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February 18th, 2010

As you all know, CMC has had a very active 2010 and it's only February! Our thanks to everyone who attended "**Audience Development In The New Millennium**" as well as the **CDS Global** Cocktail Party held on January 28th at Hart House. The feedback has been particularly positive and a special thanks to board members Chris Purcell and Reena Rai who were our two main organizers!



The Presenters - Left to right:  
**Doug Gavin** of **The Marketing Store Canada**  
**Jay Aber** of **The Aber Group**  
**Joseph Kottler** of **Sage Communications**  
**Anne Kottler** of **Sage Communications**

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### Upcoming CMC Special Event

Could everyone please mark March 25th in your calendars? That's the day we'll be back at the **Academy of Spherical Arts** for the annual **CMC Social and Pool Tournament**, once again sponsored by **HDS Retail**.

Currently we're in the process of hammering out the final details (chocolate fountain...no chocolate fountain is just one of our many decisions) with the final details to be released in the next week or so. On tap will be your chance to meet up with industry colleagues, to share a story or two over a cocktail of your choice, all mixed together with the usual assortment of fun, merriment, numerous door prizes, plus one big grand prize for our pool tournament winners.

And of course, a few short speeches (it being the CMC and all).



The CMC is proud to be an official partner in **MagNet, Canada's Magazine Conference**. With so much happening in the industry, your attendance at MagNet is more critical than at any time in recent memory. Which means of course...

The Countdown is On!

World-class speakers. International publishing leaders. Print innovation from home and around the world. Digital content strategy and delivery. Engaging your readers and unlocking the revenue potential of your publication. Now in its fourth year, Canada's National Magazine Conference looks to the future of print — and how you can make the most of your business right now.

Here's a sneak peak at some of the dynamic sessions and speakers already confirmed for MagNet 2010, happening June 1-4 in downtown Toronto:

The newsstand roller coast ride that started in early 2009 continues on into 2010. What are the critical factors in play in all of the retail sectors? Find out the best ways of elevating brand awareness at both the wholesale and chain level and how best to communicate your message. Confirmed speakers **Anita Baldwinson**, The News Group Canada; **Michele Gerard**, Atlantic News; **Glenn Morgan**, Coast to Coast Newsstand Services Partnership.

Need a chance to meet senior ad agency decision-makers face to face? This is it! Learn how you can get noticed in a competitive environment where media buyers are inundated with pitches and stats. Senior media planners and buyers from two of Canada's largest agencies will tell you what gets their attention and what you need to do to get on the plan in **Media Buyers in the 21st Century presented by CCAB**.

If you need to publish stories about tried-and-true topics that you've covered before, then attend **Mary Hickey's** idea-generating session on **How to Keep Service Articles Fresh and Engaging**. As a senior editor at Ladies' Home Journal, a women's service magazine with more than 13 million readers, Hickey has over 25 years experience keeping service articles fresh with smart and thoughtful packaging and creative approaches to familiar pieces.

The number of people embracing social media is rapidly growing, fuelled by the use of blogs, Twitter, Facebook, Flickr, MySpace, LinkedIn and podcasts. But why should you use social media, how should you be using it, and, once you're there, how do you stay on top of what's new and hot? Join social media expert **Mark Evans** to find out what will best meet your publication's needs and interests in the world of **Social Media**.

**MagNet** is Canada's premiere public policy, professional development and networking conference for magazine professionals – a 'SuperConference' not to be missed! With over 60 sessions in all industry disciplines, networking opportunities and special events, MagNet guarantees you'll harness the power of print in 2010.

More on the industry event of the year in the weeks to come!

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**Eco Papers** - The number of the environmentally rigorous papers suitable for book, magazine and newsprint publishers has gone from 97 to 228 since 2008. Learn more by clicking here: [North American Mills Given Lifeline](#)

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The CMC eCirculator is sponsored by



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**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  
Coast to Coast Newsstand Services Partnership

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