**Magazine Coach**

Consultation Program

**MagsBC Member Magazine - Application for Consultation – as of March 2023**

1. **Contact Information**

Member Magazine:

Contact Person:

Title:

Address:

Email address:

Phone number:

1. **Consultation Area.** I/we wish to receive a consultation in:

**Note:** if you would like consultations in 2 or more areas, please submit a separate application for each area, and identify which one is your top priority.

Possible areas:

* Advertising
* Audience development/ engagement
* Business management/ finances/planning
* CASL compliance
* Circulation/distribution
* Design/branding
* Digital marketing
* Diversity/inclusivity
* Editorial/workflow/team management
* Event planning
* Exporting
* Fundraising
* Grantwriting/reporting
* Human resources management
* Journalism
* Memberships
* Mobile-first design/ development
* Moving online/style guides/website design/ development/enhancement
* Multimedia (podcasting, videos, etc.)
* Online advertising/setup
* Online content strategies
* Online event planning/ promotion/monetization
* Online shop
* Production/printing
* Revenue strategies/ diversification
* SEO/inbound marketing
* Social media
* Subscription/newsstand sales
* Workflow for home-based publishers
* Other

1. **Focus of Consultation.** Please be as specific as possible about what you need so that we can assign you the best coach possible:

1. **Preferred Magazine Coach.** If this is not one of our listed coaches, please include contact information and why you wish us to hire them:

1. **Member Magazine - Contribution Toward Costs:**

* I agree to pay $150 towards this consultation (very small magazines may ask to have this fee reduced to $75)

1. **Payment of Contribution.**

* Credit card (email us and we will send you a Paypal invoice)
* Cheque made out and mailed to the *Magazine Association of BC,* 316-336 E 1st Ave, Vancouver, BC V5T 4R6

