



**Canada Council
for the Arts**

**Conseil des Arts
du Canada**

WRITING AND PUBLISHING SECTION

Grants to Literary and Art Magazines

Follow these three steps to apply for this grant:	
Step 1	Read the Program Guidelines for details about the purpose of the program, who and what is eligible, grant amount, application assessment process and criteria, etc.
Step 2	Read the Important Information for Applicants section. If you still have questions about the program or the application process, contact the Program Officer indicated below.
Step 3	Complete all sections of the attached application form , and be sure to use the checklist (Part F of the form) to confirm that you have completed all relevant sections of the form and have included all required support material.

The Canada Council for the Arts is committed to equity and inclusion, and welcomes applications from diverse Aboriginal, cultural and regional communities, including people with disabilities.

Deadline

1 March

If this date falls on a weekend or statutory holiday, the deadline moves to the next business day. Your completed application and all required support material must be postmarked on or before the deadline date.

The Canada Council will not accept applications postmarked after the deadline, incomplete applications, or those submitted by fax or email.

Further Information

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Program Officer

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PROGRAM GUIDELINES

<p>Program Description</p>	<p>This program encourages excellence in artistic expression and fosters awareness of the contemporary arts and literature in Canada through support for the publication of literary and art magazines.</p>
<p>Eligibility</p>	<p>Note that meeting the eligibility criteria allows you to apply to the program. It does not, however, guarantee that you will receive a grant.</p> <p>Eligible publishers</p> <p>Publishers of magazines that meet the criteria listed below are eligible to apply. They must:</p> <ul style="list-style-type: none"> • have published at least two issues of the magazine before applying for a grant and be committed to a continuing magazine publishing program • have identified the target audience for the magazine and developed an appropriate distribution method to reach it • have a paid circulation of at least 50 percent of the copies printed (except for electronic magazines); for magazines linked with an association or sharing editorial resources with another organization, only copies sold to non-members are taken into consideration • have and honour a clear policy with respect to the use of contributors' writing and intellectual property. <p>Eligible magazines</p> <p>To be eligible for support, magazines must:</p> <ul style="list-style-type: none"> • be written principally in English, French or one of Canada's Aboriginal languages • the arts or literature in Canada must be an important and regular, not occasional or peripheral, editorial focus of the periodical • be at least 75 percent Canadian-owned • be published at least twice a year • focus mainly on editorial content written or created by Canadians • have a demonstrated editorial capability and financial stability • focus mainly on previously unpublished material • have a print run of at least 500 copies per issue (except for electronic magazines). <p>Electronically published magazines are eligible if they are published on a regular basis and can demonstrate a minimum of 250 visits per issue. They must meet the same content and quality criteria as do magazines printed on paper (including a clearly established and honoured policy respecting the use of writers' intellectual property).</p>

<p>Eligibility (continued)</p>	<p>Ineligible magazines</p> <p>The following categories of magazines are ineligible for support under this program:</p> <ul style="list-style-type: none"> • bulletins, newsletters or house organs that publish material directed primarily to their membership • magazines written by, or run by, students within the context of academic courses or training sessions • business and trade magazines (except in the field of Canadian literature), program guides, scholarly magazines, alternative newsweeklies (normally in a tabloid format) and self-help periodicals or newsletters (magazines of an association or other organization that are not financially and editorially independent of the organization). <p>Eligibility of magazines is determined by the Program Officer. Magazines that meet the eligibility criteria for the print component and the electronic component must make the choice between the two components when applying.</p> <p>New Magazines component</p> <p>This program includes a component for support of new magazines devoted to literature and the contemporary arts in Canada. Seed grants of \$5,000 or more will be awarded to the new magazines judged most deserving in terms of literary and artistic potential.</p> <p>The eligibility criteria for this component are the same as stated above, with the exception of the following technical criteria:</p> <ul style="list-style-type: none"> • The publisher’s average print run must be a minimum of 200 copies (except for electronic magazines). <p>New magazines may receive only one grant under this component; subsequently, they will be considered in the regular program. A magazine is not eligible for support from the regular program unless it has received one grant from the New Magazines component. First-time applicants must apply to the New Magazines component regardless of the number of issues they have published previously.</p>
<p>Grant Amount</p>	<p>The amount of the Canada Council’s grant, except under the New Magazines component, is based on the magazine’s demonstrated need for support, the peer assessment committee’s evaluation of its excellence (based on the assessment criteria described below), the proposed publishing program and the number of issues published the previous year. Double issues are considered as a single issue in calculating grant amounts.</p> <p>The Canada Council will contribute only toward issues published in the next calendar year and will not cover a publisher’s accumulated deficit.</p> <p>Peer assessment is a competitive process within which regular adjustments to grant amounts are made. Funding adjustments, increases or decreases, are based on an organization’s performance according to the program objectives and assessment criteria. Adjustments also reflect the funds available and the number of applicants competing for those funds.</p>

