



Canada Magazine Fund (CMF) Support for Arts and Literary Magazines (SALM)

G. Report on the use of financial assistance

To be completed by recipients of the 2009-2010 Support for Arts and Literary Magazines (SALM) component of the Canada Magazine Fund (CMF). **This report must be signed by the publisher and sent to the program by June 30, 2010.**

Definitions of additional and maintained expenditures

- **Additional expenditures** is money that has been spent above and beyond the usual editorial and production expenditures. For example, you decide to hire a full-time editor with the financial assistance of the CMF.
- **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 in assessing the effectiveness of the contribution program in relation to its objectives. Use the provided space 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 A00
How many years of SALM funding have you received? 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/>		
A	Contribution amount received in October 2009	\$
B	Additional Canadian editorial and production expenditures	\$
C	Maintained Canadian editorial and production expenditures	\$
$\left(\begin{matrix} \$ \\ B \end{matrix} + \begin{matrix} \$ \\ C \end{matrix} \right) \div \begin{matrix} \$ \\ A \end{matrix} \times 100 = \quad \%$		Note: The percentage of spending reported must be equal to 100% of the contribution received.

Part 1 Money spent on eligible Canadian editorial content and production expenses:

I. Freelancers and contractors		<i>(check all appropriate categories)</i>
<input type="checkbox"/> Writers <input type="checkbox"/> Editors <input type="checkbox"/> Fact Checkers <input type="checkbox"/> Proofreaders <input type="checkbox"/> Researchers <input type="checkbox"/> Photographers, illustrators <input type="checkbox"/> Publishers	<input type="checkbox"/> Designers, graphic artists, layout specialists <input type="checkbox"/> Typographers <input type="checkbox"/> Artistic directors /coordinators <input type="checkbox"/> Translators <input type="checkbox"/> Committee/board members <input type="checkbox"/> Higher fees paid to freelancers <input type="checkbox"/> Increased professional fees	
B additional: \$	C maintained: \$	TOTAL: \$

II. Editorial personnel		<i>(check all appropriate categories)</i>	
<input type="checkbox"/> Writers <input type="checkbox"/> Editors <input type="checkbox"/> Artistic directors /coordinators <input type="checkbox"/> Proofreaders <input type="checkbox"/> Researchers <input type="checkbox"/> Photographers, illustrators <input type="checkbox"/> Publishers <input type="checkbox"/> Fact Checkers	<input type="checkbox"/> Designers, graphic artists, layout specialists <input type="checkbox"/> Typographers <input type="checkbox"/> Translators <input type="checkbox"/> Higher remuneration for editorial staff <input type="checkbox"/> Increased benefits <input type="checkbox"/> Increased editorial staff assignments <input type="checkbox"/> Increased personnel hours <input type="checkbox"/> Able to pay volunteers/contributors who assist with or provide editorial content		
B	additional: \$	C	maintained: \$
		TOTAL: \$	

III. Miscellaneous editorial expenditures		<i>(check all appropriate categories)</i>	
<input type="checkbox"/> Travel assignments for editorial content <input type="checkbox"/> Subscriptions to publications <input type="checkbox"/> Purchase of rights <input type="checkbox"/> Professional development for editorial personnel	<input type="checkbox"/> Subscription fees to press agencies <input type="checkbox"/> Purchase of articles <input type="checkbox"/> Trade show/conference fees <input type="checkbox"/> Readership study/survey <input type="checkbox"/> Research		
B	additional: \$	C	maintained: \$
		TOTAL: \$	

IV. Additional editorial content categories		<i>(check all appropriate categories)</i>	
<input type="checkbox"/> Increased Canadian editorial content <input type="checkbox"/> More (or new) articles, columns, features, sections <input type="checkbox"/> Expanded scope of coverage/more topics covered	<input type="checkbox"/> Increased number of editorial pages <input type="checkbox"/> Introduced/increased articles in another language <input type="checkbox"/> Other (<i>specify</i>) _____		

V. Redesign		<i>(check all appropriate categories)</i>	
<input type="checkbox"/> Complete redesign <input type="checkbox"/> New layout <input type="checkbox"/> More colour <input type="checkbox"/> New logo	<input type="checkbox"/> Greater use of photos and illustrations <input type="checkbox"/> New cover design <input type="checkbox"/> Purchased new font(s) <input type="checkbox"/> Other (<i>specify</i>) _____		

VI. Printing and binding		<i>(check all appropriate categories)</i>	
<input type="checkbox"/> A portion of the CMF contribution was spent on printing and binding			
B	additional: \$	C	maintained: \$
		TOTAL: \$	

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

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

I. Impact on readership		<i>(check all appropriate categories)</i>	
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:	

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

II. Impact on circulation		<i>(check all appropriate categories)</i>	
Improved circulation <input type="checkbox"/> yes <input type="checkbox"/> no	If yes, please indicate average circulation changes per issue	_____ % (increase)	Comments:
<input type="checkbox"/> Higher number of subscriptions <input type="checkbox"/> Higher rate of renewal <input type="checkbox"/> Higher rate of conversion from unpaid to paid circulation <input type="checkbox"/> Obtained placement on newsstands <input type="checkbox"/> Existing newsstand sales increased	<input type="checkbox"/> Existing newsstand profile increased <input type="checkbox"/> Improved distribution <input type="checkbox"/> Reached new geographic areas <input type="checkbox"/> Increased demand by foreign markets <input type="checkbox"/> Other (<i>specify</i>) _____		

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

III. Impact on advertising revenues		<i>(check all appropriate categories)</i>	
More advertising revenues <input type="checkbox"/> yes <input type="checkbox"/> no	If yes, please indicate average advertising revenue changes per issue	_____ % (increase)	Comments:
<input type="checkbox"/> New advertisers <input type="checkbox"/> Improved ways to attract advertisers	<input type="checkbox"/> Creation/improvement of media kit <input type="checkbox"/> Other (<i>specify</i>) _____		

IV. Survey

(check all appropriate categories)

<p>1) Has receipt of the CMF contribution increased the viability of your magazine? In what ways? Check the number that best reflects the level of improvement regarding viability.</p> <p>no improvement <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 great improvement</p> <p>Comments:</p>
<p>2) Has editorial content improved as a result of the CMF contribution? Check the number that best reflects the level of improvement regarding editorial content.</p> <p>no improvement <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 great improvement</p> <p>Comments:</p>
<p>3) Are new perspectives being included as a result of the CMF contribution (i.e. perspectives from different or diverse cultural groups, regions, etc.)? <input type="checkbox"/> yes <input type="checkbox"/> no</p> <p>Comments:</p>

4) Have there been more letters/feedback to the editor because of/or regarding changes in:

a) Editorial content? yes no

b) Design? yes no

Comments:

Have awards been won as a result of improved editorial content/design? yes 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)