

Holiday Edition 2009

We know it doesn't seem possible but here we are, one short year later once again sending out our annual Holiday edition. As we all know 2009 has been an "eventful" year, not all of which was positive. However, the CMC has done its bit (we hope) in contributing to the positive side of the ledger. And our plans for 2010 are bigger still so please stay tuned for announcements coming in January.

It's at this time we'd like to wish all CMC Members (as well as the entire magazine industry) an extremely happy, festive, prosperous and safe Holiday Season. And here we'd like to add a special thanks to all of CMC sponsors.

All the best from the President and Board of Directors!

Announcement

The winner of the Terri DeRose Memorial Award in Circulation Management 2009 is
Angela Walcott



A few words from Angela:

"It is a special honor to be chosen as Circulation Management Canada's first recipient of the Terry DeRose Memorial Award for Circulation Management. The notion that I have received an award that was created in memory of an individual who was extremely dedicated and passionate about the magazine industry is even more of an honor. Thanks to the CMC, the funds awarded will allow me to continue with my studies and put me on track to graduate with a Magazine Publishing Certificate from Ryerson University in Spring of 2010."

Her plan is to continue pursuits in the magazine industry upon graduation.

Our sincere congratulations to Angela!

And this just in from Ryerson – Please review this great offer but do hurry, courses start in January, 2010!

[Click here](#)

Part Two of an exclusive interview with Ken Whyte



Ken Whyte is the Publisher of Maclean's, Canadian Business, Moneysense and Profit.

Q: Can you say a few words about the cover process and what the deciding factor is for the cover that makes the final cut.

A: The process itself is fairly simple. We start by identifying two or three stories that might be worthy of the cover...we try and work up a good headline for it and once we've done that we start working with the art department putting together several mock covers. We run them by our circulation and newsstand people. We also have a panel of about 40 or 50 readers who we send the various options to and they then tell us which ones they'd be most likely to buy. That also weights into our decision of what we put on the cover.

Q: Have you ever overruled the consensus?

A: Oh yes...for one of two reasons. Some things are really important and regardless of whether it's as popular as maybe some other subjects, we feel it should be on a Maclean's cover. Or it's something that for one reason or another really appeals to me and I think our readership will like it despite what the consensus is saying...sometimes I'm right and sometimes I'm not.

Q: Any advice for other magazines on how print publications can take back some of what's been lost in this digital age?

A: I think people still want to read magazines. If you give them something that justifies an investment in their time, is somehow engaging, compelling, emotionally and intellectually appealing, you will still get their attention. But you always have to keep in mind these are time-starved busy people so you really have to demand their attention. But when you do it well, you will get it.

Q: It helps if the magazine has a well defined voice...

A: Yes, absolutely. Voice is one of those things where you can't really define but readers know it and miss it when it's gone. So it's a really important that editors and art directors continue to concentrate on it.

Q: I've heard you say that the last editorial page in Maclean's called The End, is often the first place where some readers start. Do people send suggestions of who should be covered or is this more a part of your own editorial process in searching folks out?

A: We generate most of them internally...usually we get four or five suggestions from reporters every week. However, we're now getting readers sending in suggestions, people they know, people they've read about and we really appreciate that because they're hard to find. The more people you have looking for good ones, the better it is.

Q: I have a feeling that you have many books in your house. Is there one author or writer who you continue to read?

A: I have two particular authors I've always liked. One is Larry McMurtry who wrote a book called Lonesome Dove. He's written a lot of novels and he's always been one of my favourites, I'm a westerner. And then there's a historian called John Lukas who I'm interviewing next week which I'm very excited about.

Q: And one final question, if you were heading off to a desert island for a 15 year stint and could only subscribe to one magazine, what would it be and why?

A: I'd probably take The New York Review of Books just because of the range of content that it has and would keep me informed on a little of everything. It not always right up to date but I'm not going anywhere since I'll be 15 years on the island. So I've got lots of time. That's what I'd do.

Thanks Ken. We appreciate your time.

The Environment

CMC is proud to play its part in promoting and acknowledging all who are actively involved in publishing "green". Here are a couple of recent announcements that you should know about:

Indigo – the first international book retailer to provide a level of transparency about the environmental qualities of books in their stores – [please read on!](#)

Aveda - Once again *Explore* and *Cottage Life* are winners at the [Aveda Environmental Magazine Awards](#).

Renewal Time

It's that time again! Make the best investment you will make this year and renew your membership to the CMC for 2010 today!

The Early Bird Deadline has been extended to January 15, 2010

[Click here for CMC benefits and renewing](#)

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