



Canada Council  
for the Arts

Conseil des Arts  
du Canada

## WRITING AND PUBLISHING SECTION

### Grants to Literary and Art Magazines

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

### 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 date, incomplete applications, or those submitted by fax or email. You will not be contacted if your application is incomplete.**

### Further Information

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WRG15E 1-10

## STEP 1 – PROGRAM GUIDELINES

<p><b>Program Description</b></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><b>Eligibility</b></p>	<p><b>Eligible Publishers</b></p> <p>Publishers of magazines that meet the criteria listed below are eligible to apply. They must:</p> <ul style="list-style-type: none"> <li>• have published at least two issues of the magazine before applying for a grant and be committed to a continuing magazine publishing program</li> <li>• have identified the target audience for the magazine and developed an appropriate distribution method to reach it</li> <li>• 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, and</li> <li>• have and honour a clear policy with respect to the use of contributors' writing and intellectual property.</li> </ul> <p><b>Eligible Magazines</b></p> <p>To be eligible for support, magazines must:</p> <ul style="list-style-type: none"> <li>• be written principally in English, French or one of Canada's Aboriginal languages</li> <li>• the arts or literature in Canada must be an important and regular, not occasional or peripheral, editorial focus of the periodical</li> <li>• be at least 75 percent Canadian-owned</li> <li>• be published at least twice a year</li> <li>• focus mainly on editorial content written or created by Canadians</li> <li>• have a demonstrated editorial capability and financial stability</li> <li>• focus mainly on previously unpublished material, and</li> <li>• have a print run of at least 500 copies per issue, but not exceed 25,000 copies per issue (except for electronic magazines).</li> </ul> <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>This Canada Council for the Arts program is accessible to Aboriginal arts organizations and arts organizations of diverse cultural and regional communities of Canada.</p>

<p><b>Eligibility (continued)</b></p>	<p><b>Ineligible Magazines</b></p> <p>The following categories of magazines are ineligible for support under this program:</p> <ul style="list-style-type: none"> <li>• bulletins, newsletters or house organs that publish material directed primarily to their membership</li> <li>• magazines written by, or run by, students within the context of academic courses or training sessions, and</li> <li>• 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).</li> </ul> <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><b>New Magazines Component</b></p> <p>This program includes a component for support of new magazines devoted to literature and the contemporary arts in Canada. Seed grants of between \$5,000 and \$15,000 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"> <li>• the publisher's paid circulation must be a minimum of 100 copies (except for electronic magazines).</li> </ul> <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. <b>First-time applicants must apply to the New Magazines component regardless of the number of issues they have published previously.</b></p>
<p><b>Grant Amount</b></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 printed in the next fiscal year and will not cover a publisher's accumulated deficit.</p>

<p><b>Assessment of Applications</b></p>	<p><b>Assessment Process</b></p> <p>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 to provide fair representation of Canada’s gender, regional and cultural diversity and of both official languages.</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>Grants are not automatically renewed. Each year, the peer assessment committee makes recommendations based on the priorities established under the program’s mandate.</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>If a magazine receives a weak evaluation, the assessment committee will issue a warning and can recommend a reduction in the grant amount. If the magazine receives a second unsatisfactory evaluation, the peer assessment committee can recommend a further grant reduction or removal from the program.</p> <p><b>Assessment Criteria</b></p> <p>The committee bases its review of applications on the following weighted criteria:</p> <p><b><i>Artistic and Editorial Quality (60 percent)</i></b></p> <ul style="list-style-type: none"> <li>• Excellence of the content</li> <li>• Achievement of the mandate</li> <li>• Quality of the presentation (design and production)</li> </ul> <p><b><i>Contribution to Canadian Contemporary Literature and the Arts and/or Regional Contribution (10 percent)</i></b></p>
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<p><b>Assessment of Applications (continued)</b></p>	<p><b><i>Marketing and Professional Excellence (30 percent)</i></b></p> <ul style="list-style-type: none"> <li>• Ability to identify a target audience and reach readers</li> <li>• Marketing and distribution efforts</li> <li>• Quality of the magazine’s administrative and financial management</li> </ul>
<p><b>Fair Notice to Organizations</b></p>	<p>When the assessment committee of the Canada Council has concerns about the viability of an organization, it may advise the organization that it is on concerned status. This may occur if the organization:</p> <ul style="list-style-type: none"> <li>• has a major deficit (10 percent or more of its annual operating budget), shows evidence of not being financially viable, and/or</li> <li>• has a significantly reduced readership or sales base (if this differs from its own stated intentions), and/or</li> <li>• does not demonstrate the ability to plan into the future, and/or</li> <li>• does not address major artistic concerns such as artistic/editorial direction, declining quality of activity, failure to achieve activity plan, and/or</li> <li>• does not meet contractual obligations or minimum requirements outlined in the guidelines, and/or</li> <li>• demonstrates management practices that do not conform to generally acceptable practices in the discipline.</li> </ul> <p>In such cases, the assessment committee will issue a warning and can recommend a reduction in the grant amount.</p> <p>If for a second year the organization receives an unsatisfactory evaluation, the peer assessment committee can recommend a further grant reduction (generally 10 percent or more).</p> <p>If for a third year the organization receives an unsatisfactory evaluation, removal from the program is possible.</p>

