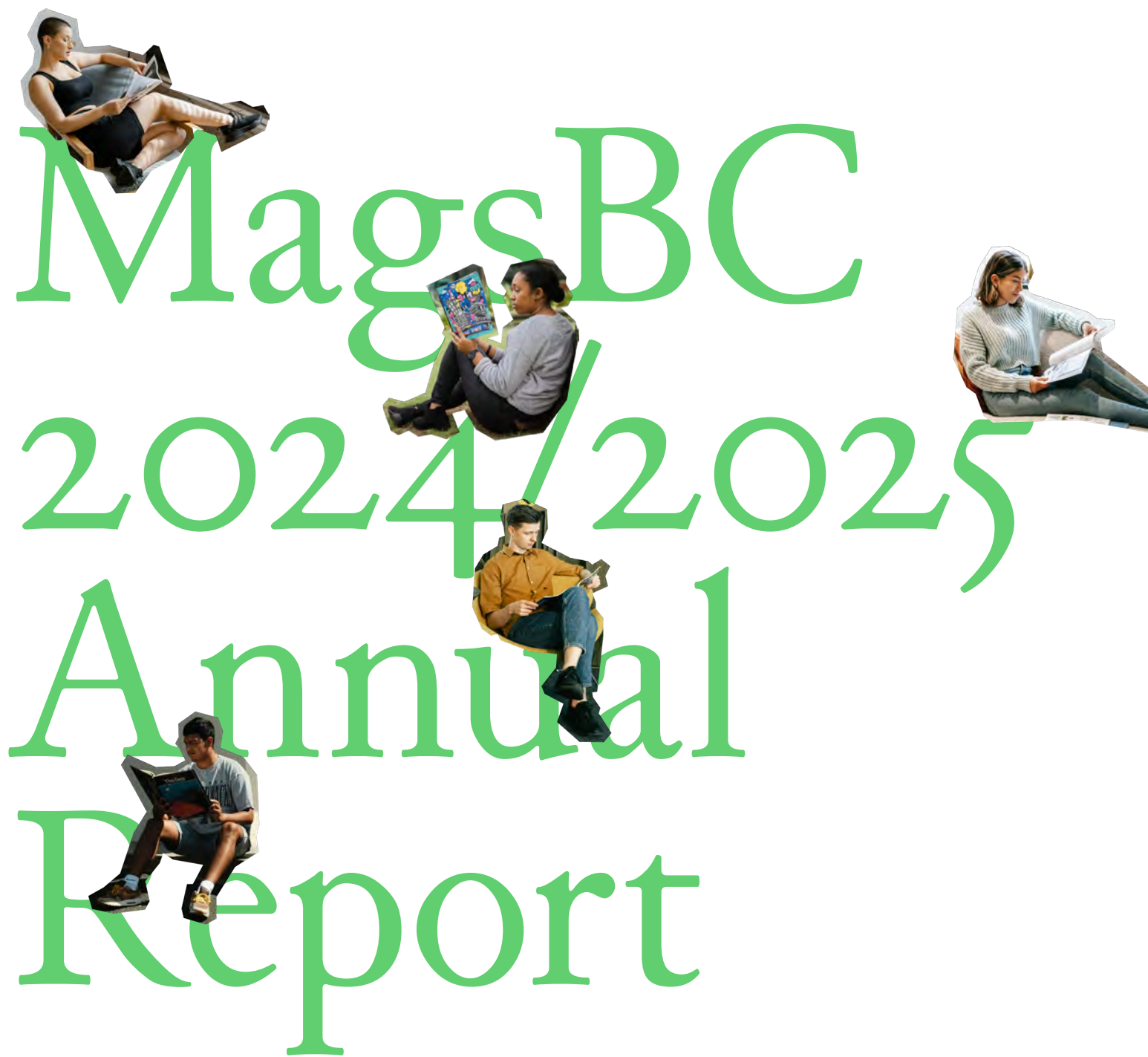


MagsBC 2024/2025 Annual Report

A collage of five people sitting and reading magazines, positioned around the text. The people are: a woman in a black tank top and shorts sitting on a chair in the top left; a woman in a grey sweater sitting on a chair in the middle left; a woman in a grey sweater sitting on a chair in the middle right; a man in a brown shirt and jeans sitting on a chair in the bottom middle; and a man in a grey t-shirt and shorts sitting on a chair in the bottom left.

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, affiliate magazines and 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 xʷməθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səl̓í lwətaʔ/Selilwitulh (Tsleil-Waututh) First Nations.

Front cover photo credits (Top to bottom, R-L):

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neverstopstarting via Unsplash
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Ivan Samkov via Pexels
Daniel Flores via Pexels

Table of Contents

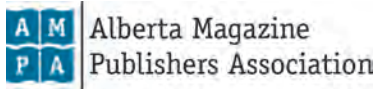
Thanks to	4
Letter from the Co-Chair	5
WORD Vancouver	6
Magazines West	6
Advocacy.....	8
Internship Subsidy Program	9
Non-Traditional Newsstands.....	12
Cover to Cover: Inside BC's	14
Magazine Publishing Sector	
Volunteers	14
Magazine Coach Program	15
By The Numbers.....	15
New Members.....	17
2024 Financial Statements	18
2025 Jan-Mar Financial Statements.....	24
Our Members.....	30
2024/2025 Board of Directors	31
& Staff	

Thanks to

Our Funders



Our Partners



Our Sponsors



The Following Organizations and Individuals Who Donated Their Time, Fees, or Service

Bloomberg Businessweek

Joy Ling, Crofton House School student

Sandra E. Martin, *The Globe and Mail*

Nissa Milberger, Langara College Library & Information Technology student

Madeline Montoya, *Bloomberg Businessweek* and *Byline*

Ehsan Naderpoor, journalist

Vancouver Writers Fest

Pui Man Joby Yuen, Langara College Library & Information Technology student

Letter from the Co-Chair



Photo by Shimon Karmel

Dear members,

As magazine publishers, editors, writers, designers, and industry professionals, you know better than anyone the challenges and opportunities facing our industry. But it's your work that continues to inspire — from launching new publications to keeping long-running titles relevant in a rapidly changing media landscape.

