



**C1. General**

a) Is the magazine still being published at the time of application?	<input type="checkbox"/> Yes <input type="checkbox"/> No	g) Is the magazine distributed to Canadians from any location outside Canada?	<input type="checkbox"/> Yes <input type="checkbox"/> No
b) Is the magazine edited in Canada by persons residing in Canada?	<input type="checkbox"/> Yes <input type="checkbox"/> No	h) Is the editorial content of any issues of the magazine primarily reproduced or repeated from current or previous issues of the same publication or of other publications?	<input type="checkbox"/> Yes <input type="checkbox"/> No
c) Is the magazine designed and assembled in Canada?	<input type="checkbox"/> Yes <input type="checkbox"/> No	i) Is the magazine produced or published by a non-Canadian entity under contract on behalf of a Canadian client or produced or published under contract by a Canadian entity for a non-Canadian client?	<input type="checkbox"/> Yes <input type="checkbox"/> No
d) Is the magazine printed in Canada?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
e) Is the magazine published in Canada?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
f) Is the magazine a printed publication that appears in consecutively numbered or dated issues published under a common title, at regular intervals, not more than once every week, and at least twice every year?	<input type="checkbox"/> Yes <input type="checkbox"/> No		

**C2. Type of magazine, please select one (see definitions of types of magazines in the Applicant's Guide)**

General consumer  Special interest consumer  Business, professional or trade  Farm  Religious  Scholarly

**C3. Language of magazine**

English only  French only  Bilingual (English and French)  Other language (specify)

**C4. Publishing frequency—number of issues published annually as stated in the magazine's masthead**

Regular issues (number)

Special issues (number and description)

Number of issues submitted with this application?

**C5. Price of magazine (before taxes)**

Cover price \$                      Subscription rate (one year) \$                      N/A

**C6. Place of publication where main publishing activities are performed**

City                                      Province/Territory

**C7. Has this magazine applied to the CMF before?**  Yes  No If yes, indicate the date of your last application and to which component:

Date: (year)                      (month)                      Component:

**C8. Does your magazine serve one of the following communities?**  Yes (please check the appropriate box)  No

Aboriginal  Ethnocultural  Official-language minority  Gay, lesbian, bisexual and/or transgendered communities

**C9. How many magazines does the publishing firm or organization mentioned in A1 publish?**

**D. Reporting period (please print)**

All publishing and distribution activities reported in this application form must have occurred during the most recent, complete twelve (12) month financial year of the publishing firm.

**D1. The financial statements of the publishing firm that are provided cover the following period:**

From	(year)	(month)	(day)	To	(year)	(month)	(day)
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• How many issues of this magazine were published during the reporting period? Regular issues                      Special issues

• If the number of issues published during the reporting period differs from the one stated in the magazine's masthead, briefly state the reason:

**D2. The circulation statement or documents supporting circulation information provided in E1 cover the following period:**

From	(year)	(month)	(day)	To	(year)	(month)	(day)
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## E. Circulation information (for the reporting period indicated in D1)

**E1.** The totals are to be arrived at by adding the **total** circulation of **all** issues for the twelve (12) month reporting period indicated in D1.  
(Please do not include financial information in this section.)

Paid circulation:		Total for the Reporting period	
Subscription sales			Unrequested single copies mailed to individuals
Single copy sales through retailers/newsstands			Multi-copies (bulk) sent to one address (with contract)
Single copy sales (sponsored, individually addressed)			Multi-copies (bulk) sent to one address (without contract)
Membership subscriptions (individually addressed)			Newspaper insert(s)
Membership subscription sales (bulk)			Trade show copies
Multi-copies sales (same addressee)			<b>Total unpaid circulation</b>
Other copy sales (please specify)			<b>B</b>
<b>Total paid circulation</b>	<b>A</b>		<b>Total circulation</b>
			<b>A + B</b>

Unpaid circulation:		Total for the reporting period	
Complimentary copies (except one-time promotion)			<b>One-time promotion</b> (see definition in the Applicant's Guide)
Requested single copies mailed to individuals			<b>Uncirculated copies</b> (returns from retailers/newsstands)
			<b>Uncirculated copies</b> (e.g. archives)
			<b>Spoiled copies</b>
			<b>Press run</b> (total number of copies printed)

I attest that the magazine circulation information provided in this section is accurate and reflects the circulation for the reporting period indicated in D1.

Signature and title of authorized officer (same signatory as in A3) \_\_\_\_\_ Date \_\_\_\_\_

### E1.1 Calculation of magazine's average circulation per issue

(A+B) \_\_\_\_\_ ÷ by **number of issues** published during the reporting period indicated in D1 \_\_\_\_\_ = \_\_\_\_\_ average circulation per issue.

### E1.2 Total circulation per issue for all titles (repeat the calculation indicated in E1.1 for all magazines published by this publishing firm)

Magazine Title	Applied for(x)	Average Circulation per issue
_____	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	_____
_____	<input type="checkbox"/>	_____
Etc.		
<b>Total average circulation per issue for all titles published</b>		_____

**E1.3** Has a circulation audit report been produced on the magazine covering all or part of the reporting period indicated in D1? Yes  No

If YES, the circulation report MUST be submitted with your application. Please identify below the company that performed the circulation audit report.

ABC  CCAB  VAC  Other  Please specify: \_\_\_\_\_

If NO, provide all documents supporting the magazine's circulation for all issues (see Applicant's Guide – Part II – Section C3).

**E1.4** Does the magazine receive a postal subsidy through the Publications Assistance Program (PAP)  Yes  No

**E2. Editorial content** is considered **non-Canadian** if the author of the text, photograph, graphic or illustration is non-Canadian or if the authorship cannot be established. For example, texts and images obtained from graphics sites or CD-ROM where creators are often unknown or unidentified, are considered, for the purpose of the CMF, non-Canadian editorial content and must be treated as such in the page count.