## STEP 2 – IMPORTANT INFORMATION FOR APPLICANTS

### May I submit extra support material?

No. Submit only the material requested in the application form.

### How will I know that my application has been received at the Canada Council for the Arts?

The Canada Council will send you, by mail, a notice acknowledging that your application has been received. This notice will be sent out up to four weeks after your application has been received.

### Is my information protected?

The Privacy Act protects your personal information and provides you with a right to access your information. The Canada Council maintains your personal information in Personal Information Bank CAC PPU 130. All other information may be accessible to others under the Access to Information Act.

The Canada Council for the Arts may share information related to applications and awards on a confidential basis with officials in other arts and cultural industry funding agencies. This helps with program planning and evaluation of applications.

### When and how will I find out the results of my application?

You will receive the results, by letter, approximately **four months** after the Canada Council receives your completed application. Note that, for privacy reasons, the Canada Council does not release results by telephone or email.

### Can I find out who got a grant?

Yes. You can access the Searchable Grants Listing, a database of successful grant applicants, at [www.canadacouncil.ca/grants/recipients](http://www.canadacouncil.ca/grants/recipients).



### Grants to Literary and Art Magazines

Read the attached application guidelines carefully before completing the application form. If you are completing the application on a computer, please use the following format. Type or print in black ink.

WRITING AND PUBLISHING SECTION, CANADA COUNCIL FOR THE ARTS, 350 ALBERT ST., P.O. BOX 1047, OTTAWA ON K1P 5V8

<b>PART A1 – IDENTIFICATION</b>			
<b>Name of magazine:</b>		<b>ISSN:</b>	
<b>Mailing address:</b>			
Street and suite number			
City	Province or territory	Postal code	
( )	( )		
Telephone	Fax	Email	Website
Editor		Publisher	
Distributor(s)		Printer	
<b>PART A2 – INFORMATION ON THE MAGAZINE</b>			
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):			
_____			
_____			
<input type="checkbox"/> New magazine	<input type="checkbox"/> Print magazine	<input type="checkbox"/> Electronic magazine	
Subject category (select one or two only, and please rank):			
<input type="checkbox"/> Literature	<input type="checkbox"/> Visual arts	<input type="checkbox"/> Media arts	<input type="checkbox"/> Dance
<input type="checkbox"/> Interdisciplinary arts	<input type="checkbox"/> Aboriginal arts	<input type="checkbox"/> Cultural issues	<input type="checkbox"/> Music
<input type="checkbox"/> Other (please specify):	_____		

The Canada Council will maintain personal information in Personal Information Bank CAC PPU 130. For details, refer to the question about personal information in Step 2 of the application guidelines.

