



Canada Magazine Fund (CMF) Support for Editorial Content (SEC) Application form 2009-2010

Read the SEC *Applicant's Guide* thoroughly before completing this application form.

For assistance, call toll free 1 888 357-3116. **Deadline for filing applications: July 31, 2009.** If this deadline date falls on a weekend or statutory holiday, the deadline moves to the next business day.

A. Applicant identification (please print)					
A1. Full legal name of publishing firm that owns the magazine			A2. Date and place of incorporation (or registration, if applicable) Date (yyyy/mm): Place:		
Scope of organization's activities <input type="checkbox"/> Local <input type="checkbox"/> Municipal <input type="checkbox"/> Provincial/Territorial <input type="checkbox"/> Regional <input type="checkbox"/> National <input type="checkbox"/> International					
LEGAL STATUS					
Incorporated →		<input type="checkbox"/> Yes <input type="checkbox"/> Federal		Corporate registration No. <input type="checkbox"/> In process	
<input type="checkbox"/> No <input type="checkbox"/> Provincial/Territorial				Date applied	
A3. Name of publisher or person accountable for any possible funding (indicate title if other than publisher)					
Salutation <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Other (specify)			A4. Preferred language of communication <input type="checkbox"/> English <input type="checkbox"/> French		
A5. Mailing address					
Apt./Suite	Street		City	Province/Territory	Postal code
Telephone No. () -		ext. Facsimile No. () -		E-mail address	
Web site address					
A6. If different from publishing firm mentioned in A1, give the name of the organization having exclusive right to produce and publish the magazine					
A7. What is the mandate and principal activity of the publishing firm mentioned in A1?					
A8. Are you a member of a publishing industry association? <input type="checkbox"/> Yes <input type="checkbox"/> No (Do not include trade associations, circulation audit bureaus, etc.) If yes, specify (separate associations with a comma):					
B. Contact person for this application (person authorized to respond to queries from the CMF) (please print)					
Name Middle Name Last Name			Title		
Salutation <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Other (specify)			Preferred language of communication <input type="checkbox"/> English <input type="checkbox"/> French		
Telephone No. () -		ext. Facsimile No. () -		E-mail address	
C. Magazine information					
Title of magazine for which you are applying			ISSN		Date the magazine was founded (Year/month)
Previous title of this magazine, if applicable				Last date published under this title (Year/month)	
Has the magazine completed a full twelve (12) month publishing cycle prior to application?				<input type="checkbox"/> Yes <input type="checkbox"/> No	

C1. General

a) Is the magazine still being published at the time of application? Yes No

b) Is the magazine edited in Canada by persons resident in Canada? Yes No

c) Is the magazine designed and assembled in Canada? Yes No

d) Is the magazine printed in Canada? Yes No

e) Is the magazine published in Canada? Yes No

f) Is the magazine a printed publication that appears in consecutively numbered or dated issues published under a common title, at regular intervals, not more than once every week, and at least twice every year? Yes No

g) Is the magazine distributed to Canadians from any location outside Canada? Yes No

h) Is the editorial content of any issues of the magazine primarily reproduced or repeated from current or previous issues of the same publication or of other publications? Yes No

i) Is the magazine produced or published by a non-Canadian entity under contract on behalf of a Canadian client or produced or published under contract by a Canadian entity for a non-Canadian client? Yes No

C2. Type of magazine, please select one (see definitions of **types of magazines in the *Applicant's Guide*)**

(A) General consumer (B) Special interest consumer (C) Business, professional or trade (D) Farm (E) Religious (F) Scholarly

Aboriginal Official-language minority Ethnocultural Gay, lesbian, bisexual and/or transgendered communities (GLBT)

C3. Language of magazine

English only French only Bilingual (English and French) Other language (specify)

C4. Publishing frequency—number of issues published annually (as stated in the magazine's masthead)

Regular issues (number) _____ Number of issues submitted with this application? _____

Special issues (number) _____

Special issues (description): _____

C5. Price of magazine (before taxes)

Cover price \$ _____ Subscription rate (one year) \$ _____ N/A

C6. Place of publication (where main publishing activities are performed)

City _____ Province/Territory _____

C7. Has this magazine applied for Support for Editorial Content funding before? Yes No

2000-2001 2001-2002 2002-2003 2003-2004 2004-2005 2005-2006 2006-2007

2007-2008 2008-2009

C8. How many magazines does the publishing firm mentioned in A1 publish?

