

2004



**MAGGS**  
UNIVERSITY

new! register online at  
[www.MaggsU.com](http://www.MaggsU.com)

location:  
the old mill inn, toronto  
subway access &  
free parking

- canadian magazine week
- > 50th KRW awards: june 7
  - > conference: june 8 - 11
  - > trade show: june 8 - 10
  - > national magazine awards: june 11

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*deadline: may 7*

the  
publishing event  
of the year dozens  
of seminars and workshops  
to help you grow in magazine  
publishing

> great new format for 2004...read inside



# Masthead Trade Show

New hours – now three days  
at Mags U!

Tuesday, June 8, 1:30 – 5:30 p.m.  
Wednesday, June 9, 8:30 a.m. – 5:15 p.m.  
Thursday, June 10, 8:30 a.m. – 2:15 p.m.

## Canadian Newsstand Awards/Grand prix d'excellence en kiosque

Tuesday, June 8, 5 – 5:30 p.m. in the  
Masthead Trade Show

Join your colleagues for a special reception to announce the winners of the third annual Canadian Newsstand Awards/Grand prix d'excellence en kiosque. This popular program celebrates innovation and success on the newsstand, with judging criteria based on both quantitative and qualitative measures, in different circulation categories. In the Masthead Trade Show hall, you'll see an exhibit of the year's best covers — all the nominees for the awards. Then at the reception, we'll announce the winners of this prestigious award in Canadian magazine publishing, and hand out thousands of dollars worth of prizes.

Lead sponsor: The Great Canadian News Co./

Maison de la Presse/HDS Retail

Patron: NCompass, Newsstand

Navigation

Partner: CMC Circulation Management

Association of Canada

Newsstand Marketer of the Year:

Audit Bureau of Circulations  
(ABC)

Small Magazine Category sponsor:

Department of Canadian  
Heritage, Canada Magazine Fund

Produced by: **Masthead**  
The Magazine About Magazines

## Canada's largest exhibition of products and services for magazine publishers

Are you up-to-date with the latest in new publishing technology and services? With the barrage of exciting new offerings from vendors, it's almost a full-time job just to stay current. Fortunately, the Masthead Trade Show puts it all under one roof at Mags U for your convenience.

At the Masthead Trade Show, you'll see what's new in:

- Editorial and advertising workflow software
- Circulation services and technology
- Publication printing technology
- Advertising management software
- Sales promotion and services
- Government support
- Publishing management software
- Magazine distribution
- Creative services and software
- And more...

This year the Masthead Trade Show introduces extended hours over the length of Mags U, so you have more opportunities to see, investigate and shop around for the products and services that will help you thrive in publishing.

All coffee breaks during the Mags U conference take place in the Masthead Trade Show while it's open. Plus, there is free time around each Mags U luncheon, in the mornings and after seminars end to attend the show. The Masthead Trade Show is free if you are attending any seminars or luncheons at Mags U; otherwise entrance is \$10 at the door. Make time for your bottom line — plan to attend!

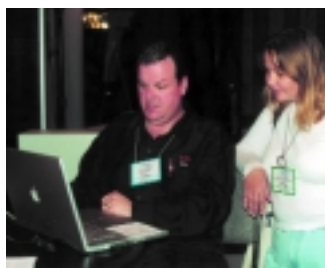
## Canadian Newsstand Awards Exhibit & The Great Wall of Magazines

Come see the best magazine covers of the year — the nominees for the Canadian Newsstand Awards. Nominated covers will be on exhibit in the Masthead Trade Show. And drop by the Masthead Trade Show to see the Great Wall of Magazines, one of the most popular attractions at Mags University and a favourite meeting place. Browse through hundreds of Canadian magazines, and re-rack your own title full-front, eye-level — everybody else does!

For more information on the Masthead Trade Show, visit [www.mastheadonline.com](http://www.mastheadonline.com)

### Masthead

*The Magazine About Magazines*



## Great new format – read on.

Welcome to Magazines University 2004. In the magazine world, prestige and professional development, networking opportunities and nightlife, come together to create the premiere national publishing event, Magazines University.

In 2004, the tradition continues:

- Soak up the knowledge of world-class speakers
- Learn in hands-on how-to sessions
- Tailor an itinerary that suits your interests and needs
- Play at our luncheons, dinners, receptions and parties
- Socialize at our network-enhancing, career-building events
- Visit the Masthead Trade Show to view new technologies, products and services
- Lounge in the old world ambience of The Old Mill Inn & Spa

Attend to learn, to meet with and be recognized by your professional peers, to identify trends, increase your skill set and refine your marketing and editorial strategies. There is always a buzz around Magazines University. Be a part of this prestigious national magazine industry event!

*New! Register Online*

[www.MagsU.com](http://www.MagsU.com)

Events at Magazines University are held at The Old Mill Inn & Spa, located at Old Mill Road and Bloor Street in Toronto. The Old Mill Inn & Spa offers plenty of free parking and is steps from The Old Mill subway stop. To register for these exciting events, visit [www.MagsU.com](http://www.MagsU.com) or turn to the centre of this brochure.

**Accommodations** The historic Toronto landmark, The Old Mill Inn & Spa, home to Magazines University, invites attendees to stay in its elegant new boutique hotel with spa. Enjoy truly luxurious decor complemented by rejuvenating spa treatments, all while nestled in the woods by the Humber River. Tell the reservation attendant that you are with Magazines University when you book a room to receive our discount. Magazines University rate at the five-star Old Mill is \$199.00 (Cdn.)/night. Call for reservations at 416-236-2641 or toll free 1-866-old-mill (653-6455). For other accommodation information visit the websites listed below.

### Travel

Once in Toronto the Toronto Transit Commission (TTC) offers subway, bus and streetcar service. For information call 416-393-INFO. There is a subway stop adjacent to The Old Mill Inn called Old Mill Subway

Station. Follow the footpath to The Old Mill Inn canopy entrance. The Old Mill Inn is located about 20 minutes west of the downtown core by subway or taxi.

### Low Rates and Early-Bird Specials — Extraordinary Value!

Many of the events at Magazines University have special rates for association members — in addition to the discount Early-Bird rates! If you or your magazine belong to any of the associations listed on the registration form, you are entitled to the special association rate for all events, regardless of the sponsoring group. It's extraordinary value — and just one of the many benefits derived from the unique organizational structure of Magazines University, now in its 13th year! Remember: the deadline for Early-Bird registrations is May 7.

### Useful Websites

For general information on Toronto and hotel listings:

[www.toronto.com](http://www.toronto.com)  
[www.torontotourism.com](http://www.torontotourism.com)

For schedules:

Bus/Subway: [www.ttc.ca](http://www.ttc.ca)  
 Air: [www.aircanada.ca](http://www.aircanada.ca)  
[www.canjet.com](http://www.canjet.com)  
[www.jetset.com](http://www.jetset.com)  
[www.westjet.com](http://www.westjet.com)

Rail: [www.viarail.ca](http://www.viarail.ca)

For entertainment and cultural events:  
[www.nowtoronto.com](http://www.nowtoronto.com)  
[www.torontolife.com](http://www.torontolife.com)

50th KRW awards: June 7  
 conference: June 8 – 11  
 trade show: June 8 – 10  
 national magazine awards: June 11



### Association Annual General Meetings

Three associations will hold their annual general meetings at Magazines University this year:

- **Canadian Business Press**  
Balmoral Room  
Monday, June 7,  
4:30 – 5:30 p.m.
- **CMC Circulation Management Association**  
Wednesday, June 9,  
1:30 p.m.
- **Canadian Magazine Publishers Association**  
Thursday, June 10,  
11:30 a.m. – 12:15 p.m.



# Program at a Glance

New trade show days and hours:

Tuesday, June 8,  
1:30 – 5:30 p.m.

Wednesday, June 9,  
8:30 a.m. – 5:15 p.m.

Thursday, June 10,  
8:30 a.m. – 2:15 p.m.

## MONDAY, June 7

4:30 – 5:30 p.m.

CBP Annual General Meeting –  
Balmoral Room

6 p.m.

50th KRW Awards Gala  
Cocktails 6 p.m., Dinner 7 p.m.  
in the Brulé Room



Attendees view display of finalists in KRW  
Award categories

## TUESDAY, June 8

9 – 11:45 a.m.