<p>Grant Amount (continued)</p>	<p>While an increase to a grant amount does not have a maximum (or up to the maximum grant amount in a program), a decrease as part of the regular peer assessment process for any annual or multi-year competition will not exceed 20%.</p> <p>If your organization is successful in obtaining a grant, it will be subject to the Canada Council Fair Notice to Organizations policy.</p>
<p>Assessment of Applications</p>	<p>Assessment Process</p> <p>The Writing and Publishing Section will review applications for eligibility, based on the published eligibility criteria. A peer assessment committee will then evaluate all eligible applications.</p> <p>Peer evaluation is fundamental to the Canada Council’s decision-making process. Applications are assessed by an English- or French-language peer assessment committee (according to the language of the publication). Bilingual magazines can be assessed by both committees, by request of the applicant. In such cases, application forms must be completed in both official languages. Magazines written in Aboriginal languages are sent to readers of those languages for written assessment. A bilingual assessment committee may assess electronic magazines.</p> <p>The peer assessment committee is composed of members of the magazine publishing and arts communities. Committee members are also selected with consideration to fair representation of gender, generations, Canada’s two official languages, Aboriginal peoples, and the cultural and regional diversity of Canada. New peer assessment committees are formed for each competition.</p> <p>The Canada Council can support only a limited number of magazines; not all eligible magazines will be awarded grants under this program. Priority will be given to those magazines that demonstrate excellence in their field and that make a significant contribution to the expression and promotion of the contemporary arts and literature in Canada. The peer assessment committee will also be open to supporting new periodicals to ensure the emergence of new generations in the literary and artistic community.</p> <p>The peer assessment committee is responsible for recommending a final amount for each grant. The committee establishes the recommended amount in a two-step process. The first step is a quantitative assessment based on the magazine’s actual editorial and production costs during the previous fiscal year. The second is a qualitative assessment that takes into account the overall quality of the magazine.</p> <p>For this program, the decisions made by the peer assessment committee are final recommendations.</p> <p>For further information on this subject, please see <i>Peer Assessment: How the Council Makes Its Decisions</i>, posted on the Canada Council’s website.</p> <p>Assessment criteria</p> <p>The peer assessment committee will compare the merit of your proposal with that of all other eligible applications in this national competition and will consider the funds available.</p>

<p>Assessment of Applications (continued)</p>	<p>The committee bases its review of applications on the following weighted criteria:</p> <p><i>Artistic and editorial quality (60 percent)</i></p> <ul style="list-style-type: none"> • Excellence of the content • Achievement of the mandate • Quality of the presentation (design and production). <p><i>Contribution to Canadian contemporary literature and the arts and/or regional contribution (10 percent)</i></p> <p><i>Marketing and professional excellence (30 percent)</i></p> <ul style="list-style-type: none"> • Ability to identify a target audience and reach readers • Marketing and distribution efforts • Quality of the magazine’s administrative and financial management.
<p>Fair Notice to Organizations</p>	<p>The Canada Council is committed to a transparent process whereby performance concerns and substantial funding reductions are conveyed to organizations in a timely manner. The Canada Council recognizes the importance of maintaining organizational stability and is dedicated to providing advance notice of adjustments</p> <p>Any grant reduction of more than 20% requires advance notice as per the Canada Council’s Fair Notice Policy. This policy takes effect when an organization is assessed very poorly against the program objectives and assessment criteria and/or the organization’s activities change and are no longer consistent with the program objectives.</p>
<p>Concerned Status</p>	<p>An organization may be placed on Concerned Status if it is experiencing organizational instability (usually financial or administrative in nature.) This is a tool to monitor organizational health and to stipulate conditions that need to be satisfied in order for an organization to remain competitive in an operating program. A reduction not exceeding 20% to the organization’s grant amount may be made, but it is also possible that the grant amount will remain the same. The organization will be notified in writing explaining why the Concerned Status applies and how the organization will be monitored.</p>