C9. How many magazines is the publishing firm mentioned in A1 applying for Support for Editorial Content funding in 2007-2008?

D. Reference period

All publishing and distribution activities reported in this application form must have occurred during the publishing firm's twelve (12) month financial year that ended on a date falling within the period of April 1 2008, and March 31, 2009.

D1. Full financial statements and income statement cover the period stated below:

From (yyyy/mm/dd) _____ To (yyyy/mm/dd) _____

• How many issues of this magazine were published during this reference period? Regular issues _____ Special issues _____

• If the number of issues published during this reference period differs from the one stated in the magazine's masthead, briefly state the reason: _____

D2. The circulation audit report or documents proving 50% paid circulation for this title and submitted with this application cover the following period:

From (yyyy/mm/dd) _____ To (yyyy/mm/dd) _____

E. Circulation information (for the reference period indicated in D1)

E1. The totals are to be arrived at by adding the **total** circulation of **all** issues for the twelve (12) month reference period indicated in D1.
 Please do not include financial information in this section.

Paid circulation:		Total for the reference period	
Subscription sales			Multi-copies (bulk) sent to one address (with contract)
Single copy sales through retailers/newsstands			Multi-copies (bulk) sent to one address (without contract)
Single copy sales (sponsored, individually addressed)			Newspaper insert(s)
Membership subscriptions (individually addressed)			Trade show copies
Membership subscriptions (bulk)			Total unpaid circulation
Multi-copies (same addressee)			B
Other copy sales (please specify)			Total circulation (A + B only)
Total paid circulation	A		A + B

Unpaid circulation:		Total for the reference period	
Complimentary copies (except one-time promotion)			One-time promotion (see definition in the <i>Applicant's Guide</i>)
Requested single copies mailed to individuals			Uncirculated copies (returns from retailers/newsstands)
Unrequested single copies mailed to individuals			Uncirculated copies (archives, etc.)
			Spoiled copies
			Press run (total number of copies printed)

I attest that the magazine circulation information provided in this section is accurate and reflects the circulation for the reference period indicated in D1.

Signature and title of authorized officer (same signatory as in A3) _____ Date(yyyy/mm/dd) _____

E1.1 Calculation of magazine's average circulation per issue

(A+B) _____ ÷ by **number of issues** published during _____ = _____ average circulation per issue
 the reference period indicated in D1

E1.2 Has a circulation audit report been produced on the magazine covering all or part of the reference period indicated in D1? Yes No
 If YES, the circulation report MUST be submitted with your application. Please identify below the company that performed the circulation audit report. ABC CCAB VAC Other Please specify: _____
 If NO, provide all documents proving that the magazine has 50% paid circulation for all issues (see Part III of the *Applicant's Guide*).

E1.3 Please list the various distributors used by the magazine during the reference period indicated in D1:

E1.4 Does the magazine receive a postal subsidy through the Publications Assistance Program (PAP)? Yes No

E2. Editorial content is considered **non-Canadian** if the author of the text, photograph, graphic or illustration is non-Canadian or if the authorship cannot be established. For example, texts and images obtained from graphics sites or CDs where creators are often unknown or unidentified are considered, for the purposes of the CMF, non-Canadian editorial content and must be treated as such in the page count.

The page count is calculated by adding the **total number of pages of all issues** published in the reference period indicated in D1.

	C (Canadian)	F (Foreign)	A (Advertising)	N (Non-revenue)	(C + F + A + N)
Page count	Pages of editorial content* (Canadian)	Pages of editorial content* (non-Canadian)	Pages of advertising content*	Non-revenue pages*	Total pages published
Regular issues					
Special issues					
Total					

* See definitions of **editorial content**, **Canadian editorial content**, **foreign editorial content**, **advertising content** and **non-revenue pages** in Part IV.

E2.1 Calculation of percentages

Percentage of Canadian editorial content =

$C \div (C + F) \times 100 = \text{ } \%$

Percentage of advertising content =

$A \div (C + F + A + N) \times 100 = \text{ } \%$

F. Magazine financial information (please consult the definitions in the Applicant's Guide)

Information contained in sections F1, F2, F3 and F4 should derive from the numbers quoted in the income statement or the financial statements provided with this application.