**PART A3 – DECLARATION****As a representative of an organization,**

I prefer to communicate with the Canada Council in  English  French

- 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 these criteria.
- I accept the conditions of the program as outlined in the application guidelines and agree to abide by the Canada Council for the Arts' decision.
- I have already sent all overdue final reports for previous Canada Council grants. I understand that my organization's application will not be eligible if any of its final reports have not been received and approved.
- I certify that the information contained in this application is accurate and complete, to the best of my knowledge. 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 certify that the organization has met all its contractual obligations to writers, illustrators and translators.
- I am aware that the Canada Council for the Arts is subject to the Access to Information Act and Privacy Act, as described in the application guidelines.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**AN ORIGINAL SIGNATURE IS REQUIRED.**

Position: \_\_\_\_\_ Date: \_\_\_\_\_

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

**Please read the following definitions of terms before completing 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.

<b>PART B – CIRCULATION AND PUBLISHING DATA (continued)</b>			
(Consult the <i>Definitions of Terms</i> on the previous page before completing this section.)	<b>Actual for Previous Fiscal Year</b>	<b>Projected for Current Fiscal Year</b>	<b>Projected for Next Fiscal Year</b>
<i>(Note: The information provided in the first column should correspond to the numbers quoted in the financial statements provided with this application.)</i>	From _____ (month/year)	From _____ (month/year)	From _____ (month/year)
	to _____ (month/year)	to _____ (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)	\$	\$	\$

<b>Paid Circulation:</b>			
Number of paid subscribers (per issue at year-end)			
All non-subscription sales (average per issue)			
<b>Total paid circulation (average per issue)</b>			
<b>Unpaid Circulation:</b>			
Controlled circulation (average per issue)			
Complimentary copies (average per issue)			
<b>Total unpaid circulation (average per issue)</b>			
<b>Uncirculated Copies:</b>			
Returns (average per issue)			
Damaged copies (average per issue)			
Archival copies (average per issue)			
<b>Total uncirculated copies (average per issue)</b>			
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 subscribers (per issue at year-end)			
Number of visits (specify per issue or monthly)			
Number of page hits (specify per issue or monthly)			
Number of visits (annual)			
Number of page hits (annual)			

**PART C – 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**

(Consult the <i>Definitions of Terms</i> on the previous page 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.)	<b>Actual for Previous Fiscal Year</b>	<b>Projected for Current Fiscal Year</b>	<b>Projected for Next Fiscal Year</b>
	From _____ (month/year)  to _____ (month/year)  _____ Issue numbers	From _____ (month/year)  to _____ (month/year)  _____ Issue numbers	From _____ (month/year)  to _____ (month/year)  _____ Issue numbers

**REVENUES**

<b>Earned/Donated:</b>			
Individual subscription sales	\$	\$	\$
Institutional subscription sales	\$	\$	\$
Single copy and/or newsstand sales	\$	\$	\$
Advertising sales	\$	\$	\$
Donations and fundraising	\$	\$	\$
Employment subsidies	\$	\$	\$
Other revenues	\$	\$	\$
<b>Total earned/donated revenues</b>	\$	\$	\$

<b>Grants:</b>			
Canada Council for the Arts	\$	\$	\$
SSHRC Aid to Scholarly Publications	\$	\$	\$
Canada Magazine Fund	\$	\$	\$
Provincial	\$	\$	\$
Municipal and other publishing grants (specify)	\$	\$	\$
<b>Total grants</b>	\$	\$	\$
<b>TOTAL REVENUES</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

<b>PART C2 – FINANCIAL INFORMATION FOR PRINT MAGAZINES</b>			
<i>(Consult the Definitions of Terms on page 4 before completing this section.)</i>	<b>Actual for Previous Fiscal Year</b>	<b>Projected for Current Fiscal Year</b>	<b>Projected for Next Fiscal Year</b>
<i>(Note: The information provided in the first column should correspond to the numbers quoted in the financial statements provided with this application.)</i>	From _____ (month/year)	From _____ (month/year)	From _____ (month/year)
	to _____ (month/year)	to _____ (month/year)	to _____ (month/year)
	_____ Issue numbers	_____ Issue numbers	_____ Issue numbers
<b>EXPENSES</b>			
<b>COST OF SALES</b>			
<b>Editorial:</b>			
Editorial salaries and fees	\$	\$	\$
Writers' fees	\$	\$	\$
Art and photo fees	\$	\$	\$
<b>Total editorial costs</b>	\$	\$	\$
<b>Production:</b>			
Pre-press	\$	\$	\$
Printing and binding	\$	\$	\$
<b>Total production costs</b>	\$	\$	\$
<b>Distribution:</b>			
Postage	\$	\$	\$
Mailing, shipping and handling	\$	\$	\$
<b>Total distribution costs</b>	\$	\$	\$
<b>TOTAL COST OF SALES</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
<b>MARKETING, PROMOTION AND PUBLICITY</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
<b>OVERHEAD</b>			
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	\$	\$	\$
<b>TOTAL OVERHEAD COSTS</b>	\$	\$	\$
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
SURPLUS (DEFICIT)	\$	\$	\$
PREVIOUS SURPLUS (DEFICIT)	\$	\$	\$
ACCUMULATED SURPLUS (DEFICIT)	\$	\$	\$

