



# Cover to Cover: Inside BC's Magazine Publishing Sector

An evidence-based snapshot of industry structure, economic activity, cultural impacts, and changing business dynamics

February 2026



# Acknowledgements

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# Executive Summary

## Key Findings

- 01.** Magazines in British Columbia cover a wide spectrum — from literary journals to niche and specialist titles. Magazine publishers' varied business models and entrepreneurial drive reflect an industry that is continually adapting, diversifying, and innovating.
- 02.** BC magazines deliver value through both journalism and storytelling. Journalism provides fact-based reporting and analysis on issues that matter locally, bringing readers trusted information. Storytelling offers narrative-driven features that highlight local people, cultures, and lived experiences, fostering emotional connection and cultural belonging. Together, these forms of content deepen community ties while generating economic value by connecting readers and businesses.
- 03.** BC publishers are united by core challenges: rising costs, declining revenue, and the ongoing shift of readers and advertisers towards digital platforms. They seek stable funding and strategic supports to address pressures such as declining ad sales, content blocks on social media platforms, and the transition to digital business models.

# Introduction

The Magazine Association of BC (MagsBC) is a member-driven, not-for-profit organization which represents, connects, and promotes the British Columbia magazine industry. The magazine (full) and affiliate members consist of publishers, editors, writers, designers, salespeople, printers and developers who work for magazine titles that range from literary and lifestyle to business and news and are in both online and in print formats.

This research project provides an evidence-based profile of BC's magazine publishing industry to support advocacy and inform long term business innovation. Information was gathered between March and June 2025.

## Methodology

This report was informed by several key data sources:

### 01.

A custom-designed online survey receiving responses from 38 publishers across BC

### 02.

Structured interviews with 12 BC magazine publishers and one ad buyer

### 03.

A distribution list of 196 magazine publishers in BC, managed by MagsBC

Additional data is from CIERA™ and Statistics Canada Summary Statistics and Statistics Canada's Survey of Services Industries: Periodicals Publishers and Supply and Use tables current to 2023.

Finally, desk research informed a Canada-wide perspective on the Canadian magazine publishing industry, with notable recent reports from:

- [\*An Environmental Scan of the Canadian Magazine Industry\*](#) (April 2023), Communications MDR for Ontario Creates.
- [\*The State of Diversity, Inclusion and Equity in the Canadian Magazine Industry\*](#) (July 2021), Zenev & Associates for the Alberta Magazine Publishers Association and the Magazine Association of BC.

## Who We Asked for Feedback

Magazine publishers in BC	196 publishers	Total universe of BC based magazine publishers per a MagsBC-managed distribution list of publishers operating in British Columbia as of May 2025
MagsBC membership	52 full (magazine) members	Currently in this industry organization as of June 2025

## Who We Heard From

Structured Interviews - Ad Buyers and Agencies	1 ad buyer	8 companies and organizations referred by MagsBC and publishers that purchase advertising directly or on behalf of buyers were contacted for an interview
Survey respondents	Publishers and other senior staff at 38 magazine publishing organizations	Survey sent to the above distribution list. The responses represent 19% of the magazine publishers in BC. The survey in-market period was early March to mid-April 2025
Structured Interviews	12 publishers and other senior staff	Interviews ran from March to June 2025

# How the Magazine Industry Creates Value

## Creation

### Editorial Strategy & Content Development

Value begins with curatorial vision—shaping an editorial identity that resonates with a defined audience. Strategic content planning drives voice, positioning, and credibility, building reader trust and loyalty.

- **Cost Drivers:** Employees, contributor fees, research, coordination
- **Risks:** Misreading audience interests, rising freelance costs, low-engagement content

### Content Production & Refinement

Through writing, editing, visuals, and fact-checking, content brings the brand to life. Quality output builds reputation, encourages increased readership and reader loyalty, drives renewals, and attracts advertisers seeking trusted media environments.

- **Cost Drivers:** Creator/editor compensation, image licensing, editorial review
- **Risks:** Inconsistency, delays, legal exposure (libel, errors & omissions), copyright (mainly content scraping for AI training without compensation)

## Production

### Design & Production

Design enhances readability, reinforces brand identity, and elevates the user experience across print and digital. A strong visual approach sets the publication apart.

- **Cost Drivers:** Design software, freelance fees, platform formatting
- **Risks:** Layout errors, inaccessible formats, over-reliance on external talent

## Distribution

### Distribution & Circulation

Value is delivered by getting content to readers—via print, digital, email, or apps—with reliability and ease. Distribution also supports subscription and ad revenues and audience insights.

- **Cost Drivers:** Printing, postage, digital hosting, logistics, subscription tools
- **Risks:** Material and shipping costs, platform fees, unsold retail copies, competition for space in shrinking newsstands

## Reader & Audience

### Advertising Sales & Revenue

Revenue comes from connecting advertisers with a targeted, trusted audience. Advertising, sponsorship, and branded content monetize readership and deepen commercial partnerships.

- **Cost Drivers:** Sales staff compensation, CRM tools, branded content production
- **Risks:** Softening ad demand, pricing pressure, competition from digital platforms

### Audience Engagement & Market Positioning

Sustained engagement drives brand relevance and reach. Community-building, marketing, and analytics deepen relationships and inform strategy across departments.

- **Cost Drivers:** Email platforms, social tools, promotions, analytics
- **Risks:** Declining engagement, algorithm shifts, low ROI on outreach, Meta blocking social media (Facebook, Instagram), Google's AI Overview search information summary tool

# Section 1: The Landscape of Magazine Publishing in BC

## Understanding the Sector

Magazines are an inherently flexible medium that publishers use to connect audiences to content they want and need. They offer an almost limitless diversity of options across format, size, frequency, editorial focus, and target audience.

In this report, the industry is categorized by:

- **Content Types:** arts & culture, news, lifestyle, business and more

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- **Product Formats:** print, digital, or both (hybrid)

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- **Business Models:** subscription, advertising, grants, sponsorship, newsstands and more

Further categorization examines the industry by distribution method and readership/audiences (business to business (B2B), business to consumer (B2C), culture, farm). Due to unique markets with fundamentally different characteristics, and different scales of businesses, both challenges and opportunities vary widely.

# Content Types

Across the 38 magazine publishing businesses surveyed, their publication titles were categorized by content type, selected from a picklist, with options to select all that apply.

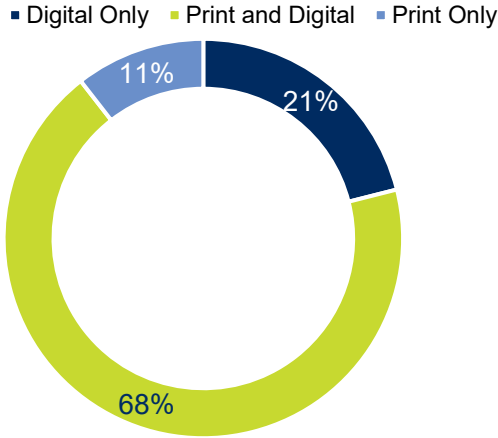
Figure 1: Magazine Content Types



## Product Formats

Of the 38 magazine publishers participating in the survey, the majority (68%) disclosed that deliver their publications in both print and digital formats.

Figure 2: Product Format From Survey



## Business Models

Many BC magazine publishers operate using a blend of business models, with B2C titles (representing most titles) especially reliant on advertising revenue. Below are examples of business models that support magazine publishing. Innovation and experimentation results in combinations of models, such as combining subscription and membership models.

Business Model	Description	Magazine Examples
<b>Subscription-Based</b>	Readers pay regularly (monthly or annually) for access	<i>FOLKLIFE</i>
<b>Advertising-Supported</b>	Free or low-cost to readers; revenue comes from advertisers	<i>Comox Valley Collective</i>
<b>Membership Model</b>	Paid (or free) access includes perks, exclusive content, or community engagement	<i>Asparagus Magazine</i> , association or union magazines such as <i>Update</i> (BC Nurses Union)
<b>Sponsorship/Grant-Based</b>	Funded by sponsors, government programs, or philanthropic grants	<i>Rungh</i>
<b>Retail Sales/Newsstand</b>	Revenue from individual issue sales	<i>Vancouver Magazine</i>
<b>Custom Publishing</b>	Commissioned by brands or institutions, often for marketing or internal use	<i>K: (Knowledge Network)</i> or alumni publications such as <i>University of British Columbia Magazine</i>
<b>Nonprofit</b>	Operated as a nonprofit entity with mission-driven goals	<i>Here Magazine</i>

## Distribution Methods

Tied closely to the business model, the distribution method gets magazines and magazine content in front of their readers, delivering the reach that stakeholders seek (whether an advertiser or a non-profit). With varying geographic reach, many publishers face added pressures of working with multiple distribution partners.

Distribution Method	Description	Magazine Examples
<b>Print - Mailed</b>	Delivered directly to subscribers via post Also includes controlled distribution (readers must meet specific criteria)	<i>FOLKLIFE, Update, K., Country Life</i>
<b>Print - Newsstand/Retail</b>	Sold through bookstores, grocery stores, and other retailers	<i>Vancouver Magazine</i>
<b>Print - Free Pickup</b>	Available at cafes, libraries, retailers, transit stops, or lobbies. Also known as bulk distribution	<i>qathet Living, Douglas</i>
<b>Digital - Website</b>	Published online as full issues or article-by-article	<i>Canada's National Observer, British Columbia Review</i>
<b>Digital - App-based</b>	Accessed through dedicated apps or aggregators such as ISSUU or PressReader	<i>Douglas</i>
<b>PDF/E-editions (Flipbook)</b>	Replicas of print formatted as browsable digital issues	<i>Fraser Monthly (also print)</i>

The 38 survey respondents disclosed methods of distribution for their digital and print publications. Noting that the majority (68%) of publishers output both print and digital products, a wide range and mix of distribution methods and strategies are used, and many publishers deliver across multiple methods. The graphs below segment distribution methods by product format: digital and print.

Figure 3: Distribution Methods for Digital Publications

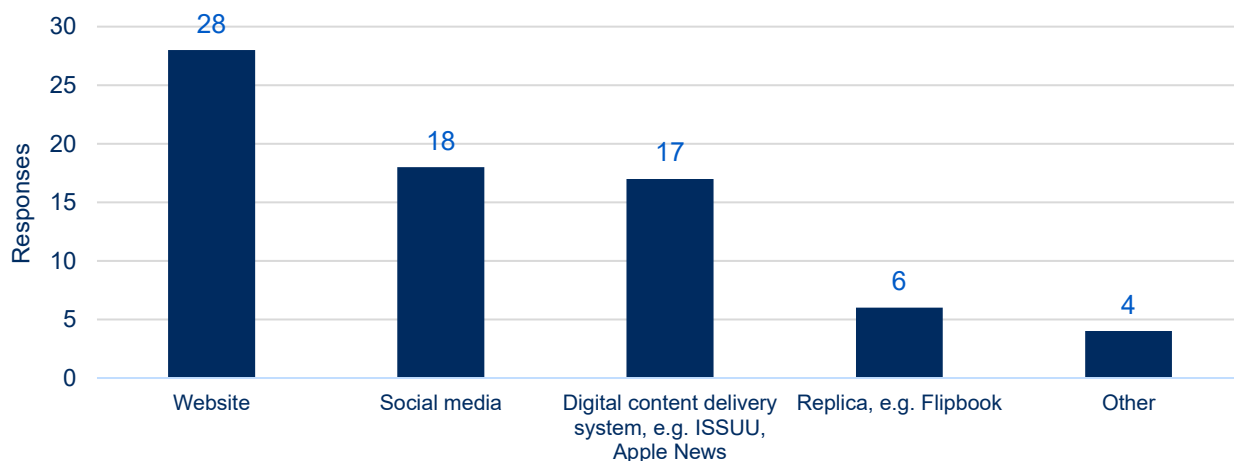
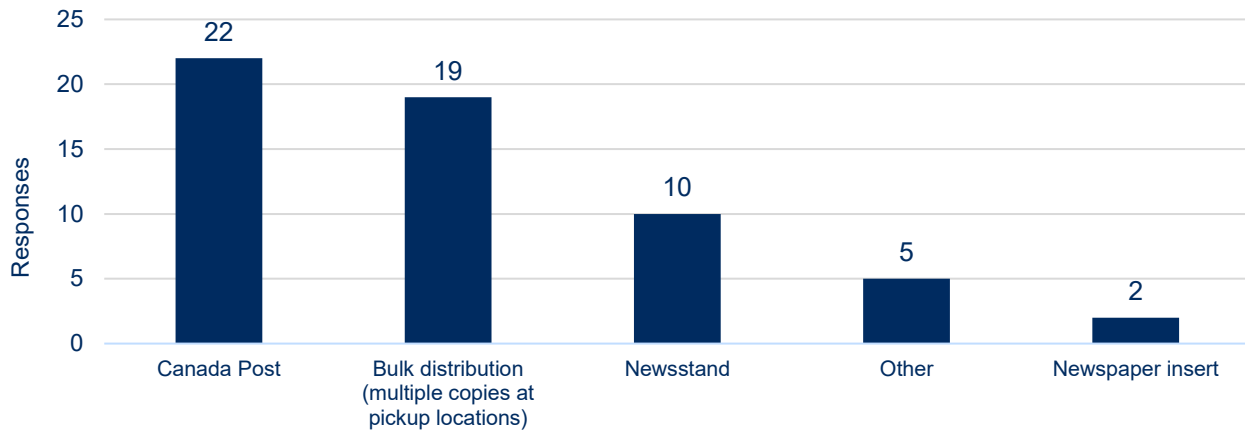


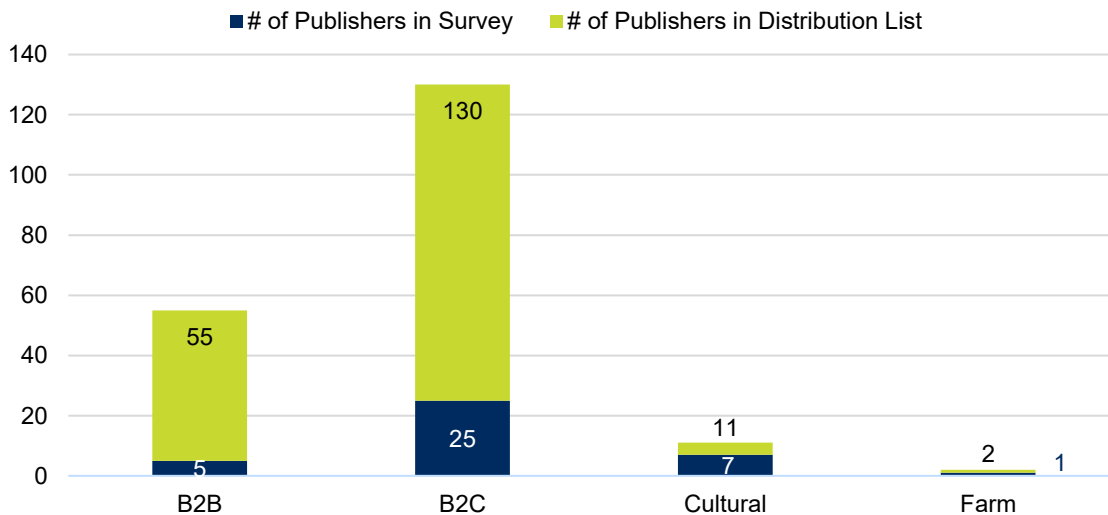
Figure 4: Distribution Methods for Print Publications



## Target Audiences

Most magazines in BC are produced for consumers. Combining the MagsBC-managed distribution list<sup>1</sup> with survey responses, 65% of the publications are B2C magazines, with the balance of publications targeting businesses and professionals (such as the BC Principals’ and Vice-Principals’ Association publication *Principl(ed)*) as well as Cultural and Farm titles, which were recategorized in survey responses.

