

# Magazine Publishers Market Fund

Guidelines 2025/26



**CREATIVE  
BC**



**BRITISH  
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## Magazine Publishers Market Fund Guidelines 2025/26

This program provides financial support for B.C. magazine publishers to attend select magazine fairs, conferences and events for the purpose of promoting their publication(s) in both foreign and domestic markets, expanding business opportunities and professional development as well as supporting the development of marketing materials and/or campaigns. Companies will be allotted up to \$5,000 per fiscal year (April 1 to March 31), for activities that meet the standards and program objectives and deemed eligible by Creative BC.

Applications will be evaluated on a first come, first served basis until the budget has been fully committed for the fiscal year.

On a case-by-case basis, companies may also attend events related to the content their magazine offers.

### Aims + Objectives

- Provide financial support for B.C. magazine publishers to attend select magazine fairs, conferences and events for the purpose of promoting their publication(s) in both foreign and domestic markets; and
- Expand business opportunities and professional development; and
- Support the development of marketing materials and/or campaigns.

### Applicant Eligibility

Applicants must meet the following requirements to apply:

- Active (voting and associate) members of Mags BC; or publishing companies who are:
- Members of Magazines Canada and headquartered in British Columbia; and
- Have been a legally registered corporate entity, company, or society in B.C. or a federally incorporated company with its head office in BC, for at least one year;
- Are managed and financially controlled by B.C. residents\* (who own at least 75% of the company); and
- The principals, directors, officers and shareholders of the applicant company are in good standing (i.e. not in default) with Creative BC.

### Financial Participation

Creative BC will provide financial assistance to help offset registration, travel and accommodation costs to events and eligible marketing activities. Creative BC's contribution must not exceed final approved eligible costs. Creative BC reserves the right to reduce the award following review of the final costs. If the publisher should receive complimentary conference registration or travel from the market organizers, those amounts are outside of the final reportable eligible costs. You may only include cash expenses for which a receipt can be provided.

### Eligible Costs

For the fiscal year 2025/26 publishers approved in the Magazine Publishers Market Fund will be eligible for up to \$5,000 in funding across two activities: Marketing and Conferences/Fairs.

Publishers may apply for any combination of the following:

Activity	Creative BC Maximum Contribution	Publisher Minimum Contribution
Marketing	75% of eligible expenses, to a maximum of the total amount awarded	25%
Fairs/conferences	75% of eligible expenses, to a maximum of \$1,500 per domestic event and \$2,250 per international event	25%

### Travel

Publishers are eligible for support for up to six events. A maximum of two delegate(s) per company may be supported for an individual event. Delegates should have applicable experience to represent the publisher at each event and must be BC residents.

Creative BC has identified the domestic and international magazine event sites that are eligible for assistance. For more information, please refer to the [Event List](#). Events that fall within the Creative BC fiscal year of April 1, 2025, to March 31, 2026, will be supported. Applications will be accepted that include attendance at events retroactive to the fiscal year start of April 1, 2025.

Approval from Creative BC will be required to deem the event an eligible magazine event supported by this program. On a case-by-case basis, companies may also attend events related to the content their magazine offers.

Each domestic (located in Canada) event has a maximum participation from Creative BC of \$1,500 (75% of \$2,000), and each international event has a maximum participation from Creative BC of \$2,250 (75% of \$3,000) representing no more than 75% of the applicant’s final cash expenditures to attend.

For example, if the applicant spends \$2,000 at a domestic event, then Creative BC’s contribution will be \$1,500. If the applicant spends over \$2,000, our contribution will remain at \$1,500. Should the applicant spend less than \$2,000 at a domestic event, Creative BC’s contribution will equal 75% of the final cash expenditures to attend (i.e. If the applicant spends \$1,500, Creative BC’s contribution will be \$1,125).

