Magazine Association of BC

2025/2026 Annual Report





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 Sə́lílwətaʔ/ Selilwitulh (Tsleil-Waututh) First Nations.

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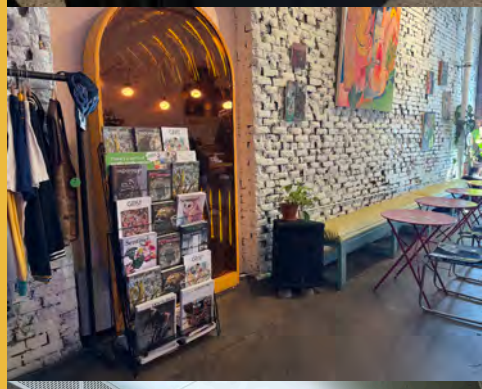
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Photo credits (top to bottom):
Sylvia Skene | Sun Woo Baik | Doris Fiedrich | Doris Fiedrich | Sylvia Skene











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Letter from the President, Board of Directors



MagsBC Board President Glenn Alderson. Photo by Shimon Karmel.

Dear members,

Publishing has always been an industry defined by change. Every generation has had to adapt in some capacity, but as AI and other emerging tech continues to reshape our entire world, I think our greatest strength will always be the people behind our publications. Great magazines are built on creativity and a genuine connection to the communities they serve.

Over the past year, one of the highlights of serving as president of MagsBC has been getting to know more of our members through our Turning a Page project. What began as a celebration of magazines produced across British Columbia became an opportunity to hear everyone's stories and better understand the realities and challenges everyone is facing.

Those conversations reinforced just how important MagsBC's work continues to be. We've continued advocating for the Province of British Columbia and destination marketing organizations to invest more of their marketing budgets with local publishers. We've continued to grow our Non-Traditional Newsstands program, distributing member magazines into new cultural spaces across the province. And we've continued creating opportunities for publishers to connect, share ideas, and support one another. I genuinely believe a stronger magazine community benefits all of us.

As we wrap another year at MagsBC, I'd like to thank our volunteer board of directors, and especially our executive director, Sylvia Skene, whose leadership and tireless commitment continue to move this association forward. If you've ever considered becoming more involved with MagsBC, I encourage you to reach out and join us at our next board meeting. Fresh ideas and new voices are what keep our organization strong, so please know you're invited.

Independent magazines continue to play an essential role in documenting our communities, celebrating culture, and telling stories that might otherwise go untold. I'm proud of what we've accomplished together this past year, and I'm excited about what's ahead.

Thank you for your continued support of MagsBC.

Glenn Alderson
President
Magazine Association of BC

Advocacy

Magazines on the Hill (MOTH)

October 28, 2025

With the financial support of Magazines Canada, MagsBC Executive Director Sylvia Skene was again able to participate in this annual lobbying effort. In addition to Magazines Canada staff and contractors, and lobbyist Nicole Doucet, Nic Rondeau Lapierre of AQEM, Suzanne Trudel of AMPA, and about a dozen Magazines Canada publishers also attended.

During the day, the group met with Canada Council for the Arts and Department of Canadian Heritage representatives to discuss funding to magazines and magazine professionals and other related matters.

The evening reception saw MPs, senators, aides, and other government staff chat with publishers and association staff and scoop up magazines from all over the country.

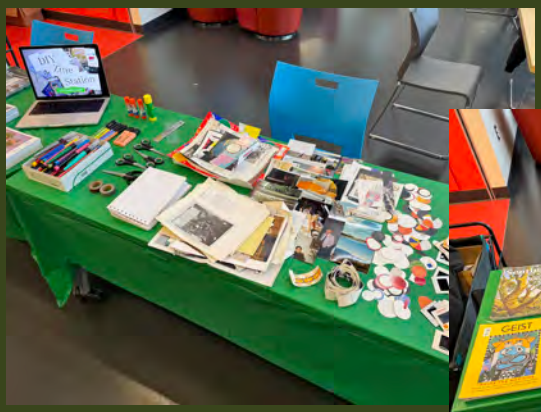
BC Magazine Day 2025

November 30, 2025

In celebration of BC Magazine Day 2025 November 30, Sun Woo Baik organized and ran a zine-making and magazine giveaway event at SFU's Burnaby Mountain campus on Tuesday, November 25 in partnership with the SFU English Department and SFU English Student Union. He also offered MagsBC members a toolkit with sample social media posts and images to assist them with promoting their day.



Poster by Sun Woo Baik







All photos by Sun Woo Baik

BC Book Day & Creative Industries Week Showcase

April 21 & 22, 2026

As usual, Books BC did a great job of organizing BC Book Day on April 21 at the BC Legislature and provided space to both MagsBC and its members *FOLKLIFE* and Seekers Media (*FestivalSeekers, SnowSeekers,* and *ZenSeekers*).