- T1 Renewing Your Magazine CBP  
E D
- T2 The Challenge: Being A 'Perfect'  
Sales Manager CBP  
M A
- T3 Best Practices In Production Workflow CBP  
D P
- T4 Careers in Publishing CBP  
D
- T5 Copywriting for Magazine Marketers CMC  
E C M
- T6 Request Circulation – Understand the  
Changes to the Publications Assistance  
Program and Ensure Your Circulation  
Qualifies CCAB/CBP  
C M

12 – 1:45 p.m.

CBP/CCAB Reception & Luncheon

1:30 – 5:30 p.m.

Trade Show open

2:15 – 5 p.m.

- T7 Researching the Story: A Reporter's Inside  
View CBP/CSME  
E
- T8 Overcoming 'Objections' that are 'Real',  
'Difficult', Frustrating & Sometimes Very  
Costly! CBP  
M A
- T9 Colour Management on a Budget CBP  
D P
- T10 New Media Challenges CBP  
M N E
- T11 Newsstand & Distribution: A Success Story  
– Done Like It Has Never Been Done CCAB

5 p.m.

Canadian Newsstand Awards/Grand prix  
d'excellence en kiosque in the Trade Show

6:30 p.m.

CSME Banquet & Awards,  
Cocktails 6:30 p.m., Dinner 7 p.m.  
in the Balmoral Room  
Editors' Choice & President's  
Choice Awards follow dinner

## WEDNESDAY, June 9

7:45 – 8:45 a.m.

Funders Breakfast

8:30 a.m. – 5:15 p.m.

Trade Show open

9 – 11:45 a.m.

- W1 Cashing In: Guerrilla Money-Making Tactics  
for Small Magazines CMPA  
S
- W2 Advantage: A Strategic Look at What Works  
in Advertising (Part 1) CMPA  
M A *fasttrack*
- W3 Cover to Cover: The Complete Guide to  
Effective Redesign (Part 1) CMPA  
D M *fasttrack*
- W4 We Stand on Guard For Thee? The Future  
of Canadian Cultural Policy CMPA  
E M A
- W5 Present Like a Professional: Take the Fear  
and Guesswork Out of Giving Presentations  
CCAB  
C M A
- W6 Keith Clinkscales: They call it the Magazine  
BUSINESS after all... CMC

12 p.m.

CMC Excellence Awards Luncheon

CMPA Small Magazine Lunch

1:30 p.m.

CMC Annual General Meeting

2 p.m.

CMPA Small Magazine Workshop

2:15 – 5 p.m.

- W7 Advantage: A Strategic Look at What Works  
in Advertising (Part 2) CMPA  
M A *fasttrack*
- W8 Cover to Cover: The Complete Guide to  
Effective Redesign (Part 2) CMPA  
E D P *fasttrack*
- W9 Direct Mail: Making it Work – The Answers  
You Need CCAB  
C A
- W10 Networking: It Can Make or Break You - Learn  
How to Sow and Grow Your Network CCAB  
C M A
- W11 The Future of the Newsstand Family CMC  
C M S

4:45 p.m.

CMC 9th Annual Connoisseurs Club, Guildhall  
Terrace. Treat your tastebuds, enjoy some special  
beverage sampling and smoking of exquisite cigars

### What's Your Colour?

- M Management
- C Circulation
- A Advertising & Sales
- N New Media
- E Editorial
- P Production
- D Design
- S Small Magazines

*fasttrack* Fast Track

Student

Everyone

Visit [www.MagsU.com](http://www.MagsU.com) to read  
seminars organized by category.



## THURSDAY, June 10

## FRIDAY, June 11

8:30 a.m. – 2:15 p.m.  
Trade Show open

9 – 11:15 a.m.

TH1 International Speaker: Martha Nelson, Managing Editor, *People* CMPA



TH2 Hook, Line and Sinker: Everything You Need to Know About Circulation (Part 1) CMPA



TH3 (Just) On-time Performance: Why Do We Always Scramble at the Last Minute? CMPA



TH4 In Living Colour: Understanding Colour for Magazines CMPA



TH5 It's in the Mail: Clearing Up Postal Issues for Small Magazines CMPA



9 – 11:45 a.m.

TH6 Am I a Magazine? Changing Definitions and the Future CMC



11:30 a.m. – 12:15 p.m.  
CMPA Annual General Meeting

12:15 p.m.  
CMPA Annual Luncheon

2:15 – 5 p.m.

TH7 Building Reader Connection: The Secrets of Stellar Editors CMPA



TH8 Hook, Line and Sinker: Everything You Need to Know About Circulation (Part 2) CMPA



TH9 The Intimate Act of Display: 10 Ways to Give Good Hed (and Dek) CMPA



TH10 Mission Possible: Advertising Sales for Small Magazines CMPA



TH11 Cheaper, Faster, Easier: The Evolution of Online Realities CMPA



TH12 Canadian Heritage Presents... Michael Adams on Magazines CMPA



5 p.m.  
CMPA Wine & Cheese Reception

9 a.m. – 12:30 p.m.  
F1 OMDC Presents... Getting on the Radar: Meet the Media Buyers and Planners CMPA

9 – 10:15 a.m.

SM1 Outstanding in a Field: How to Develop Leadership Skills Alone CMPA



SM2 Planning for Success: Time Management for Small Magazines CMPA



SM3 Editorial Best Practices for Literary Magazines CMPA



10:30 – 11:45 a.m.

SM4 Volunteer Management: Finding and Keeping the Right Volunteers CMPA



SM5 Cost-Saving Tips CMPA



SM6 Management Best Practices for Literary Magazines CMPA



12 p.m.  
CMPA Small Magazine Lunch (session/lunch package)



5 p.m.  
27th Annual National Magazine Awards

### Early-Bird Deadline:

May 7!

Save more than 20% off the regular rates!

## Please Read These Important Instructions

[New! Register Online](#)

[www.MagsU.com](http://www.MagsU.com)

- If you have registration questions, call inter-REG at 1-888-335-5734, or fax them at 1-888-335-0889. "inter-REG" will appear on credit card statements for all credit card orders. Use a separate registration form for each person who will be attending Magazines University. Photocopy the form to make more copies.
- If you or your company is a member of any of the partner associations listed on the registration form or if you are an exhibitor at the trade show, you are entitled to the member rate for any of the seminars or luncheons.
- Please ensure you have not registered for concurrent events.
- Payment for all events must be included with your registration. The deadline for Early-Bird rates is May 7. All events and sessions are sold on a first-come, first-served basis — remember, sessions sell out.
- Faxed registrations must include Visa, MasterCard or Amex information. Mailed registrations must include either cheque or credit card information. Please make your cheques payable to Magazines University. Register early to avoid disappointment.
- Full refunds will be granted for any cancellations before May 14. After that, you can transfer your registration to someone else. All cancellations and transfers must be in writing.
- You will receive a confirmation of your registration before the start of Magazines University. Your participant badge and tickets will be waiting for you at the registration desk at The Old Mill Inn when you arrive for Magazines University. Please arrive at least 30 minutes before the start of your first event. You must have your badge and tickets to gain entrance to events.
- Visit [www.MagsU.com](http://www.MagsU.com) to register, to view this brochure, to print off additional registration forms and for exciting updates.

- Seminar
- Special Event
- Awards Dinner

# Special Events & Awards

## CBP Golf Tournament

Thursday, June 3, 12:30 p.m. shotgun start

The picturesque Richmond Hill Golf Club will again play host to this year's annual publishing industry golf tournament. Located off Bathurst Street just north of the 407, the event includes buffet lunch, green fees, power cart, fabulous dinner and a free bucket of balls at the driving range. Sign up a few foursomes to impress your clients, connect with peers and support Canadian literacy (proceeds from the raffle go to the ABC Literacy Foundation) and win great prizes. Registration fees are \$150 for CBP members (\$165 for non-members). Call CBP to register 416-239-1022.

## CBP Kenneth R. Wilson Gala Awards Evening

Monday, June 7, 6 p.m. Cocktails on Garden Patio, 7 p.m. Dinner and Awards Presentation, Brulé Rooms

The 50th Annual KRW Gala Awards evening presented by the Canadian Business Press will be the kick-off event at this year's Magazines University. Join your colleagues and friends at this spectacular celebration of excellence in business journalism and graphic design. \$30,000 in cash awards will be presented in 20 writing and visual categories. The Harvey S. Southam Editorial Career Award will also be presented. Hosted by highly-regarded TV personality **Peter Kent**, this year's special anniversary event will be an evening to remember.