Figure 5: Target Audiences From Survey Responses and Distribution List

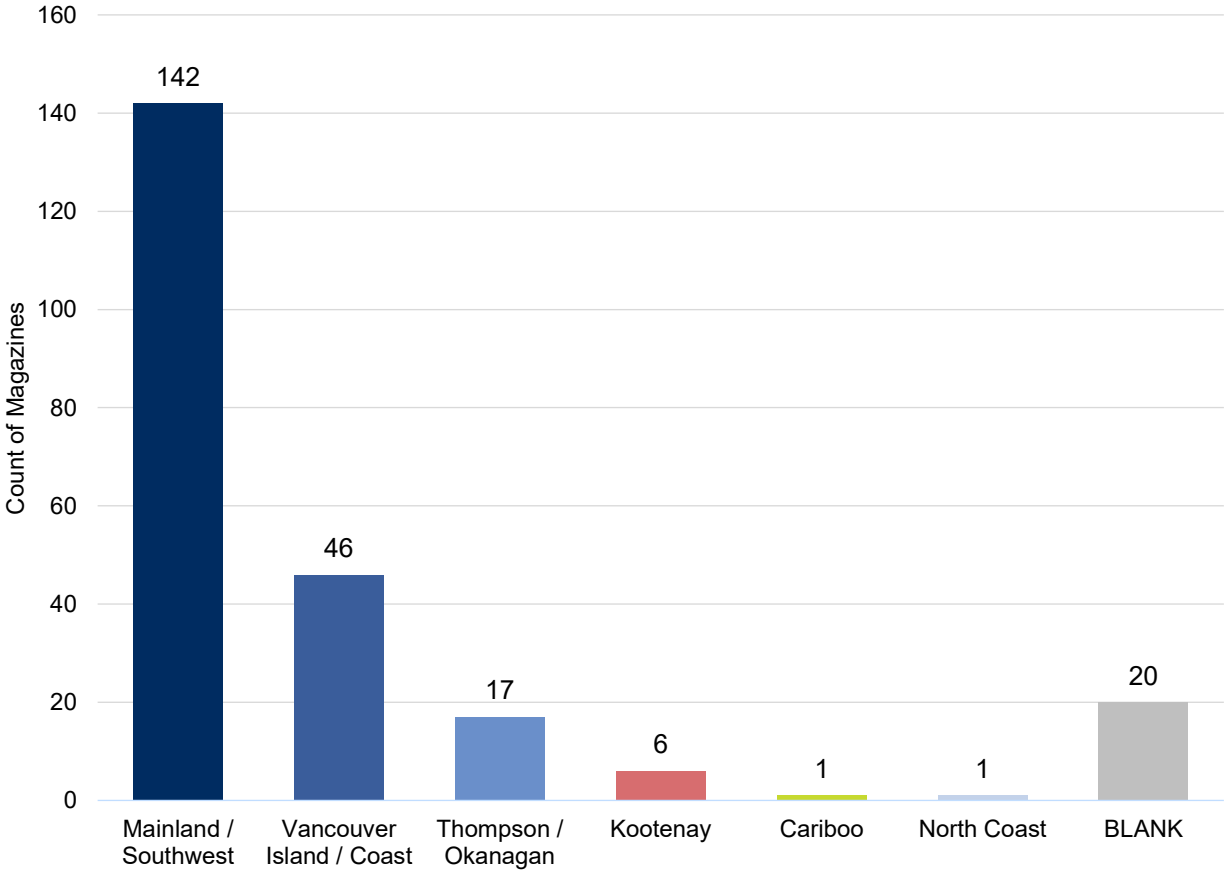


<sup>1</sup> This MagsBC-managed distribution list has been adjusted to account for apparent duplications in publisher names by merging entries that likely represent the same parent organization. We acknowledge the complexity of the magazine publishing landscape, where larger publishers may acquire others or be contracted to publish specific titles—factors that can lead to inconsistencies in how publisher names are reported. Following the merging process, we assume that all remaining entities in the dataset represent distinct publishers in BC as at May 2025. The adjusted distribution list included 196 records while the publisher survey had 38 responses.

# BC Magazine Publisher Operations

BC’s magazine publishing industry currently produces 233 unique titles based on MagsBC distribution list. Publisher businesses are located throughout the province, serving a range of local, regional, national or international audiences. British Columbians are well represented by magazines based on comparing publishers’ locations and regional populations. The figure below shows the distribution of these unique titles by BC economic region.

Figure 6: Number of Magazines by BC Economic Region



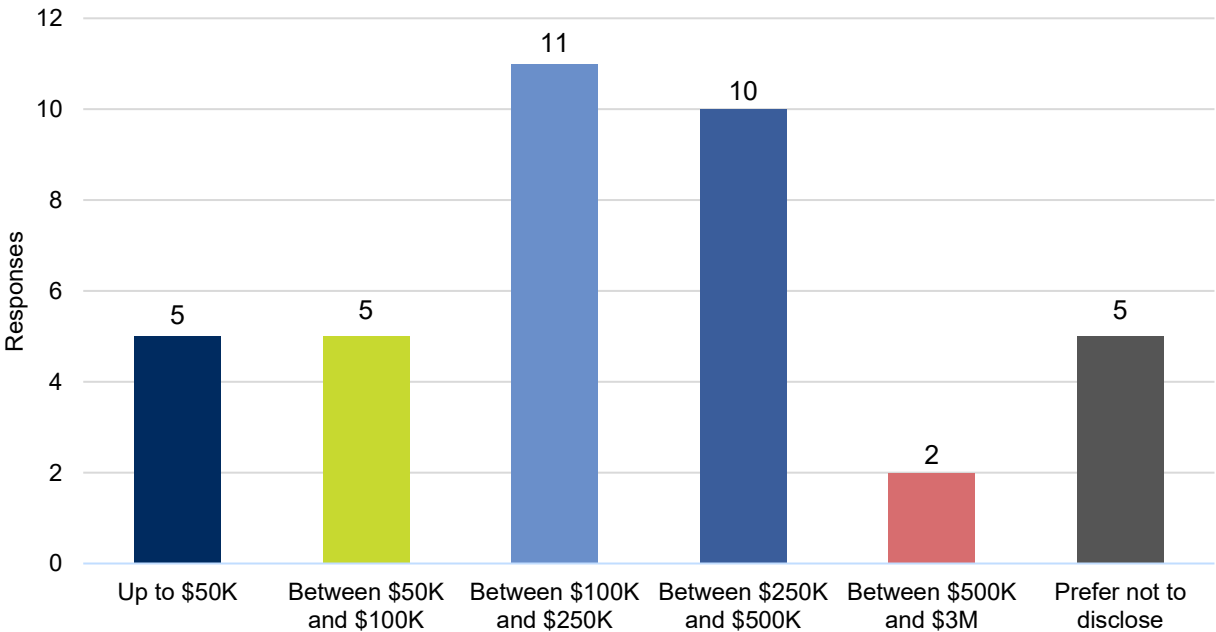
# Current Financial State

The publisher survey asked respondents to identify their latest year’s annual revenue from the following options:

- Up to \$50K
- Between \$50K and \$100K
- Between \$100K and \$250K
- Between \$250K and \$500K
- Between \$500K and \$3M
- Over \$3M
- Prefer not to disclose

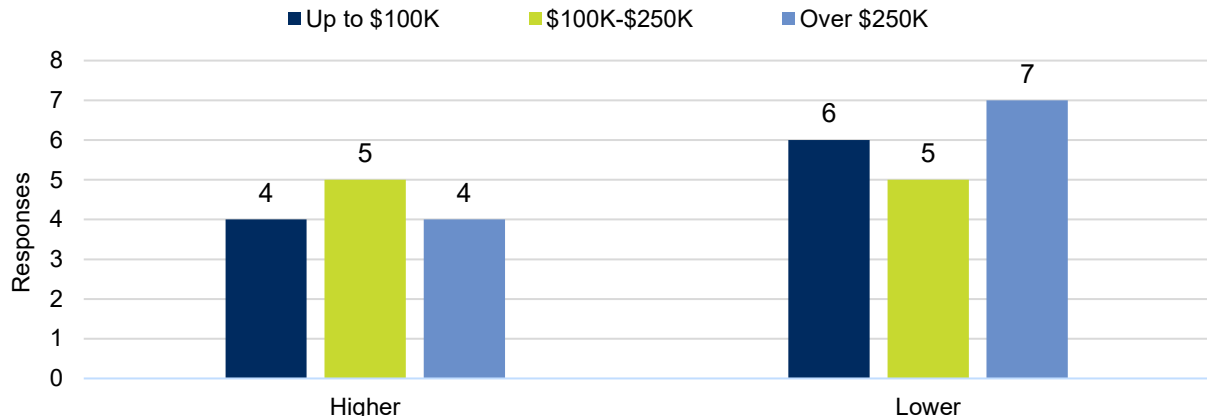
Based on the responses to the survey, businesses range from modest operations at under \$50,000 or between \$50,000 and \$100,00 in annual revenue up to larger enterprises with annual revenues between \$250K and \$500K and between \$500K and \$3M. No respondents selected over \$3M in annual revenue. Five respondents selected Prefer not to disclose.

Figure 7: Publishers by Revenue Range



Most survey respondents who compared their two most recent fiscal years had lower revenue in the current year, with those publishers at the \$100,000-\$250,000 range equally experiencing higher and lower annual revenue compared to their previous fiscal year.

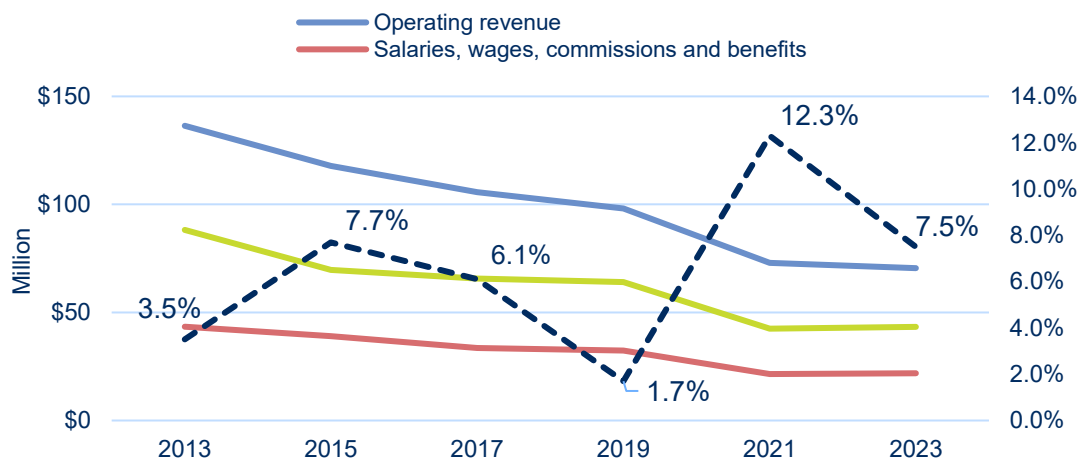
Figure 8: Publishers Reporting Higher vs. Lower Revenue Compared to Previous Fiscal Year



Note. Thirty-one publishers responded to this question.