As co-chair, and with more than two decades working in publishing — including my current role as editor-in-chief and publisher of *RANGE Magazine* — I've seen firsthand how important it is for us to stand together to support and amplify the storytellers in our communities.

Over the past year, MagsBC has focused on strengthening outreach and ensuring our members' voices are heard — not just across BC, but in discussions with funders, policymakers, and the broader public. Highlights include government advocacy

meetings, new industry partnerships, and professional development initiatives like our Non-Traditional Newsstands program, which increases visibility for member magazines throughout the province.

In a fast-moving media environment, our goal remains clear: support magazine creators in adapting, innovating, and thriving. Whether that means helping launch a new title, strengthening an established publication, or expanding professional skills, MagsBC is here to ensure this sector has the resources it needs.

Looking back on 2024–25, I'm proud of what we've accomplished together. And looking forward, I'm confident we'll continue to build a stronger, more connected, and more sustainable magazine industry in BC.

Glenn Alderson
Co-Chair
Magazine Association of BC

WORD Vancouver

2024 Festival | September 28



Aneil Sidhu, Rungh & Doris Friedrich,
MagsBC | Photo by Zool Suleman

As in past years, MagsBC had an exhibitor's booth at Word, showcasing our member magazines and offering a prize draw to people who filled out a ballot choosing the magazine they wanted to be subscribed to, whether print or digital. Several of our member magazines also displayed and sold copies as exhibitors.

Word Vancouver and the Magazine Association of BC presented a panel on Pitching the Pitch on Saturday. They had a full house, needing people to bring chairs into the room to sit down.

The organizer and moderator was former MagsBC president Jessica Key who is the managing editor at *subTerrain*,

with panelists Jesse Donaldson, author, historian, journalist, Dayna Mahannah, editor-in-chief, *Geist*, and Sara Harowitz, editor-in-chief, *The Georgia Straight*, all contributing thoughtful and useful advice.

Magazines West

2024 Conference | November 22

The first in-person conference since 2019, MagsWest 2024 was held at the VSO School of Music in Vancouver. Although small, with a total of 80 attendees including speakers, staff, sponsors, and volunteers, many felt the programme organized by consultant Joyce Byrne to be terrific.

In the morning keynote sessions, *Grist* Executive Editor Katherine Bagley talked about reader-supported journalism, *The Globe and Mail* Standards Editor Sandra E. Martin covered AI and journalism, and *Byline* Creative Director and *Bloomberg Businessweek* Art Director Madeline Montoya encouraged us to reimagine online magazines using *Byline* as an example.



Katherine Bagley, *Grist*
Photo by Doris Friedrich



Eden Fineday, IndigiNews
Photo by Doris Fiedrich

"The location and venue were perfect. It was an intimate, welcoming gathering with many interesting presentations, and I was very grateful that I was able to attend. It was nice to connect with other publishers :)"

— Attendee

"It was such a privilege to be in the company of such talented editors and people in the trade [...] I made great connections and learned many new ideas and strategies [...] I look forward to implementing in the future. Can't wait till the next one!"

— Attendee

In the afternoon, we learned about tech tools for writers and editors from Omar Mouallem, author, filmmaker, educator, contributing editor, and journalist, *The Guardian*, *WIRED*, and *Maclean's*, strategic planning and revitalizing your magazine from publishing consultant Sharon McAuley, ethical fact-checking with Allison Baker and Viviane Fairbank, the Truth in Journalism Project, how small/cultural magazines can find and keep readers with *Literary Review of Canada* publisher and circulation consultant Eithne McCredie, and what's working for indie publishers from panelists Jeanette Ageson, *The Tyee*, Eden Fineday, *IndigiNews*, and Kim Werker, *Digits & Threads*, and moderator Jessie Johnston, *Asparagus Magazine*.

Some registrants also attended our networking breakfast and after-conference social, or signed up for a half-hour one-on-one professional consultation (which we'll make longer next time) with Eithne, Sharon, or Omar.

Thanks to all funders, sponsors, donors and volunteers for their support, as well as our staff and contractors for all their hard work. We hope to offer another conference in 2026.

For more information about MagsWest 2024, please visit the conference website: magazineswest.com



(L-R) Viviane Fairbank and Allison Baker, the Truth in Journalism Project and *The Walrus*
Photo by Doris Fiedrich

Advocacy



(L-R) Tracy Guinchard, Sylvia Skene, & Fiona Bramble

On a federal level, executive director Sylvia Skene continued to work with the Canadian Magazine Coalition on various advocacy and lobbying initiatives, including CPF's Special Measures for Journalism funding, meeting with various bureaucrats and representatives from organizations such as the Canadian Journalism Collective, and inviting MPs and senators and participating in the 2024 Magazines on the Hill event in Ottawa on October 29.

Provincially, MagsBC Board Co-chair Glenn Alderson and Sylvia attended a meeting January 8, 2025 with then Tourism, Arts, Culture and Sport Minister Spencer Chandra Herbert, Nina Krieger, Parliamentary Secretary for Arts and Film, Ellora Sundhu, Chief of Staff for the Minister, Amy Schneider, Executive Director, Creative Sector Branch, TACS, and Silas Brownsey, Deputy Minister, TACS to update them with the current issues in our sector, and Sylvia had other meetings with provincial contacts over the past year, as well as with Minister Chandra Herbert

and his team on April 17 during Creative Industries Week.