Bernadette Gillen, Art Director, CA magazine accepts her Kenneth R. Wilson award from CBP Chair Sue Fredericks



Russell Perkins

## CBP/CCAB Reception & Luncheon

Tuesday, June 8, 12 – 1:45 p.m. Terrace and Guildhall

Join us for this year's keynote presentation at the joint CBP/CCAB luncheon at Magazines University. Universally recognized expert **Russell Perkins**, founder and President of Infocommerce Group Inc., a Philadelphia-based publisher will provide insight into "What Readers and Advertisers Really Want?" The Internet has profoundly altered how information is perceived, valued and used and impacts on every aspect of publishing. Your success in the future depends on understanding why and how things are changing, and how you need to prepare. Register for this luncheon on the back page.

## Canadian Newsstand Awards Reception

Tuesday, June 8, 5 p.m. Masthead Trade Show

Join colleagues for a special reception to announce the winners of the third annual Canadian Newsstand Awards/Grand prix d'excellence en kiosque. This program celebrates innovation and success by Canadian magazines on the nation's newsstands, with judging criteria based on both quantitative and qualitative measures, in different circulation categories. At the reception, we'll announce winners and distribute the prizes: \$15,000 worth of promotional credits at Great Canadian News and other HDS Retail-owned outlets. Produced by Masthead, the awards are made possible by Great Canadian News, NCompass, the CMC Circulation Management Association, Audit Bureau of Circulations and Department of Canadian Heritage.

## Canadian Society of Magazine Editors Dinner & Awards

Tuesday, June 8, 6:30 p.m. Balmoral Room

It's the must-attend Mags U event for magazine editors. Catch up on industry gossip while enjoying a sumptuous dinner and the annual CSME Editors' Choice Awards program where the best in Canadian magazines get their due. As well, the always-surprising President's Choice Awards make another entertaining appearance. Guest speaker TBA – but trust us they're always great! Pre-registration only by using registration form at the centre of this brochure. For more information, contact Paula at csme.admin@sympatico.ca or call 416-532-0388.

## Funders Breakfast: Presented by Canadian Heritage

Wednesday, June 9, 7:45 a.m.

Canada's cultural landscape is changing and government programs are changing with it. Join this dynamic breakfast discussion and benefit from the opportunity to learn about broad new directions in cultural policy and funding. Senior administrators from Canadian Heritage's Canada Magazine Fund, Canada Post's Postal Assistance Program, Canada Council for the Arts and Ontario Media Development Corporation will all be on hand to discuss the big picture of government-sponsored magazine funding. Breakfast is complimentary – please register early to avoid disappointment.

## CMC Excellence Awards Luncheon

Wednesday, June 9, 12 p.m. The Guildhall

It's time for circulators to shine! All publishing professionals, suppliers and friends are invited to join the CMC as we enjoy lunch and celebrate excellence in our industry. The program will include the Awards for Circulation Excellence (ACE), which honour outstanding achievement in consumer & trade circulation marketing. Also awarded will be the Magazine Marketer of the Year and the CMC Scholarship, a \$3,000 award for career development. Don't miss the chance to meet old friends and new at the CMC luncheon and celebrate outstanding achievement in Canadian circulation.

## CMPA Small Magazine Lunch

Speak to the Source: The Dish on Government Funding

Wednesday, June 9, 12 p.m.

The lunch is a great CMPA tradition aimed at helping small magazines achieve success. This year, representatives from Canada Magazine Fund (Canadian Heritage), Publications Assistance Program, Ontario Media Development Corporation, Canada Council and Ontario Arts Council demystify programs and shed light on implementation. During the lunch, you'll gain direct access to people who hold the answers – and benefit from the opportunity to share concerns, questions and experiences among your peers.

## CMPA Small Magazine Workshop

Past Go: On Track Thinking for Established Small Magazines

Wednesday, June 9, 2 p.m.

This workshop is a popular networking and brainstorming session for small magazines. Targeted at established consumer magazines with circulation under 10,000/copy or other magazines that function under a small model, the tradition has grown into a fabulous forum to exchange ideas and information. Give and gain tips through personal anecdotes and get sound advice from others in the field. After all, reinventing the wheel is such a waste of time and money.



CMC Connoisseurs Club  
Wednesday, June 9, 4:45 p.m. The Guildhall Terrace

End your busy day up on the terrace with a pint of premium ale or lager in one hand and a fine cigar in the other. Yes, the CMC and Indas Limited once again present the CMC Connoisseur's Club and YOU'RE invited. THE party of Mags U is back with a twist. Our feature drink this year will be a selection of premium beers. We'll provide the patio, food, beverages and stogies. You provide the laughter, gossip and memories. Don't miss the publishing party of the year!

CMPA Annual Luncheon: Inside the Industry  
Thursday, June 10, 12:15 p.m. The Guildhall

Everyone is invited to the CMPA annual luncheon, featuring a dynamic speaker. Hosted in the elegant Guildhall, it's the perfect setting to catch up, stay connected and feel inspired. After you've satisfied your palate, the featured speaker will satisfy your mind with a topical presentation you don't want to miss. Geared to attract a broad cross-section of interests, the speaker shares his/her view on issues affecting the industry. Visit [www.MagsU.com](http://www.MagsU.com) for speaker info.

CMPA Wine & Cheese Reception  
Thursday, June 10, 5 p.m. The Guildhall

Mix and mingle among friends and colleagues at the CMPA wine & cheese reception. Engage the industry's key players and decision makers in stimulating conversation, share thought-provoking opinions or just have fun – it's up to you. The casual environment leaves the playing field open for fresh faces and seasoned veterans to interact in perfect harmony. Enjoy Ontario's world-renowned wines and sumptuous hors d'oeuvres. It's the perfect cap to a full week – and your time to toast colleagues or trade secrets.

National Magazine Awards  
Celebrating Excellence in Canadian Magazines

Friday, June 11, 5 p.m. Carlu  
Don't miss the 27th Annual National Magazine Awards on June 11, 2004. Join fellow writers, editors, publishers, photographers, art directors, and many others to honour the best in Canadian magazines. Hosted at the newly renovated Carlu, you'll enjoy a cocktail reception, a theatre-style awards presentation, and an after-party featuring the cuisine of the city's top caterers. For more information, please call 416-422-1358 or visit [www.magazine-awards.com](http://www.magazine-awards.com).

*Mark your calendars. Tickets on sale May 1, 2004.*

## Magazines University Partners

### Canadian Business Press

CBP represents the interests of business, professional and farm magazines and provides advocacy, professional development services, networking, sales tools, research and promotional activities. It also presents the annual Kenneth R. Wilson Awards.  
Contact: Karen Dalton, Communications Manager, Phone: 416-239-1022; Fax: 416-239-1076; email: [admin@cbp.ca](mailto:admin@cbp.ca); website: [www.cbp.ca](http://www.cbp.ca)

### CMC Circulation Management Association of Canada

CMC is a volunteer organization that offers professional development seminars, scholarships and a newsletter for circulation professionals. It also presents the ACE Awards. Memberships are offered to individuals rather than magazines.  
Contact: Colleen Burton, Phone: 905-946-0353; Fax: 905-946-9529; website: [www.circ.org](http://www.circ.org)

### Canadian Magazine Publishers Association

CMPA is Canada's leading industry association, representing the country's most popular consumer titles. The member-driven organization serves all Canadian magazines through ongoing advocacy. It also offers distribution services, professional development, and marketing and promotions. Magazines Canada joined CMPA to provide a one-stop hub for research, analysis and support.  
Contact: Edra Sefton, Phone: 416-504-0274; Fax: 416-504-0437; email: [cmpamtng@cmpa.ca](mailto:cmpamtng@cmpa.ca); websites: [www.cmpa.ca](http://www.cmpa.ca) and [www.genuinecanadianmagazines.ca](http://www.genuinecanadianmagazines.ca)

### CCAB Division of BPA International

The Canadian Circulations Audit Board (CCAB) is a not-for-profit circulation auditing organization with over 500 Canadian consumer magazines, business publications and newspaper members. Internationally, BPA has the largest membership of any media auditing organization in the world with a count of 5300 media properties and media buyers in over 20 countries. CCAB is the only Canadian provider of circulation auditing with two full-service Canadian offices staffed by Canadians to serve our membership.  
Contact: Andrea Flint, Phone: 416-487-2418; Fax: 416-487-6405; email: [aflint@bpai.com](mailto:aflint@bpai.com); website: [www.bpai.com](http://www.bpai.com)

