazines at a Glance map) Kimia Heydari, (Crystal Peng) Jossee Chen, (Rachel Lin) Lucci A. Fabian, (Robyn Dubinsky) Gloria Rogers, (Wendy Habib) Erika Zaldivar Garcia; Page 16 (Aniana Dominguez) Jean Luis Pérez Tejeda, (Sun Woo Baik) Sun Woo Baik, (Reska Nasution) Reska Nasution, (Denée Seaton) Denée Seaton, (Jennifer Prescott) Jennifer Prescott, (Selina Ye) Artona Group, (Carli Van Stolk) Fiona Bramble, (Tracy Guinchard) Fran Morrison, (Christy Chan) Wendy D Photo, (Aldyn Chwelos) Jeffrey Bosdet, (Sofia Navarro) Matea Kulić.

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