After MagsBC's application to the BC government was approved, December 1 was declared as BC Magazine Day 2024. Non-traditional newsstands at multiple performing arts venues displayed a sign announcing BC Magazine Day and promoting a subscription draw.

As we have for many years, MagsBC participated in the 2025 BC Book Day April 15 and the Creative Industries Week Showcase and 10th Anniversary Red Carpet Event April 16 at the BC Legislature in Victoria, showcasing our member magazines and talking with MLAs, aides, staff, creative industries representatives, and others. We are very grateful to Books BC and Screen BC for organizing these events, with the support and participation of Music BC, DigiBC, Knowledge Network, IATSE, Creative BC, DGC (Directors Guild of Canada), CMPA (Canadian Media Producers Association), and others.



Photo by Sun Woo Baik

Internship Subsidy Program

Shristi Uprety, the new MagsBC internship coordinator, awarded subsidies for 14 internships and 4 internship extensions in 2024-2025.

Member magazines *BAZOOF!*, *Here Magazine*, *Island Parent*, *NatureWILD*, *the Pacific Rim Review of Books*, *Portal*, *PULP Literature*, *RANGE Magazine*, *Roam Media* (*Comox Valley Collective* and *Strathcona Collective* magazines), *Seekers Media* (*FestivalSeekers*, *SnowSeekers*, and *ZenSeekers* magazines), *TAKE 5* and *WordWorks* and affiliate member magazine *La Scena Musicale* participated in this program.

All interns in this intake who responded to our survey found their education and skills were used to good effect and were also challenged to do more. All supervisors found their experience working with their intern to be valuable or very valuable.

Supervisors also rated the most important key qualities in an intern to be strong interpersonal skills e.g. listens well, works well with a variety of people, and is respectful, patient, and easygoing, followed by a strong work ethic and skills e.g. is organized, mature, dependable, and responsible, has integrity, meets deadlines, and manages time well.

MagsBC again generously received subsidy funding from the Canada Periodical Fund for 2025/26, and all 12 internship subsidies were allocated by August.



Kaitlyn Chan
La Scena Musicale
Photo by Kaitlyn Chan

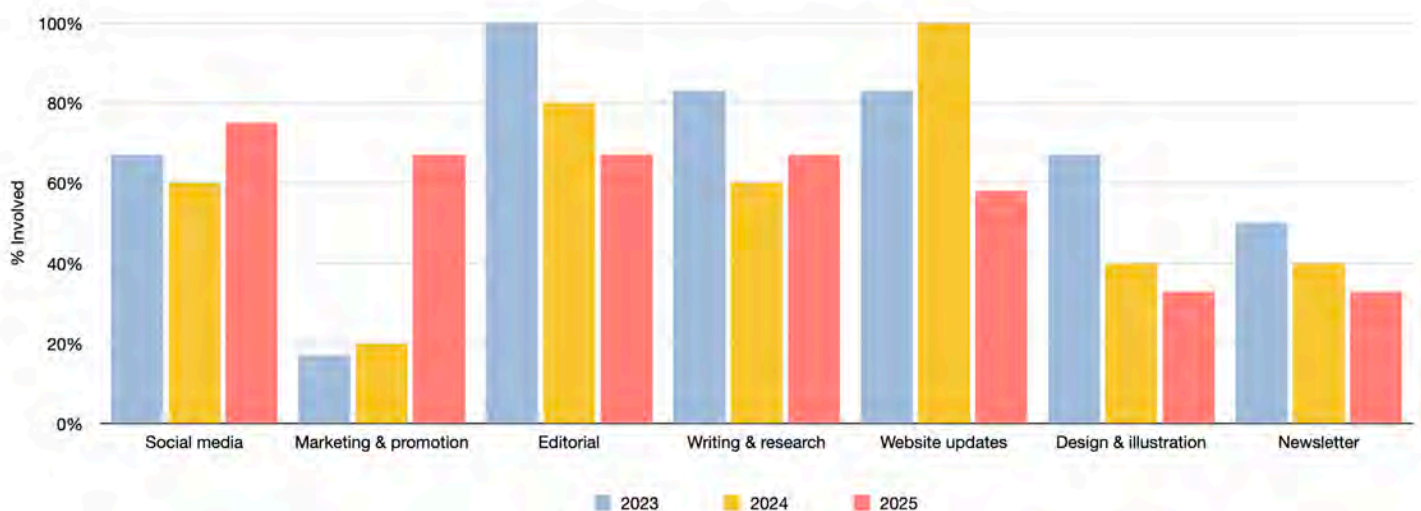


Nina Mosallaei
NatureWILD
Photo by Isaac Haslam



Edén de la Fuente
Here Magazine
Photo by Sofia

Changing Duties of Interns 2023–25



Graph by Sun Woo Baik

MagsBC interns say:

"It was fabulous. I have learned and continue to learn so much from everyone there. It has also turned into a job and that was very worthwhile. A career in journalism is now of interest to me."

— Francesca Pacchiano

"I am beyond grateful to MagsBC and La Scena Musicale for this opportunity because it allowed me to break into the publishing industry and learn skills that will benefit me immediately. My work with WordPress, building an online presence, improving SEO, writing and editing articles, etc. are all things that will be useful in my career moving forward and bolster my resume as I look for new jobs."

— Kaitlyn Chan

"I worked with different team members from different areas, publishing, editing, sales, production, etc. and got different perspectives. The team was supportive and guided me while also giving me the space to make recommendations and try new things. The internship led to an ongoing job opportunity so I would consider that a success!"

— Allie McFarlane

"The team was super helpful, very informative, and had many things to offer that I could work on. The magazine has a lot of potential to grow and change, which is great for someone wanting to learn and also feel like they are contributing."