### Masthead Magazine and MastheadOnline.com

Masthead is the trade journal of the Canadian magazine industry providing the "big picture" every month with news, features and opinion. MastheadOnline.com offers news, a popular job board and industry links. Masthead also sponsors the Masthead Trade Show at Magazines University.  
Contact: Masthead, Phone: 905-625-7070; Fax: 905-625-4856; email: [wshields@masthead.com](mailto:wshields@masthead.com); website: [mastheadonline.com](http://mastheadonline.com)

## Participating Association

### Canadian Society of Magazine Editors

CSME provides the editors of Canada's leading consumer and trade magazines a forum for the discussion of issues of mutual interest, encourages excellence and innovation in the creation of magazine content, fosters professional integrity in its craft, and assists in its members' professional development.  
Contact: Paula Grove, Executive Administrator; Phone: 416-532-0388; email: [csme.admin@sympatico.ca](mailto:csme.admin@sympatico.ca)

*New! Register Online*

[www.MagsU.com](http://www.MagsU.com)

# Seminars



## Tuesday, June 8 – Morning

T1 CBP 9 – 11:45 a.m.  
Renewing Your Magazine



Learn from an expert in this informative session, which will reveal the thinking that went into the major redesign of some of the



Roger Black

largest and most familiar US-based publications in the industry. **Roger Black's** design studios have rebuilt some of the most prestigious magazines and newspapers in the world including *Esquire*, *Reader's Digest*, *Foreign Affairs*, *Premiere*, *Men's Fitness* and *Natural Health*, among others. He was responsible for the design of the new *Budget Living* magazine, called the launch of the year by *Adweek* magazine, and right now is working on *Popular Mechanics*. Topics will include:

- How to know when you need a new logo
- Picking a set of typefaces
- Sharpening a photo style
- Deciding if your magazine should be trendy or timeless
- When to accept the demands of the ad department – and when to do an end run
- Enticing readers to read more

This practical session will provide you with techniques and strategies for evaluating your own magazine's editorial content and design elements.

**Speaker: Roger Black**, Chairman, Danilo Black, Inc. Prior to starting his own company he was chief art director of *Newsweek*, *The New York Times*, *New York* and *Rolling Stone*.

T2 CBP 9 – 11:45 a.m.  
The Challenge: Being A 'Perfect' Sales Manager



This interactive session is designed to assist publishers and sales managers and those aspiring to these positions accomplish their goals and objectives related to sales management responsibilities. These include:

- Ensuring all account executives meet or exceed their targets
- Techniques to ensure NEW accounts are opened consistently
- How and when to maximize 'joint' sales calls

- Greatly improving account executive's sales skills willingly
- Reducing and preventing costly turnover
- Training techniques that produce short and long-term results
- Learn the three most critical sales management activities that produce consistently successful results

Remember, managers are judged by the performance of their team!

**Speaker: Michael Dryall**, President of Michael Dryall Seminars has spent the past 37 years actively involved in training sales professionals. Michael, an energetic, stimulating presenter and back by popular demand has been personally involved with 1000's of companies training hundreds of thousands of sales professionals internationally.

T3 CBP 9:45 – 11:45 a.m.  
Best Practices In Production Workflow



A barrage of new production technologies leaves production managers and publishers with the question: What's the best way to get my magazine out? What works, what's cost-efficient, and what will serve us for years to come? Using case studies from small and large publishers, this session will introduce you to today's best practices in: editorial workflow, advertising workflow, issue pagination, preflighting, proofing, cross-platform repurposing, PDF workflow. In the second part of this session, we'll also pick our panelists' brains for their thoughts on where production technology is headed.

**Speakers: Robert A. Holmes**, R.G.D. Graphics Manager, *Canadian Family Physician*, **Ashok Saini**, Manager of Operations, Prepress and New Technologies, Transcontinental Media; **Michael Hewis**, Art Director, *Masthead*

T4 CBP 9 – 11:45 a.m.  
Careers in Publishing



This session is specifically dedicated to graduating students. Want a career in magazine publishing? Don't know what employers are looking for? This session is for you. Recently graduated and now fully employed representatives from each of the four areas of publishing – editorial, sales, production and circulation - will discuss their role in producing a successful magazine, offer advice on making the transition from student to employee and offer guidance on career opportunities. There will be time to answer your questions about working in the Canadian magazine publishing industry.

**Speakers: Representatives from editorial, sales, production and circulation from major publishing companies in Canada.**

T5 CMC 9 – 11:45 AM  
Copywriting for Magazine Marketers  
SAVE OVER 70% TODAY ON YOUR LAST FREE BEST DEAL OFFER!



We all have to deal with copy. Insert cards. Coverlines. Direct Mail. House ads. Renewals. Email. Press releases. Promo pieces. You might find yourself commissioning it, editing it, proofing it, or even writing that copy from scratch. Take a crash course in dealing with the language we use to market our magazines. Learn the fundamental dos and don'ts of marketing copy. Learn to recognize good copy when you see it. When using outside help, learn keys to commissioning so that the copy delivers results. **Ian Fisher** from Sheridan College teaches advertising copywriting. He'll take you through a crash course in copywriting filled with examples, pointers and things to remember.

**Speaker: Ian Fisher** (B.A., C.A.A.P.) is a Professor of Advertising at Sheridan College. In addition to 15 years teaching, he has worked in advertising account management and he is the immediate past-president of Advertising Educator's Association of Canada.

T6 CCAB/CBP 9 – 11:45 AM  
Request Circulation – Understand the Changes to the Publications Assistance Program and Ensure Your Circulation Qualifies



Request circulation now qualifies to receive a postal subsidy. Learn what constitutes request circulation and how to build and maintain a request circulation file that will comply with the program and industry standards. Get the answers to the questions, which have been on your mind since the funding changes were implemented by the Department of Heritage Canada to the Publications Assistance Program. Sit down with a panel of experts who can answer your questions. Whether you are building a distribution model for the first time or are making changes to current circulation strategies, join us to learn what qualifies for the subsidy, what doesn't, and how do you build it.

**Speakers: Maria Tiley**, Manager of the Publication Assistance Program, Department of Heritage Canada; **Dale Bembem**, Product Manager Publications Mail, Canada Post; and **Rich Murphy**, SVP Auditing, Canadian Circulations Audit Board, a division of BPA International. **Phil Boyd**, President of the Canadian Business Press and long time advocate for change to the Publications Assistance Program will moderate the discussions.



## Tuesday, June 8 – Afternoon

T7 CBP/CSME 2:15 – 5 p.m. E

In this workshop session, investigative reporter **Stevie Cameron** will divulge the secrets to great reporting including intelligent insights and unique perspectives on stories she has covered. Stevie will share her techniques for getting at the real story without getting into court. You'll learn who to call, what to ask, where to look for clues, how to develop a chronology and best of all how to create a compelling story. Investigative journalism isn't rocket science. All it takes is curiosity, organization and persistence. Curiosity is a gift and no one can teach it. But organization is a skill and persistence is a habit. Both are simple to learn and they beat fancy writing any day. Once these basic issues are clear, the workshop will explain how to organize the research and



Stevie Cameron

interviews to produce a clear, effective story. **Speaker: Stevie Cameron** is a veteran, award-winning investigative journalist and founding editor and editor-in-Chief of *Elm Street* magazine and contributing editor for *Maclean's* for seven years. Her articles frequently appear in numerous Canadian newspapers and magazines. She is also a best selling author of several investigative books.

T8 CBP 2:15 – 5 p.m. M A

Objections, (sometimes called obstacles, resistance or opportunities) are frequent and challenging. If they are not dealt with favourably in the majority of situations, hundreds of thousands of advertising dollars will be lost monthly. Do these sound familiar?

- "Your competition is giving a 30% discount, why won't you?"
- "We've tried advertising in magazines like yours and it definitely did not work....we're not going to waste more money."

- "We're really satisfied with what we're doing and we don't plan to change."
- "We have no budget. Check back in 6 months."
- "Business is pretty slow and we have had a lot of cutbacks advertising is one of them."
- "Advertising doesn't work!"

