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## Did We Say Change?

CMC President - Tuppy Blair



*"In a New York minute, everything can change  
In a New York minute, things can get pretty strange  
In a New York minute, everything can change  
In a New York minute"*

*By Don Henley from a "New York minute"*

Don Henley must have been employed in the publishing world in a previous life. If he wasn't, then he has psychic powers that I would like to tap into. When I started writing this President's message awhile back, it was all about the \$.07 per copy surcharge that Anderson and The Source would be charging for all single copies distributed by their companies. Now, a short time later, Anderson is out of the newsstand business and The Source has backtracked. All of which took place in an incredibly short period of time. Is this the end of it? I guess we'll just have to wait and see.

Speaking of change, Dimitry Epelbaum of B.I.G. and the CMC Website Administrator has applied to Canadian Heritage for a grant to redo and update our website – in dire need of a makeover! Hopefully, we'll get some positive news on this front, with details to follow sometime very soon.

The CMC board made a commitment to all of you that we would upgrade our activities and seminars this coming year. As we are all aware, one of the CMC mandates is to educate our members. So to that end we scheduled and have just completed one of our most successful sessions ever, a B2B seminar held on Monday, March 3 at The Academy of Spherical Arts. I am pleased to report that the turn-out was excellent with all speakers giving timely, up to the moment information on the state of digital publishing. This was followed by our annual Pool party, again generously sponsored by HDS Retail. Which was also very well attended. My thanks to everyone who came out.

Congratulations to Denise Gauvin of Transcontinental who won a \$100 gift card at Hudson's Bay for renewing their CMC membership early. If you have not had a chance to renew – there's still time! Just go to our web-site ([www.circ.org](http://www.circ.org)) for complete details or [click here](#).

Magnet and the first week of June may seem far away as we watch the snow fall outside our windows, but I can tell you that everyone at Magazines Canada and its partners have been extremely busy putting together a line-up of dynamic speakers you will not want to miss. Reserve the dates - June 2nd to June 5th. The environment is always close to my heart and there will be some exciting announcements taking place at Magnet so please stay tuned. On February 3, Markets Initiative released their trend report and highlights include: Six in ten people said they felt that the well being of the environment and the economy were interconnected, and should be dealt with simultaneously. The same number of people said that stabilizing the economy should not

come at the cost of the environment. (\*Pollara, November 2008)

We estimating that to supply the companies that we work with - mostly major Canadian magazine, book and newspaper publishers - with the recycled and agricultural residue papers they are asking for, an additional 550,000 metric tonnes of eco-paper is needed it's a contract worth upwards of \$560 million - annually. And a great argument for investment in green innovation at the mill level. The [press release](#) and [Trend report](#) can be viewed online.

The CMC is committed to its members in providing relevant content, not only for your jobs but all of your day to day activities as well. We are only as strong as its members so please email or call if you would like to volunteer on the board, or get involved. Please send feedback to [tuppy@scoregolf.com](mailto:tuppy@scoregolf.com) as I would love to hear from you.

All the best.

Tuppy

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## CMC Profile

### Dimitry Epelbaum – Business Information Group



*Q. Just give us a bit of background on yourself.*

A. I was born in the Ukraine and my family emigrated to Canada in 1974. Unfortunately, I don't remember anything from that time but I do hope to make my way back there someday. I love to travel and the cities of Eastern Europe are definitely on my list of places to visit.

*Q. When you were in school, were you thinking of a career in publishing?*

A. When I was in school I wanted to pursue a career in media. At the time, I was interested in working in the music industry specifically, so I enrolled in the Arts & Media MBA program at the Schulich School of Business. This was a program that taught me the business side of many arts and media outlets, and because I was learning about industries and organizations that interested me, I was never bored with the teachings. After a number of years working in the industry, I decided to switch gears within media and went into publishing.

*Q. You're currently at Business Information Group. What does your job entail?*

A. I'm a Marketing Specialist. I promote a number of our Environmental and Health & Safety publications including EcoLog.com - our online legislative and news service, ERIS (Environmental Risk Information Service), OHS Canada magazine and COHSN newsletter. There are three other marketers and two telemarketers within our department, all promoting a wide variety of publications, including Scott's Directories, and different types of Medical and Mining publications, to name a few.