— Nina Mosallaei

and supervisors say:

"I greatly appreciate this program and over the years have built up the training so that I can accommodate interns easier and with more organization. The interns are able to contribute a great deal of value to our work in the industry."

— TeLeni Orr-Koochin

"Our internship experiences and those with the internship subsidy program have always been exemplary."

— Fiona

"We are so very grateful for the support from MagsBC. For two years, we have engaged an intern on our magazine, and that has elevated the editorial process and advanced the design and distribution toward our goals."

— Rebecca



Allie McFarlane, *Island Parent*
Photo by Amy Dechka



Sierra Louie, *PULP Literature*
Photo by Ignatius Chan



Jennavieve Strub, *Portal Magazine*
Photo by Jenaya Shaw



Daxton Comba, *Portal Magazine*
Photo by Mikhayla Comba



Francesca Pacchiano, *TAKE 5*
Photo by Jenaya Jacques-Shaw



Cam Delisle, *Range Magazine*
Photo by Marco Milan



Graham Kaye, *Roam Media*
Photo by Allison Trumble



Raven Rose, *the Pacific Rim Review of Books*
Photo by Raven Rose



Liza Borissova, *BAZOOF!*
Photo by Liza Borissova

Non-Traditional Newsstands

The Non-Traditional Newsstands Pilot Project was a new initiative from the Magazine Association of BC aimed to reach new, diverse, and engaged audiences for BC-made magazines by establishing free magazine newsstands and pop-up shops in venues like theatre lobbies and festival sites.

The goal of the project was to broaden access and increase interest in our member magazines by establishing a presence in new spaces and testing alternative distribution channels for BC magazines, focusing initially on the abundance of theatres, performing arts venues, and festivals in the Metro Vancouver area.

Originally started in 2023 by Allyson McGrane, co-leads Sun Woo Baik and Aniana Domínguez took over in May 2024, assisted by *Asparagus Magazine* publisher and stockist Jessie Johnston.

From May 2024 to March 2025, the team worked with MagsBC members to source magazines both old and new, and partnered with venues across the Lower Mainland to offer racks of free magazines and give away and sell magazines through pop-up shops.

The team also produced 300 copies of a booklet promoting our digital magazine



Photos (top to bottom) by Aniana Domínguez, Sun Woo Baik

members and distributed them on each free newsstand.

All members who participated in the feedback survey would recommend participating in a future newsstands project to other MagsBC member magazines.

"[T]his opportunity was a great way to share more literary arts and local publications with our arts-savvy audience. It's also great that we can support this project and local creators with very little effort on our end, thanks to their organized and friendly team."

— Jessica Fowles
Marketing Manager
Evergreen Cultural Centre



Participating Member Magazines

PRINT

Asparagus Magazine
The Capilano Review
EVENT

FOLKLIFE

Geist
The Malabat Review
MONTECRISTO
Motorcycle Mojo
Portal Magazine
Principl(ed)
PULP Literature
RANGE Magazine
Room
subTerrain
Watershed Sentinel

DIGITAL

BAZOO!
The British Columbia Review
Canada's National Observer
Digits & Threads
FestivalSeekers
Ricepaper
SnowSeekers
Stir
ZenSeekers

Participating Venues

Evergreen Cultural Centre (Coquitlam)
Massey Theatre (New Westminster)
Presentation House Theatre (N. Vancouver)
The Dance Centre, Langara College Studio 58, Vancouver Writers Fest, Vines Den (Vancouver)

Results

Sales and subscriptions resulting from this pilot project were very modest, more sold via discount bundles, especially holiday and Valentine's Day bundles, than individual sales. As well, although all copies of the digital magazine booklet were taken, there was no measurable increase in traffic to participating digital member magazines.

By contrast, people picked up a total of 1,654 member magazines through the free racks and pop-ups.

Key Findings

1. Local Nature of Magazines

- Highlighting that the magazines are BC-made was a major draw. Audiences at all venues were interested in learning more about local content.

2. Three Key Reader Motivations

- Learning about locally made magazines. Most attendees were unfamiliar with MagsBC or the magazines involved
- Accessing fact-checked content.
- Finding material to practice English language skills.

"What I especially appreciate is seeing museum attendees sitting down and reading these works at the end of their gallery visits—this shows how the project deepens visitor engagement."

— Jasper Berehulke
Coordinator of Indigenous Programming and Community Engagement,
Museum of Vancouver

3. Theatre Partnerships

- Theatres attract an audience already interested in cultural and local content.
- We could anticipate the type of audience based on the show to make a more effective business decision of whether to participate.
- Show schedules (start, intermission, end) and season calendars allowed for efficient sales pop-up planning.
- Partnering with theatres provided a predictable audience size and type, making pop-up planning easier.
- We found that contacting theatres was more feasible than contacting festivals due to being more permanent, with year-round programming.

4. Concessions vs. Sales Pop-ups

- Concessions don't generate the same results as sales pop-ups. People con-

nect more when staff describe what's being sold.

5. Giveaways & Bundles

- These strategies effectively introduced magazines to local theatre audiences, boosting outreach and promoting MagsBC and member magazines.
- Many attendees hadn't heard of the magazines but were interested and excited to see local publishing. However, they needed to familiarize themselves with the content before taking the step to buy or subscribe.

Post-Project Free Newsstands

The team is working with participating print member magazines on pilot 2 of this project, which will focus on free newsstands at cafes, museums, and journalism, writing, and related programs at post-secondary institutions.

The team already has a newsstand at the Museum of Vancouver, which is proving very popular with visitors. Additionally, Evergreen Cultural Centre, Massey Theatre, and Studio 58 have agreed to keep our newsstands as they have proven popular.