Statistics Canada information also shows year-over-year declines in revenue, expenses and labour costs with volatile profit margins for BC periodical publishers.<sup>2</sup> Note these are aggregate figures. While operating expenses across the industry have declined, specific and important inputs such as transportation and paper products have become more expensive (see Figure 19). The decline in operating expenses likely reflects a combination of the industry contracting (as sector-wide revenues and salaries have also declined) and publishers adapting to rising costs by, for example, transitioning to digital products. In 2023, the operating profit margins of periodical publishers returned to 7.5%, close to 2015 levels.<sup>3</sup>

Figure 9: BC Periodical Publishers Summary Statistics



Note. Source: <https://doi.org/10.25318/2110005301-eng>

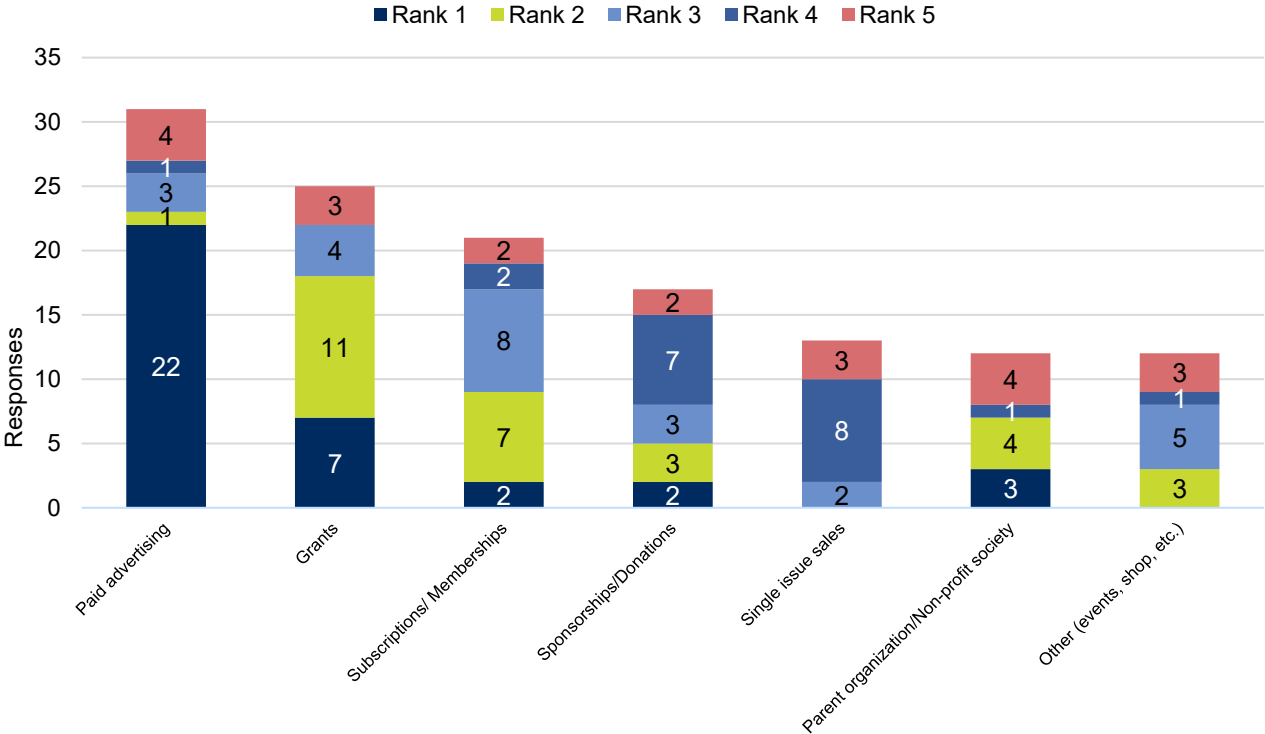
<sup>2</sup> As defined in North American Industry Classification System (NAICS) Canada 2022 version 1.0, periodical publishers [NAICS code 513120] comprise establishments, known as magazine or periodical publishers, primarily engaged in carrying out operations necessary for producing and distributing magazines and other periodicals, including gathering, writing, soliciting, preparing, and selling advertisements. Periodicals are published at regular intervals, typically on a weekly, monthly or quarterly basis. These periodicals may be published in print, electronic form or online. [StatsCan summary statistics for Periodical Publishers, 2015 to 2023](#)

<sup>3</sup> Source: Statistics Canada Table 21-10-0053-01. Periodic publisher summary statistics.

# Revenue by Rank

The 38 survey respondents ranked their revenue streams in order of importance with rank 1 being most important. Paid advertising was the most highly ranked followed by Grants and Subscriptions, then Memberships.

Figure 10: Publishers Ranking Their Sources of Revenue



# Section 2: Contribution and Cultural Role

## Economic Impact

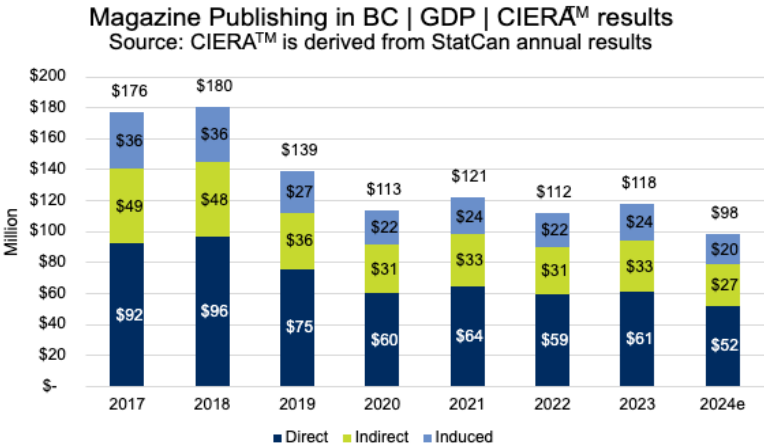
Magazines have been experiencing declining GDP (gross domestic product), output and labour with a stabilizing trend in 2021 through 2023 and further declines in 2024e.

Creative BC’s proprietary economic measurement tool for the creative industries, CIERA™, produces annual results on BC’s magazine publishing industry for GDP, output, and jobs, as well as estimates for direct, indirect and induced impacts.<sup>4</sup> For 2024, total impacts including direct, indirect and induced effects were:

GDP
Output
Jobs  
\$98M
\$190M
1,321

GDP equals the sum of income earned by an industry in the production of goods and services, including wages, profits, rents and production taxes paid. It is net of subsidies received.

Figure 11: Magazine Publishing in BC | GDP | CIERA™ Results

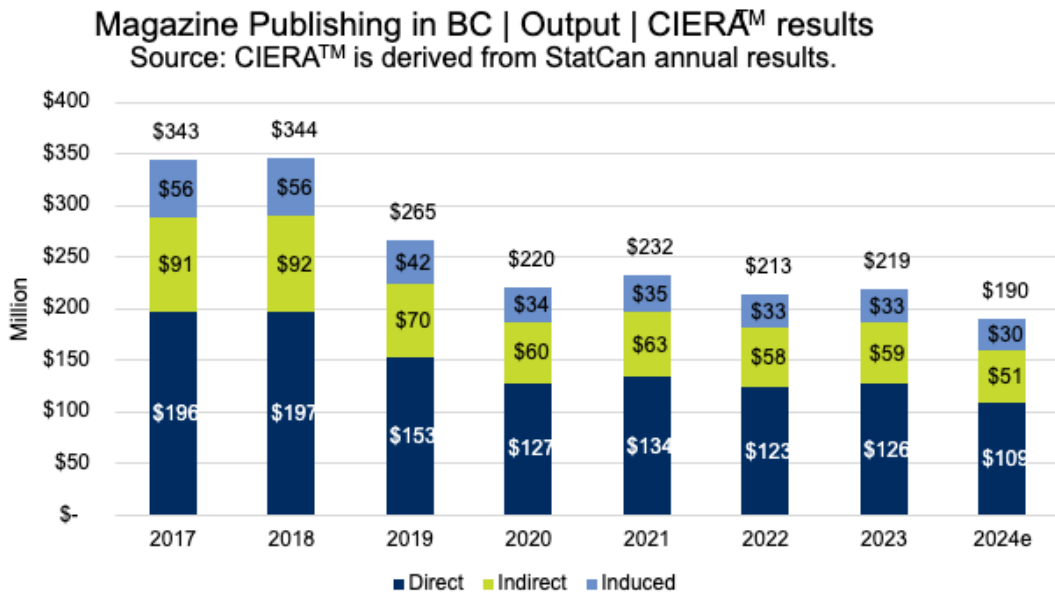


**Note:** CIERA™ from Creative BC, is derived from Statistics Canada annual results

<sup>4</sup> Direct impact reflects the immediate economic activity of those businesses within the magazine publishing industry. The indirect impact reflects the demand from magazine publishing for inputs (such as paper and printing services) from other industries. The indirect impact is cumulative, and includes transactions going all the way back to the beginning of the supply chain. The induced impact reflects the economic activity that arises as a result of industry workers involved in either direct or indirect activity, spending part of their wages and salaries on other goods and services. Read the detailed methodology and learn more about CIERA™ [here](#).

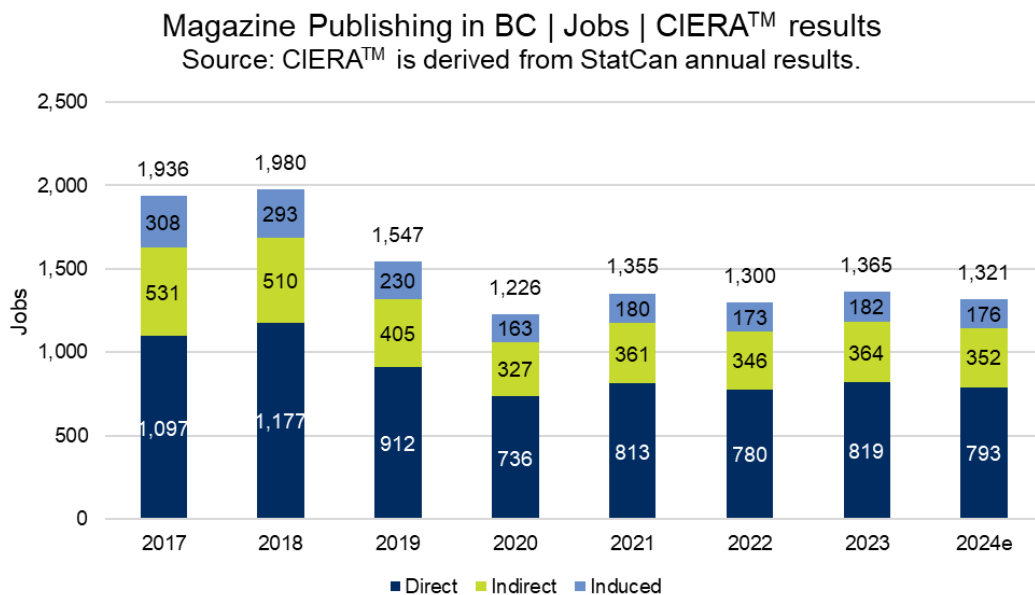
Output is GDP plus the value of what an industry purchases from other industries and imports.

Figure 12: Magazine Publishing in BC | Output | CIERA™ Results



The Jobs figures represent average annual jobs including both full- and part-time positions. For instance, if a sector employs 12 people during one month of the year and zero for the remaining 11 months, the number of jobs would be one. Part-time and full-time jobs are counted equally. Jobs may include both employees and contractors.

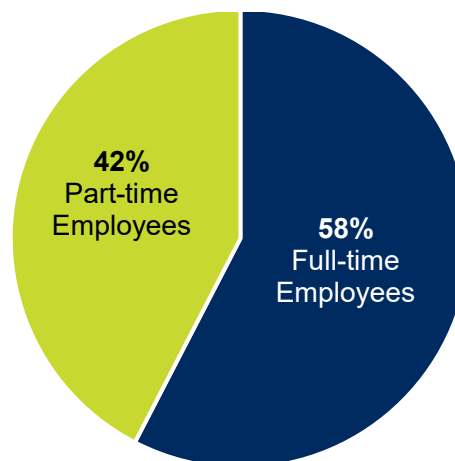
Figure 13: Magazine Publishing in BC | Jobs | CIERA™ Results



## Workforce Composition

Providing another perspective on employment in BC's magazine publishing industry, the 38 survey respondents provided employment information on the distribution of full-time and part-time employees at their publishing companies.

Figure 14: Composition of Full-Time vs. Part-Time Employees



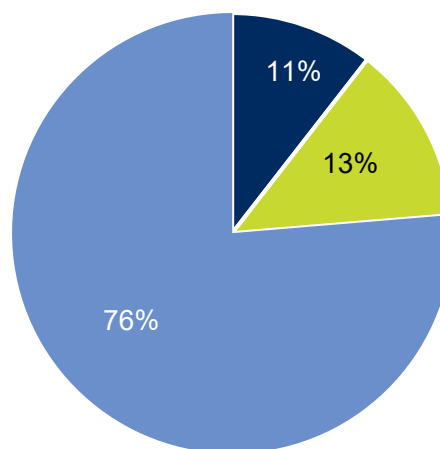
## Importance of EDI to Publishers

Published in 2021, *the State of Diversity, Inclusion and Equity in the Canadian Magazine Industry*<sup>5</sup> provides insight on the challenges involved in transforming the magazine publishing workforce and the changing perspectives between the time periods. In the 2021 study, 40% of Canadian magazine respondents strongly agreed that diversity, inclusion and equity was important to their organization. (ref: [Zenev & Associates, figure 9, p. 19](#))

In the BC Magazine Publisher Survey, the 38 respondents were asked to rank the importance of EDI (Equity, Diversity & Inclusion) to their organization. The majority (89%) ranked it as important including 76% as Very important.

Figure 15: Publishers Ranking Importance of EDI to Their Organization

■ Neutral ■ Somewhat important ■ Very important



<sup>5</sup> *The State of Diversity, Inclusion and Equity in the Canadian Magazine Industry: Survey Report. July 29, 2021.* Zenev & Associates for the Alberta Magazine Publishers Association and the Magazine Association of BC. <https://magsbc.com/wp-content/uploads/2025/07/Cdn-Mags-DIES-Survey-Full-Report-Jul-29-2021.pdf>

## Community and Cultural Significance

Magazines play a unique role in the publishing ecosystem by offering creative work opportunities, targeted advertising channels, and adaptable business models, while consistently fostering a strong sense of community through their editorial focus and publishing rhythm.

For creators, they offer work opportunities for graphic designers, writers, editors, photographers and illustrators. For advertisers, they provide a diverse array of opportunities to reach their target customers.

Magazines contribute to publishers' business models in varied ways—sometimes serving as one revenue stream among several, such as producing events or custom content creation, and other times functioning as the publisher's sole source of income.

However, one aspect that is common across magazines and is mostly unique to magazines is that they cultivate a sense of community in the regularity of their publishing frequency and their editorial focus that reflects the communities they belong to or identify with.