*Q. What's your most challenging assignment to date?*

A. That would be my involvement with the launch of EcoLog.com. With other sources of environmental and health & safety information readily available elsewhere, my colleagues and I have had to come up with creative marketing strategies to differentiate our product within the

market. Luckily, I have been able to rely on the unique features of our product as well as draw on my co-workers' vast knowledge and experience in helping me in the process.

*Q. What have been some of the biggest changes you've seen since you started in the industry?*

A. In 2003, direct mail marketing was the main method of promoting our publications within the B2B market, along with faxing and telemarketing. Very soon thereafter, I saw a rapid shift to more online marketing (e-blasts, online ads) as a more cost effective and faster way of reaching our audience. Now, with the internet undoubtedly here to stay, the introduction of digital editions as exact replicas of their printed counterparts and the emergence of more social media marketing techniques on the rise, I see how publishing and its promotion keeps changing even more.

*Q. If you weren't in publishing, what would have been a second career choice?*

A. I'd probably want to work in the health industry, perhaps as a nutritionist or dietician. I never seem to tire of reading about the latest news and studies about the health benefits of foods and sharing that with family and friends. I'm also very interested in learning about how what we eat and the way we eat affects all other aspects of our lives. Or, maybe I should've listened to my mother and become a dentist.

*Q. Right...dentist. Any fun hobbies of yours you can share with us?*

A. I tend to get bored quite easily, so I have a wide variety of things I like to do at different times - from reading, to cooking, to watching obscure, foreign films - you know, the usual. And, I have recently started cycling - a great way to get out there and enjoy our very short Canadian summers!

*Q. And as we've asked everyone else, if you were on a desert island with postal service, what one magazine would you subscribe to and why?*

A. I'd probably subscribe to Vanity Fair. To me, it's a totally self-indulgent type of magazine, not rooted in my reality whatsoever. The celebrity angle does not really interest me as much as the stories they always feature on famous crimes/investigations, family dynasties and the lives of historical figures. If I was stranded on a desert island, I can't think of a better way of being transported to a different time and place.

**The CMC thanks you for your time Dimitry**

**. It's much appreciated.**

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## **CMC Social at the Academy of Spherical Arts**

March 2, 2009

A few quick snaps from our recent annual pool party. And once again our thanks to HDS Retail for their generous sponsorship. Needless to say, a great time was had by all.

Winners of the Pool Tournament were Melissa Boscarior and Mike Martin who won a foursome of golf courtesy of Mill Run. Congratulations! And to our runners up; Darryl Simmons and Orest Tkaczuk who won some Blue Jays tickets courtesy of Coast to Coast. And also to Doug Bennet who won the Coast to Coast Newsstand Partnership door prize for an overnight stay at the Millcroft Inn.

Our thanks to the many folks who came out. It was a great time had by all and we completely fulfilled our promise of keeping the speeches short.

And again, our thanks to HDS Retail who once again were our Gold Sponsor.





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## MagNet 2009

Yes, it's almost here. Hard to believe an entire year has gone by. This year promises to be one of the most exciting ever and given the ongoing changes in the industry, I think it will be imperative that anyone involved in the world of magazines, regardless of your job title, be in attendance.

For full information go to <http://www.magazinescanada.ca/magnet/>

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## CMC's Awards For Circulation Excellence "ACE" Awards – Call For Entries

Enter your latest successful direct mail campaign, renewals test, email collection campaign or retail promotion into the ACE Awards Competition – deadline for entries is May 5, 2009. New This Year – CMC's Environment Award for the most eco-friendly and successful consumer marketing/audience development campaign. Visit [www.circ.org](http://www.circ.org) for details..

More information coming soon!

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***Thank you to our Sponsors:***



**CMC Mailing Address:**

PO Box 349, Beeton ON LOG 1A0

**Courier Address:**

50 Main St E, Unit 6, Beeton ON LOG 1A0

**Phone:** (905) 729-1046 Fax: (905) 729-4432

**E-mail:** [cmc@tamicirc.ca](mailto:cmc@tamicirc.ca)

**Website:** [www.circ.org](http://www.circ.org)

Administrator: Brian Gillett

Target Audience Management Inc

E-circulator Editor – Ron Sellwood

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