The next day, Creative Industries Week celebrated its eleventh Showcase event with the theme "Made in BC: Global Impact" and displays at the Legislature by many companies and organizations from our BC creative sectors, including interactive digital media, motion pictures, music and sound recording, and of course magazine and book publishing. The Showcase ended with an evening gala at the Hotel Grand Pacific.

All events were met with enthusiasm by MLAs, aides, and others in attendance.





Photos by Sylvia Skene

Presentation to the Select Standing Committee on Finance and Government Services, Legislative Assembly of BC

June 5, 2026

After consulting with Bob D'Eith of Bluestone Government Relations and the MagsBC board, Executive Director Sylvia Skene made a five-minute presentation to the committee on behalf of our industry on June 5, requesting the committee recommend that the province commit a portion of advertising spending and public library acquisition funding to BC magazines and increase financial support our industry through Creative BC.
According to Bob D'Eith, who provided a detailed review of the 2027 Budget Consultation Paper to the ED, although these were not included in the final recommendations, they were reflected in the paper, which was encouraging.
The MagsBC board will be deciding on our main goals at our next couple of meetings and what actions to take at the end of 2027 based on Bob's review and advice.

Events

WORD Vancouver

September 20, 2025



Photos by Doris Fiedrich, Joy Gugeler.

Pitch Perfect panelists (L-R) Michelle Cyca, Stephen Smysnuik, Shashi Bhat, & moderator Jessica Key. Photo by Doris Fiedrich.

Organized and moderated by Jessica Key (*subTerrain* and Anvil Press) on behalf of MagsBC and WV/25, talented and experienced Pitch Perfect panelists Shashi Bhat (Giller Prize longlister, Governor General's award for fiction finalist), Michelle Cyca (multiple National Magazine Award winner, reporting in Indigenous communities instructor @ UBC), and Stephen Smysnuik (Level co-founder, *Georgia Straight* publisher) discussed how to approach editors, how to structure your pitch, what makes a pitch or submission stand out, and more. Sylvia Skene and Doris Fiedrich also staffed the MagsBC display table on the exhibitors floor at the venue, UBC Robson Square, and Doris took photos of the area and the panel.

More information about our events can be found on our website.

Pitch Perfect Webinar

April 2, 2026

Presented by MagsBC and the PNW Creatives Summit and organized and moderated by *subTerrain* managing editor and queer, disabled arts administrator Jessica Key, the panelists—three-time Hugo Award winner and *Room Magazine* managing editor Chimedum Ohaegbu, *The Tyee* senior editor and reporter Jackie Wong, and story consultant and multimedia producer Omar Mouallem—offered their best tips and tricks on pitching and submitting work, including to general interest, news, literary magazines, and niche publications.

All participants who gave feedback rated this webinar as excellent.





"The webinar was very insightful. I appreciate the speakers who shared interesting advice and were open to connecting with the young authors."

"I'm not a writer but a publicist and I attended to gain a bit more insight and I'm really glad I did! The range of speakers was really good."





Pitch Perfect Webinar panelists (clockwise from top left):

Jackie Wong
Photo by Jackie Dives

Chimedum Ohaegbu
Photo by Sierra Warrick

Jessica Key
Photo by Megan Toriglia

Omar Mouallem
Photo by Aaron Pedersen

Pacific Northwest Creatives Summit

April 22–23, 2026

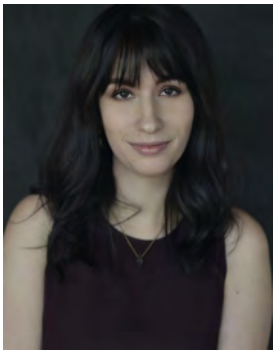
Produced by member *Here Magazine*—a Victoria, B.C.–based nonprofit publication that has been amplifying newcomer and equity-deserving voices since 2013—the Summit built on more than a decade of place-based storytelling, creative convening, and community-rooted publishing to offer amazing, diverse creative programming.

In partnership with the Summit, Jessica Key organized and presented Pitch Fest on behalf of MagsBC on April 22. This event paired freelancers with member magazine editors in one-on-one sessions to pitch ideas and get feedback. Iain Higgins (*The Malahat Review*), Alina Cerminara (*FOLKLIFE Magazine*), Zoe Blunt (*The Watershed Sentinel*), Elena Fletcher (*Here Magazine*), and Jessica Key (*subTerrain Magazine*) all provided valuable advice to participants.

In addition to MagsBC having a display table, our members *Northword Magazine*, *subTerrain Magazine*, *Watershed Sentinel*, *The Capilano Review*, *The Malahat Review*, *FOLKLIFE Magazine*, and *Here Magazine* all had displays and gave away or sold their issues in the Summit's Publishers House exhibit hall.