IMPORTANT INFORMATION FOR APPLICANTS

<p>Processing the Application</p>	<p>Acknowledgement of receipt</p> <p>The Canada Council will send you, by mail, a notice acknowledging that your application has been received. This notice will be sent out shortly after your application has arrived. It should be noted that the acknowledgement of receipt indicates that the application has been received; it does not confirm that your application is eligible.</p> <p>Response time</p> <p>You will be informed of the competition results by mail approximately four months after the application deadline for this component. The Canada Council does not release results by telephone or email.</p> <p>Application preparation</p> <ul style="list-style-type: none"> • You are responsible for providing all the information and support material requested. • The Canada Council will make decisions about your eligibility based on the information you provide in your application. • Submit only the material requested. Extra material will not be shown to the peer assessment committee. • Carefully choose the material you submit in support of your application as committee members have limited time in which to study each grant application. • Do not submit originals. The Canada Council is not responsible for the loss or damage of support material submitted. <p>Format and layout</p> <p>Where this applies, all the documents requested and the application form must be submitted:</p> <ul style="list-style-type: none"> • on separate sheets of white paper (letter format, 8½ x 11 inches) • printed on only one side • with a font size of 11 points or larger • with paper clips (documents cannot be bound, placed under plastic or stapled). <p>Keep in mind that a black and white copy of your application will be presented to the peer assessment committee.</p>
<p>Personal Information</p>	<p>The Privacy Act gives individuals the right to access and request correction of personal information about themselves. The Canada Council will protect personal information as required by the Privacy Act. The information will be stored in a series of Canada Council data banks described in <i>Info Source</i>, a government publication that is available on the Internet. All other information may be accessible to others under the Access to Information Act.</p> <p>The Canada Council may share information related to applications and awards with officials in other arts and cultural industry funding agencies, on a confidential basis, to assist with program planning and evaluation.</p>

<p>Grant Terms and Conditions</p>	<p>If your application is successful, the terms and conditions will be outlined in the grant notification letter. These are some of the conditions:</p> <p>Grant payment</p> <p>Grants are usually released in instalments as new issues are published. The Canada Council will send you a first instalment after it has also received your grant acknowledgement form, which will be provided with your grant notification letter.</p> <p>Acceptance of a grant means that the organization promises to adhere to the plan of activities submitted in its application. Organizations that receive a grant must inform the program officer of any change to this plan as well as to their mandate, administrative structure or any other element that might have repercussions on their eligibility to the program. As a result of such changes, the Canada Council for the Arts could decide to revise the amount of the grant, suspend a payment or request the reimbursement of all or part of a grant.</p> <p>Changes to proposed projects or programs of work</p> <p>If you cannot use part or all of the grant during the period stated in your application, for any reason, or if you decide not to carry out your proposed project or program of work, you must notify the Canada Council immediately.</p> <p>Expiry date of the grant</p> <p>The grant funds will be available for your use for three years following the competition deadline date that you apply to. The end of this three-year period is the expiry date of your grant.</p> <p>If you require an extension to the expiry date, please contact the appropriate Canada Council Program Officer, in writing. If you do not request an extension, the Canada Council will cancel the part of your grant that has not been paid to you by the expiry date, or you may be required to return a portion of the grant you have already received.</p> <p>Acknowledgement of Canada Council for the Arts support</p> <p>Successful applicants must acknowledge the financial assistance of the Canada Council for the Arts in all their documentation and in their publications and programs related to the grant.</p> <p>The following acknowledgement must appear on the copyright page of each of the issues for which funding is granted: “We acknowledge the support of the Canada Council for the Arts for our publishing program.”</p> <p>Use of the Canada Council for the Arts logo, which is available from the Canada Council’s website, is optional.</p> <p>Final report</p> <p>Please note that the Canada Council cannot close your organization’s grant file until it has received and approved the issues published with the grant funds.</p>
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Grants to Literary and Art Magazines

- The Canada Council for the Arts requires only one copy of the application form.
- Type or print in black ink to make your submission easier to photocopy.
- Do not bind your completed application form (in other words, do not use spiral binding, mount it in plastic, staple it, and so on).