If you have well-prepared and frequently successful answers to ALL the above, you are creating millions of dollars yearly in extra sales that might have gone to your competition. **Speaker: Michael Dryall**, President of Michael Dryall Seminars has spent the past 37 years actively involved in training sales professionals. Michael, an energetic, stimulating presenter and back by popular demand has been personally involved with 1000's of companies training hundreds of thousands sales professionals internationally.

T9 CBP 2:15 – 5 p.m. D P

One of the hottest issues in magazine production today is colour management. The theory is simple enough: by building accurate colour profiles for your digital cameras, monitors, scanners, printers, proofers, and presses, you can match colours accurately throughout the magazine production chain, thereby saving time and reducing costs. In this session, international colour expert **Michael Kieran** shows you how you to build a basic design-oriented colour management system for a few hundred dollars, including a hardware monitor calibrator. You will learn:

- how ICC (International Color Consortium) colour profiles work;
- how to calibrate and profile a monitor;
- why your RGB working space is so important;
- how to integrate your magazine's colour workflow with suppliers.

**Speaker: Michael Kieran**, President of RoboCatalogue Inc, is the author of four books and more than 150 magazine articles on digital colour, including his most recent book, *Photoshop Colour Correction*. He has provided colour consulting to leading companies including Adobe Systems, Apple Computer, Canon, Eastman Kodak, CBC, Microsoft, the National Geographic Society, Pantone, and Xerox.

T10 CBP 2:15 – 5 p.m. E M N

Join leading editors and publishers in the exploration of new media strategies for traditional print magazines. The panelists will describe their business ventures into new media and share some do's and don'ts of online publishing. Topics will include extending your brand through web sites, e-zines, newsletters, customized email communication, etc. The session will provide valuable information on subscription and paid online content models and will explore the editorial and publishing challenges and opportunities presented in the evolving Internet media environment. **Speakers: Dalbir Bains**, VP Interactive, CanWest; **Richard Elliott**, Executive Publisher, *Marketing Magazine*; **Roger Black**, Chairman, Danilo Black, Inc.; **Margaret Craig-Bourdin**, Editor, *CA Magazine.com*; **Filomena Tamburri**, Editor, *PrintCan.com* and *Graphic Monthly*.

T11 CCAB 2:15 – 5 p.m. M A

Hear all about it! Discover how he built a distribution model all his own that circumvents all existing industry models. **Grant Young**, Publisher of the *Downhomer*, a 15-year-old publication has never before shared the secrets of his newsstand and distribution success. Come and learn how he has overcome the newsstand battles by establishing his own network. The single copy sales figures tell a truly unique story; one never heard before. There is a lot to learn from this publishing visionary who has built and maintained a prospering magazine with not a single idea that wasn't 'outside the box'. The *Downhomer* has thrived despite 4 re-designs and one major re-location and Grant is going to share all of the juicy details this year at MAGS University in the session which will proceed the infamous Canadian Newsstand Awards. Join us! Everyone at MAGS U can learn a trick or two from this session. **Speaker: Grant Young**, Publisher of *Downhomer Magazine*

# Seminars



Wednesday, June 9 – Morning

## New this year! *fasttrack*

*“You know how to do your job. Now learn to do it better.”*

Each Fast Track is a full-day crash course that goes beyond the basics to deliver essential, need-to-know material. The industry's top performers have specially crafted each comprehensive, day-long session to take you to a higher level of learning from morning to afternoon. It's no 101. You will gain valuable insight directly from the experts and leave the day with sharper skills, greater knowledge and solid strategies for success. Attend the full Fast Track for one low price or choose sessions à la carte. See registration form for details and prices.

W1 CMPA 9 – 11:45 a.m. S  
Cashing In: Guerrilla Money-Making Tactics for Small Magazines

If you're a small magazine with more dash than cash, you've got to be creative when it comes to making money for your magazine. From fundraising, donor campaigns and contests to list rentals, merchandising and trade shows, there are lots of potential revenue generators out there, but some things work better than others (and provide better return on investment). In this panel, you'll learn from a savvy group of guerrilla-style moneymakers what works and what doesn't. Get some great new ideas, and learn how to execute them without your magazine incurring major expenses. If you're looking for alternative revenue sources that will benefit your magazine's bottom line this panel of professional wheelers and dealers will provide you with all the information you need. **Speakers:** Joyce Byrne, Publisher, *THIS Magazine*; Alicia Pace, Publisher, *Ascent Magazine*; Melony Ward, Publisher, *Canadian Art*

New! Register Online

www.MagsU.com

W2 CMPA 9 – 11:45 a.m. *fasttrack* M A  
Advantage: A Strategic Look at What Works in Advertising  
Presented by: The Second City  
(Part One-see Part Two W7)

Nine times in 10, it takes more than clever tools to close a deal. Top sales people have mastered the drama of performance, of being in the moment, thinking fast on one's feet and accepting offers with a positive response. In other words, improvisation techniques taught by **The Second City**. CMPA is pleased to have secured **The Second City** team for part one of the Advertising Fast Track. Over two hundred Fortune 500 companies have benefited from **The Second City** sales training. Now it's your turn. In this high-energy session, you'll learn to get in the moment with improvisational-based selling and negotiation skills and have loads of fun uncovering off-the-wall techniques that really work. **The Second City** is recognized as an international leader in the instruction and development of improvisational skills. They have taken this module and created exercises to heighten one's awareness of the elements involved in creative and effective selling. You'll walk away armed and ready to create, collaborate and flourish with new ideas as well as gain insight to becoming a more confident and proficient presenter with the ability to serve clients with improved listening skills.

**Session Leader:** Shelagh Tarleton, Publisher, *FQ*; **Speakers:** **The Second City**

W3 CMPA 9 – 11:45 a.m. *fasttrack* D M  
Cover to Cover: The Complete Guide to Effective Redesign (Part One-see Part Two W8)

The decision to undergo a redesign is a hard one for magazines. How do you know when the time is right? Simply look to the numbers. Are you experiencing lagging ad sales? Stalled circulation? Poor newsstand performance? These factors all point toward the need to redesign. For those who are still unsure, this intensive session begins with a redesign quiz, which will help you understand what motivates the desire to redesign. These are questions editors and art directors should ask before undertaking a redesign to understand what desired outcomes should be. Part panel discussion, part case study, this session is essential for anyone envisioning a redesign in the future. It will also help you understand the limits of a redesign, know exactly what to change and how far to go.

**Session Leader:** Carol Moskot, Art Director, Consultant. Carol Moskot is an award-winning designer with over 14 years experience.

Her credits include *Toronto Life* and *Fashion* as well as custom publications for Eaton's and President's Choice. Moskot also consulted on redesign for *Maclean's* and *Canadian Gardening*, and teaches at the Ontario College of Art and Design.

**Speakers:** **Marcello Biagioni**, Art Director, *Report on Business Magazine*; **Eng Lau**, Art Director, *Elm Street The Look*

Visit [www.MagsU.com](http://www.MagsU.com) for more exciting speaker announcements!

W4 CMPA 9 – 11:45 a.m. M A E  
We Stand on Guard For Thee?  
The Future of Canadian Cultural Policy

Canada's cultural industries and the Canadian market are regularly seen as ripe for the picking by foreign competitors. Maintaining the health of our nation's cultural industries is a constant uphill battle. This is particularly true when it comes to magazines – our newsstands are littered with international titles that often don't leave much room for homegrown products. In the last 10 years, Canada's cultural policy has taken many forms: protect, shore up, invest. With a new federal government, the cultural agenda has changed once again. Join the expert panel to hear their perceptions of the direction that policy is taking and its likely effect on Canadian magazines. Panelists will also share their ideas on the ideal cultural policy for Canada. It's your chance to get a view from the top of the industry and see what our leaders plan to do to support the magazine industry in the years to come – both nationally and internationally.