Pitch Fest editors (L–R) Alina Cerminara, *FOLKLIFE* by Stephanie Artuso | Elena Fletcher, *HERE Magazine* | Iain Higgins, *The Malahat Review* Zoe Blunt, *Watershed Sentinel* | Jessica Key, *subTerrain* by Megan Toriglia

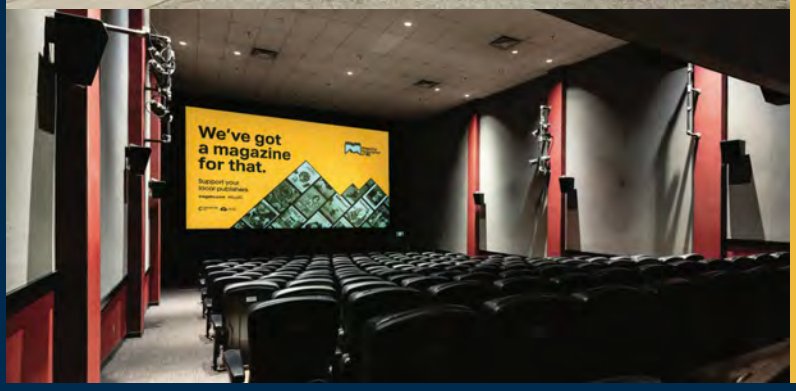


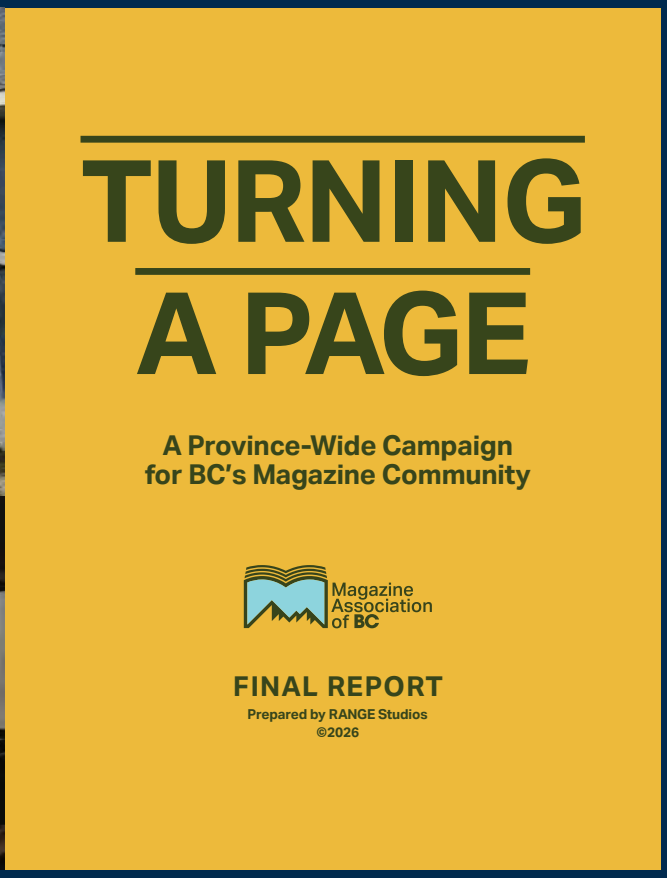
Victoria Conference Centre display, Apr 23, 2026. Photo by Sylvia Skene.

Projects

Turning a Page





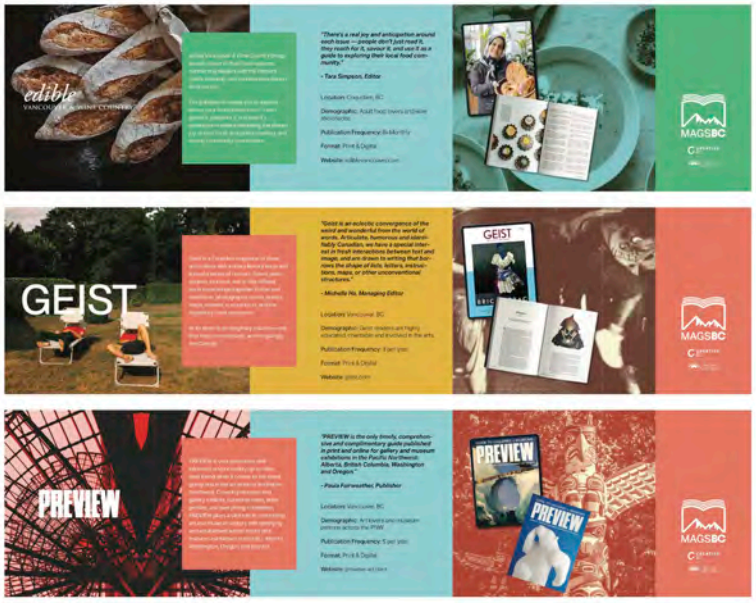


Clockwise from top left:
Turning a Page billboard, Vancouver. | Turning a Page Report cover. | Turning a Page ad at the Cinematheque.