F1. Revenues

	Revenue/Expense line(s) in Income Statement or Financial Statements
Publishing revenues directly related to the printed version of this magazine	
Advertising revenues (net of agency commissions and cash discounts)	
Single copy or newsstand sales	
Subscription revenues (irrespective of source and pricing)	
Back issues and reprints sales	
Sub-total	
Revenues indirectly related to this magazine	
List sales or rentals	
Web site / E-commerce (net of agency commissions)	
Ancillary products	
All other revenues related to this magazine (including transfers from central services or an affiliated organization)	
Sub-total	
Total revenues related to this magazine	
Government grants and contributions:	
Federal: Canada Council for the Arts	
Federal: Canadian Heritage—Canada Magazine Fund (CMF)	
Federal: other sources (please specify)	
Provincial sources (please specify)	
Municipal sources (please specify)	
Total revenues from government grants and contributions	
Private sector donations	
Other revenues (please specify)	
TOTAL REVENUES	

F2. Expenses

Editorial, design and assembly	
Mechanical	
Circulation	
Advertising	
Distribution costs excluding costs for copies distributed by Canada Post	
Distribution costs for copies distributed by Canada Post	
General and administrative expenses	
Web site / E-commerce expenses	
Ancillary products expenses	
Other expenses (please specify)	
TOTAL EXPENSES	
PROFIT (LOSS) BEFORE INCOME TAXES	

F3. Personnel salary expenses (indicate the salaries, commissions, wages and benefits that are directly attributable to this magazine). Salaries, commissions, wages and benefits of employees who work for more than one magazine should be prorated to reflect time spent on the production of this magazine only.

	Number of persons	Salaries	Benefits	Total
Publisher				
Editor(s)				
Other editorial personnel				
Advertising personnel				
Mechanical, circulation and clerical personnel				
Other (specify)				
TOTAL PERSONNEL SALARIES				

Please indicate the number of staff during the reference period mentioned in D1
 Full-time employees _____ + Part-time employees _____ = _____ TOTAL

F4. Other (indicate the fees paid to outside professionals and freelancers prorated to reflect the time spent on the production of this magazine only)	
Outside professionals and freelancers (specify by category e.g. writers, photographers, etc.)	
	TOTAL

Please indicate the number of outside professionals, freelancers, volunteers and unpaid staff during the reference period indicated in D1	
Outside professionals and freelancers	TOTAL
Volunteers and unpaid staff	TOTAL

Note: The total amount of fees paid to professionals and freelancers should be similar to or greater than the costs claimed in section G.

G. Eligible editorial expenses (print version of magazine only; please consult the definitions in the *Applicant's Guide*)

Eligible expenses must be directly attributable to the Canadian editorial content created by Canadian citizens or permanent residents . If applicable, subtract any expenses related to ineligible content and report the eligible portion only.	Number of full-time equivalent personnel	Costs incurred for period of reference \$	Expense line(s) in Income Statement or Financial Statements
Editorial personnel: Editor(s)			
Writer(s)			
Translator(s)			
Photographer(s)			
Illustrator(s)			
Designer(s)			
Other (must be specified)			
Publisher (if no editor position exists)			
Benefits			
Professional development for editorial personnel			
Freelance costs: Writing			
Editing			
Photography			
Translation			
Illustration			
Design and assembly			
Other (must be specified)			
Professional fees			
Purchase of rights (for the printed version of magazine only)			
Purchase of articles (from other magazine publishers for Canadian-authored works)			
Telephone (category A magazines only; long distance calls for editorial purposes only)			
Internet (category A magazines only; Internet and e-mail fees for editorial purposes)			
Press agencies (category A magazines only; e.g. Canadian Press, Dow Jones, etc.)			
Publications (i.e. newspaper and magazine subscriptions)			
Research			
Travel			
Other (must be specified)			
TOTAL ELIGIBLE EDITORIAL EXPENSES			

H. List all Canadian magazines published by the applicant (titles only), for which financial assistance is NOT being requested

Title	Title	Title

I. Report on the use of financial assistance received under the Support for Editorial Content component of the 2009-2010 CMF

This report is not required at the time of application. However, all SEC recipients who will receive funding for their magazine in 2009-2010, must complete and submit a report on the use of financial assistance by July 31, 2010. Publishers must complete this report in as much detail as possible, using the template posted on the CMF Web site at: www.canadianheritage.gc.ca/cmfm.