**Speakers:** **Anthony Wilson-Smith**, Editor, *Maclean's*; **Peter Grant**, Senior Partner, McCarthy Tétrault and author of *Blockbusters and Trade Wars: Popular Culture in a Globalized World*; **Steve Osborne**, Editor, *Geist*



Take Note: Participants jot down valuable info during the CMPA Small Magazine Workshop



W5 CCAB 9 – 11:45 a.m. C A M  
 Present Like a Professional: Take the Fear and  
 Guesswork Out of Giving Presentations  
 (Part One-see Part Two W10)

It's virtually impossible to succeed in business today without the ability to present confidently, clearly, and preferably with a bit of style. Whether it's a sales conversation, a presentation to Management or one-on-one, a great deal rests on your skills as a presenter. According to **Helen Wilkie**, if you present well, people think you do everything well! Helen wants you to see a presentation not as something to fear, but as an opportunity to shine. In this lively session, she will first take you through "Helen's 9 Rules for Pithy Presentations". Then on to a foolproof method for speaking well even when you haven't had a chance to prepare, and finally you'll learn to elicit information through the art of the question. This session will be upbeat, practical — and fun!

**Speaker: Helen Wilkie**, partner in MHW Communications and an active member of the Canadian Association of Professional Speakers has the fine art of presenting perfected. She will share all of her trade secrets with you in this not-to-be-missed session.

W6 CMC 9 – 11:45 a.m. M  
 Keith Clinkscales: They call it the Magazine  
 BUSINESS after all...

**Keith Clinkscales** gets it: The power of magazines, and that a successful magazine is also a successful business. Keith's experience includes a shoestring launch; leading VIBE's success at Time, Inc.; and building a media company targeting the urban marketplace (Vanguard Media) that filed for bankruptcy in late 2003, having met the same fate many other publications did during the recent advertising slump. He's worked at bringing agencies and investors on-board and knows the challenge when it still isn't enough. As one of the industry's brightest minds, he'll deliver food for thought and the ingredients for success:

- How's your Business Plan & strategy? Is your "elevator pitch" ready?
- Is there a business in your magazine idea?
- The Brand: Can you be just in the magazine business?
- When survival's at stake, what's important? Where is your magazine's "scream point"?
- Where is this business headed?

CMC brought THE speaker to Mags 2003 from Australia. This session builds on our promise to deliver the brightest and best in magazine publishing.

**Speaker:** Chairman & CEO of New York-based Vanguard Media, Inc., **Keith Clinkscales** has a Harvard MBA and is Academic Director for the Stanford Professional Publishing Course.

## Wednesday, June 9 – Afternoon

W7 CMPA 2:15 – 5 p.m. fasttrack A M  
 Advantage: A Strategic Look at What Works  
 in Advertising  
 (Part Two-see Part One W2)

Ask any sales guru what's brought them success and they won't talk about maximizing sales, increasing yield or boosting market share. Instead, they'll talk about creating strong relationships with clients and knowing the fine art of negotiation. In this session, you'll learn the negotiating skills you need to shift your career into high gear and drive sales for your publication. The carefully selected group of seasoned experts plans to unload lots of useful advice, anecdotes and strategies. On top of explaining exactly what clients and agencies expect, the session will explore common problems sales people encounter on a daily basis and provide helpful suggestions. If you haven't fully realized your potential, attend this panel to uncover the missing link and overcome what's holding you back from your personal best. It's key to achieving peak performance and results. Plus these experts will help you gain the right combination of confidence, balls and determination to make it happen.

**Session Leader: Shelagh Tarleton**, Publisher, *FQ*; **Visit [www.MagsU.com](http://www.MagsU.com) for exciting speaker announcements!**

W8 CMPA 2:15 – 5 p.m. fasttrack E D P  
 Cover to Cover: The Complete Guide to Effective  
 Redesign (Part Two-see Part One W3)

You know you need to redesign. You know your desired outcome. Great. Now the real challenge begins. How do you make it happen without disrupting workflow and alienating readers? Join the select group of design wizards as they explain how to turn redesign dreams into hardcore reality. Should you do the redesign in-house or use an outside consultant – and what should you expect from each scenario? If you plan to go outside, what should you look for in a consultant, and how do you manage that with your internal art department? What about cost? This session hones in on the practical side of redesign to explore how the process impacts staff, circulation, profits and the established reader relationship. You will also learn how to balance redesign elements with what already works to form a cohesive whole.

**Speakers:** See W3

W9 CCAB 2:15 – 5 p.m. C A  
 Direct Mail: Making it Work – The Answers You  
 Need

The two hats required by circulation managers most often do not get equal 'wear time'. You know you are supposed to build the ultimate database of subscribers, and do it all with a creative flair, but that can often be difficult to muster from within your tiny cubicle. It is the hat of the creative mastermind that usually gets buried in the bottom of the closet. We all get stuck in a rut with our direct mail offers at times and are in need of a refresher course to bring us up to speed on what is working and what we can expect from our efforts. This session WILL answer your questions and deal with issues of interest to you. A short questionnaire will be administered weeks prior to the session in order to ensure our speaker meets your needs. Join us at Mags University to give a boost to your direct marketing efforts and learn how to better woo those subscribers.

**Speaker: Marilyn Stewart**, owner of the Stewart Consulting Group is one of Canada's leading customer relationship marketers. An in-demand speaker, Marilyn has taught direct marketing at the University of Toronto, and Humber College as well as designing and conducting training programs for private clients. You don't want to miss this opportunity to learn from this direct mail superstar.

W10 CCAB 2:15 – 5 p.m. C A M  
 Networking: It Can Make or Break You – Learn  
 How to Sow and Grow Your Network  
 (Part Two-see Part One W5)

Networking: the 'N' word! We all know it's important and that we need to do it. We sign up for conferences, association luncheons and other events, but when we get there we are so uptight about meeting people that we don't enjoy ourselves — and we don't network very effectively either. Learn how to get into and out of conversations and ensure you are speaking with everyone you need to be connecting with. Helen will give tips and techniques on how to network at conferences and other industry events while still having a good time. The other aspect of the process, the one too often neglected, is nurturing your network. Helen will tell you how to keep it warm, alive and working for you for as long as you want it — even all your life.

**Speaker: Helen Wilkie.** See W5

W11 CMC 2:15 – 5 p.m. M C S  
 The Future of the Newsstand Family

Publishers, distributors, wholesalers and retailers are like a big family around the holiday dinner table. Loud, sometimes dysfunctional, but stuck with each other. This session brings the Canadian newsstand family together and looks to the future.

The moderator will lead an industry panel and attendees through a discussion of issues facing the industry. This constructive discussion (no finger pointing!) will help the partners face issues including:

- Revenue and Unit Sales Decline: Falling numbers hurt everyone.
- Data & Information Flow: Are we all getting what we need?
- Margins and Discounts: Is everyone getting a fair deal?
- Supply channel: Everyone's needs being met?

Exercises will include examining scenarios, including some role-reversal:

- Mr. Wholesaler, you're now a small publisher. What's your approach for newsstand success?
- Ms. Publisher, you now run a newsstand with limited shelf space. Which titles can you afford to carry?


The objective is to have a positive, goal-oriented discussion that will offer some perspective, lead to better understanding and perhaps some good ideas for the future that will benefit everyone. You don't want to miss this family gathering!

**Speakers: Visit [www.MagsU.com](http://www.MagsU.com) for exciting speaker announcements!**

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## Thursday, June 10 – Morning

TH1 CMPA 9 – 11:15 a.m.   
 International Speaker:  
 Martha Nelson, Managing Editor, *People*  
 Sponsored by: INDAS

Every year CMPA invites a major player in magazine publishing to present their unique perspective, share their vision and offer insight. This year, we are pleased to present **Martha Nelson**, current managing editor of *People* and founding editor of *In Style*. Martha is an award-winning editorial visionary whose steadfast leadership has garnered



Martha Nelson

*People* worldwide acclaim and attention. Under her tenure, *People* has experienced some of its greatest all-time achievements – it was voted hottest magazine for 2003 by *Advertising Age* and best performer in circulation. The weekly also received the 2003 Luce Award for Magazine of the Year and has enjoyed several of its highest-selling issues since 1990. Martha will speak on how *People* maintains its leadership position despite fierce competition and how her contributions at *In Style* and *People* have been instrumental in both magazines successes. This must-attend event gives you the opportunity to listen and learn from one of the industry's brightest minds. The international speaker is always a sell-out. Reserve your spot early to avoid disappointment.