The page count is calculated by adding the **total number of pages of all issues** published in the reporting period indicated in D1.

Page count	C (Canadian)	F (Foreign)	A (Advertising)	N (Non-revenue)	(C+F+A+N)
	Pages of editorial content* (Canadian)	Pages of editorial content* (non-Canadian)	Pages of advertising content*	Non-revenue pages*	Total pages published
Regular issues					
Special issues					
<b>Total</b>					

\* See definitions of **editorial content**, **Canadian editorial content**, **foreign editorial content**, **advertising content** and **non-revenue pages** in the Applicant's Guide Part III.

**E2.1 Calculation of percentages**

Percentage of Canadian editorial content	Percentage of advertising content
C ÷ (C+F) x 100 = %	A ÷ (C+F+A+N) x 100 = %

**F. Magazine financial information**

Information contained in sections F1, F2, F3 and F4 should derive from the financial statements or the income statement provided with this application.

**F1. Revenues**

**Publishing revenues directly related to the printed version of this magazine**

Advertising revenues (net of agency commissions and cash discounts)	
Single copy or newsstand sales	
Subscription revenues (irrespective of source and pricing)	
Back issues and reprints sales	
<b>Sub-total</b>	

**Revenues indirectly related to this magazine**

List sales or rentals	
Web site / E-commerce (net of agency commissions)	
Ancillary products	
All other revenues related to this magazine (including transfers from central services or an affiliated organization)	
<b>Sub-total</b>	

**Total revenues related to this magazine**

**Government grants and contributions**

Federal: Canada Council for the Arts	
Federal: Canadian Heritage—Canada Magazine Fund (CMF)	
Federal: other sources (specify)	
Provincial sources (specify)	
Municipal sources (specify)	
<b>Total revenues from government grants and contributions</b>	

**Private sector donations**

**Other revenues (specify)**

**TOTAL REVENUES**

**F2. Expenses (must include personnel salary expenses from F3 section)**

Editorial, design and assembly	
Mechanical	
Circulation	
Advertising	
Distribution costs excluding costs for copies distributed by Canada Post	
Distribution costs for copies distributed by Canada Post	
General and administrative expenses	
Web site / E-commerce expenses	
Ancillary products expenses	
Other expenses (specify)	

**TOTAL EXPENSES**

**PROFIT (LOSS) BEFORE INCOME TAXES**

**F3. Personnel salary expenses** (indicate the salaries, commissions, wages and benefits that are directly attributable to this magazine). Salaries, commissions, wages and benefits of employees who work for more than one magazine should be prorated to reflect time spent on the production of this magazine only.

	Number of persons	Salaries & Benefits	Total
Publisher			
Editor(s)			
Other editorial personnel			
Advertising personnel			
Mechanical, circulation and clerical personnel			
Other (specify)			
<b>TOTAL PERSONNEL SALARIES</b>			



**4. Senior management information:** publisher, editor, circulation manager, sales manager

Name	Address	Citizenship	Position held

**5. Is the applicant controlled by a person/persons or entity/entities other than a Canadian, in any manner that results in control in fact, whether directly (through ownership of securities) or indirectly (through a trust, an agreement, an arrangement or otherwise)?**

Yes  No

**H. Warranties and agreements** (to be completed by the applicant)

I, the undersigned Support for Business Development for Magazine Publishers (SBDMP) applicant:

1. attest that I have read the SBDMP *Applicant's Guide* and I agree to comply with the conditions and terms set forth therein;
2. affirm that the information in this application and the attached documents is accurate and complete; I understand that I will reimburse all the amounts paid by the Department through SBDMP if it is demonstrated that false information was submitted in this application and may be declared ineligible for SBDMP funding for the two following years;
3. agree to submit a copy of all relevant agreements and contracts, as well as all information and additional documents that could help the Department of Canadian Heritage determine the ownership and control of the applicant's business and/or magazine;
4. agree and allow the Department of Canadian Heritage, its agents or contractors, access to the publishing firm's books, records and files to confirm or have confirmed the accuracy of the statements made, the information provided in this application or the intended use of the contributions provided, and undertake to reimburse any amount shown by an audit to have been paid in excess or to which the publishing firm had no claim under the terms of SBDMP;
5. recognize that no member of the House of Commons shall be admitted to any share or any benefit arising from any funds received under the CMF;
6. agree to acknowledge the financial support of the Government of Canada as prescribed in the *Applicant's Guide* and the Contribution Agreement;
7. guarantee that at the time of filling out this application, the publishing firm is neither in default nor in arrears in the payment of royalties due to authors or their representatives under the terms of agreements signed with them;
8. understand that the information provided in this application might be accessible under the *Access to Information Act*. The publishing firm also agrees to respect the spirit and intent of the *Official Languages Act* and the legislator's intention with regard to services to the public for activities intended for members of the public from the two official language communities;
9. consent to the disclosure by Statistics Canada and to provincial and territorial agencies with agreements with Statistics Canada, the statistical data submitted to the Department of Canadian Heritage. The data are kept confidential by these agencies and used for statistical purposes only; and
10. attest that all information provided in this form regarding the CMF ownership and control requirements is true.

\_\_\_\_\_  
Signature of authorized officer (same signatory as in A3)

\_\_\_\_\_  
Signature of witness

\_\_\_\_\_  
Name of authorized officer (please print)

\_\_\_\_\_  
Name and title of witness (please print)

\_\_\_\_\_  
Title of authorized officer (please print)

\_\_\_\_\_  
Date