The following items are considered eligible Travel expenses:

- Per diem - \$60 per day in Canada, \$80 per day outside Canada;
- Accommodation – up to \$300 per night;
- Registration fees (if applicable);
- Booth costs (if applicable);
- Magazines/collateral shipping costs (if applicable);
- Return airfare (based on economy fare);
- Ground transportation (ride share, rental car, vehicle fuel costs, taxi, shuttle bus, transit costs, etc.);
- Design and printing of marketing materials, payable to third parties (e.g. brochures, etc.), capped at no more than 20% of the approved direct travel costs; and
- Overhead allowance, capped at a maximum of 10% of the approved direct travel costs (to cover related long distance, in-house photocopying, courier costs and administrative expenses).

## Marketing

Applicants may use the total amount awarded from Creative BC towards a Marketing plan or campaign. The Marketing collateral does not need to be associated with a specific fair or event. Creative BC will contribute a maximum of 75% of costs associated with the following, but not limited to:

- magazine launches;
- creation of marketing tools and/or materials;
- re-launch/re-brand activities;
- redesign/upgrade of website to include shopping cart for direct consumer purchases;
- podcasts, videos, webcasts;
- digital rights management;
- search optimization;
- original content in digital format, or bundled packaging of issues for exploitation on digital platforms;
- exploration of alternate sales channels;
- research and development of a digital transformation strategy/business plan; and
- social media marketing (and or influencer partnership).

## Application Procedures

As part of the application, the publisher will be required to submit the following items:

- If not a Mags BC or Magazines Canada voting or associate member, a recent funding agreement in with the Canada Periodical Fund (CPF), the BC Arts Council Operating Assistance Program for Literary Arts, or BC Arts Council Project Assistance for Literary Arts;
- Information about the issues/volumes that the publisher will be presenting at the events or a digital copy of the publisher’s two most recent publication, and/or website;
- A slate of events the applicant would like to attend;
- Company profile;
- Names, titles, and brief biographies (i.e. 3 sentences) for the individual delegate(s) that will be representing the applicant at the event(s).

## Substitution or Cancellation of Events

Creative BC recognizes that adjustments to a participating company’s activities may be required due to external pressures and unforeseen circumstances. We ask that applicants provide Creative BC with a slate of fairs and conferences (events) they would like to attend. For example, if the applicant provides a list of 6 events and 3 cannot be attended, there are still the other 3 events they may attend. The applicant does not have to commit to every event on their slate, however, once the list is approved, the applicant may attend any combination of events on their slate.

Events not on the applicant’s slate will require approval, and failure to obtain approval prior to attending the event may result in the event not being funded. Funding will not be increased after a commitment is made, only reduced if the applicant did not attend the event indicated in their application and did not attend another approved event in its place.

## Terms of Funding

## Advance of Funds

The advance of funds (the “Advance”) is non recoupable (except as noted below under Forfeiture and Default and within the Agreement) and will be released through one drawdown if the Creative BC commitment is \$5,000 or less; and if the Creative BC commitment is over \$5,000, over two drawdowns (75% and 25% of the Advance, respectively), according to the conditions laid out in the Agreement.

## Respectful Workplace + Client and Partner Code of Conduct

As a catalyst for, and investor in B.C.’s creative industries, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment, discrimination, and violence. All companies that work with, or seek funding from, Creative BC are expected to adhere to [Creative BC’s Code of Conduct for Clients, Partners, and Stakeholders](#), implement policies and procedures for a harassment-free workplace, and comply with relevant laws. Creative BC is a signatory of the [Creative Industries Code](#) and expects all applicants, recipients, and partners to also adhere to this Code of Conduct. [Learn more](#).

## Forfeiture and Default

A completion date is noted on the Agreement by which all deliverables will be submitted. Should all materials not be provided by the completion date, the eligible applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

Should an eligible applicant be placed in default- according to the terms of the Agreement, this limits the applicant, its principals and any parent or subsidiary companies from accessing further funding from Creative BC. In addition, Creative BC reserves the right to request immediate repayment of any funds advanced.

## Questions?

If you have any questions about eligibility, or require additional supports to submit your application, please contact:

### **Katie Czenczek**

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