There's no shortage of great magazines in British Columbia. What's been missing is visibility. Turning a Page was conceived to change that.

With the financial assistance of the Province of BC through MagsBC, contractor RANGE Studios brought together 56 independent MagsBC member publications under one unified campaign spanning print, digital, social media, and outdoor advertising with a simple goal: make it easier for people to discover, support, and invest in local media.
At the centre of the campaign was a 60-page, full-colour booklet designed to showcase the full spectrum of BC's magazine ecosystem through profiles of our member magazines. Each profile was built to feel editorial — not like a directory — with a focus on identity, audience, and tone. The goal wasn't just to list magazines. It was to make people want to read them.

Both Premier David Eby and Minister Anne Kang lent their voices to the initiative, recognizing the role that independent media plays in shaping culture, community, and conversation across the province. Sarah Thompson of Canadian Media Means Business also contributed a support letter to the booklet. Their support helped validate what many in the industry already know: that local publishing isn't just creative work, it's infrastructure.





L–R:
Instagram carousels for MagsBC rebrand. | Turning a Page publication.

Five thousand copies of the booklet were printed, many of them placed in more than 200 locations across British Columbia, with a strong focus on Vancouver and Victoria. Instead of relying on traditional newsstands, we leaned into spaces where people actually spent time: cafés, cultural venues, shops, and community hubs, and also took advantage of our Non-Traditional Newsstands racks already in place. We also secured placement in 15 branches of the Vancouver Public Library, including the Central Branch. The booklets were also distributed during Creative Industries Week, BC Book Day and the Pacific Northwest Creatives Summit.

From there, we built a structured rollout focused on consistency and quality. Each member magazine was given a bespoke five-slide carousel, tailored to highlight what makes each publication distinct: its voice, its audience, and where to find it. At the same time, we created digital ads for member publications to host on their own platforms. These placements directed traffic back to magsbc.com, creating a loop where publications actively supported each other's visibility.

To push the campaign beyond owned channels, we also invested in outdoor and digital advertising. Billboards placed across Vancouver brought the campaign into everyday public space. Our partners Rio Theatre, Park Theatre, and The Cinematheque showed ads for MagsBC and our campaign on their screens. The ads contained simple, bold messaging that reinforced the idea that there really is a magazine for everyone.

Alongside the campaign, we took the opportunity to rethink how MagsBC presents itself. We introduced a new logo, a refreshed colour palette, and a more cohesive visual system that can carry forward into future initiatives. The previous identity had done its job, but this project called for something sharper, more contemporary, and more reflective of the creativity within our membership and our industry.

The result is a brand that feels more confident, more flexible, and better aligned with the industry it represents. MagsBC hopes to develop momentum from the Turning a Page campaign, securing funding to create future editions of the booklet, expand distribution, and other goals.

Non-Traditional Newsstands

The Non-Traditional Newsstands Project (NTN), run by co-leads Aniana Domínguez Martínez and Sun Woo Baik, seeks out unconventional spaces in the Lower Mainland of BC and beyond to distribute our diverse collection of member magazines. Our goal is simple: get copies of our member magazines into the hands of a diverse range of people in our community. We do this at a scale that is a burden for small teams to manage—in just the first half of 2026, we distributed more than 4000 copies of various participating magazines across 16 venues in Metro Vancouver and Vancouver Island. We want to help magazines reach more people in places where we usually don't see them, or that we used to but no longer do as often: think museums, cafés, performing arts venues, and public spaces in colleges and universities, and increase visibility for member publications while creating greater opportunities for readership growth, increased circulation, and new subscriptions.

The initial pilot ran from May 2024 to March 2025, with pilot 2 continuing from April 2025 to March 2027 with the assistance of Creative BC, the Province of BC, and the Canada Periodical Fund. With 18 newsstands, 15 venues, 21 participating members, and counting, we're looking forward to spreading the reach of BC's rich magazine publishing sector even further.







"As a small, long-running independent Canadian print magazine facing ever-mounting costs and distribution challenges, the NTN project has been a bright spot, standing out as a project that is fit for the purpose, very responsive to its members, and provides an invaluable (and probably irreplaceable) service for small print magazines like us."

— **Claire Gilmore**
Deputy Editor/Circulation Manager
Watershed Sentinel

Clockwise from top:

Aisia Witteveen, CiTR staff member, and Jasper Sloan Yip, CiTR Station Manager at newsstand inside UBC AMS Nest. Photo by Sun Woo Baik.

NTN co-lead Sun Woo Baik with newsstand at North Island College. Photo by Angie Price.