Cover to Cover

Inside BC's Magazine Publishing Sector

Released July 31, 2025, MagsBC's new report on BC's magazine publishing sector by Deetken Insight provides an evidence-based snapshot of industry structure, economic activity, cultural impacts, and changing business dynamics.

Highlights

- **Strengthening the sector:**
Continued skilling up through MagsBC-delivered knowledge and other programs are critical for publishers to scale up businesses that can preserve their magazines' cultural and economic value.
- **Collective solutions:**
Initiatives that support industry-wide collaborative and collective action is

needed to address common financial challenges. One recommendation, for example, was to examine the feasibility of coordinating provincial and national group ad selling to give BC's magazine publishers access to the economies of scale.

- **Export and collaboration potential:**
Data from BC Statistics indicators and Destination BC show a healthy post-pandemic rebound in revenue, visitation, and Indigenous-led tourism experiences. This local interest could generate more partnerships with local businesses and tourism partners.

The full report can be found under our About webpage on the MagsBC website: magsbc.com



Volunteers



Pui Man Joby Yuen
Photo by Carol Lam

For much of her 60-hours plus practicum placement, Langara College Library & Information Technology (LIT) student Pui Man Joby Yuen updated some of our website resources sections and older magazine records.

For her 10-hour work experience placement, Crofton House Student Joy Ling created and published profiles of Anthony Robinson of *Logging & Sawmilling Journal* and Sofia Osborne of *NatureWILD*, and started another of Fiona Bramble, *HERE Magazine*. She also was introduced to

tackling a slush pile by *PULP Literature's* Jennifer Landels.

Staff at MagsWest 2024 were ably assisted by volunteers Nissa Milberger, Langara College LIT student, and Ehsan Naderpoor, journalist.

Magazine Coach Program

Three of our members took advantage of our program to consult with Eithne McCredie and Sharon McAuley. Although no longer funded by CPF, MagsBC intends to offer members a limited number of subsidized half-day consultations for 2025/26.

"Time with Sharon was one of the best investments we could have made."

— Magazine Coach Program Participant

By The Numbers

Canada Periodical Fund

Dept. of Canadian Heritage Funding to BC magazines, digital periodicals, non-daily newspapers, and organizations.

Aid To Publishers *Eligible publications, 2025/26 FY:*

\$5,760,970

8.2% of fund (\$70,219,299)

Special Measures for Journalism *Those publications ineligible for ATP but eligible under SMJ guidelines, 2025/26 FY:*

\$2,889,852

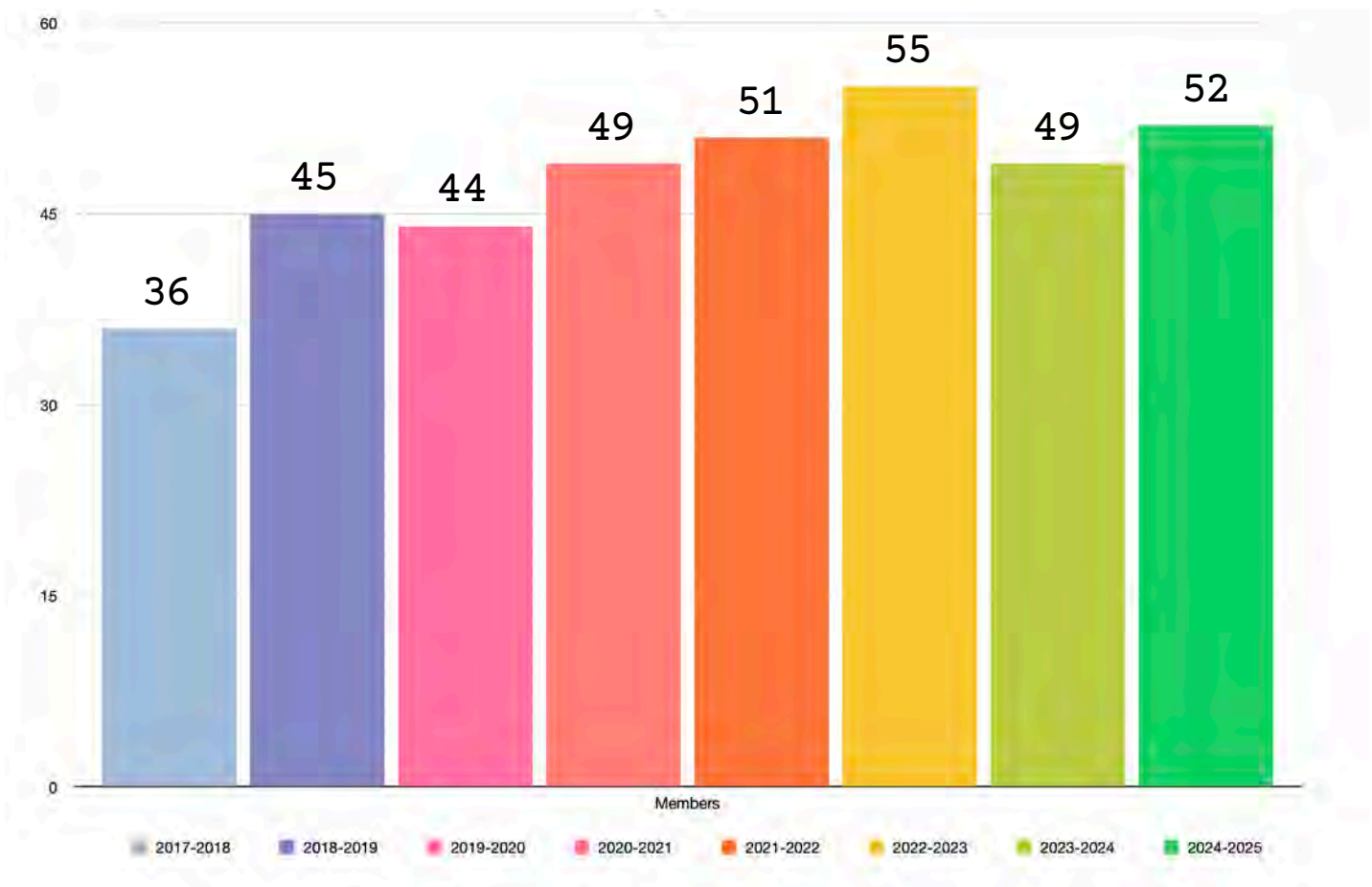
23.65% of fund (\$12,217,024)