J. Magazine profile (returning applicants must update the profile yearly)

An example is provided on the CMF Web site at www.canadianheritage.gc.ca/cmfm (please use separate pages to complete this section).

Following are the topics to be addressed in the magazine profile

<p>J1. Description and objectives of the magazine</p> <ul style="list-style-type: none"> ▪ History (e.g. human resources, frequency of publication, circulation, etc.) ▪ Magazine description (e.g. target market, magazine content, etc.) 	<ul style="list-style-type: none"> ▪ Awards ▪ Activities conducted within the publishing company
<p>J2. Short-term operational plan (for the next twelve (12) months)</p> <ul style="list-style-type: none"> ▪ Market and industry changes (provide a brief description of any factor that forced the publisher of this magazine, over the past year, to take new action in any of its main magazine publishing activities, i.e. creation of editorial content, purchase and sale of advertising space, and distribution) ▪ General marketing strategy (of the magazine) ▪ Advertising sales strategy ▪ Circulation strategy ▪ Editorial strategy 	<ul style="list-style-type: none"> ▪ New technology strategy (e.g. Web site and investment in e-commerce) ▪ International marketing strategy (if applicable) ▪ Human resources action plan (e.g. hiring of administrative personnel, sales representatives, etc.) ▪ Financial forecast: Profit or (loss) forecast (magazines whose income statement submitted with the application shows a loss must submit an income statement forecast); Areas targeted for improvement, including financial ratios; Fixed asset projects (capital expense acquisitions)
<p>J3. Long-term operational plan (for the next three years)</p> <ul style="list-style-type: none"> • Publishing and marketing strategies as well as expected results • Financial forecast (e.g. revenues, profit or loss, investments, etc.) 	

K. Ownership and control

Who holds the exclusive right to produce and publish this magazine? (PLEASE CHECK ONE BOX ONLY)

- a) a Canadian citizen;
- b) a permanent resident within the meaning of the *Immigration and Refugee Protection Act*;
- c) a Canadian corporation as defined in the *Applicant's Guide*;
- d) a partnership, trust or joint venture in which a person or any combination of persons referred to in a), b) or c) beneficially owns and controls, directly or indirectly, interests representing in value at least 51% of the total value of the assets of the partnership, trust or joint venture, as the case may be, and of which the president or other presiding officer, and more than half of the directors or other similar officers are persons referred to in a) or b) above;
- e) a not-for-profit organization in which at least 51% of its members and directors are persons referred to in a) or b) above.

**Provide information in each section that applies to your firm or organization (use additional pages if required).
Sections 1, 4 and 5 must be completed by all applicants**

1. Owners, shareholders, partners or members information N/A

Name	Address	Citizenship	% of voting shares or position held

2. For publicly held companies—ownership of voting shares information N/A

I attest that at least _____ percent of the voting shares of _____ are held by Canadians.
(name of organization)

The following information is required only for shareholders owning 5% or more of the voting shares

Name	Address	Citizenship	% of voting shares or position held

3. Board of Directors information (use additional pages if required) N/A

Name	Address	Citizenship	Position held

4. Senior management information: publisher, editor, circulation manager, sales manager

Name	Address	Citizenship	Position held

5. Is the applicant controlled by a person/persons or entity/entities other than a Canadian, in any manner that results in control in fact, whether directly (through ownership of securities) or indirectly (through a trust, an agreement, an arrangement or otherwise)?