Newsstand at Moodswing Coffee + Bar, New Westminster. Photo by Sun Woo Baik.

Current venues

Post-secondary institutions

Douglas College (New Westminster & Coquitlam campuses)
Emily Carr University of Art & Design
North Island College (3 newsstands at Comox Valley Campus)
SFU Student Union Building
Studio 58 at Langara College
UBC AMS Student Nest

Cafés

East Café in Marpole
Jack's Spot Café
Kafka's Coffee (Great Northern Way)
Moodswing Coffee + Bar
Nelson the Seagull
Saunter Coffee

Museums, performing arts venues, and other locations

Evergreen Cultural Centre
Museum of Surrey
Museum of Vancouver

Internship Subsidy Program

Internship coordinator Shristi Uprety approved subsidies for 12 internships and 3 internship extensions in 2025-2026. Member magazines *Asparagus*, *BAZOOF!*, *Canada's National Observer*, *FOLKLIFE*, *Here Magazine*, *LINK*, Page One Publishing (*Douglas*, *SPRUCE*, and *YAM* magazines), *RANGE*, Roam Media (*Comox Valley Collective* and *Strathcona Collective* magazines), Seekers Media (*FestivalSeekers*, *SnowSeekers*, and *ZenSeekers* magazines), *TAKE 5* 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 in this cohort rated the most important key qualities in an intern to be:

- Enthusiastic, genuinely interested in publishing, positive attitude, and passionate
- Willing to learn, values feedback, strives to improve, doesn't take feedback personally, and isn't afraid to ask questions
- Strong work ethic and skills e.g. organized, meets deadlines, mature, dependable, has integrity, responsible, and manages time well

MagsBC again generously received subsidy funding from the Canada Periodical Fund for 2026/27. Thirteen subsidies have been allocated, with two internships already finished, but there is still funding available for one or two more internships.

"The internship program is a valuable resource and a real win-win. The intern comes away with a host of new skills and experience, while the publication benefits from their enthusiasm and curiosity. There is something beautiful that happens when ideas flow freely from veteran writers to new ones just starting out. Everyone learns, we all come away better for it, and ultimately, our readers benefit from the extra attention that goes into crafting stories."

– **Marina Sacht**, *TAKE 5*.

Internship Coordinator Shristi Uprety



"MagsBC's internship subsidy program is invaluable and has allowed us to provide opportunities to early career publishing professionals that a small organization like ours would never be able to offer otherwise."

– **Jessie Johnston**, *Asparagus Magazine*.

"[The] MagsBC internship program is an essential service for BC publishers - helping to drive innovation and building our own audiences off META and Google."

– **Jim Barr**, Seekers Media.

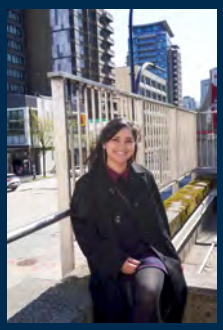
2025–26

"I was very thoroughly supported and guided during my internship at FOLKLIFE Magazine. Alina was very responsive and gracious in guiding me, she was clear in her instructions and took the time to provide me with every support I needed to complete my work at FOLKLIFE. I am also very grateful that she granted me the opportunity to learn outside my set tasks by allowing me to take part in the editorial, design, content strategies, bookkeeping, contract writing, etc. aspects of FOLKLIFE which gave me a holistic internship."

– Chee Yen



Nathan Abraha
Asparagus Magazine
Photo by Antonio Berhan Keleta



Catherine Rosales
BAZOOF!



Rory White
Canada's National Observer



Chee Yen Ngeh
FOLKLIFE
Photo by Sharmina Senaratne



D'Jannah Shaneece Brown
Here Magazine
Photo by Fiona Bramble



Hal Kowalewski
La Scena Musicale



Shiny Kuo
LINK



Julien Johnston-Brew
Page One Publishing
Photo by Jeffery Bosdet



Hannah Harlacher
RANGE Magazine
Photo by Lula-Belle Jedynak



Carsyn Hartling
Roam Media
Photo by Courtenay Brown



Damion Tran
Seekers Media

2026–27



Sophia Pan
RANGE Magazine
Photo by Hello There Photography

"This is my second internship completed and is, by a long shot, the best work experience I've had the opportunity to experience. I am constantly challenged yet supported by my supervisors and leaders. I am equally included in team meetings, treated professionally and have been respected as someone new to the field. In the 5 months worked, I've learned [more] about my career path than in my first year of school. My leadership has also shown me a great deal of flexibility towards my availability as I transitioned back into school."

– Carsyn Hartling

BC Magazine Industry Research Report Revised

After receiving substantial feedback and additional data, Deetken Insight issued a revised edition of the industry report Cover To Cover: Inside BC's Magazine Publishing Sector February 2026.

