



I. Report on the use of financial assistance

To be completed by recipients of the 2009-2010 Support for Editorial Content (SEC) component of the Canada Magazine Fund (CMF). This report must be submitted by **July 31, 2010** and must be signed by the PUBLISHER.

Definitions of additional and maintained expenditures

- **Additional expenditures** is money that has been spent above and beyond the usual editorial expenditures. For example, if you had no intention of hiring a full-time editor but decided to hire the editor because you were approved for funding by the CMF, this would be considered an additional expenditure.
- **Maintained expenditures** is money spent on existing expenses that you have supported with the CMF contribution.

Instructions

- 1) Money accounted for in Part 1 should be equal to the amount of the CMF contribution, including additional and maintained spending. Do not report more than 100% of the total contribution.
- 2) Money reported in the "additional and "maintained" columns should include actual expenditures from April 2009 to March 2010.
- 3) In Part 2 it is in the publisher's best interest to describe in detail the impact that the CMF funding has had on the magazine. This report will assist the Department of Canadian Heritage to assess the effectiveness of the contribution program in relation to its objectives. Use the provided spaces and attach separate sheets only if necessary.
- 4) Fill in all applicable sections. There are crossovers of categories. Do not account for money more than once. Use only the categories that best describe the situation.

Magazine title:			09/10 E0
How many years of SEC funding have you received?			
A	Contribution amount received in March/April 2010	\$	Note: The percentage of spending reported must be exactly 100% of contribution received.
B	Additional editorial expenditures	\$	
C	Maintained editorial expenditures	\$	
$\left(\$ \frac{\text{B}}{\text{A}} + \$ \frac{\text{C}}{\text{A}} \right) \div \$ \frac{\text{A}}{\text{A}} \times 100 = \text{ } \%$			

Part 1 Money spent on eligible Canadian editorial content expenses

I. Freelancers and contractors	B		C	
	additional		maintained	
	#	\$	#	\$
Writers	#	\$	#	\$
Editors	#	\$	#	\$
Publishers	#	\$	#	\$
Designers, graphic artists, layout specialists	#	\$	#	\$
Photographers, illustrators	#	\$	#	\$
Artistic directors/coordinators	#	\$	#	\$
Proofreaders	#	\$	#	\$
Researchers	#	\$	#	\$
Fact checkers	#	\$	#	\$
Typographers	#	\$	#	\$
Translators	#	\$	#	\$
Total	#	\$	#	\$
Total amount spent on freelancers and contractors:				\$

Broader freelance base	E.g.: Where freelance writers were contributing from specific provinces/territories/regions in the past, this base has expanded into other provinces/territories/regions.	Comments:
Higher fees paid to freelancers	Comments:	
Increased professional fees	In what areas have payments increased (type of service)?	Comments:

II. Editorial personnel	B		C	
PT = Part-time employee, FT = Full-time employee	additional		maintained	
Writers	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Editors	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Publishers	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Designers, graphic artists, layout specialists	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Photographers, illustrators	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Artistic directors/coordinators	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Proofreaders	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Researchers	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Fact checkers	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Typographers	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Translators	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Total	# of PT: # of FT:	\$	# of PT: # of FT:	\$
Total amount spent on editorial personnel:				\$

Higher remuneration for editorial staff	Comments:	\$ (B) (total increase)
Increased benefits	Comments:	\$ (B) (total increase)
Total amount spent on increased remuneration and/or benefits:		\$

Increased editorial staff assignments	Comments:
Increased personnel hours	Comments:

Able to pay volunteers that contribute to editorial content	Were volunteers included as paid freelance contributors or paid editorial personnel after receiving the contribution?	Comments:
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III. Miscellaneous editorial expenditures	B additional	C maintained
Travel assignments for editorial content	\$	\$
Professional development for editorial personnel (excluding travel)	\$	\$
Trade show/conference fees (excluding travel)	\$	\$
Purchase of rights	\$	\$
Purchase of articles	\$	\$
Subscriptions to publications	\$	\$
Subscription fees to press agencies	\$	\$
Research	\$	\$
Readership study/survey	\$	\$
Total	\$	\$
Total amount spent on miscellaneous editorial expenditures:		\$