TH2 CMPA 9 – 11:15 a.m. **fasttrack** M C  
 Hook, Line and Sink: Everything You Need to Know About Circulation  
 (Part One-see Part Two TH8)

Enticing new subscribers is just as much an art as it is a business. In this comprehensive session, you'll learn about key changes, trends and developments that are affecting circulation. From sources and reporting to analyzing and managing, the panel will load your plate with need-to-know information about ways to add zest to your subscription efforts and explain what garners the greatest payoff. Learn the tools to successfully boost

subscribers and get answers to important questions like: Is direct mail even useful in the electronic age? What else is being tested? And, why bother with insert cards when response rate is so low? What about the Internet? Where does it fit in? The panel will delve into their secrets for success, among other delicious tips. Everyone knows circulation has changed drastically in a very short time. This session equips you for the future.

**Session Leader: Zoila Johnson**, Director, Consumer Marketing, St. Joseph Media  
**Speakers: Tracey McKinley**, VP, Consumer Marketing, Rogers Publishing; **Darlene Storey**, Group Circulation Director, Women Services, Transcontinental Media; **Maureen Ogilvie**, Director, Membership, Merchandise and New Media, Canadian Geographic Enterprises

TH3 CMPA 9 – 11:15 a.m. D P  
 (Just) On-Time Performance: Why Do We Always Scramble at the Last Minute?

When thinking about the production process, most people focus on the last stage, which involves preparing the final Quark file and sending it off for printing. Very rarely do we think of the process as a whole, starting with the first editorial meeting and story assignment. Not enforcing these early deadlines may lead to bottlenecks at later stages. Proper planning and meeting deadlines are two of the hardest aspects of magazine publishing. Everything is so critical that when one thing falls off the map, everything else follows. Ad reps want to squeeze a day out of editorial deadlines, while editors reserve the right to make copy changes right up until the last minute. All of this leads to production staff cranking out pages at three in the morning. In this session, the panel will explore what's wrong with this picture and how to devise better planning practices to accommodate other department's needs and improve the magazine assembly line.

**Speakers: Niel Hiscox**, Publisher, *World of Wheels*; **Donna Braggins**, Art Director, *Maclean's*; **Charlotte Empey**, Editor-in-Chief, *Canadian Living*; **Michael Erb**, Art Director, *Canadian Living*; **Maria Mendes**, Print Production Manager, Transcontinental Media; **Lawrence Yap**, Contributing Editor & Art Director, *World of Wheels*



TH4 CMPA 9 – 11:15 a.m. D P  
 In Living Colour:  
 Understanding Colour for Magazines

Understanding, choosing and using colour is an undervalued talent in the magazine world. Like any other art form, there's a special skill to it along with trends, styles and unique theories. Join this panel of leading industry experts as they delve into the process of choosing and evaluating originals, communicating needs to your pre-press house, evaluating proofs and doing colour press checks with printers. Ideal for anyone who feels technically savvy, but shy when confronted with making decisions about colour choices, this seminar addresses everything you need to get a handle on colour. The panel also touches on printing basics and digital production, outsourcing production versus working in-house, and how to handle last-minute emergencies. If you're in production and want to make the leap to art, or an assistant who wants to advance your career, this session is for you.

**Speaker: Greg Antonacci**, Production Manager, Family Communications  
**Visit [www.MagsU.com](http://www.MagsU.com) for more exciting speaker announcements!**

TH5 CMPA 9 – 11:15 a.m. S  
 It's in the Mail: Clearing Up Postal Issues for Small Magazines

Go postal with this panel of experts covering everything you need to know about postal issues and your magazine. If you're a small magazine wanting to learn the nuts and bolts of mailing your magazine from start to finish, this seminar is for you. If you've ever wondered just what PAP stands for and how it works or if you're a current PAP registrant looking for help understanding program changes then you won't want to miss this seminar. Learn how to use Publications Mail effectively or get up to speed on Publications Mail changes and the easiest and cheapest way to comply, and what happens when you don't. This is an invaluable seminar for anyone working at a small magazine today.

**Speakers: Michael J. Fox**, Senior VP, Rogers Publishing; **Jon Spencer**, President, Abacus Circulation; Canada Post Guest TBA

TH6 CMC 9 – 11:45 a.m. M C  
 Am I a Magazine?  
 Changing Definitions and the Future

The landscape is changing. Magazines arrive not just on the newsstand or in mailboxes, but inside newspapers, or free in stores. "Controlled", "custom", "magalogue", and "sponsored" describe how we sell, distribute & finance our magazines. Many consumer magazines have some 'creative' circulation in their audit statements. New Canadian magazines all seem to launch with controlled circulation. 8 of the top 10 circulation magazines in Britain are 'retailer' magazines. Should you embrace these changes or rage against them?

An industry panel will address the following issues:

- What are we teaching consumers about the value of magazines?
- Is the credibility of a magazine defined by how well it sells, whether it's read or how it's circulated?
- Do advertisers differentiate between paid and controlled magazines?
- Are traditional launches like the *Walrus* now the exception?
- Are industry organizations and audit bureaus adapting? Should they?
- Are "traditional" subscription and newsstand models becoming an endangered species?

Perhaps it's time to redefine magazines. Be part of this big picture discussion on the future of Canadian magazines.

**Speakers: Visit [www.MagsU.com](http://www.MagsU.com) for exciting speaker announcement!**

## Thursday, June 10 – Afternoon

TH7 CMPA 2:15 – 5 p.m. E  
 Building Reader Connection:  
 The Secrets of Stellar Editors

Admit it. You think about them all the time. You talk about them. You may even dream about them. But how well do you really know your readers? Magazines strive to create strong connections with readers, but not all achieve that goal. The most successful magazines do – and they sustain a loyal readership despite staff changes, redesigns and new formats. What's their secret? In this session, elite editors from across the country explore what it takes to make a magazine relevant for its readers. How useful is incoming mail? Are newsstand sales the most impor-

tant measure of editorial success? Or are renewals the key to detecting shifts in loyalty? Is monitoring unsolicited feedback sufficient? Can reader surveys be trusted? Are focus groups useful or too contrived? How important is it to monitor the competition? What relationship does a magazine editor wish to develop with readers anyway? You have the questions, the panel has answers.  
**Speakers: Rick Boychuk**, Editor, *Canadian Geographic*; **Penny Caldwell**, Editor, *Cottage Life*; **Jim Gourlay**, Editor, *Saltscapes*; **Jim Sutherland**, Editor, *Western Living*; **Laas Turnbull**, Editor, *Report on Business Magazine*

TH8 CMPA 2:15 – 5 p.m. fasttrack M C  
 Hook, Line and Sinker: Everything You Need to Know About Circulation  
 (Part Two-see Part One TH2)

Perhaps the only thing harder than getting new subscribers is keeping them. People are lazy. They don't like to send in cards. They forget. They misplace the offer. Nobody needs to remind you, renewals are hard. Like any lasting relationship, keeping readers takes dedication, trust and loyalty. In fact, the ability to develop lasting relationships with readers is the often-overlooked benchmark of a magazine's true long-term success. So how do you make sure the relationship doesn't falter? After all, a breakup is a breakup and you want to stay together. Learn from these industry experts what works and what doesn't. From gift subscriptions, the email and the web, there're lots of new tricks – attend this session to find out what they are.

**Speakers: Ellen L'Ecuyer**, Director, Subscription Operations and Consumer Marketing Director- *Flare, Glow, Eclat*, Rogers Publishing; **Darlene Storey**, Group Circulation Director, Women Services, Transcontinental; **Eithne McCredie**, Vice President, ABACUS Circulation



Speaker Engagement: Panel guests show off their stuff

# Seminars

- M Management
- E Editorial
- C Circulation
- P Production
- fasttrack Fast Track
- Everyone
- A Advertising & Sales
- D Design
- N New Media
- S Small Magazines
- Student

TH9 CMPA 2:15 – 5 p.m. E  
 The Intimate Act of Display: 10 Ways to Give Good Hed (and Dek)

When it comes to writing display, who doesn't get performance anxiety? Help is here: *Chatelaine's* assistant managing editor **Trish Snyder** and senior editor **Beth Hitchcock** head up the magazine's display team. In this juicy session, they share their Top 10 Performance Enhancers (Psst! It's better in the morning). Plus, they'll give you a list of tricks (Do it with a partner) and tools you'll want to add to your repertoire. Find out how mind-blowing display can deepen your relationship with readers and leave them begging for more! The panel will cover everything from the theoretical to the practical. They have both taken various display seminars in the past, from which they plan to shamelessly steal for this session. Join the display hotshots as they share their tricks.  
**Speakers:** **Trish Snyder**, Assistant Managing Editor; *Chatelaine*; **Beth Hitchcock**, Senior Editor; *Chatelaine*