This report can be found at the bottom of our About webpage.

Supporting Underrepresented Magazine Professionals to Share Knowledge Through Presentations

MagsBC commissioned original research to understand barriers preventing BIPOC and other underrepresented magazine professionals from becoming presenters and thought leaders. William Johnson, founder of *Vancouver Tech Journal* and Strategy and Operations VP of Overstory Media Group, collected information from about 30 participants, starting with BC professionals and expanding out to others in Canada.

In his final three-part report, William identified barriers and opportunities through interviews, surveys, and secondary research. Barriers included a lack of first-opportunity pathways, structural accessibility issues (time, compensation, geography), tokenism and performative diversity concerns, and a gap between having expertise and knowing how to position it for a speaking context.

He found a strong appetite for practical, low-barrier, placement-connected speaker training, though participants were clear that this alone was insufficient without access to actual speaking opportunities.

Because the research strongly supported it, William developed a presentation skills workshop curriculum outline and materials titled the Speaker Activation Lab, easily able to be finalized and modified for free or low-cost delivery with built-in accessibility accommodations.

He also recommended a speaker database focusing on speakers from underrepresented groups, including members of the first workshop cohort who wish to present.

William developed a values-aligned framework for MagsBC that addresses systemic barriers, not just individual skill gaps, submitting documents outlining his results and recommendations. The project produced a speaker diversity framework and a fully developed workshop curriculum outline — practical tools to help MagsBC build a more inclusive, representative pool of industry voices.

Using William's findings and recommendations, MagsBC has applied for CPF Collective Initiatives Changing Narratives funding to launch a Speaker Activation Lab, speaking opportunities for participants, and a speaker database, and hope to hear back soon.



William Johnson
Founder, *Vancouver Tech Journal*
Strategy & Operations VP, Overstory Media Group

Recommendations from William Johnson's Discovery Summary

Together, they address both the individual and the systemic dimensions of the participation gap.

1. **Build Access Pathways, Not Just Skills.**
   Create a Speaker Discovery Database with open intake, peer nominations, and partner referrals. Make new voices findable before they are onstage-ready.

2. **Create "First Opportunity" On-Ramps.**
   Introduce low-stakes formats—lightning talks, moderated conversations, co-presentations—to close the first-opportunity gap for professionals who are willing but inexperienced.

3. **Reframe Expertise.**
   Provide tools that help participants articulate their knowledge, understand the value of their lived experience, and translate what they know into compelling talk topics.

4. **Reduce Participation Friction.**
   Offer honoraria, clear speaker briefs, simplified logistics, and flexible (virtual/hybrid) formats. For many professionals, practical barriers are decisive.

5. **Shift Organizer Practices.**
   Support event organizers to expand sourcing beyond familiar networks, avoid tokenism in panel design, and treat the discovery database as the default starting point—not a last resort.

These recommendations are not independent. They work together: discovery surfaces new voices; preparation helps them feel ready; activation gives them a first experience; normalizing selection practices changes who gets asked; and removing friction ensures participation is feasible. A program that addresses only one or two of these will produce limited results.



Magazine Association of BC

Financial Statements

December 31, 2025

(Unaudited)

Prepared by
Quantum Accounting Services Inc.

QUANTUM ACCOUNTING SERVICES inc.

To Management of The Magazine Association of BC,

On the basis of information provided by management, we have compiled the statement of financial position of The Magazine Association of BC as at December 31, 2025, the statement of revenues and expenses 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.

July 30, 2026

Vancouver, BC

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

	2025	2024
ASSETS		
Current Assets		
Cash and Bank	61,037	130,050
Accounts Receivable	51,707	67,240
Total Current Assets	**112,743**	**197,290**
Capital Assets		
Computer Equipment	13,487	9,654
Comp.Equip. Acc.Depreciation	(10,166)	(8,977)
Total Fixed Assets	**3,321**	**677**
TOTAL ASSETS	**116,064**	**197,967**
LIABILITIES		
Current Liabilities		
Accounts Payable	32,819	31,969
Accrued Liabilities	-	368
Visa Payable	465	(153)
Payroll Liabilities	1,815	6,229
Deferred Revenue (see Note 3)	71,025	126,723
TOTAL LIABILITIES	**106,124**	**165,135**
EQUITY		
Member's Equity, beginning of year	32,832	(9,911)
Current Surplus (Deficit)	(22,892)	42,743
TOTAL EQUITY	**9,940**	**32,832**
TOTAL LIABILITIES AND EQUITY	**116,064**	**197,967**

Approved by the Board of Directors:

Glenn Alderson

Marina Sacht

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

REVENUES	2025	2024
Earned Revenue		
In-Kind Revenue	90,524	32,467
Membership Dues	11,237	11,114
Other	1,783	10,698
Total Earned Revenue	**103,544**	**54,280**
Public Sector Revenue		
Canada Periodical Fund	157,437	247,355
Creative BC - Operating	52,800	75,100
Creative BC - Projects	81,800	53,700
Total Public Sector Revenue	**292,037**	**376,155**
TOTAL REVENUE	**395,581**	**430,435**
EXPENSES		
Operating Expense		
Advertising	11,641	28,566
Internships	127,661	73,927
Professional Fees	88,102	126,592
Travel	3,156	14,407
Other Operating Expenses	88,047	36,653
Total Operating Expense	**318,607**	**280,145**
Administrative Expense		
Amortization	1,190	169
Computer Software	2,815	3,227
Insurance	2,125	1,782
Legal and Accounting	6,900	9,557
Office and Administration	2,051	2,394
Other Admin Expenses	10,527	12,024
Rent	2,496	246
Service Charges	659	855
Total Administrative Expense	**28,763**	**30,254**
Payroll Expenses		
Salary and Wages	65,639	72,019
Employer Payroll Expenses	5,465	5,273
Total Payroll Expenses	**71,104**	**77,293**
TOTAL EXPENSES	**418,473**	**387,692**
NET INCOME	**(22,892)**	**42,743**

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

	CPF TAF 2324	CPF WTW 2425	CPF FISI 2526	CrBC PS 2425	CrBC PS 2526	Operating	TOTAL
REVENUES							
Earned Revenue							
In-Kind Revenue	17,595	29,807	11,974	-	24,594	6,554	90,524
Membership Dues	-	-	-	-	-	11,237	11,237
Other	310	343	-	-	16	1,114	1,783
Total Earned Revenue	**17,905**	**30,150**	**11,974**	**-**	**24,610**	**18,905**	**103,544**
Public Sector Revenue							
Canada Periodical Fund	13,051	72,000	72,386	-	-	-	157,437
Creative BC - Operating	-	-	-	-	-	52,800	52,800
Creative BC - Projects	-	-	-	38,800	43,000	-	81,800
Total Public Sector Revenue	**13,051**	**72,000**	**72,386**	**38,800**	**43,000**	**52,800**	**292,037**
TOTAL REVENUE	**30,956**	**102,150**	**84,360**	**38,800**	**67,610**	**71,705**	**395,581**
EXPENSES							
Operating Expense							
Advertising	175	958	465	32	1,740	8,271	11,641
Internships	-	73,959	53,702	-	-	-	127,661
Professional Fees	11,288	2,231	-	27,575	41,060	5,948	88,102
Travel	124	101	-	-	401	2,529	3,156
Other Operating Expenses	17,624	29,829	12,178	-	24,669	3,746	88,047
Total Operating Expense	**29,211**	**107,079**	**66,346**	**27,606**	**67,870**	**20,495**	**318,607**
Administrative Expense							
Amortization	-	-	-	-	-	1,190	1,190
Computer Software - Leases	-	263	896	-	-	1,656	2,815
Insurance	-	-	-	-	-	2,125	2,125
Legal and Accounting	356	1,097	1,389	-	98	3,960	6,900
Office and Administration	-	-	388	-	667	995	2,051
Other Admin Expenses	195	478	977	-	58	8,820	10,527
Rent	1,250	-	62	-	1,000	185	2,496
Service Charges	5	33	201	-	21	399	659
Total Administrative Expense	**1,806**	**1,872**	**3,914**	**-**	**1,843**	**19,329**	**28,763**
Payroll Expenses							
Salary and Wages	1,815	9,144	3,036	5,139	1,515	44,989	65,639
Employer Payroll Expenses	135	680	266	382	135	3,867	5,465
Total Payroll Expenses	**1,950**	**9,823**	**3,302**	**5,521**	**1,650**	**48,857**	**71,104**
TOTAL EXPENSES	**32,966**	**118,773**	**73,562**	**33,128**	**71,364**	**88,680**	**418,473**
NET INCOME	**(2,010)**	**(16,623)**	**10,799**	**5,672**	**(3,754)**	**(16,976)**	**(22,892)**

Magazine Association of BC
Notes to the Financial Statements
For the Year Ended December 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 reasonable estimated and collection 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:

Office Equipment	45% Declining Balance
Computer Equipment	55% Declining Balance

Note 3. DEFERRED REVENUE

	2025	2024
Canada Periodical Fund - CPF TAF 2324	-	12,000
Canada Periodical Fund - CPF WTW 2425	-	72,000
Canada Periodical Fund - CPF FISI 2526	21,200	-
Creative BC - Operating	-	3,300
Creative BC - CrBC PS 2425	-	38,800
Creative BC - CrBC PS 2526	49,500	-
Membership dues	325	623
Total	**71,025**	**126,723**

Signature: Glenn Alderson - MagsBC President (Aug 31, 2026 19:48:14 PDT)
Email: hello@magsbc.com

Signature: Marina Sacht - MagsBC Vice-President (Aug 31, 2026 08:07:32 PDT)
Email: editor@take5.ca

Membership

2018–2026



"I appreciate what you do—as a member-focused magazine, we are different from your members who are fully immersed in the industry and reliant on revenue. But we have never felt 'othered' by MagsBC, and we are grateful for the inclusion and being recognized as a valued publication for our members and others."