PART A1 – IDENTIFICATION (Please inform the Canada Council if your address changes.)			
Name of magazine:		ISSN:	
Mailing address:			
Street and suite number			
City		Province or territory	Postal code
Telephone	Fax	Email	Website
Editor		Publisher	
Distributor(s)		Printer	
PART A2 – DECLARATION			
In which language do you prefer to communicate with the Canada Council? <input type="checkbox"/> English <input type="checkbox"/> French			
For your organization to be eligible for consideration, you must sign below to confirm your agreement with all of the following statements:			
As a representative of the applicant organization,			
<ul style="list-style-type: none"> • I have read carefully the eligibility criteria for this program, which are described in the application guidelines, and confirm that the organization I represent meets the eligibility criteria. • I understand that the organization that I represent is not eligible to apply to this program until all of its overdue final reports for Canada Council grants have been submitted and approved. • I accept the conditions of this program and agree to accept the Canada Council’s decision. • I will act as sole representative of the organization, and I will keep the other participants informed of the contents and outcome of this grant application, where applicable. • I am aware that the Canada Council is subject to the <i>Access to Information Act</i> and <i>Privacy Act</i>, as described in the application guidelines. • I certify that the organization has met all its contractual obligations to writers, illustrators and translators. 			
I confirm that the statements in this application are complete and accurate, to the best of my knowledge.			
Name: _____		Signature: _____	
AN ORIGINAL SIGNATURE IS REQUIRED.			
Position: _____		Date: _____	

PART A3 – INFORMATION ON THE MAGAZINE

Annual publishing frequency (as stated in the magazine's masthead): _____

Number of issues related to the application: _____

Issue numbers and dates (double issues are considered as a single issue in calculating grant amounts):

New magazine Print magazine Electronic magazine

Subject category (select one or two only, and please rank):

Literature Visual arts Media arts Dance Music Theatre

Interdisciplinary arts Aboriginal arts Cultural criticism

Other (please specify): _____

PART B – CIRCULATION AND PUBLISHING DATA**Definitions of terms**

Please read the following definitions of terms before completing the next page.

Total advertising pages sold for the year:

space sold to advertisers either for payment or as contra-ads, including space sold on covers.

Number of paid subscribers (per issue at year-end):

includes single-year and multi-year together. Count each subscriber as one.

Controlled circulation:

copies distributed free of charge to consumers, on a regular basis.

Complimentary copies:

those provided free of charge to contributors.

Number of electronic magazine subscribers:

based on the number of e-mail addresses registered to receive the electronic content.

PART B – CIRCULATION AND PUBLISHING DATA (continued)			
(Consult the Definitions of terms on the previous page before completing this section.)	Actual for Previous Fiscal Year	Projected for Current Fiscal Year	Projected for Next Fiscal Year
(Note: The information provided in the first column should correspond to the numbers quoted in the financial statements provided with this application.)	From _____ (month/year) to _____ (month/year)	From _____ (month/year) to _____ (month/year)	From _____ (month/year) to _____ (month/year)
English-language content	%	%	%
French-language content	%	%	%
Other language content (specify)	%	%	%
Canadian authorship	%	%	%
Foreign authorship	%	%	%
FOR PRINT MAGAZINES			
Number of issues published			
Total number of pages published for the year (including covers)			
Total advertising pages sold for the year			
Cover price	\$	\$	\$
Individual subscription price (one year)	\$	\$	\$
Institutional subscription price (one year)	\$	\$	\$
Paid Circulation:			
Number of paid subscribers (per issue at year-end)			
All non-subscription sales (average per issue)			
Total paid circulation (average per issue)			
Digital Circulation (such as Zinio and iTunes):			
Number of digital subscribers (per issue at year-end)			
Total number of digital non-subscription sales (per issue at year-end)			
Total digital circulation (at year end)			
Unpaid Circulation:			
Controlled circulation (average per issue)			
Complimentary copies (average per issue)			
Total unpaid circulation (average per issue)			
Uncirculated Copies:			
Returns (average per issue)			
Damaged copies (average per issue)			
Archival copies (average per issue)			
Total uncirculated copies (average per issue)			
Print run (average per issue)			
FOR ELECTRONIC MAGAZINES			
Number of issues published			
Number of pages (.html, .asp, .pdf or other) for the year			
Individual subscription price (one year)	\$	\$	\$
Institutional subscription price (one year)	\$	\$	\$
Number of paid electronic magazine subscribers (per issue at year-end)			
Number of visits (specify per issue or monthly)			
Number of visits (annual)			
Number of page views (annual)			

PART C1 – FINANCIAL INFORMATION FOR ALL MAGAZINES**Definitions of terms**

Please read these definitions of terms before completing the following financial information pages.