Notably, 135 of 233 magazine titles are produced outside of Vancouver and Victoria<sup>6</sup>, in communities ranging from Comox Valley to Cranbrook. While some publications such as *qathet Living* serve their geographically proximate community with local news and arts and events coverage in which they operate, other publishers have regional, national, and international readerships, writing about and from their unique BC location such as *FOLKLIFE* and *SnowSeekers*.

*“Among all the publications we offer in our doctor’s office waiting room, your magazine is the one publication that is always taken.”*

*~ as told to Asparagus Magazine*

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<sup>6</sup> Based on city location of individual magazines in MagsBC's distribution list of Canadian magazines

## Audience Impact

Below are select survey responses<sup>7</sup> on contributions to BC's culture and community. Responses are from the magazine publishers as well as select responses from readers, supplied by magazine publishers. Select responses from readers are, as reported directly by readers (displayed in light blue font). See the Appendix for the full list of contributions.

### Culture

#### *A reader of FOLKLIFE Magazine:*

You have inspired me to live slower and pursue my dream career of being a photographer. I'm driven by a need to capture moments of authenticity often influenced by how FOLKLIFE has approached storytelling.

#### *Logging & Sawmilling Journal:*

Logging & Sawmilling Journal is more than just an industry publication—it's part of British Columbia's cultural fabric. Forestry isn't just a sector here; it's a way of life, a tradition passed down through generations.

#### *A reader of Asparagus Magazine:*

The magazine is jam-packed with solid, multivocal, enlightening content. Well-written, witty, the layout, the paper—everything is great. Beautiful work!

#### *Rungh Magazine:*

Rungh Magazine is one of Canada's leading arts magazines. We play a significant role in highlighting IBPOC arts and artists in Canada.

#### *Valley Voice Magazine:*

We prioritize arts, music, Indigenous, environmental and social justice issues in the magazine.

#### *Preview Art Media:*

Preview is able to highlight artists' works throughout the Pacific Northwest... this is a pretty unique offering, supported by very strong, niche distribution.

#### *Guide Outfitters Association of BC:*

Our publication strengthens BC's tourism economy but also supports cultural and environmental goals... By highlighting these Indigenous-owned businesses, our marketing efforts support cultural heritage tourism and create authentic travel experiences.

#### *COUNTRY LIFE IN BC:*

We are the only farm publication in BC that publishes monthly and covers all farm commodities. We are the oldest independently owned farm publication in Canada... Our readers are in the most traditional of industries and so have been slower to embrace digital news formats.

<sup>7</sup> Survey responses are edited for brevity

# Community

## *Claris Media:*

We have regular feedback from both residents and visitors that the Fernie Fix is their primary source on all things 'Fernie'. It keeps people informed and engaged in our community. Exposes them to opportunities to participate in the activities and events taking place, to volunteer and to give back, to learn and to grow, and to appreciate all that is available here and beyond.

## *Dream Wave Publishing:*

As [BAZOOOF!] publishes children's work, [BAZOOOF!] helps to develop and inspire them to write, use their imagination, and helps them recognize their abilities as they share their accomplishment with thousands of other youth.

## *A reader of REP HERE IN CANADA/HERE Magazine:*

The work you are doing is deeply valuable and the community that you create while doing it is like a new home for many of us.

## *A reader of MONTECRISTO Magazine:*

Tells authentic (no sponsored content) stories of the known and unknown personalities that shape our culture, commentary and communities...

## *Page One Publishing:*

Our magazines are all about community... The winners of both [our Best Restaurant and 10 to Watch (outstanding new business) awards] regularly let us know that these awards have made the difference in their survival and success.

## *Cowichan Valley Voice Magazine:*

Our community loves our publication and we often hear that it brings our community together. Because it covers local events, recipes, arts, music and more...

## *qathet Living Magazine (Gastropod Media):*

It is reconciliation. It is deeper, contextual news that contributes to democracy. For shut-ins and those isolated by geography, it is connection... It builds local culture and narrative.

## *BC Nurses Union:*

We are the magazine of record for our organization... we seek to inspire union members to get more involved in their union, building our internal democracy.

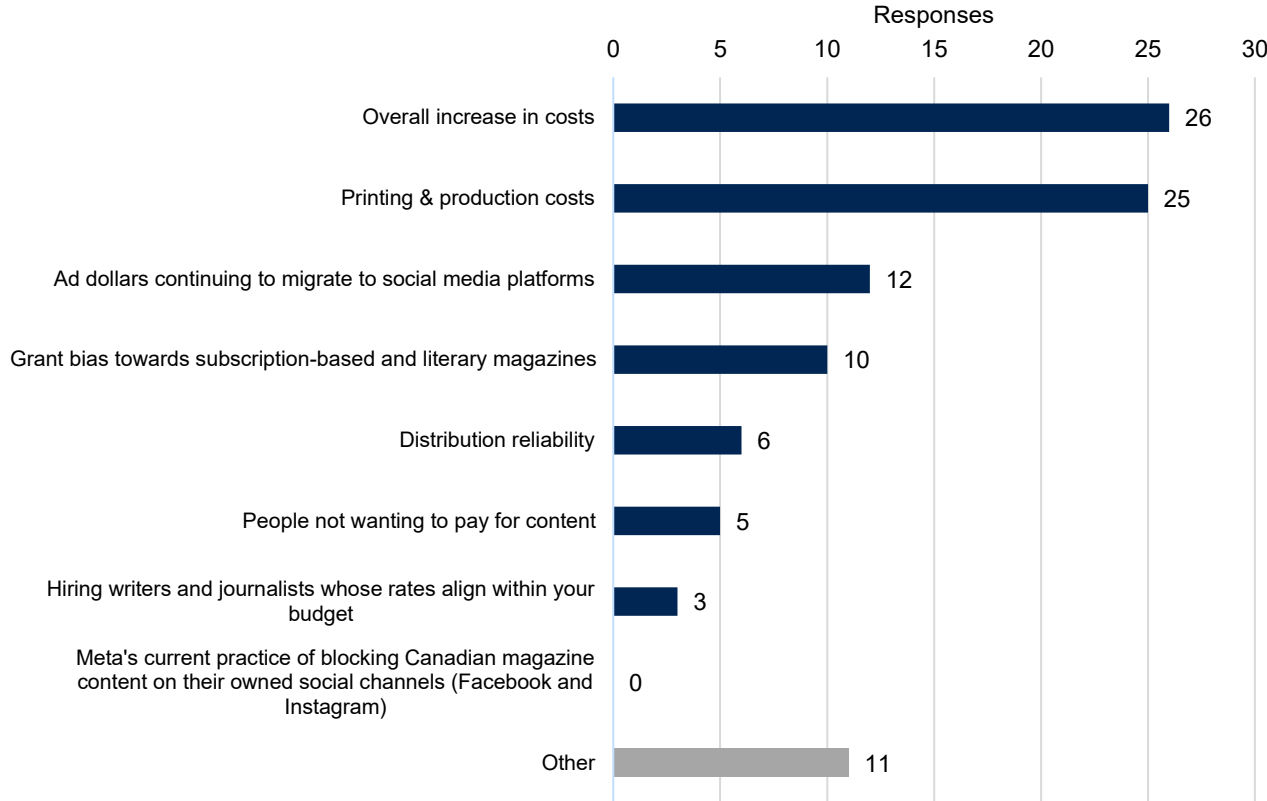
# Section 3: Challenges Facing Magazine Publishers

## Pressures on Publishers

BC’s magazine publishers are in a challenging bind. Loyal readers prefer print yet publishers are experiencing rising costs and increased competition with dominant multinationals like Meta and Google for advertising dollars, the top revenue source for both B2C and B2B publications.

Publishers experience the top two challenges—overall increase in costs and printing and production costs— regardless of the publishers’ annual revenue (evidence of escalating costs is seen in Figure 19). One survey respondent reported that their print costs have doubled in the last three years. Structured interviews revealed that several publishers are extremely stretched on resources and are working at a deep discount for their time.

Figure 16: Publishers Reporting Top 3 Challenges They Are Facing



Note. BC Magazine Publisher Survey (n=38)

Further details from those respondents who chose Other included:

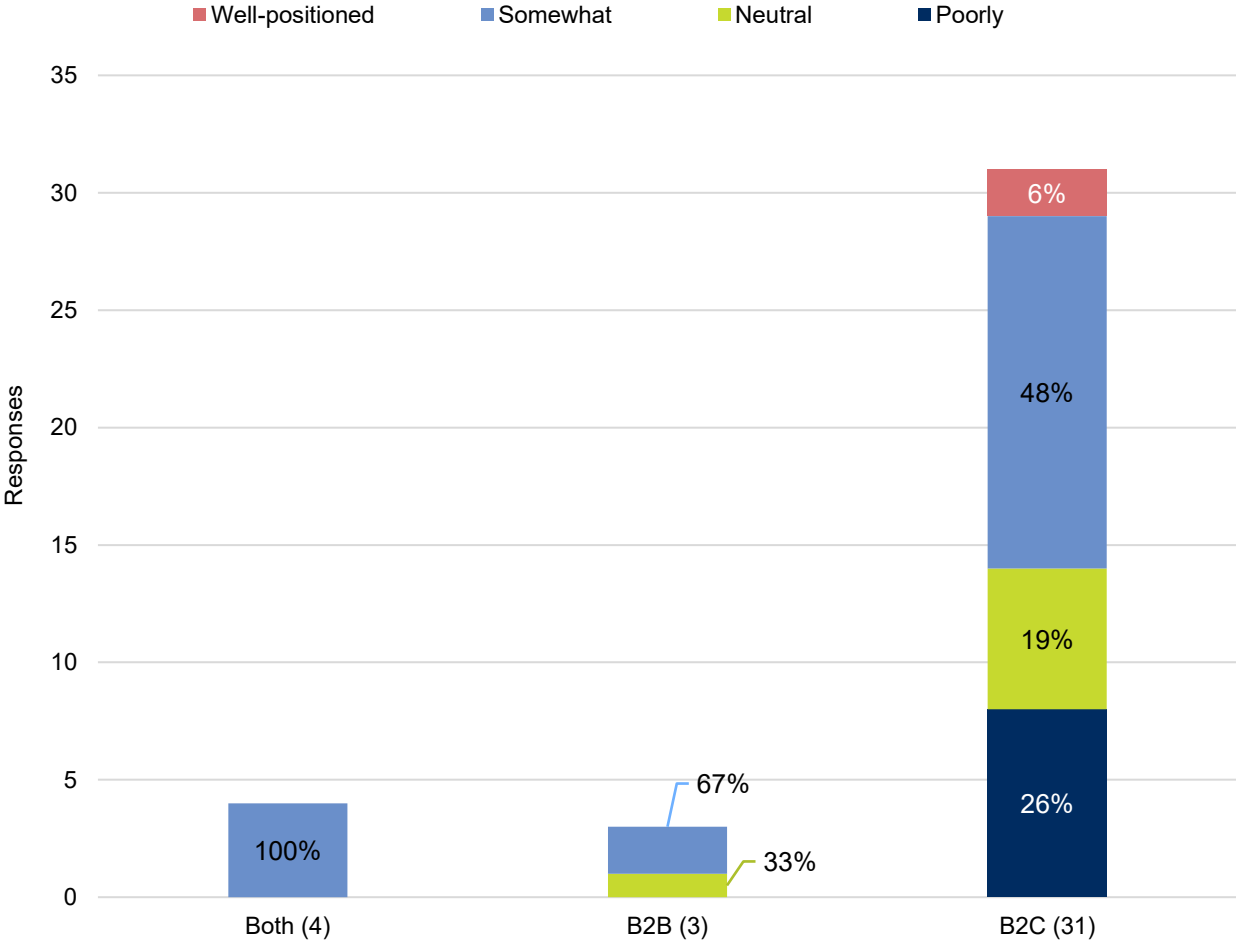
- Comparative lack of provincial support
- Ad partners thinking they can become their own publishers through investing in their own social media following or e-news subscriber build. Why spend money with us, when it's investing in our brand and not theirs. We know they are investing in an echo chamber, but it's getting harder and harder for them to recognize that
- Difficulty in acquiring advertising
- No printers left on the island and Black Press changing our print deadlines on us with very little notice
- Overall capacity and continuity of funding
- Grant bias toward arts, culture and literary magazines, and poor, unreliable Canada Post
- Staff exhaustion ;)
- Not being eligible for grants because of our distribution in the US
- Distribution fees
- Production and editorial costs. We need core funding to pay for an editor and to raise artists' fees
- COVID threw a curve as seniors were dying in group homes causing them to fear passing a paper and catching COVID. Distribution caused the rates to decline and I'm just trying to get back to where I was before COVID.

### Challenges, by Audience

As illustrated below, a majority of publishers report feeling Somewhat well positioned to meet challenges, likely due to their recent experiences with developing adjoining lines of business. Over one quarter of B2C magazine publisher respondents feel poorly positioned to meet challenges, potentially suggesting a greater need from these publishers for support from local, provincial and federal governments and other organizations to help meet challenges and take advantage of opportunities.

This may indicate that more responsive, flexible and generous support is needed by local, provincial and federal governments and other organizations to help these publishers meet challenges and be able to take advantage of opportunities more effectively.

