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**Upcoming CMC Day – Oct 9th, 2008 – 2 pm  
Newsstand Seminar followed by Fall Social**

**The State of Newsstand Sales – “What, Us Worry?”**

As far back as many of us can remember, there have always been newsstand issues. But in the past year, there seems to be a greater urgency on this front than at any time in recent memory.

Declining copies sold, the disappearing front end, rising delivery costs, scanned based trading, pass through RDA, the list seems to expand daily.

All people working in the magazine industry have their own particular stake in how many copies get sold at the newsstand. You could be a publisher, a distributor, a wholesaler, or you might even work for one of the many retailers who sell magazines as part of their overall product mix. But no matter where your interest lies, all of us have one thing in common – which is to ensure that the newsstand industry remains vibrant and healthy, not only today but long into the future!

But here’s the question: Given the newsstand reality of today, is this possible?

In order to address these issues, the CMC is holding a special moderated “open panel discussion” that we guarantee will be tough hitting, will ask the hard questions and maybe even offer a glimpse or two at possible solutions. Though we can’t guarantee answers, past experience has taught us that issues addressed collectively can often produce rewarding though sometimes surprising results. At the very least, everyone in attendance will have a better sense of the direction newsstand will need to go.

**Location** – Holiday Inn on King  
370 King St. West  
Toronto, Ontario M5V 1J9  
Phone: 416-599-4000  
Directions: <http://www.hiok.com/location.htm>

**When** – Oct 9th – 2 pm

**Who should attend?** Anyone who cares about the future of single copy sales. The CMC’s take on this? Almost all current newsstand issues are universal. Therefore, circulation managers from any size magazine are encouraged to register. As well, anyone working in the supply channel for the newsstand industry should definitely make a point of attending.

**Moderator - Scott Bullock**, Vice President, Sales and Marketing, CDS Global.

**Panel – Kevin Brannigan** - Vice President Circulation Canada – The News Group  
**Mike Marcos** - Retail Operations and Distribution Manager – Rogers  
Publishing Limited  
**Martin McEwen** - Director of Sales and Marketing - LMPI  
**Arlene Shepard** - Vice President Press Management – Gateway Newstands  
**Pat Strangis** - Director, Newsstand Sales – Transcontinental Media Inc

**Price**

CMC members - \$59

Non CMC member price - \$89

To confirm attendance and request an invoice, click: [Sign me up!](#)

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**Followed by the CMC Annual Fall Social  
Oct 9th – 5 pm**

**Where** – Spice Route (an Asian-Bistro+Bar)  
499 King W, Toronto  
Phone: 416-849-1808  
[www.spiceroute.ca](http://www.spiceroute.ca)

**Price..** including the first drink...

CMC members - FREE!

Non CMC members - \$10

As usual, the CMC likes to shake things up on the party front. And this year will be no exception. We've found the perfect "hot spot" and it's The Spice Route, just steps away from where our newsstand seminar will be held. So yes, the venue is secure, and two additional items we most certainly can guarantee:

A) it's going to be a great party!

B) it will provide a solid opportunity to mingle with co-workers and to exchange a story or two with fellow industry associates over a cocktail of your choice.

Lots of door prizes, special guests and as always a few short speeches (hey, it's the CMC).

And even if you don't attend the newsstand seminar, we'd love to see you out for the social. All are welcome!

Please RSVP today!

To Brian Gillett

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Coast to Coast Newsstand Services Partnership

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