Revenues

Donations and fundraising: any funds raised from non-governmental sources or agencies to support the magazine, that is, fundraising drives other than subscription fees or advertising sales or campaigns. Includes voluntary labour.

Other revenues: any income not otherwise accounted for, including special issues, ancillary products, back issues and reprints, list sales and rentals, and any transfers from other accounts.

Municipal and other publishing grants: from municipalities, casinos, foundations, etc.

Expenses

Editorial salaries and fees: payment for editing, including that part of the editor's salary devoted to preparing content. Include payments to guest editors, copy editors, proofreaders, fact checkers and editorial board members (for editing).

Writers' fees: payment for articles, poems and other written material, including rights, permissions and translations. Do not include staff salaries.

Art and photo fees: payment for images, for example, photography and illustrations. Do not include those used in advertising.

Pre-press: costs of design, layout and proofing, including professional fees. Examples are costs of page or photo preparation (including digital files), proofs, film and plates.

Postage: postage paid for mailing magazines only. Do not include handling or subscription solicitation costs.

Mailing, shipping and handling: costs of sorting, consolidated shipping, mailing list maintenance, mailing preparation or fulfilment.

Marketing, promotion and publicity: costs of campaigns or efforts to expand markets or to sell to lapsed subscribers, including efforts to attract attention to the title and to particular issues.

Staff salaries and contracts: all salaries and freelance contracts paid to those who help publish the magazine, including the publisher and managing editor. Include any salary or contract costs for advertising sales. Also include any consultants that may be hired from time to time to assist with publishing the magazine. Do not include costs associated with editing functions.

Benefits: contributions to workers' compensation, health insurance and so on.

Professional development for personnel: training paid for by the publisher.

Web/e-commerce costs: costs of developing and maintaining a website or managing e-commerce, including costs of an Internet service provider.

Office supplies and small equipment: supplies and equipment costing less than \$200, where the costs are not amortized.

Telecommunications: fax, telephone, courier and administrative postage costs.

Depreciation or major capital purchases: purchase or depreciation costs of large equipment, at 20 percent per year (as claimed on the income statement).

Other overhead costs: any other overhead costs, for example, operation costs not allocated elsewhere, subscriptions to other publications or services necessary to the publication, research and travel for publishing/editing, etc.

PART C1 – FINANCIAL INFORMATION FOR ALL MAGAZINES (continued)			
(Consult the Definitions of terms on the previous page before completing this section.)	Actual for Previous Fiscal Year	Projected for Current Fiscal Year	Projected for Next Fiscal Year
(Note: The information provided in the first column should correspond to the numbers quoted in the financial statements provided with this application.)	From _____ (month/year)	From _____ (month/year)	From _____ (month/year)
	to _____ (month/year)	to _____ (month/year)	to _____ (month/year)
	_____ Issue numbers	_____ Issue numbers	_____ Issue numbers
REVENUES			
Earned/Donated:			
Individual subscription sales	\$	\$	\$
Institutional subscription sales	\$	\$	\$
Single copy and/or newsstand sales	\$	\$	\$
Digital subscription sales (such as Zinio, iTunes)	\$	\$	\$
Single-copy digital sales	\$	\$	\$
Advertising sales	\$	\$	\$
Donations and fundraising	\$	\$	\$
Employment subsidies	\$	\$	\$
Other revenues	\$	\$	\$
Total earned/donated revenues	\$	\$	\$
Grants:			
Canada Council for the Arts	\$	\$	\$
SSHRC Aid to Scholarly Publications	\$	\$	\$
Canada Magazine Fund / SALM (2009 intake)	\$	\$	\$
Canada Periodical Fund (2010 onward)	\$	\$	\$
Provincial	\$	\$	\$
Municipal	\$	\$	\$
Other (Please specify)	\$	\$	\$
Total grants	\$	\$	\$
TOTAL REVENUES	\$	\$	\$