IV. Additional editorial content categories		
Increased Canadian editorial content	<input type="checkbox"/> yes <input type="checkbox"/> no	Comments:
Increased quality of existing columns, features, sections, departments, etc.	<input type="checkbox"/> yes <input type="checkbox"/> no	Comments:
Expanded scope of coverage/ More topics covered	<input type="checkbox"/> yes <input type="checkbox"/> no	Comments:
Introduced/increased articles in another language	<input type="checkbox"/> yes <input type="checkbox"/> no	Comments:
Increased editorial to advertising ratio (ed./ad.)	<input type="checkbox"/> yes <input type="checkbox"/> no	from %/ % to %/ % ed. ad. ed. ad.
Awards won	#	Describe:

V. Redesign (check all appropriate categories)			
<input type="checkbox"/>	Increased creative budget (general)	<input type="checkbox"/>	New logo
<input type="checkbox"/>	Complete redesign	<input type="checkbox"/>	Greater use of photos and illustration
<input type="checkbox"/>	New layout	<input type="checkbox"/>	New cover design
<input type="checkbox"/>	More colour	<input type="checkbox"/>	Purchased new font(s)

Part 2 Impact of funding on circulation, advertising revenues and readership

How have improvements to editorial content related to the CMF contribution improved circulation?

I. Impact on circulation			
Improved circulation <input type="checkbox"/> yes <input type="checkbox"/> no	If yes, please indicate average circulation changes per issue.	% (increase)	Comments:
Higher number of subscriptions	% (increase)	Comments:	
Higher rate of renewal	% (increase)	Comments:	
Higher rate of conversion from unpaid to paid circulation	% (increase)	Comments:	
Obtained placement on newsstands	Comments:		
Existing newsstand sales increased	% (increase)	Comments:	
Existing newsstand profile increased	Was the publication placed in an optimal location at newsstands compared to before?	Comments:	
Improved distribution	Has the publication status improved? Do you have a new distributor as a result of editorial changes?	Comments:	
Reaching new geographic areas	Has distribution broadened into new geographic areas? Where?	Comments:	
Increased demand by foreign markets	Is there higher demand by existing or new foreign markets?	% (increase)	Comments:

How have improvements to editorial content related to the CMF contribution improved advertising revenues?

II. Impact on advertising revenues			
More advertising revenues <input type="checkbox"/> yes <input type="checkbox"/> no	If yes, please indicate average advertising revenue changes per issue.	% (increase)	Comments:
New advertisers	Comments:		
Improved ways to attract advertisers	Comments:		
Creation/improvement of rate card	Comments:		

How have improvements to editorial content related to the CMF contribution improved readership?

III. Impact on readership			
More readers <input type="checkbox"/> yes <input type="checkbox"/> no	If yes, please indicate average readership changes per issue.	% (increase)	Comments:
Attracted new types of readers	<input type="checkbox"/> yes <input type="checkbox"/> no	Comments:	

IV. Survey	
1)	Has editorial content improved as a result of the contribution? Check the number that best reflects the level of improvement regarding editorial content. no improvement 0 1 2 3 4 5 6 7 8 9 10 great improvement
2)	Are new perspectives being included as a result of the CMF contribution (i.e. perspectives from different or diverse cultural groups, regions, etc.)? <div style="text-align: center;"> <input type="checkbox"/> yes <input type="checkbox"/> no </div> Comments:
3)	Have there been more letters/feedback to the editor because of/or regarding changes in: a) Editorial content? <input type="checkbox"/> yes <input type="checkbox"/> no b) Design? <input type="checkbox"/> yes <input type="checkbox"/> no Comments:

V. Additional comments (attach separate sheets if necessary)

As the publisher of this magazine, I attest that the information in this report is accurate.

Signature of publisher

Name of publisher (please print)