- Yes No

L. Warranties and agreements (to be completed by the applicant)

I, the undersigned Support for Editorial Content (SEC) applicant:

1. attest that I have read the SEC *Applicant's Guide* and I agree to comply with the conditions and terms set forth therein;
2. affirm that the information in this application and the attached documents is accurate and complete; I understand that I will reimburse all the amounts paid by the Department through SEC if it is demonstrated that false information was submitted in this application and may be declared ineligible for SEC funding for the two following years;
3. agree to submit a copy of all relevant agreements and contracts, as well as all information and additional documents that could help the Department of Canadian Heritage determine the ownership and control of the applicant's business and/or magazine;
4. agree and allow the Department of Canadian Heritage, its agents or contractors, access to the publishing firm's books, records and files to confirm or have confirmed the accuracy of the statements made, the information provided in this application or the intended use of the contributions provided, and undertake to reimburse any amount shown by an audit to have been paid in excess or to which the publishing firm had no claim under the terms of SEC;
5. recognize that no member of the House of Commons shall be admitted to any share or any benefit arising from any funds received under the CMF;
6. agree to acknowledge the financial support of the Government of Canada as prescribed in the *Applicant's Guide* and the Contribution Agreement;
7. guarantee that at the time of filling out this application, the publishing firm is neither in default nor in arrears in the payment of royalties due to authors or their representatives under the terms of agreements signed with them;
8. understand that the information provided in this application might be accessible under the *Access to Information Act*. The publishing firm also agrees to respect the spirit and intent of the *Official Languages Act* and the legislator's intention with regard to services to the public for activities intended for members of the public from the two official language communities;
9. consent to the disclosure to Statistics Canada and to provincial and territorial agencies with agreements with Statistics Canada, the statistical data submitted to the Department of Canadian Heritage. The data are kept confidential by these agencies and used for statistical purposes only; and
10. attest that all information provided in this form regarding the CMF ownership and control requirements is true.

Signature of authorized officer (same signatory as in A3)

Name Middle Name Last Name

Name of authorized officer (please print)

Title of authorized officer (please print)

Signature of witness

Name Middle Name Last Name

Name and title of witness (please print)

Date (yyyy/mm/dd)

M. Checklist

A complete application includes:

- 1. Support for Editorial Content application form**, all sections completed
 - all appropriate sections signed, dated and witnessed
- 2. Magazine profile** (Section J of application form) updated yearly
- 3. Publishing firm's financial statements:**
 - ♦ end on a date falling within the period of April 1 2007, and March 31, 2008
 - ♦ applicant's name on financial statements is the same as on application form (A1)
 - ♦ review engagement report submitted for new applicants
 - ♦ review engagement report submitted for magazines that have received less than \$200,000 for the 2007-2008 funding cycle
 - ♦ audited report submitted if the publishing firm has received \$200,000 or more for at least one of its magazines for the 2007-2008 funding cycle
- 4. Income statement** for each magazine submitted by publishing firms that publish more than one magazine or other types of publication or for magazines published by an organization whose principal activity is not publishing magazines
 - signed by the publisher
 - contains the attestation that the income statement has been prepared in accordance with generally accepted accounting principles (see Part III)
- 5. All regular and special issues of the magazine**, published during the publishing firm's twelve (12) month financial year that ends on a date falling within the period of April 1 2007, and March 31, 2008 and based on the frequency of publication:
 - ♦ 2 to 12 times a year – all issues for the (12) month period referred to in Section D1 of the application form
 - please list issues submitted with this application:
 - ♦ 13 to 26 times a year – all issues for the last six (6) months of the period referred to in Section D1 of the application form
 - please list issues submitted with this application:
 - ♦ 27 to 52 times a year – all issues for the last three (3) months of the period referred to in Section D1 of the application form
 - please list issues submitted with this application:
- 6. One or more marked regular issues** identified with a black marker: Canadian editorial content (C), foreign editorial content (F), advertising pages (A) and non-revenue pages (N)
 - please list marked issues submitted with this application:
- 7. One copy of the magazine's most recent issue**
 - please indicate which issue is submitted with this application:
- 8. A circulation audit report** from a recognized circulation audit company or if not available all documents proving that the magazine has 50% paid circulation, for all issues during the reference period referred to in Section D1
- 9. This checklist to be included with your application**

IT IS UP TO THE APPLICANT TO ENSURE THAT THE REQUIRED INFORMATION IS COMPLETE. AN INCOMPLETE APPLICATION IS A NON-ELIGIBLE MAGAZINE.

Extra space (use only if needed)

Section H (Extra space)

H. List all Canadian magazines published by the applicant (titles only), for which financial assistance is NOT being requested

Title	Title	Title

Section K.3 (Extra space)

3. Board of Directors information (use additional pages if required)

Name	Address	Citizenship	Position held