PART C2 – FINANCIAL INFORMATION FOR PRINT MAGAZINES			
(Consult the Definitions of terms on the on page 4 before completing this section.) (Note: The information provided in the first column should correspond to the numbers quoted in the financial statements provided with this application.)	Actual for Previous Fiscal Year	Projected for Current Fiscal Year	Projected for Next Fiscal Year
	From _____ (month/year) to _____ (month/year) _____ Issue numbers	From _____ (month/year) to _____ (month/year) _____ Issue numbers	From _____ (month/year) to _____ (month/year) _____ Issue numbers
EXPENSES			
COST OF SALES			
Editorial:			
Editorial salaries and fees	\$	\$	\$
Writers' fees	\$	\$	\$
Art and photo fees	\$	\$	\$
Total editorial costs	\$	\$	\$
Production:			
Pre-press	\$	\$	\$
Printing and binding	\$	\$	\$
Total production costs	\$	\$	\$
Distribution:			
Postage	\$	\$	\$
Mailing, shipping and handling	\$	\$	\$
Total distribution costs	\$	\$	\$
TOTAL COST OF SALES	\$	\$	\$
MARKETING, PROMOTION AND PUBLICITY	\$	\$	\$
OVERHEAD			
Staff salaries and contracts	\$	\$	\$
Benefits	\$	\$	\$
Professional development for personnel	\$	\$	\$
Web/e-commerce costs	\$	\$	\$
Occupancy (rent, mortgage)	\$	\$	\$
Office supplies and small equipment	\$	\$	\$
Telecommunications	\$	\$	\$
Depreciation or major capital purchases	\$	\$	\$
Other overhead costs	\$	\$	\$
TOTAL OVERHEAD COSTS	\$	\$	\$
TOTAL EXPENSES	\$	\$	\$
SURPLUS (DEFICIT)	\$	\$	\$
PREVIOUS SURPLUS (DEFICIT)	\$	\$	\$
ACCUMULATED SURPLUS (DEFICIT)	\$	\$	\$

PART C3 – FINANCIAL INFORMATION FOR ELECTRONIC MAGAZINES			
(Consult the Definitions of terms on the on page 4 before completing this section.) (Note: The information provided in the first column should correspond to the numbers quoted in the financial statements provided with this application.)	Actual for Previous Fiscal Year	Projected for Current Fiscal Year	Projected for Next Fiscal Year
	From _____ (month/year) to _____ (month/year) _____ Issue numbers	From _____ (month/year) to _____ (month/year) _____ Issue numbers	From _____ (month/year) to _____ (month/year) _____ Issue numbers
EXPENSES			
Editorial:			
Editorial salaries and fees	\$	\$	\$
Writers' fees	\$	\$	\$
Art and photo fees	\$	\$	\$
Total editorial costs	\$	\$	\$
Production:			
Typesetting	\$	\$	\$
Web design, layout and paste-up	\$	\$	\$
Web/e-commerce costs	\$	\$	\$
Programming	\$	\$	\$
Conversion of images and graphics	\$	\$	\$
Multimedia interactive elements	\$	\$	\$
Total production costs	\$	\$	\$
Circulation:			
Domain name registration	\$	\$	\$
Security or certificates for on-line transactions	\$	\$	\$
Server (Internet service provider fees)	\$	\$	\$
Transaction fees	\$	\$	\$
Total circulation costs	\$	\$	\$
MARKETING, PROMOTION AND PUBLICITY	\$	\$	\$
OVERHEAD			
Staff salaries and contracts	\$	\$	\$
Benefits	\$	\$	\$
Professional development for personnel	\$	\$	\$
Occupancy (rent, mortgage)	\$	\$	\$
Office supplies and small equipment	\$	\$	\$
Telecommunications	\$	\$	\$
Depreciation or major capital purchases	\$	\$	\$
Other overhead costs	\$	\$	\$
TOTAL OVERHEAD	\$	\$	\$
TOTAL EXPENSES	\$	\$	\$
SURPLUS (DEFICIT)	\$	\$	\$
PREVIOUS SURPLUS (DEFICIT)	\$	\$	\$
ACCUMULATED SURPLUS (DEFICIT)	\$	\$	\$

PART D – PROFILE OF MAGAZINE

Please submit a profile of the magazine, **no more than one page** in length. Use the headings given below.

- Mandate/objectives
- Geographic location and community served
- Brief history (include date established, milestones and recent principal accomplishments)
- Structure (give type of incorporation, names and titles of key personnel, number of employees, names of members of the board of directors, and relationship to any other organizations with which the magazine has a corporate affiliation).