Figure 17: Publishers Reporting How Well-Positioned They Are to Face Challenges, by Audience



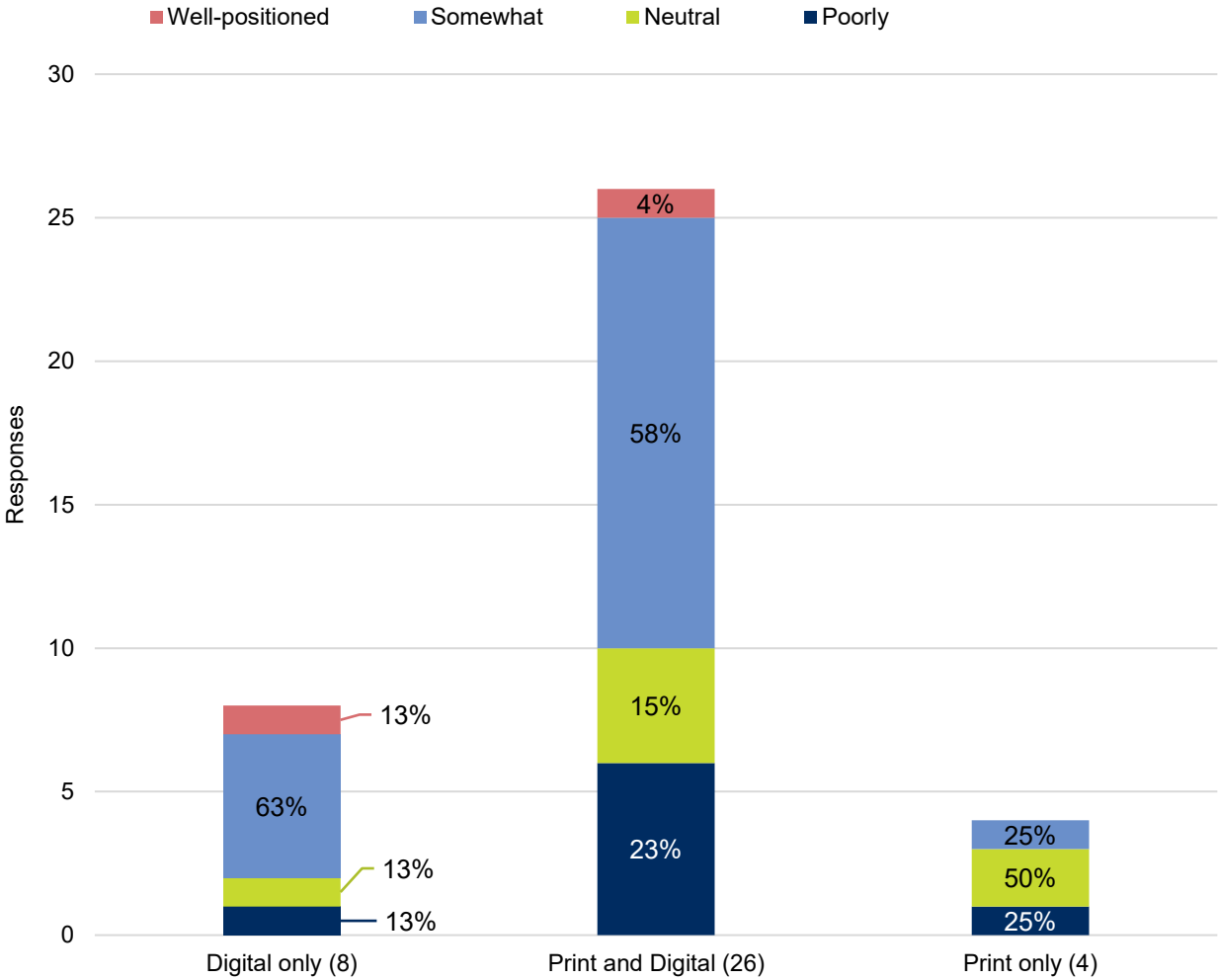
Note. BC Magazine Publisher Survey (n=38)

### Challenges, by Product Format

Segmenting by product format, 6 of 26 (23%) of survey respondents producing both print and digital publications feel Poorly positioned to meet challenges, with only one publisher reported feeling Well-positioned. For digital-only publications, 1 of 8 (13%) report feeling Well-positioned and 5 of 8 (63%) report feeling Somewhat positioned.

For print-only publications, the results are spread across Poorly, Neutral and Somewhat with no publisher reporting feeling Well-positioned. Interviews with publishers indicate they do not expect any declines in printing costs.

Figure 18: Publishers Reporting How Well-Positioned They Are to Face Challenges, by Product Format



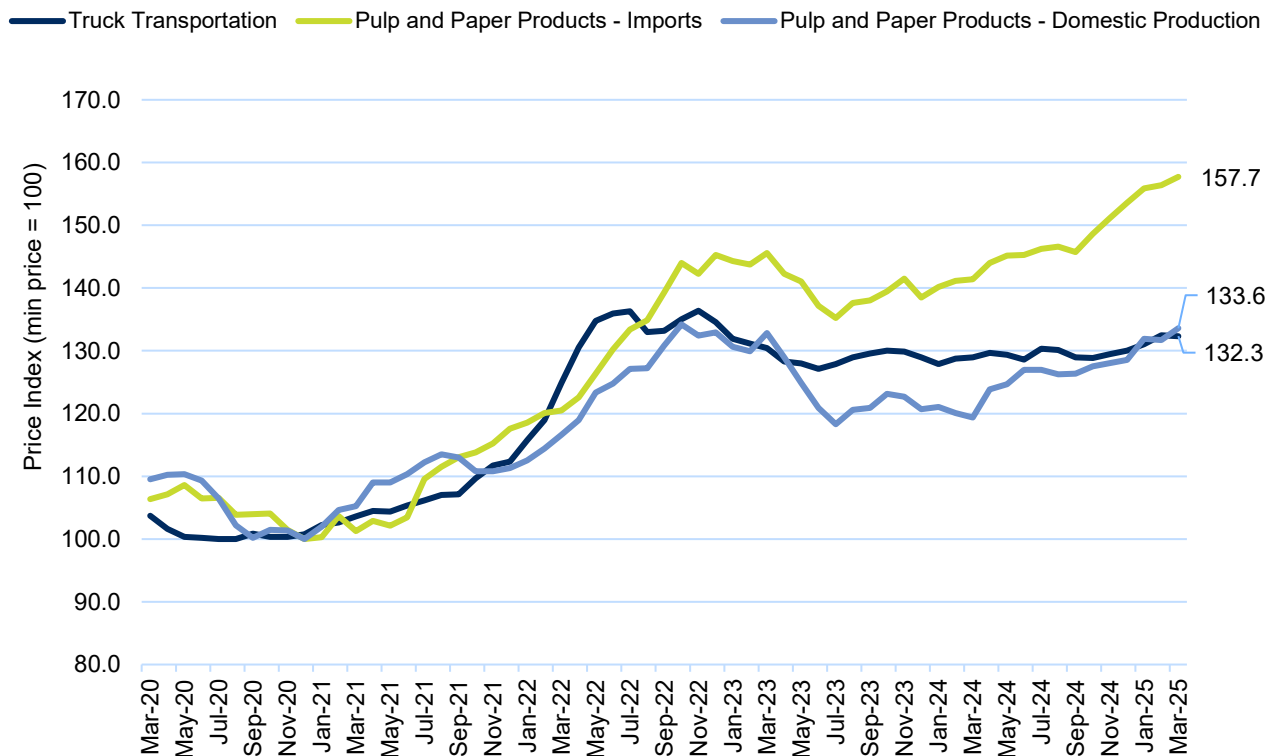
Note. BC Magazine Publisher Survey (n=38)

## Rising Costs

Price index data from Statistics Canada show price escalations of pulp and paper products both produced domestically in Canada and imported into Canada as well as cost increases for truck transportation. These are three important inputs to the production of print magazines.

All three saw their lowest price in late December 2020 (lowest prices in the timeframe are assigned a value of 100 in the chart) and their highest price in either February 2025 (domestically produced pulp and paper) or March 2025 (imported pulp and paper, truck transportation). For instance, the price of imported pulp and paper was 57.7% higher in March 2025 than in December 2020.

Figure 19: Price Indices for Select Products and Services, March 2020 - March 2025

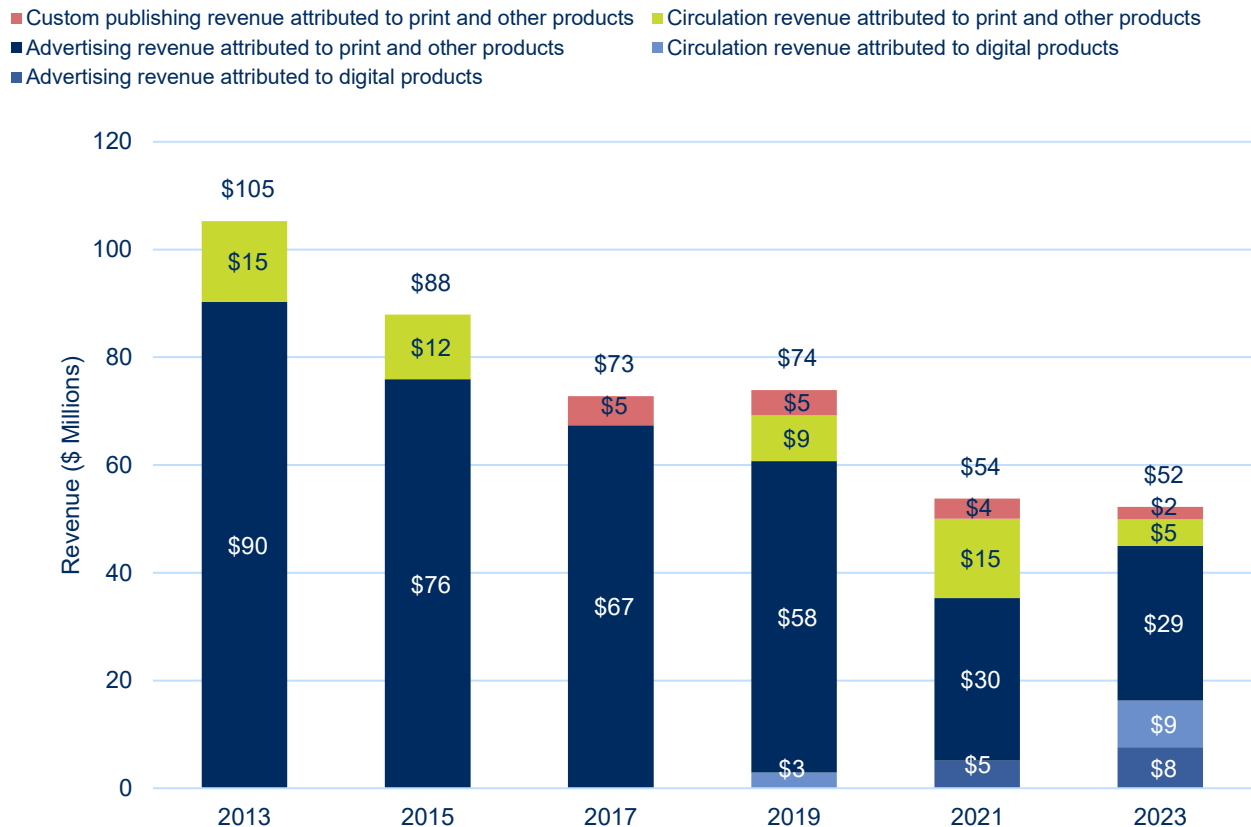


Note. 1) Statistics Canada. Table 18-10-0281-01 For-hire motor carrier freight services price index, monthly;  
 2) Statistics Canada. Table 18-10-0265-01 Industrial product price index

## Changing Revenue Sources

Looking at Statistics Canada data from its Periodical Publishers biannual survey of businesses, a downward trend in print advertising revenue is observed in recent years, with a corresponding upward trend in digital revenue. However, digital dollars remain considerably less than print advertising revenue.

Figure 20: BC Periodical Publishers, Revenue by Source



Note. Statistics Canada. Table 21-10-0071-01 Periodical Publishers, Advertising, Circulation and Custom Publishing Revenue

Survey respondents selected “ad dollars migrating to social media” as a greater threat than “Meta’s current practice<sup>8</sup> of blocking Canadian content on their owned social channels (Instagram and Facebook)”. Additional threats include AI-generated content such as Google’s AI Online service which could lead to a potential decrease in reader engagement.

Additional challenges in the industry, as expressed in structured interviews, were focussed on the viability of their businesses, with increasing cost pressures as a result of:

- **Distribution issues** – Magazines Canada’s role in newsstand placement raises concerns for magazine publishers reliant on this distribution method which some publishers do not

<sup>8</sup> In response to Canada’s Online News Act (Bill C-18), Meta (Facebook & Instagram) began blocking Canadian news content on its platforms in August 2023, including titles such as *Watershed Sentinel* that are not considered eligible news agencies under the Act. The law requires large digital platforms to negotiate revenue-sharing agreements with Canadian news publishers when their content is used to generate ad revenue or traffic.

find fit for purpose. Although single-issue newsstand revenue ranks lower than most other sources, newsstand visibility is important for product exposure.

- **Funding access** – while some magazines can access operational funding through the BC Arts Council (typically literary magazines), only a fraction of the 233 publications are eligible as their subject matter is not literary or arts-focused. Similarly, almost all free print publications (and some others) are ineligible for Canada Periodical Fund's Aid to Publishers, the main federal funding program for magazines and non-daily newspapers.

## Advertising Trends

In structured interviews with magazine publishers and/or senior staff at publishers, businesses in the tourism sector were often mentioned as key partners who buy advertising. Publications that are deeply rooted in locations that are tourism destinations and those who effectively reach audiences have benefitted from those advertising spends, delivering relevant advertising to loyal and engaged readers.

As evidenced in the Statistics Canada data on Periodical Publishers (see Figure 21), advertising revenues attributed to print and other non-digital products have declined steeply. Many advertisers have now moved to digital advertising for its targeting capacity, performance metrics, and perceive social media as more effective (and measurable) for engagement and reach.

While the majority (76%) of BC's magazine publishers offer both a print and digital version of their publications, further investment is required to provide the tools that ad buyers now expect. Further, some publishers are pivoting to digital-only to survive, given escalating print production and distribution costs.

## Policy and Funding Gaps

Policy-wise, a recurring theme is the perceived disconnect between funding program criteria and the economic realities of BC's hybrid publishing models. Micro-grants and one-time project-based funding are not adequate for sustainability of the magazine publishing industry.