All Programs..... *ATP, SMJ, Business Innovation & Collective Initiatives:*

\$8,760.996.23

10.11% of CPF funding (\$86,641,567.82)

Member Magazines 2017–2025



Graph by Sun Woo Baik

Members who have ceased publishing and
who will be missed:

Digits & Threads

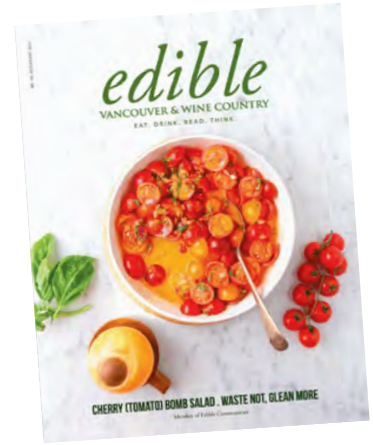
New Members



alive



Comox Valley Collective



edible Vancouver & Wine Country



Motorcycle Mojo



Strathcona Collective



New Affiliate Member:
La Scena Musicale

Magazine Association of BC

Financial Statements

December 31, 2024

(Unaudited)

**Prepared by
Quantum Accounting Services Inc.**



To Management of The Magazine Association of BC,

On the basis of information provided by management, we have compiled the balance sheet of The Magazine Association of BC as at December 31, 2024, the statement of income and retained earnings for the year then ended and Note 2, which describes the basis of accounting applied in the preparation of the compiled financial information [and, if applicable, other explanatory information] ("financial information"). Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it, and the selection of the basis of accounting. We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, Compilation Engagements, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information. We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information. Readers are cautioned that the financial information may not be appropriate for their purposes.

Quantum Accounting Services Inc.

August 06, 2025

Vancouver, BC


**Magazine Association of BC
Statement of Financial Position
As at December 31, 2024
(Unaudited)**

	2024	2023
ASSETS		
Current Assets		
Cash	130,050	66,686
Accounts Receivable	<u>67,240</u>	<u>59,288</u>
Total Current Assets	197,290	125,974
Capital Assets		
Computer Equipment	9,654	9,654
Comp.Equip. Acc.Depreciation	<u>(8,977)</u>	<u>(8,808)</u>
Total Fixed Assets	<u>677</u>	<u>847</u>
TOTAL ASSETS	<u>197,967</u>	<u>126,821</u>
LIABILITIES		
Current Liabilities		
Accounts Payable	31,969	30,771
Accrued Liabilities	368	359
Visa Payable	(153)	(9,008)
Payroll Liabilities	6,229	-
Deferred Revenue (see Note 3)	<u>126,723</u>	<u>114,610</u>
TOTAL LIABILITIES	165,135	136,732
EQUITY		
Member's Equity, beginning of year	(9,911)	(10,428)
Current Surplus (Deficit)	<u>42,743</u>	<u>517</u>
TOTAL EQUITY	<u>32,832</u>	<u>(9,911)</u>
TOTAL LIABILITIES AND EQUITY	<u>197,967</u>	<u>126,821</u>

Approved by the Board of Directors:



Glenn Alderson (Sep 6, 2025 11:02:23 PDT)



Shaleeta Harrison (Sep 4, 2025 10:40:19 PDT)

Magazine Association of BC
Statement of Revenues and Expenses
For the Year Ended December 31, 2024
(Unaudited)

REVENUES	2024	2023
Earned Revenue		
In-Kind Revenue	32,467	39,972
Membership Dues	11,114	10,518
Other	10,698	8,094
Total Earned Revenue	54,280	58,583
Public Sector Revenue		
Canada Periodical Fund	247,355	110,467
Creative BC - Operating	75,100	60,200
Creative BC - Projects	53,700	-
Total Public Sector Revenue	376,155	170,667
TOTAL REVENUE	430,435	229,250
EXPENSES		
Operating Expense		
Advertising	28,566	14,965
Internships	73,927	61,260
Professional Fees	126,592	94,407
Travel	14,407	7,920
Other Operating Expenses	36,653	28,516
Total Operating Expense	280,145	207,068
Administrative Expense		
Amortization	169	212
Computer Software	3,227	3,580
Insurance	1,782	2,034
Legal and Accounting	9,557	4,005
Office and Administration	2,394	1,244
Other Admin Expenses	12,024	8,417
Rent	246	1,476
Service Charges	855	699
Total Administrative Expense	30,254	21,666
Payroll Expenses		
Salary and Wages	72,019	-
Employer Payroll Expenses	5,273	-
Total Payroll Expenses	77,293	-
TOTAL EXPENSES	387,692	228,734
NET INCOME	42,743	517

Magazine Association of BC
Statement of Project Revenues and Expenses
For the Year Ended December 31, 2024
(Unaudited)