– **Sandra Murphy**, Director of Communications, BCPVPA (*Principl(ed)*)

"These are tough and scary times, but our support base is strong"

– **Delores Broten**, Executive Editor, *Watershed Sentinel*

"We love the Internship Subsidy program and the Non-Traditional Newsstand project, and we're grateful for the recent opportunities to participate in both."

– **Krista Eide**, Managing Editor, *EVENT Magazine*.

"The MagsBC office is such a great support. Very grateful for the services offered and want to take more advantage of them in 2026."

– **TeLeni Koochin**, *BAZOOF!*

"You are doing great."

– **Marina Sacht**, Publisher, *TAKE 5*.

New Members



ALEPH Magazine



Braze Magazine



Calibre Magazine



Cowichan Valley Voice



Discorder Magazine



Fernie Fix



North Shore Mountain Biking



Northword Magazine



NUVO Magazine



ODDCRITIC

New affiliate member



Ripple of Change

Our Members

as of August 21, 2026

Magazine (Full) Members

ALEPH
Alive Canada
Asparagus Magazine
BAZOOF!
BC Broker
Braze Magazine
British Columbia History
The British Columbia Review
Calibre Magazine
Canada's National Observer
The Capilano Review
Collision Quarterly
Comox Valley Collective
Country Life in BC
Cowichan Valley Voice
Discorder Magazine
Douglas
edible Vancouver & Wine Country
EVENT
Fernie Fix
FestivalSeekers
FOLKLIFE
Forestnet Magazine
Fraser Monthly / ふれいざ
Geist
HERE Magazine
INSPIRED 55+ Lifestyle Magazine
Island Parent
K: Magazine
LINK Magazine
The Malahat Review
MONTECRISTO Magazine
Motorcycle Mojo
NatureWILD
North Shore Mountain Biking
Northword Magazine
NUVO Magazine
ODDCRITIC
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
Visitors' Choice Magazine
Watershed Sentinel
WordWorks
YAM – Victoria's Lifestyle Magazine
ZenSeekers

Affiliate Members/Partners

Alberta Magazine Publishers Association
AQEM
Books BC
Magazines Canada
Ripple of Change
La Scena Musicale

2025/2026 Board of Directors, Staff, & Main Contractors

as of August 21, 2026

PRESIDENT
Glenn Alderson, *RANGE Magazine*

VICE-PRESIDENT
Marina Sacht, *TAKE 5*

TREASURER
Jim Barr, Seekers Media

SECRETARY
Micky Harris (to July 2026)

MEMBER-AT-LARGE
Jenn Dykstra, Roam Media

Staff & Main Contractors

EXECUTIVE DIRECTOR
Sylvia Skene

ADMIN ASSISTANT/SEO/SOCIAL MEDIA (casual)
Doris Fiedrich

INTERNSHIP COORDINATOR
Shristi Uprety

NON-TRADITIONAL NEWSSTANDS CO-LEAD / NEWSLETTER EDITOR (casual)
Sun Woo Baik

NON-TRADITIONAL NEWSSTANDS CO-LEAD
Aniana Domínguez Martínez

Volunteer



Volunteer Bianca Bruder.
Photo by Angelika Theurer-Lutz.

Bianca Bruder, an international placement worker from Germany, reached out to staff at member magazines to ask them about their background and entry into our industry, the work they do, and any tips or insights they might have.

Bianca sent questions and created industry profiles from the answers for: Jim Barr and Jeremy Derksen, Seekers Media; Glenn Alderson, *RANGE Magazine*; Sandra Murphy, *Principl(ed)*; Jessica Key, *subTerrain*, Richard Mackie, *The British Columbia Review*, Emily Fedoruk and Katherine Gear Chambers, *The Capilano Review*; and, Gwen Roberts, *Motorcycle Mojo*.

These profiles and others done by past practicum students and other volunteers can be found in our People menu item under About on our website.

Credits

COVER (clockwise from top left):
Anastasia Shuraeva via Pexels
Roman Odintsov via Pexels
RDNE Stock Project via Pexels

INSIDE COVER
Kübra Zehra via Pexels

P. 17
Henri Mathieu-Saint-Laurent via Pexels

REPORT DESIGN & LAYOUT + BACK COVER
Sun Woo Baik



Magazine Association of BC

Sylvia Skene, Executive Director

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