With cost pressures top of mind for publishers as evidenced by open-ended survey responses, federal and provincial funding program access is critical for many publishers. Publishers flagged the relative lack of provincial funding in BC, especially in contrast to Alberta and Ontario. Other publishers feel that the distribution method is weighted too heavily and controlled-circulation (free) magazine publishers who are operating with high editorial integrity are unfairly excluded from funding opportunities, such as the Canada Periodical Fund's Aid To Publishers funding, although many are eligible for their much more modestly funded Special Measures for Journalism program.

## Federal Funding

[Canadian Heritage](#) (PCH) is responsible for national policies and programs that promote Canadian content, foster cultural participation, active citizenship and participation in Canada's civic life, and strengthen connections among Canadians.

- Canadian Heritage's [Canada Periodical Fund](#) offers grants under three components:
  - Aid to Publishers (ATP): funding granted to print and digital magazines and non-daily newspapers on total number of eligible copies distributed over a 12-month period and eligible editorial expenditures during that period. Several respondents described the program as functional and effective.
  - Collective Initiatives (CI): designed to increase the overall sustainability of the Canadian magazine and community newspaper industries by funding projects by organizations that support these industries. The criteria for organizations deemed eligible for funding was expanded to include those representing or serving writers, as well as press agencies or media groups serving a wide number of written media across Canada, so non-profit organizations directly serving stakeholders in the Canadian magazine or community newspaper publishing industries now need to compete with more organizations for the same dollars.
  - Changing Narratives Fund (CNF), a subcomponent of CI as well as other funding programs, such as the Local Journalism Initiative (see below). The objective of the CNF is to implement incentives and initiatives that encourage greater participation of diverse communities and organizations in the culture and media sectors. To achieve this objective, the CNF will provide support for mentorship, training and professional development opportunities for diverse communities at all career stages so that members from these communities can increase their participation in the creative sector.
  - Special Measures for Journalism: originally part of the federal COVID relief funding strategies meant to support magazines not covered by ATP (originally magazines with a free circulation model or low levels of paid circulation or published in a digital format, though ATP started funding digital magazines soon thereafter), it has now been extended to the 2028/29 fiscal year. Although this announcement was greeted with relief and gratitude by the industry, the amounts allocated to this fund and to eligible magazines are a fraction of those to ATP recipients, which has an impact, as more BC magazines receive funding through SMJ than ATP.<sup>9 10</sup>
  - Local Journalism Initiative (LJI): offered both through CPF and the Canada Media Fund for a number of years, LJI supports the creation of original civic journalism that covers the diverse needs of underserved communities across Canada. Funding is available to eligible Canadian media organizations to hire journalists or pay freelance journalists to produce civic journalism for underserved communities, and the content produced is made available to media organizations through a Creative Commons license so that Canadians

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<sup>9</sup> An Aug. 22, 2025 email attachment from Suzanne Trudel, Alberta Magazine Publishers Association listed the SMJ and ATP allocations for 2022/23, 2023/24, and 2024/25 (and ATP for 2025/26), the data of which would have come originally from CPF. Of interest to this report:

- SMJ funding: 2022/23: 287 magazines, \$4.658M (58 in BC, \$1.032M); 2023/24: 258 magazines, \$4.365M (53 in BC, \$819,602); 2024/25: 228 magazines, \$3.835M (45 in BC, \$643,177)
- ATP funding: 2022/23: 221 magazines, \$52.384M (37 in BC, \$3.538M); 2023/24: 363 magazines, \$51.24M (34 in BC, \$3.268M); 2024/25: 337 magazines, \$50.369M (33 in BC, \$3.592M); 2025/26: 334 magazines, \$48.448M (36 in BC, \$3.731M)

<sup>10</sup> <https://www.canada.ca/en/canadian-heritage/news/2025/10/government-of-canada-extends-support-for-journalism-diverse-news-and-information-across-canada.html>

can be better informed. Based on data from the Open Government Grants and Contributions database, these grants are typically awarded to large non-profit media organizations, such as the Canadian News Media Association or the Community Radio Fund of Canada, who then award or distribute these funds to members who apply. The last year LJI will be funded is 2026/27. It is uncertain at this time how many newsmagazines, especially in BC, benefit from LJI, as each organization for each year would have to be approached about who received funding, and for how much, and then magazines identified from the lists of recipients.

No longer offered:

- Business Innovation: despite being oversubscribed every year, this long-time program was cut, with its final year being 2024/25 (April to March).

In addition, PCH offers funding for cultural magazines and creators through Canada Council for the Arts:

- The Literary Publishers and Literary Publishing Projects components of Supporting Artistic Practice fund Canadian publishers of literary books and magazines committed to developing and promoting Canadian literary writers and artists through the publishing process.
  - o For the former, publishers can apply for up to \$120K per year to help with development and promotion.
  - o For the latter, grants support the publication of literary magazines and books authored by Canadian writers.

There are also a variety of grants for writers and other creators.

- For 2022/23-2024/25, 9 BC literary publishers and support organizations related to magazines have received an annual amount of \$518,900 in core funding under Supporting Artistic Practice.

Unfortunately, whether due to CCArts grants and contributions not being a good fit for literary magazine-related activities, the need for more CCArts-savvy grant writers, or other issues, only two BC magazines in the past three years have received funding under other programs, one under Arts Across Canada (a Representation & Promotion - Project Grant for \$1,900), the other under - Strategic Funds (a Digital Generator, Stream 1 - Project Grant for \$40K), both in 2023/24.

It may warrant more study to determine what barriers might be blocking magazines from accessing more diverse funding opportunities.

Finally, because they are accepted as qualified Canadian Journalism Organisations (QCJO) by the Canada Revenue Agency, some magazines are eligible to receive a 25-per-cent refundable tax credit on salaries/wages.

## Provincial Funding

BC Arts Council provides Operating Assistance to Arts Periodicals and Literary Publications. Since FY 2018/19, an average total of \$200,000 has been distributed to an average of nine arts periodicals and literary publications.<sup>11</sup> Unfortunately, even with distributions above that average annual amount (\$283.6K in 2024 (10 recipients), \$214.2K in 2025 (9 recipients), and \$247.6K to date in 2026 (9 recipients), very few grants from other funding programs between 2024-2026 were awarded to magazines; as with CCArts, it may be worth exploring BCAC grants further to identify possible barriers.<sup>12</sup>

Creative BC offers financial support to BC magazine publishers through various programs.

The Magazine Publishers Market Fund (MPMF), called the Magazine Publishers Travel Fund pre-COVID, provides financial support for publishers and other staff to attend select magazine fairs, conferences and events for the purpose of promoting their publications in both foreign and domestic markets, expanding business opportunities, as well as supporting the development of marketing materials and/or campaigns and professional development. Eligible companies are allotted up to \$5K per fiscal year (April 1 to March 31) for activities that meet the standards and program objectives. On a case-by-case basis, companies may also attend events related to the content their magazine covers.

It is noteworthy to see the increased uptake for MPMF support year by year, with the amounts increasing from \$6K in 2023/24 from a similar program (Passport to Markets), to \$31.767K in 2024/25 and \$43.2K to date in 2025/26, demonstrating the need for this funding.

Occasionally, funding has also been provided to magazines through other programs for specific initiatives (Domestic Industry Initiatives (DII), and the Podcast Program (2023/24 only)).

The Magazine Association of BC has also been supported with \$66K in operating funding under DII funding for fiscal years 2022/23 to 2024/25. In addition, it received \$92,500 in one-time project funding for 2024/25 and 2025/26 through a provincial government publishing grant.

It may be useful to review Creative BC's DII funding program and introduce and encourage eligible BC magazines to apply for funding if it seems worthwhile.

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<sup>11</sup> Source: BC Arts Council Funding Recipients from 2018/19 to 2023/24

<sup>12</sup> Dec. 1, 2025 email with data tables compiled by Michelle Benjamin, Program Advisor, BC Arts Council  
Literary Arts | Early Career Development | Arts Impact.

## Other Funding

Access Copyright Foundation offers 3 different grant programs to support creators, publishers, organizations and publishing, writing and visual arts professionals in their work: Research, Professional Development, and Events. These funds, though modest, are relatively easy to apply for, and unless the amounts awarded (typically to 1 BC magazine every 2 years) do not reflect a high volume of applications received, may be an untapped resource for magazine professionals, literary magazines and organizations. Again, this may benefit from a closer look at how the grants are structured and awarded.

The Canadian Journalism Collective oversees the distribution of the \$100M annual contribution from Google to eligible applicants.<sup>13</sup> As Bill C-18 (the Online News Act) generally favours larger news organizations, except for Indigenous news outlets, the CJC can only fund the occasional community or newsmagazine, such as BC's *Watershed Sentinel*, *The Narwhal* or *Canada's National Observer*.<sup>14</sup>

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<sup>13</sup> More about the CJC funding: <https://cjc-ccj.ca/en/>

<sup>14</sup> Bill C-18 clause 27: <https://www.parl.ca/DocumentViewer/en/44-1/bill/C-18/royal-assent>

# Section 4: Responses, Innovations, and Opportunities

Survey respondents and interviewees provided detailed insights into how magazine publishers are responding to changing market dynamics and innovating their business models.

## Adapting to Cost Pressures

Ongoing operational pressures have publishers adjusting print frequency and volume (in copy runs and magazine size) to meet rising costs. Some publishers are exploring AI and tech tools to streamline operations.

Most magazines are continuing or starting efforts in revenue diversification and innovation. They are experimenting with member-based models alongside an existing subscription model. They are offering fee-for-service models such as custom content — from full service white-label magazine production to tourism content for clients as well as other creative services such as stock photography for local images, bespoke graphic design and editorial. Some magazine publishers are using Substack, an online platform that allows writers to publish and monetize newsletters directly to their subscribers. Other entrepreneurial efforts include magazine publishers expanding into book publishing, such as OP Media Group which publishes *British Columbia Magazine* and *Pacific Yachting* and dozens of book titles on related topics.

## Getting Products to People

To address distribution challenges—particularly the limitations of traditional newsstand models built around monthly publishing—some publishers are exploring alternative retail channels. Initiatives like the MagsBC Non-Traditional Newsstands project are piloting giveaways and sales in non-traditional outlets such as performance venues and homewares boutiques, aiming to expand direct-to-consumer reach and circulation.

For publishers that rely on Canada Post, rising costs and overall unreliability (whether in a labour dispute or not) has forced publishers to look for alternatives such as private carriers.

## Audiences First

Magazines prioritize their audiences, and those newer to local markets have deepened community engagement to build and maintain reader loyalty. Many publishers invest in their communities of interest through multiple methods such as producing or sponsoring local events—from arts performances to mountain biking competitions.

Consumer brands such as *Vancouver Magazine* and *Western Living* have increased local engagement through their branded Designers of the Year and Restaurant of the Year awards and publications, which publishers report as having a significant positive impact on local businesses. Similarly, *Douglas* recognizes outstanding and innovative new Victoria and Vancouver Island businesses through its annual 10 to Watch awards, event, and accompanying magazine feature.

There are intensely local publications serving smaller communities such as *qathet Living* (which serves Texada Island, Savary Island and the upper Sunshine Coast and uses local contributors) and Roam Media whose *Comox Valley Collective* focuses on this region, and its collaborative partnership with a local agency to form the *Strathcona Collective*, which focuses on Strathcona (Campbell River and surrounding regions, including Sayward, Quadra and Cortes Islands, Gold River, Tahsis, Nootka Sound, and Zeballos). These magazines encourage local tourism and support local businesses as well as year-round community engagement.

## Digital Potential

Increasingly, magazines are expanding readership reach through digital platforms and building capacity for their advertising partners who want data-driven metrics on their ad spends. They are investing in their web presence to improve online access, audience reach, and data analytics for ad buyers. They are expanding their use of social media, e-newsletters and video content to drive engagement. They are hiring digitally fluent personnel to increase web traffic and secure more revenue as well as exploring digital accessibility options to continue to reach readers with varied accessibility needs.

For some publishers, the cost structure for print is now unsustainable. To remain viable and build on the trust they've earned as authoritative voices, a transition to digital delivery is essential.

Notably, not all publications feel the need to invest heavily in digital as they know their audiences will not be served online and the potential revenue will not offset the resources required to service digital and social media. For many of the publications, readers choose print over digital, given their personal preferences or challenges with access.

## Export and Collaboration Potential

Some magazines see opportunities to tap into increased interest in “buying local”. Indeed, data on tourism activity in British Columbia from BC Stats indicators and Destination BC shows a healthy post-pandemic rebound in revenue, visitation and Indigenous-led tourism experiences. For instance, total traveller entries to Canada via BC in 2024 were 8.4 million compared to 8.6 million in 2019.<sup>15</sup> This local interest could generate more collaborative partnerships with local businesses and tourism partners. In addition, tourists are interested in local content, as evidenced by the 742 copies of a variety of BC magazines with literary, historical, lifestyle, music, environmental, and niche content taken by visitors to the Museum of Vancouver between March and October 2025.

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<sup>15</sup> BC Stats Data: Annual Tourism Indicators

## Models Beyond BC

In Alberta, the provincial government offers magazine publishers operating grants to help cover operating and specific business development expenses related to the production of magazines through the Alberta Media Fund's Cultural Industry Grants, averaging over \$415K total to 27 publishers per year.<sup>16</sup>

The Alberta Magazine Publishers Association receives substantial operating and project funding each year<sup>17</sup> to assist with various initiatives, such as their annual conference and awards program, Alberta e-Magazine Collection (available via the Alberta Public Libraries system and which includes payment to magazines after a certain number of downloads), internship subsidy program, Pros on the Road expert consultations, travel bursary program, and other services and benefits. This funding also assists AMPA with their capacity, including being able to take on more projects, advocate for the industry regularly, and contribute towards CPF-funded projects, which include some of the above.

Through Ontario Creates, Ontario offers financial supports for magazine publishers' business development and/or marketing objectives through their funding programs. Their Magazine Fund offers to up to \$80K in project funding based on eligible sales revenue (minimum \$20K, which likely excludes most if not all arts and literary magazines). Forty-six Ontario-based publishers received a total of \$2.02M in 2022/23, 42 received \$1.845M in 2023/24, and 35 received \$1.99M in 2024/25.<sup>18</sup> Occasionally, publishers also take advantage of their Interactive Digital Media Fund to receive substantial support for initiatives. (Two recent grants identified as awarded to B2B magazine publishers were for \$50K and \$75K.)<sup>19</sup> Magazines Canada has also received funding from Ontario Creates through various programs for a many years.