	CPF STC 2223	CPF TAF 2324	CPF WTW 2425	CrBC PS 2425	Operating	TOTAL
REVENUES						
Earned Revenue						
In-Kind Revenue	18,623	175	5,422	-	8,247	32,467
Membership Dues	-	-	-	-	11,114	11,114
Other	4,375	488	4,398	-	1,437	10,698
Total Earned Revenue	22,999	663	9,820	-	20,798	54,280
Public Sector Revenue						
Canada Periodical Fund	114,244	34,713	98,398	-	-	247,355
Creative BC - Operating	-	-	-	-	75,100	75,100
Creative BC - Projects	-	9,000	5,000	39,700	-	53,700
Total Public Sector Revenue	114,244	43,713	103,398	39,700	75,100	376,155
TOTAL REVENUE	137,243	44,376	113,218	39,700	95,898	430,435
EXPENSES						
Operating Expense						
Advertising	7,615	542	12,040	-	8,369	28,566
Internships	45,417	-	28,510	-	-	73,927
Professional Fees	42,913	31,065	25,985	19,988	6,466	126,417
Travel	-	303	11,702	-	2,402	14,407
Other Operating Expenses	14,159	7,458	12,893	-	2,318	36,828
Total Operating Expense	110,104	39,368	91,131	19,988	19,555	280,145
Administrative Expense						
Amortization	-	-	-	-	169	169
Computer Software - Leases	322	16	888	-	2,001	3,227
Insurance	-	-	-	-	1,782	1,782
Legal and Accounting	1,783	779	1,293	-	5,703	9,557
Office and Administration	1,353	1,036	364	-	621	3,375
Other Admin Expenses	-	362	3,119	-	7,562	11,043
Rent	-	-	123	-	123	246
Service Charges	181	32	212	1	429	855
Total Administrative Expense	3,639	2,225	5,999	1	18,391	30,254
Payroll Expenses						
Salary and Wages	8,873	5,675	19,071	1,239	37,162	72,019
Employer Payroll Expenses	661	423	1,422	92	2,675	5,273
Total Payroll Expenses	9,534	6,098	20,492	1,331	39,837	77,293
TOTAL EXPENSES	123,277	47,691	117,622	21,319	77,782	387,692
NET INCOME	13,966	(3,315)	(4,404)	18,381	18,116	42,743

**Magazine Association of BC
Notes to the Financial Statements
For the Year Ended December 31, 2024**

Note 1. PURPOSE OF THE ORGANIZATION

Magazine Association of BC (MagsBC) was founded in 1993 as a not-for-profit association of member magazines and professionals working to unite, promote and strengthen the province's magazine industry

Note 2. SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The Society prepares its financial statements in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO). The unrestricted net balance accounts for the society's program delivery and administrative activities.

Revenue recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions related to general operations are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collections is reasonably assured.

Non-cash donations

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

Depreciation

The Society depreciates its capital assets over their estimated useful lives as follows:

Computer Equipment	45% Declining Balance
Office Equipment	20% Declining Balance

Note 3. DEFERRED REVENUE

Canada Periodical Fund - CPF TAF 2324	12,000
Canada Periodical Fund - CPF WTW 2425	72,000
Creative BC - Operating	3,300
Creative BC - CrBC PS 2425	38,800
Membership dues	623
Total	126,723

Magazine Association of BC

Financial Statements

March 31, 2025

(Unaudited)

**Prepared by
Quantum Accounting Services Inc.**



To Management of The Magazine Association of BC,

On the basis of information provided by management, we have compiled the balance sheet of The Magazine Association of BC as at March 31, 2025, the statement of income and retained earnings for the year then ended and Note 2, which describes the basis of accounting applied in the preparation of the compiled financial information [and, if applicable, other explanatory information] ("financial information"). Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it, and the selection of the basis of accounting. We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, Compilation Engagements, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information. We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information. Readers are cautioned that the financial information may not be appropriate for their purposes.

Quantum Accounting Services Inc.

August 25, 2025

Vancouver, BC

Magazine Association of BC
Statement of Financial Position
As at March 31, 2025
(Unaudited)

	31-Mar-25	2024
ASSETS		
Current Assets		
Cash	38,731	130,050
Accounts Receivable	59,977	67,240
Total Current Assets	98,708	197,290
Capital Assets		
Computer Equipment	9,654	9,654
Comp.Equip. Acc.Depreciation	(9,010)	(8,977)
Total Fixed Assets	644	677
TOTAL ASSETS	99,352	197,967
LIABILITIES		
Current Liabilities		
Accounts Payable	53,294	31,969
Accrued Liabilities	735	368
Visa Payable	488	(153)
Payroll Liabilities	7,692	6,229
Deferred Revenue (see Note 3)	10,705	126,723
TOTAL LIABILITIES	72,914	165,135
EQUITY		
Member's Equity, beginning of year	32,832	(9,911)
Current Surplus (Deficit)	(6,394)	42,743
TOTAL EQUITY	26,438	32,832
TOTAL LIABILITIES AND EQUITY	99,352	197,967

Approved by the Board of Directors:


 Glenn Alderson (Sep 5, 2025 10:37:42 PDT)


 Shaleeta Harrison (Sep 4, 2025 10:38:29 PDT)

Magazine Association of BC
Statement of Revenues and Expenses
For the Year Ended March 31 2025 (See Note 4)
(Unaudited)

REVENUES	2025	2024
Earned Revenue		
In-Kind Revenue	47,402	32,467
Membership Dues	305	11,114
Other	1,149	10,698
Total Earned Revenue	48,856	54,280
Public Sector Revenue		
Canada Periodical Fund	94,141	247,355
Creative BC - Operating	3,300	75,100
Creative BC - Projects	28,738	53,700
Total Public Sector Revenue	126,179	376,155
TOTAL REVENUE	175,035	430,435
EXPENSES		
Operating Expense		
Advertising	3,868	28,566
Internships	83,690	73,927
Professional Fees	14,914	126,592
Travel	385	14,407
Other Operating Expenses	47,646	36,653
Total Operating Expense	150,503	280,145
Administrative Expense		
Amortization	33	169
Computer Software	712	3,227
Insurance	505	1,782
Legal and Accounting	2,739	9,557
Office and Administration	2,538	2,394
Other Admin Expenses	195	12,024
Rent	1,250	246
Service Charges	52	855
Total Administrative Expense	8,025	30,254
Payroll Expenses		
Salary and Wages	21,318	72,019
Employer Payroll Expenses	1,584	5,273
Total Payroll Expenses	22,901	77,293
TOTAL EXPENSES	181,430	387,692
NET INCOME	(6,394)	42,743