Harmony Rice (left) of Spirit chats with participant

**New! Register Online**

[www.MagsU.com](http://www.MagsU.com)

TH10 CMPA 2:15 – 5 p.m. S  
 Mission Possible: Advertising Sales for Small Magazines

You may think it's hard to compete against the big guys, but don't let yourself get caught in the old cliché of judging a book by its cover. As consumer marketing becomes more segmented and driven by special interests, small magazines have an unprecedented opportunity to capitalize on their niche markets. In this session, find out how to position your magazine to get noticed and succeed in the high stakes world of ad sales – even when faced with the limitations of a tight budget. You'll acquire the keys to success from accomplished industry expert **Gwen Dunant**, and learn how to apply her recommendations to unlock your magazine's sales potential. Discover how to use sales tools – like media kits, readership surveys and value-added packages – to enhance the pitch. Once you've got the meeting, learn how to present your magazine, follow up and close the deal. **Gwen Dunant** is an advertising sales guru with over 20 years of industry experience.  
**Speaker:** **Gwen Dunant**, Advertising Sales Consultant, Dunant Consulting

TH11 CMPA 2:15 – 5 p.m. N  
 Cheaper, Faster, Easier:  
 The Evolution of Online Realities

In its 10-year history as a widespread commercial medium, the web has experienced many ups and downs. From its humble beginnings to its glorified rise and subsequent fall – the medium perseveres as a worthwhile communications tool that's here to stay. However, since the dot-com crash there have been many changes in how organizations effectively use the Internet to complement their core business. Join the distinguished panel of representatives who will share their experiences at successful online properties – [www.eharlequin.com](http://www.eharlequin.com), [www.canadiangardening.com](http://www.canadiangardening.com) and [www.chapters.ca](http://www.chapters.ca) – as they discuss the most current online innovations and share how they're using the Internet to save money, resources and time. From technology to design capabilities, every aspect of the web is different than it was. Each guest will cover the benefits and the challenges of working with the web as well as new tricks and short cuts – bring yourself up to speed by attending this session.  
**Speakers:** **Dmitry Beniaminov**, Website Coordinator, Avid Media; **Carrie Hunter**, Director of Content, Chapters; **Jayne Hoogenberk**, Community Manager, Harlequin

TH12 CMPA 2:15 – 5 p.m.   
 Canadian Heritage Presents...  
 Michael Adams on Magazines

Canada has emerged as a world model for its capacity to cultivate a thriving culture characterized by diversity, inclusiveness and engaged citizenry. Canadian Heritage is proud to invite leading market researcher, social trends expert, and celebrated author **Michael Adams** to share with you his research on Canada's evolving social values, how they are diverging from our American neighbours, as well as how Canadian magazine publishers can benefit in speaking to their readers. Since co-founding Environics in 1970, Adams has created one of Canada's largest and most sophisticated research houses, with offices and affiliates in Canada, the United States and Europe. Environics monitors and interprets social, political and consumer trends on behalf of public, private and not-for-profit sectors. He is the author of: *Sex in the Snow: Canadian Social Values at the End of the Millennium*, *Better Happy Than Rich? Canadians, Money and the Meaning of Life*, and *Fire and Ice: The United States, Canada and the Myth of Converging Values*.



Michael Adams



University Campus: The Old Mill Inn



## Friday, June 11 – Small Magazine Spotlight

### New this year!

In response to popular demand, CMPA is pleased to introduce the Small Magazine Spotlight at Magazines University. Small magazines deal with unique challenges and hold a special place in the industry. Therefore, we've crafted an equally unique series of micro-sessions that focus on the main issues facing you. This day is designed to serve established, small, consumer magazines that are editorially driven with a circulation of 10,000 copies per issue or less. The needs of not-for-profit, and arts and literary magazines receive a special focus at these sessions. Catch-up with other small magazines and enjoy our luncheon keynote speaker, addressing issues of importance to the small magazine community. Choose two sessions and join us for lunch (12 – 1:30 p.m.) all for one low price. See registration form.

F1 CMPA 9 a.m. – 12:30 p.m. A M  
Ontario Media Development Corporation  
Presents Getting on the Radar: Meet the Media  
Buyers and Planners

Canada's magazine industry is full of great publications looking to break into larger advertising markets. But how do you get on the media plan? CMPA has invited the country's leading advertising decision makers to a magazine meet and greet aimed at creating face-to-face encounters with the people who have the power to get new publications on clients' radar. Here's how it works. First, the elite panel will present strategic requirements of national advertisers and give tips on how to make a good first impression. Then, participants break away into smaller groups, where they have the expert's undivided attention to gain valuable feedback and constructive criticism on how their magazine measures up – as well as learn what they need to do to achieve greater success. We facilitate the meeting. What happens after that is up to you.

Please note: All participants must submit their media kits for review in advance. We will contact participants with instructions.

SM1 CMPA 9 – 10:15 a.m. S  
Outstanding in a Field: How to Develop  
Leadership Skills Alone

Demonstrating leadership can be tricky business when you've only got yourself to worry about, a limited budget and very little time on your hands. Outstanding in a Field covers management issues for small magazines. Discover how to lead a small staff, explore the challenges of a flat hierarchy, and gain insight on other common concerns like techniques for team building, and how to work with and get the most from your board of directors.

Visit [www.MagsU.com](http://www.MagsU.com) for exciting speaker announcements!

SM2 CMPA 9 – 10:15 a.m. S  
Planning for Success:  
Time Management for Small Magazines

Time management for small magazines is crucial to staying on course and moving your magazine toward success. And we're not talking about personal time management here. If you haven't figured out the basics, you're on your own. Instead, we're talking about creating realistic business schedules and proper planning. In essence, time management for your magazine. In this session, you'll learn how to organize your business so it runs smoothly for years to come.

Speaker: **Linda Gourlay**, VP & General Manager, *Saltscapes*

SM3 CMPA 9 – 10:15 a.m. S  
Editorial Best Practices for Literary Magazines

Canada's literary magazines are incubators for the country's internationally successful writers. Big names like Margaret Atwood, Jane Urquhart and George Elliott Clarke all credit their careers to humble beginnings at a literary. How have these fine magazines become so great with so few resources? Join some of Canada's literary leaders to hear about recruiting and attracting writers, creating themed issues, developing an editorial voice, managing literary contests, nurturing young talent and hanging on to the top guns.

Speaker: **Stephen Osborne**, Editor, *Geist*  
Visit [www.MagsU.com](http://www.MagsU.com) for more exciting speaker announcements!

SM4 CMPA 10:30 – 11:45 a.m. S  
Volunteer Management:  
Finding and Keeping the Right Volunteers

If you're operating on a shoestring budget, finding volunteers is a natural choice to alleviate workload without incurring cost. But, how to do it successfully? Toronto International Film Festival Group has the best volunteer recruitment, retention and rewards program in Canada. What's their secret? Join this lively workshop and find out. The session explores all areas of volunteer management. It's essential for small magazines that want to attract and keep volunteers.

Speakers: **Bob McCarthy**, Manager of Volunteers and Interns, Toronto International Film Festival Group; **Heidy Morales**, Volunteer, Toronto International Film Festival Group

SM5 CMPA 10:30 – 11:45 a.m. S  
Cost-Saving Tips

There's always somebody who can do it cheaper, faster and better. CMPA has polled small magazine members to hand over their best money-saving tips. Think where to get the good stuff cheap, but with ideas on low-cost printing, design, staffing, production and office supplies. It's all covered and today we present the results. Come prepared for a lively, interactive session with lots of real-life examples. Plus, everyone gets a summary report of the research.

Speaker: **Chris Garbutt**, Founder and Former Publisher, *Write*

SM6 CMPA 10:30 – 11:45 a.m. S  
Management Best Practices for Literary  
Magazines

Year after year, literary magazines manage to thrive and survive on extremely limited budgets. In this session, you'll hear the visionaries behind their success discuss the unpredictable nature of government grants, working with an editorial or governance board, dealing with university culture, managing fundraising and executing effective direct marketing campaigns. They do it all – come hear about their systems and strategies for achieving success against the odds.

Visit [www.MagsU.com](http://www.MagsU.com) for exciting speaker announcements!

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