Quebec offers a variety of grants to literary magazines and content creators through the Conseil des arts et des lettres du Québec.

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<sup>16</sup> Totals from Dec. 17, 2025 email from Krista Semchyshyn, Program Coordinator, Alberta Media Fund, Gov't of Alberta.

No. of publishers from the Alberta Grant Payments Disclosure Table Dec. 17, 2025.

<sup>17</sup> AMPA funding from the Gov't of Alberta Grant Payments Disclosure Table Dec. 17, 2025:

FY 22/23: \$411,096 from Ministry of Culture and Status of Women Support Organizations (SO); \$75K from from Ministry of Municipal Affairs Library Services (LS), likely for the public libraries e-Magazine project; \$8K from the Ministry of Culture for another project. Total: \$494,096.

FY 23/24: \$47,300 from Ministry of Arts, Culture and Status of Women Cultural Industries Initiative (CII); \$50K from LS. Total: \$97,300.

FY 24/25: \$44,275 + \$100K from CII, \$60K from LS. Total: \$204,275.

FY 25/26: \$137,032 from SO; \$60K from LS. Total: \$197,032.

<sup>18</sup> From Ontario Creates Funding Recipients online database Dec. 1, 2025.

<sup>19</sup> Ibid.

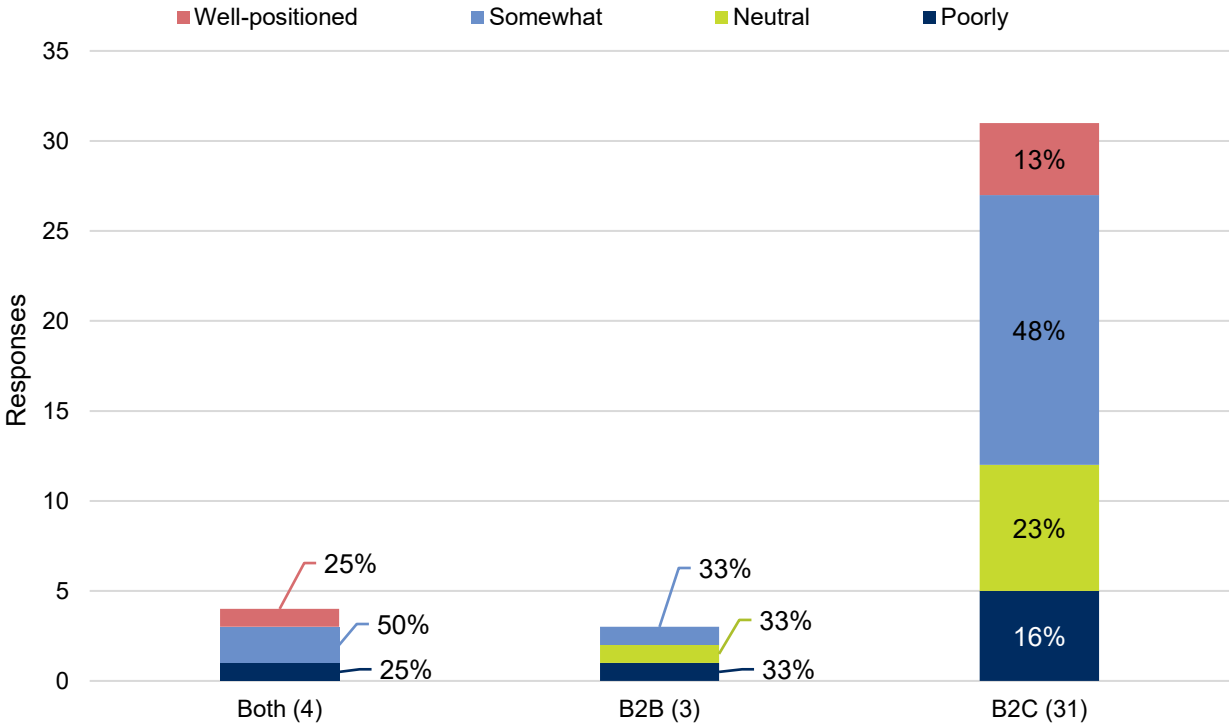
# Opportunities As Seen by BC’s Magazine Publishers

When asked what should be in place to capitalize on opportunities, many responses were provided with Funding (General), Access to Capital, Staffing & Human Resources, Strategic Planning and Expert Support as the most frequent themes.

As experienced businesses, most magazine publishers report they are somewhat well-positioned to capitalize on opportunities, particularly those B2C publications that produce in print and digital formats.

## By Audience

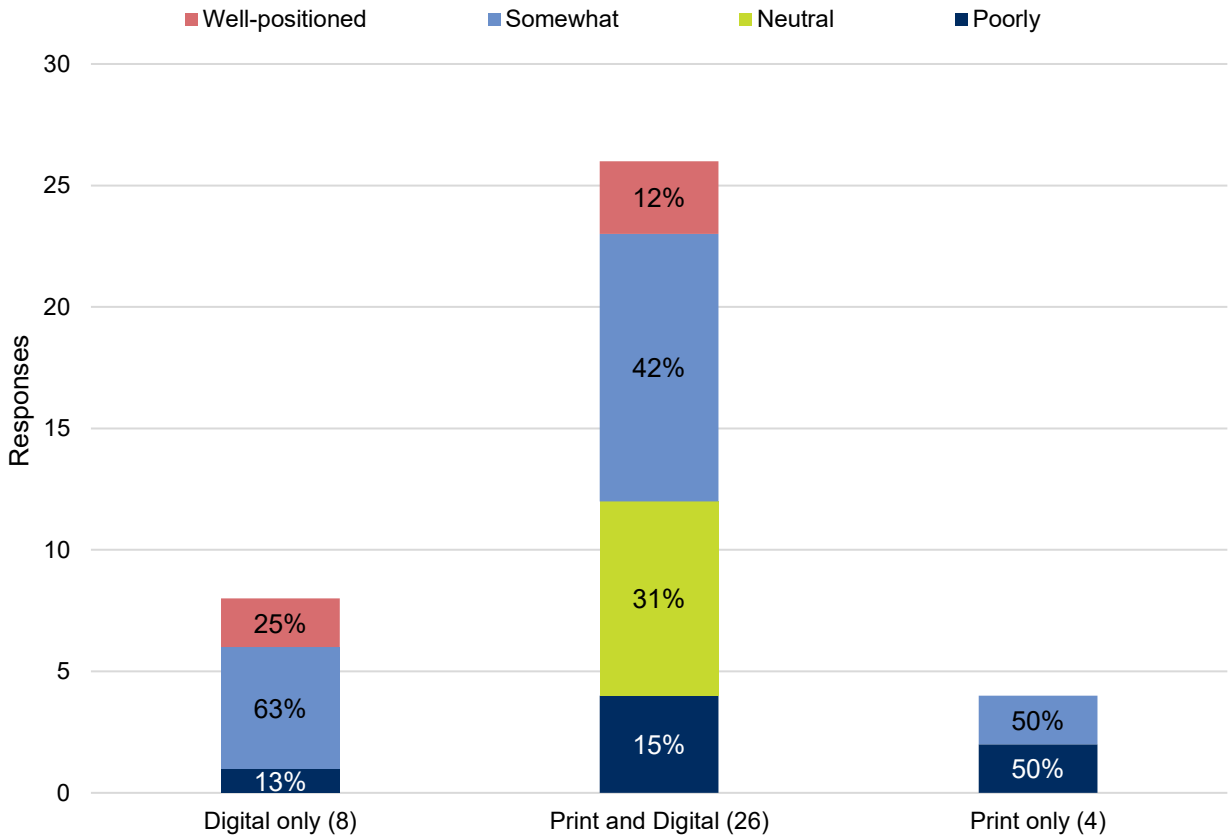
Figure 21: Publishers Reporting How Well-Positioned They Are to Capitalize on Emerging Opportunities by Audience



Note. BC Magazine Publisher Survey (n=38)

## By Product Format

Figure 22: Publishers Reporting How Well-Positioned They Are to Capitalize on Emerging Opportunities by Publication Format



Note. BC Magazine Publisher Survey (n=38)

# A Balancing Act: Priorities for Strengthening the Sector

## Conclusion

BC's magazine sector is innovating — but innovation alone cannot compensate for major structural challenges that the sector faces. Targeted and proactive policy and flexible funding that acknowledges the range and breadth of business models operating in BC could accelerate their ongoing transition to sustainable publishing models.

Continued skilling up through MagsBC-delivered knowledge-sharing and other programs are critical for publishers to scale up businesses that can preserve the cultural and economic value magazines bring to communities across the province and around the world.

## Recommended Actions

- 01. Strengthen industry innovation through targeted support.**  
Build on publishers' entrepreneurial responses to cost pressures by providing expert guidance, additional funding and structured knowledge-sharing. This will enable publishers to scale what works, adapt to evolving business models, increase online accessibility and innovation, and invest in approaches that align with their strategic goals such as innovation, marketing and promotion.
- 02. Launch collective solutions to common financial challenges.**  
Advance initiatives that support industry-wide collaborative and collective action as piloted in the Non-Traditional Newsstands project. For example, examine the feasibility of coordinating provincial and national group advertising buys to give BC's magazine publishers access to the economies of scale and better metrics leveraged by larger outlets. This may also assist with encouraging ad campaigns by the provincial government, tourism agencies, etc.  
This action is especially timely with the launch of Canadian Media Means Business<sup>20</sup>, the first economic study of the contribution of all media to the Canadian economy by Glassroom media agency executive managing director Sarah Thompson and Nordicity on behalf of a consortium of organizations and publishers.

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<sup>20</sup> Report: <https://www.canadianmediameansbusiness.ca/>

Other multi-year projects may include e-magazines in public libraries, similar to Alberta’s initiative, or a more robust distribution strategy, combined with a Buy Local campaign.

**Amplify the sector’s value through strategic awareness campaigns.**

**03.**

Lead coordinated campaigns—anchored by MagsBC—to highlight the essential role magazines play in connecting communities and local economies. These efforts should target provincial stakeholders as well as advertisers, readers, and publication-level partners.

# Appendix

## Representation Analysis

Survey responses were from businesses located throughout BC, with strong representation from outside the Lower Mainland (see Figure 7). Notably, a publication can be serving audiences that are local, regional, national or international (or a combination thereof) and the publishers' location is not always tied to its primary geographical audience.

The business model and product format representation are also included in the table below.

	Survey	BC (MagsBC distribution list)	% Representation
Total Number of Publishers	38	196	19%
Number of Publishers by Region			
- Mainland/Southwest	21	121	17%
- Vancouver Island/Coast	13	37	35%
- Thompson/Okanagan	2	14	14%
- Kootenay	2	4	50%
- North Coast	N/A	1	0%
- Cariboo	N/A	1	0%
- Nechako	N/A	N/A	-
- Northeast	N/A	22/N/A	-
B2B Publishers* (counting Both in – see note)	5	55	9%
B2C Publishers* (counting Both in – see note)	25	130	19%
Cultural Publishers	7	11	64%
Farm Publishers	1	2	50%
Digital-Only Publishers	8	41	20%
Print-Only Publishers	4	6	67%
Digital and Print Publishers	26	146	18%

*Note.* 18 out of 196 Publishers did not report their region in the distribution list data. As a result, regional representation ratios may be modestly overstated.

## Survey Questions

### MagsBC Survey of Magazine Publishers

The Magazine Association of BC (MagsBC) is conducting an industry research study in partnership with Deetken Insight into the current state, issues, opportunities and challenges facing the magazine industry in British Columbia.

This survey will take 5-8 minutes to complete. Your input will directly inform and support the industry's communication, collaboration, and advocacy efforts.

Data will be collected and compiled in the aggregate by Deetken Insight, and business information specific to individual publishers provided in the "Business Details" section will remain confidential.

If you have any questions about the study, please contact Sylvia Skene ([exec@magsbc.com](mailto:exec@magsbc.com)). Thank you for your participation and we look forward to sharing the aggregated results with you.

#### About Your Business

Please enter the following details about you and your organization.

- 1) What is the name of your organization?
- 2) In what city is your organization's main office located?
- 3) What is your name?
- 4) What is your role in the organization?
- 5) What types of magazines does your organization publish? Check all that applies from the following list.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Agriculture/Farming | <input type="checkbox"/> Environment              | <input type="checkbox"/> Leisure, Recreation & Travel |
| <input type="checkbox"/> Animals             | <input type="checkbox"/> Families                 | <input type="checkbox"/> Lifestyle                    |
| <input type="checkbox"/> Architecture        | <input type="checkbox"/> Fishing & Hunting        | <input type="checkbox"/> Literature/Literary          |
| <input type="checkbox"/> Arts & Culture      | <input type="checkbox"/> Food & Beverage          | <input type="checkbox"/> News                         |
| <input type="checkbox"/> Automotive          | <input type="checkbox"/> Government               | <input type="checkbox"/> People & Places              |
| <input type="checkbox"/> Business            | <input type="checkbox"/> Health & Wellness        | <input type="checkbox"/> Social Issues                |
| <input type="checkbox"/> Children/Youth      | <input type="checkbox"/> Home                     | <input type="checkbox"/> Special Interest             |
| <input type="checkbox"/> City & Regional     | <input type="checkbox"/> Industries & Professions | <input type="checkbox"/> Students & Alumni            |
| <input type="checkbox"/> Community           | <input type="checkbox"/> Insurance                | <input type="checkbox"/> Transportation               |
| <input type="checkbox"/> Education/Academic  |   |   |
| <input type="checkbox"/> Entertainment       |   |   |

#### Business Details

Your responses to the questions in this section will remain confidential to the research firm Deetken Insights; information shared from this section will be aggregated across all respondents to protect your anonymity.