Magazine Association of BC
Statement of Project Revenues and Expenses
For the Year Ended March 31, 2025
(Unaudited)

	CPF FISI 2526	CPF TAF 2324	CPF WTW 2425	CrBC PS 2425	Operating	TOTAL
REVENUES						
Earned Revenue						
In-Kind Revenue	-	17,595	29,807	-	-	47,402
Membership Dues	-	-	-	-	305	305
Other	-	310	343	-	496	1,149
Total Earned Revenue	-	17,905	30,150	-	801	48,856
Public Sector Revenue						
Canada Periodical Fund	8,160	13,981	72,000	-	-	94,141
Creative BC - Operating	-	-	-	-	3,300	3,300
Creative BC - Projects	-	-	-	28,738	-	28,738
Total Public Sector Revenue	8,160	13,981	72,000	28,738	3,300	126,179
TOTAL REVENUE	8,160	31,886	102,150	28,738	4,101	175,035
EXPENSES						
Operating Expense						
Advertising	92	159	958	-	2,659	3,868
Internships	9,731	-	73,959	-	-	83,690
Professional Fees	-	11,288	2,231	1,256	139	14,914
Travel	-	153	176	-	56	385
Other Operating Expenses	-	17,595	29,754	-	297	47,646
Total Operating Expense	9,823	29,195	107,079	1,256	3,151	150,503
Administrative Expense						
Amortization	-	-	-	-	33	33
Computer Software - Leases	18	-	263	-	431	712
Insurance	-	-	-	-	505	505
Legal and Accounting	-	393	1,387	37	923	2,739
Office and Administration	152	-	478	-	1,908	2,538
Other Admin Expenses	-	195	-	-	-	195
Rent	-	1,250	-	-	-	1,250
Service Charges	-	5	24	-	23	52
Total Administrative Expense	170	1,842	2,153	37	3,823	8,025
Payroll Expenses						
Salary and Wages	461	1,527	8,354	2,276	8,700	21,318
Employer Payroll Expenses	34	114	621	169	645	1,584
Total Payroll Expenses	495	1,640	8,975	2,445	9,345	22,901
TOTAL EXPENSES	10,488	32,678	118,207	3,738	16,319	181,430
NET INCOME	(2,328)	(792)	(16,057)	25,000	(12,218)	(6,394)

**Magazine Association of BC
Notes to the Financial Statements
For the Year Ended March 31, 2025**

Note 1. PURPOSE OF THE ORGANIZATION

Magazine Association of BC (MagsBC) was founded in 1993 as a not-for-profit association of member magazines and professionals working to unite, promote and strengthen the province's magazine industry

Note 2. SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The Society prepares its financial statements in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO). The unrestricted net balance accounts for the society's program delivery and administrative activities.

Revenue recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions related to general operations are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collections is reasonably assured.

Non-cash donations

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

Depreciation

The Society depreciates its capital assets over their estimated useful lives as follows:

Computer Equipment	45% Declining Balance
Office Equipment	20% Declining Balance

Note 3. DEFERRED REVENUE

Creative BC - CrBC PS 2425	10,062
Membership dues	643
Total	10,705

Note 4. Change of Fiscal Year

In order to better align the operations of MagsBC with their funders, the board has approved changing the fiscal year of the organization from calendar year to a March 31st year end. These financial statements recognize the three month stump period from January to March 2025.

Our Members

as of Sep 15, 2025

Magazine (Full) Members

alive
Asparagus Magazine
BAZOOOF!
BC Broker
British Columbia History
The British Columbia Review
Canada's National Observer
The Capilano Review
Collision Quarterly
Comox Valley Collective
Country Life in BC
Douglas
*edible Vancouver & Wine Coun-
try*
EVENT
FestivalSeekers
FOLKLIFE
Fraser Monthly / ふれいざ
Geist
Here Magazine
*INSPIRED 55+ Lifestyle Mag-
azine*
Island Parent
K: Magazine
LINK Magazine
Logging & Sawmilling Journal
The Malahat Review
MONTECRISTO Magazine
Motorcycle Mojo
NatureWILD
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
Stir Magazine
Strathcona Collective
subTerrain
TAKE 5
Tow Canada
the Verdict
Visitors' Choice Magazine
Watershed Sentinel
WordWorks
*YAM – Victoria's Lifestyle Mag-
azine*
ZenSeekers

Affiliate Members/Partners

*Alberta Magazine Publishers
Association*
AQEM
Books BC
Magazines Canada
La Scena Musicale

2024/2025 Board of Directors

as of Sep. 15, 2025

CO-CHAIRS Glenn Alderson, *RANGE Magazine*
Micky Harris

VICE-PRESIDENT Marina Sacht, *TAKE 5*

TREASURER Shaleeta Harrison

SECRETARY Kim Werker

MEMBER-AT-LARGE Jim Barr, Seekers Media

Staff

as of Sep. 15, 2025

EXECUTIVE DIRECTOR Sylvia Skene

ADMIN ASSISTANT/SEO/SOCIAL Doris Fiedrich
(casual)

INTERNSHIP COORDINATOR Shristi Uprety

NEWSLETTER EDITOR Sun Woo Baik
(casual)



Sylvia Skene, Executive Director
316 - 336 East 1st Avenue
Vancouver, BC V5T 4R6



604-688-1175



exec@magsbc.com



magsbc.com



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@magsbc