<b>PART C3 – FINANCIAL INFORMATION FOR ELECTRONIC MAGAZINES</b>			
(Consult the <i>Definitions of Terms</i> 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.)	<b>Actual for Previous Fiscal Year</b>	<b>Projected for Current Fiscal Year</b>	<b>Projected for Next Fiscal Year</b>
	From _____ (month/year)  to _____ (month/year)  _____ Issue numbers	From _____ (month/year)  to _____ (month/year)  _____ Issue numbers	From _____ (month/year)  to _____ (month/year)  _____ Issue numbers
<b>EXPENSES</b>			
<b>Editorial:</b>			
Editorial salaries and fees	\$	\$	\$
Writers' fees	\$	\$	\$
Art and photo fees	\$	\$	\$
<b>Total editorial costs</b>	\$	\$	\$
<b>Production:</b>			
Typesetting	\$	\$	\$
Web design, layout and paste-up	\$	\$	\$
Programming	\$	\$	\$
Conversion of images and graphics	\$	\$	\$
Multimedia interactive elements	\$	\$	\$
<b>Total production costs</b>	\$	\$	\$
<b>Circulation:</b>			
Domain name registration	\$	\$	\$
Security or certificates for on-line transactions	\$	\$	\$
Server (Internet service provider fees)	\$	\$	\$
Transaction fees	\$	\$	\$
<b>Total circulation costs</b>	\$	\$	\$
<b>MARKETING, PROMOTION AND PUBLICITY</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
<b>OVERHEAD</b>			
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	\$	\$	\$
<b>TOTAL OVERHEAD</b>	\$	\$	\$
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
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 E – 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:

- Ø describe your efforts to maintain or improve the literary quality of the texts or artistic content
- Ø give highlights of your current or forthcoming issues, and describe how they relate to your mandate
- Ø list new developments, new areas of interest and names of new writers or artists included in the magazine, and
- Ø 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:

- Ø 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:

- Ø provide a reader profile and describe special marketing and distribution initiatives, and
- Ø 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 F – CHECKLIST**

Please check the appropriate boxes and submit it with the application form and required support material.

**APPLICATION FORM:** You may scan the Canada Council form or re-typeset it, but it must follow the same order

- ☐ **Part A** – Identification, Information on the Magazine, and Declaration. Note that an original signature is required on page 2.
- ☐ **Part B** – Circulation and publishing data
- ☐ **Part C** – Financial Information for all magazines, plus financial information for magazine style that applies (print, electronic)
- ☐ **Part D** – Profile of magazine
- ☐ **Part E** – Report on the publishing program

**EXTRA MATERIAL REQUIRED**

- ☐ **Sample contract with contributors**
- ☐ **Magazines policy with respect to the use of contributors' writing and intellectual property and fee schedule**
- ☐ **Sample promotional material**
- ☐ **Audited financial statements** – The most recent audited financial statements, accompanied by a balance sheet and notes to the statements (for magazines **awarded \$60,000 or more in 2009**), or a copy of the most recent independent review undertaken by a qualified accounting firm (for magazines awarded between \$30,000 and \$60,000 in 2009), or a copy of the most recent financial statement (for all others).

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

The Canada Council for the Arts is not responsible for the loss or damage, however caused, of materials submitted in support of an application. 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. **Incomplete applications, applications postmarked after the deadline, and those sent by fax or email will not be accepted.**