Your insights are incredibly valuable and support MagsBC's efforts to effectively advocate for BC's magazine industry and help to address its key issues.

Please enter the following details about your organization.

6) What was the total revenue from all sources (e.g. sales, grants, advertisements, subscriptions, etc.) associated with your magazine publications for your fiscal year ending in 2024? If your 2024 fiscal year has not yet concluded, please provide the information for 2023.

Please indicate the combined revenue from all magazines that you publish.

- Up to \$50K
- Between \$50K and \$100K
- Between \$100K and \$250K
- Between \$250K and \$500K
- Between \$500K and \$3M
- Over \$3M
- Prefer not to disclose

7) Are the total revenues for the most recent fiscal year higher or lower than the total revenue for the prior fiscal year?

Please take into consideration the combined revenue from all magazines you publish

- Higher than previous fiscal year
- Lower than previous fiscal year
- Prefer not to disclose

8) On average throughout the year, how many people does your organization employ, either as employees or contractors?

Please enter the total number across all the magazines you publish. For those fields that do not apply, leave blank.

	Number of Employees
<b>Full-time</b>	
<b>Part-time</b>	

9) In which formats are your magazines published?

- Digital only
- Print and Digital
- Print only

Please enter the number of magazines that are published as "digital only".

Please enter the number of magazines that are published as "print and digital".

Please enter the number of magazines that are published as "print only".

For digital publications, what distribution methods are used? Check all that apply.

- Website
- Replica, e.g. Flipbook
- Digital content delivery system, e.g. ISSUU, Apple News

- Social media
- Other

If "Other" is selected, please briefly describe the distribution method(s).

For print publications, what distribution methods are used? Check all that apply.

- Bulk distribution (multiple copies at pickup locations)
- Canada Post
- Newsstand
- Newspaper insert
- Other

If "Other" is selected, please briefly describe the distribution method(s).

What are the primary sources of revenue for your magazines? Please rank up to the top five sources, with Rank 1 being the highest revenue source.

Rank	1	2	3	4	5
<b>Source of Revenue</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Parent organization/Non-profit society</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Subscriptions/ Memberships</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Grants</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sponsorships/Donations</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other (events, shop, etc.)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Single issue sales</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Paid advertising</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10) Please tell us which of the following types of magazines you publish.

- Business to business (B2B)
- Business to consumers (B2C)
- Both

How many B2B magazines do you publish?

Briefly describe your target readers and/or industries.

How many B2C magazines do you publish?

Briefly describe your target readers.

E.g. age groups, geography, life-stage, interests, etc.

### Impacts of Your Magazines

Examples of meaningful impacts and good work attributable to BC's magazine industry can further strengthen MagsBC's advocacy efforts.

11) How do your magazines contribute to BC's culture and communities?

Please share an example of feedback on your magazines from your readers, such as impacting personal lives, spreading cultural awareness, supporting social advocacy, strengthening communities, etc.

12) How important is equity, diversity, and inclusion to your organization?

- Not important
- Not very important
- Neutral
- Somewhat important
- Very important

### **Challenges**

Learning about the main challenges faced by BC's magazine industry and identifying who is innovating in these areas can help MagsBC prioritize efforts and collaborate with the government to develop supportive programs.

13) What major challenges is your organization facing? Please select up to three options.

- Meta's current practice of blocking Canadian magazine content on their owned social channels (Facebook and Instagram)
- Ad dollars continuing to migrate to social media platforms
- Grant bias towards subscription-based and literary magazines
- Printing & production costs
- Distribution reliability
- Overall increase in costs
- Hiring writers and journalists whose rates align within your budget
- People not wanting to pay for content
- Other

14) How well-positioned is your organization to address these challenges?

- Not at all
- Poorly
- Neutral
- Somewhat
- Well-positioned

15) Please provide examples of actions that you have taken to address these challenges, and provide examples of innovation, where possible.

### **Opportunities**

Learning about the potential opportunities for BC's magazine industry and identifying who is innovating in these areas can help MagsBC prioritize efforts and collaborate with the government to develop supportive programs.

16) Please describe emerging opportunities that your magazine publishing business can benefit from?

17) How well-positioned are you to capitalize on emerging opportunities?

- Not at all
- Poorly
- Neutral
- Somewhat
- Well-positioned

18) What should be in place to help you capitalize on those opportunities?

**Additional Comments & Further Participation**

19) If you have any additional comments for us, please provide them below.

20) Would you be interested in being interviewed to provide additional information for this research?

- Yes
- Maybe
- No

Please provide the following information:

Name

Job Title

Email

Phone Number

**This concludes the survey. Please make sure you click the Submit button below to save your answers.**

## Ancillary Data from Survey Responses

### Survey Responses on What Should be in Place to Capitalize on Opportunities:

*Project-based funding to hire someone to hire BC contractors*

*Funding for web updates. Funding for staff to do work. Increase in funding to the pot for aid to Journalism as even though our Canadian content and spending in Canadian content increases consistently, our funding from that grant has reduced each year. It is an amazing program with little reporting (which is so refreshing), but is over-subscribed.*

- Specialized grants to help magazines transition to accessibility*
- Grants for social media training and or funds to hire people to help promote magazines in social media or make better use of social media platforms*

*Funding and education*

*Grants and financial resources are very limited. Money we have borrowed in the past is now much more expensive to service.*

*More partnerships, stronger collaboration, improved internal capacity (more human resources), and more public and private funding.*

*Grants and financial support.*

*Business innovation funding - CPF funding has now stopped for Business Innovation, we need help to innovate, it's very expensive but necessary for survival.*

*Funding applications are often complicated and take too long, [need] easy access to funding.*

*Additional funding opportunities would be great. We have relocated from Ontario and I think in Ontario there were other funding programmes like Ontario Creates that assisted us with some projects for instance a new website, Facebook marketing. I don't think in BC that funding is there or I am somehow missing that.*

*An association that can group-buy [sell] provincial and national ads on behalf of independent media.*

*The chain newspaper and larger magazine companies are able to group-buy ads. Independents cannot so we miss out on large franchise buys, government and crown corporation buys, etc., who all go through urban ad agencies.*

*Funding would help a great deal. As a non-profit, we are hindered by lack of funds.*

*More funding.*

*We need more core annual funding. We are delivering the "content" and have trusted relationships with racialized communities. We have very little money to build upon these strengths.*

## Survey Respondents Described Their Publications' Contributions to BC Culture and Communities:

Open-ended responses to the survey question: How does your magazine contribute to BC culture and communities?

*A reader from FOLKLIFE Magazine:*

Your magazine contributed to a lifestyle decision resulting in me giving notice of my early retirement this week, listing my big city home by the end of May and moving back to the coast.

I am very thankful that a thoughtful publication like this exists in our world. In a society of screaming ads and thirty-second highlights, FOLKLIFE is the adult in the room, encouraging their readers to have a conversation. As a community college teacher, I cannot begin to express how important that is.

FOLKLIFE is the adult in the room, encouraging their readers to have a conversation. As a community college teacher, I cannot begin to express how important that is.

*COUNTRY LIFE IN BC:*

We are the only farm publication in BC that publishes monthly and covers all farm commodities. We are the oldest independently-owned farm publication in Canada. And we've been doing it since 1915. Our readers are in the most traditional of industries and so have been slower to embrace digital news formats, which is lucky for us. AND, unlike community papers, et al, we still provide a LOT of editorial content. Our advertisers continue to support us as a reliable means of reaching their customers on a monthly basis.

*A reader from Asparagus Magazine:*

I wanted to let you know how much I am enjoying my hard copy of Asparagus. The articles are well researched, informative and thought-provoking.

*Cowichan Valley Voice Magazine:*

Our community loves our publication and we often hear that it brings our community together. Because it covers local events, recipes, arts, music and more - our extensive coverage of what is happening in the area in the month helps local non-profit groups have an avenue to promote their events to their community. We prioritize arts, music, Indigenous, environmental and social justice issues in the magazine.

*MONTECRISTO Magazine:*

Reader and business community feedback consistently tell us that we tell authentic (no sponsored content) stories of the known and unknown personalities that shape our culture, commentary and communities as well as use Canadian creatives from illustrators, writers to photographers. A rare find to as an independently owned entity (no owned by a large group).

*Page One Publishing:*

Our magazines are all about community, so they connect with our readers in multiple ways. The most obvious is through our two major annual events, Douglas magazine's 10 to Watch Awards and YAM magazine's Best Restaurant Awards. The winners of both regularly let us know that these awards have made the difference in their survival and success, giving them the confidence to keep going, scale up, attract investors or customers, and thrive when so many others struggle.

Aside from that, we make every effort to discover unique local voices and profile the people in our community who are making change and doing interesting things. People like Coast Salish artist Maynard Johnny Jr., or the Syrian restaurant chef-owner Safaa Naeman, or mystery novelist (and cancer survivor) Jean Paetkau. And we are always there to cheer on the many, many hubs, collectives and other organizations that are making a difference here.

*A reader from REP HERE IN CANADA / HERE MAGAZINE:*

From a community partner and reader: The work you are doing is deeply valuable and the community that you create while doing it is like a new home for many of us. Thank you for being a voice for immigrants in our community, lifting up voices that are often marginalized, and creating space for stories, joy, celebration, and connection. Patty Krawec wrote: 'By welcoming people as their whole selves, we invite transformation.' Thank you for welcoming people as themselves.

*Readers from The British Columbia Review (Ormsby Literary Society):*

Hanako Masutani, *March 2025:*

Trevor, I love the cutaways to Stephane's illustrations. Beautifully done.... You two are doing important, high quality work. I appreciate all your time, energy, and artistry.

Rofiqul Islam, *February 2025:*

This sounds like a powerful read! Murray Sinclair's contributions and insights are invaluable—definitely adding this to my reading list.

David Brownstein, *February 2025:*

Thank you for keeping the BC Review up & running. I appreciate the historical coverage.

*TAKE 5 Print & Online Media:*

Spread cultural awareness, promote civic pride, share stories relevant to the community, and promote upcoming events. Strengthen communities, discuss government process and local news not covered by bigger publications.

*A reader from Horse Community Journals:*

I just finished relishing the Winter issue of Canadian Horse Journal, and was compelled to send you a note of ongoing, sincere appreciation and respect for all of the fabulous articles. Your well-researched offerings are breathtaking, and the primary reason I subscribe to the magazine.

*Forestnet Media (formerly LSJ Publishing):*

Logging & Sawmilling Journal is more than just an industry publication—it's part of British Columbia's cultural fabric. Forestry isn't just a sector here; it's a way of life, a tradition passed down through generations, and the very trade that helped build this province from the ground up. Our magazine honors that legacy by telling the stories of the people, communities, and innovations that keep BC's forest sector alive and thriving. From coastal logging camps to interior sawmills, we spotlight the heart of BC: a province shaped—and still sustained—by the forest.

*qathet Living Magazine (Gastropod Media):*

This is an impossible question to answer. It is reconciliation. It is deeper, contextual news that contributes to democracy. For shut-ins and those isolated by geography, it is connection. It's promotion of the local economy and circular economy. It builds local culture and narrative. It's social cohesion. It's voluntarism, philanthropy, awareness... and so much more. We're not unique in this. Most thriving local media does all of this crucial work every day.

*Preview Art Media:*

Preview is able to highlight artists' works throughout the Pacific Northwest. As there is particular emphasis on BC content, our artists' works can be seen from Bellingham to Cannon Beach, as well as throughout BC and Alberta. This is a pretty unique offering, supported by very strong, niche distribution.

*Guide Outfitters Association of BC:*

BC is a leader in ethical hunting and conservation, integrating Indigenous perspectives, pristine wildlife experiences, and sustainability. Our commitment to conservation and Indigenous partnerships differentiates BC from competitors and resonates with today's conservation-minded travelers. Our publication strengthens BC's tourism economy but also supports cultural and environmental goals, fostering respectful and responsible travel practices that contribute to the province's sustainability and cultural richness. By promoting ethical hunting and conservation tourism, we connect visitors with guide outfitters who operate in diverse regions, creating economic support for local businesses that rely on hunting-related tourism. This regional diversity ensures that the economic impact of our initiatives reaches communities across BC, fostering growth beyond major urban centers. Additionally, over 35 First Nations or Indigenous individuals hold guide outfitting territories, and many more are involved as guides, wranglers, and guardians. By highlighting these Indigenous-owned businesses, our marketing efforts support cultural heritage tourism and create authentic travel experiences that benefit Indigenous communities and reinforce cultural connections to the land. distribute tourism dollars

and awareness across BC, enhancing visibility, economic stability, and cultural richness in multiple regions.

*Right Sizing Media:*

Our focus is on smaller communities in BC (outside of Vancouver), featuring stories on community culture, activities, amenities, new residential developments, real estate etc. <https://nanaimomagazine.ca/testimonials/>

*Vivascene:*

Our reviews of performances, record album reviews, artist interviews and press releases related to music events impact both performers and listeners. We regularly receive comments from musicians and music fans from all over the world expressing their positive reactions to our content, all of which is original and none of which is generated by AI.

*Today's Senior Newsmagazine:*

Niche publication for seniors and their families. Health/wealth/travel/home improvement/tales of old/events/books/senior events etc.

*Fly Fusion:*

Conservation of cold water resources, public lands access, preservation of sporting traditions, family and community interaction.

*BC Nurses Union:*

We are the magazine of record for our organization, so the magazine serves as a sort of public-facing archive of our union. We also advocate for our members and our publicly funded health-care system. Finally, we seek to inspire union members to get more involved in their union, building our internal democracy.



#### Report Disclaimer

Deetken Insight has relied upon the completeness, accuracy and fair presentation of all information and data obtained from a custom survey, custom datasets and public sources, believed to be reliable.

The accuracy and reliability of the findings and opinions expressed in the report is conditional upon the completeness, accuracy and fair presentation of the information underlying them. As a result, we caution readers not to rely upon any findings or opinions expressed for business investment purposes and disclaim any liability to any party who relies upon them as such.

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