PART E1 – REPORT ON THE PUBLISHING PROGRAM

Your application will be evaluated according to the criteria listed in the Guidelines. On separate pages, please describe your recent and current activities in terms of these criteria by responding to the points that follow, and introduce each response with the heading provided below.

Your submission **should not exceed three pages**. To facilitate processing, print on one side only of 8½ x 11 inch white paper, leaving adequate margins and using 12 point font.

Assessment criteria***Artistic and editorial quality (60 percent)***

In your submission:

- describe your efforts to maintain or improve the literary quality of the texts or artistic content
- give highlights of your current or forthcoming issues, and describe how they relate to your mandate
- list new developments, new areas of interest and names of new writers or artists included in the magazine
- explain the design concept of the magazine and any recent changes made to it.

Contribution to Canadian contemporary literature and the arts and/or regional contribution (10 percent)

In your submission:

- indicate how the magazine contributes to the literary or artistic life of a specific region and/or a specific discipline.

Marketing and professional excellence (30 percent)

In your submission:

- provide a reader profile and describe special marketing and distribution initiatives
- comment on the magazine's financial situation and indicate any major financial issues.

If the magazine's paid circulation (or number of visits and hits, in the case of an electronic magazine) has declined or grown significantly in the past year — or is projected to decline or grow significantly in the coming year — provide an explanation for such a change.

PART E2 – SUPPORT MATERIAL

You must include with your application:

FOR ALL MAGAZINES

- **Sample contract with contributors**
- **Magazines policy with respect to the use of contributors' writing and intellectual property and fee schedule**
- **Sample promotional material**
- **Financial statements** – The most recent **audited** financial statements, accompanied by a balance sheet and notes to the statements (for magazines awarded \$100,000 or more in 2011), or a copy of the most recent **review engagement** (for magazines awarded between \$50,001 and \$99,999 in 2011), or a copy of the most recent financial statements (for all others).

If your organization is a new applicant to this program, you may submit internally prepared financial documents.

Other audited financial statements must also be submitted for any holding companies, parent companies or foundations with which the organization is associated, and for any subsidiaries, related companies or special trust funds that the organization controls.

FOR PRINT MAGAZINES

- **Statement of sales** – A copy of the most recent remittance report from the distributor
- **Statement of mailing** – A copy of the most recent second-class Publishers' Statement of Mailing, stamped by Canada Post at the time of delivery, if the magazine has a second-class postal permit
- **Eight copies of the three most recent issues**, if the publisher is applying for the first time (applicants who are currently supported by this program must have submitted eight copies of the previous and current years' issues already)
- **Printing bill** – A copy of the most recent printing bill for the magazine
- **List of distributors** – An up-to-date list of the various distributors used for the magazine.

FOR ELECTRONIC MAGAZINES

- **Statement of visits and page views** – An up-to-date list of the visits and page view counts
- **Service provider's bill** – A copy of the most recent Internet service provider's bill for the magazine
- **Website address of the magazine.**

Copies of magazines cannot be returned to applicants because they are sent to peer assessment committee members. Other support material will be kept in the applicant's file.

PART F – CHECKLIST

Use the checklist to confirm that you have completed and submitted all relevant parts of the application form and all required **support material**. Be sure to put your magazine's name on all items.

You must include the following items in the order shown below.

 Part A

- A1. Identification
- A2. Declaration (an original signature required)
- A3. Information on the magazine

 Part B – Circulation and publishing data **Part C**

- C1. Financial Information for all magazines
- C2. Financial information for **print** magazine

or C3. Financial information for **electronic** magazine

 Part D – Profile of magazine (maximum of **one page)** **Part E1 – Report on the publishing program (maximum of **three pages**)**

Part E2 – Support material :

FOR ALL MAGAZINES

- Sample contract with contributors
- Magazines policy with respect to the use of contributors' writing and intellectual property and fee schedule
- Sample promotional material
- Financial statements

FOR PRINT MAGAZINES

- Statement of sales
- Statement of mailing
- Eight copies** of the **three most recent issues**, if the publisher is applying for the first time (applicants who are currently supported by this program must have submitted eight copies of the previous and current years' issues already)
- Printing bill
- List of distributors

FOR ELECTRONIC MAGAZINES

- Statement of visits and page hits
- Service provider's bill
- Website address of the magazine

Send your application to:

Writing and Publishing Section

Canada Council for the Arts
350 Albert Street, P.O. Box 1047
Ottawa (Ontario) K1P 5V8