



Canadian
Heritage

Patrimoine
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The Year in Review

The Canada Periodical Fund

Presentation @ MagNet - April 2018

Image from Magazines Canada web site

Content

- What we do: Canada Periodical Fund - Program Overview
- What we've achieved: Results in 2017-18
- What we've heard: Stakeholder Feedback
- What's new: Changes in 2017-18
- What's next: Looking Ahead
- Questions & Answers

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What we do: The Canada Periodical Fund – Program Overview

What is the Canada Periodical Fund (CPF)?

- The CPF is a federal funding program that provides financial support to eligible paid Canadian **magazines** and **community newspapers** (“periodicals”)

Raison d’être

- CPF funding is intended to help periodical publishers achieve, maintain, or increase their competitiveness and sustainability in recognition of their contribution to cultural expression, civic engagement, community-building, and the economic and public good

Public policy objective

- To ensure that Canadians have access to **diverse Canadian stories, voices, perspectives, and ideas**

What we do: program overview (cont'd)

Structure

- CPF funding is delivered through 3 components:



*\$500k are now available to support export activities (\$350k through BI and \$150k through CI)

What we've achieved: Results in 2017-18

Aid to Publishers (ATP)

Titles funded	≈ 749 (381 magazines + 368 community newspapers)
Types of activities funded	General operations and development, including: <ul style="list-style-type: none">• editorial• production• distribution• marketing and promotion• website development• production of a digital periodical associated with an eligible print periodical
Average processing time	≈ 26 to 28 weeks (all applications combined)

What we've achieved: Results in 2017-18

Business Innovation (BI)

Projects funded	97
Types of projects funded	<ul style="list-style-type: none">• business plans• market research• rebranding• special issues• promotional campaigns• internships• mobile apps• website development• events and trade shows• international development• start-ups• export initiatives by individual publishers
Average processing time	≈ 9 to 12 weeks

Highlights

- **Start-up pilot project:** Seed funding for aspiring or emerging digital publishers
- **Increased demand:** BI is oversubscribed

What we've achieved: Results in 2017-18

Collective Initiatives (CI)

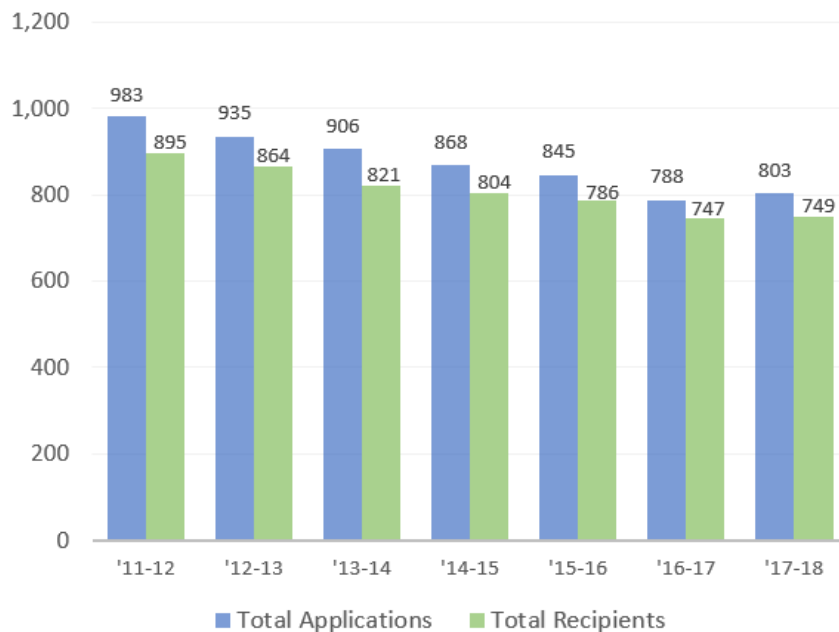
Projects funded	21
Types of projects funded	<ul style="list-style-type: none">• promotional campaigns• market research• professional development and skills training• conferences, seminars, and symposiums• fairs, festivals, and trade shows• new tools and technologies• internships• collective export initiatives for associations
Average processing time	≈ 9 to 12 weeks

Application Trends

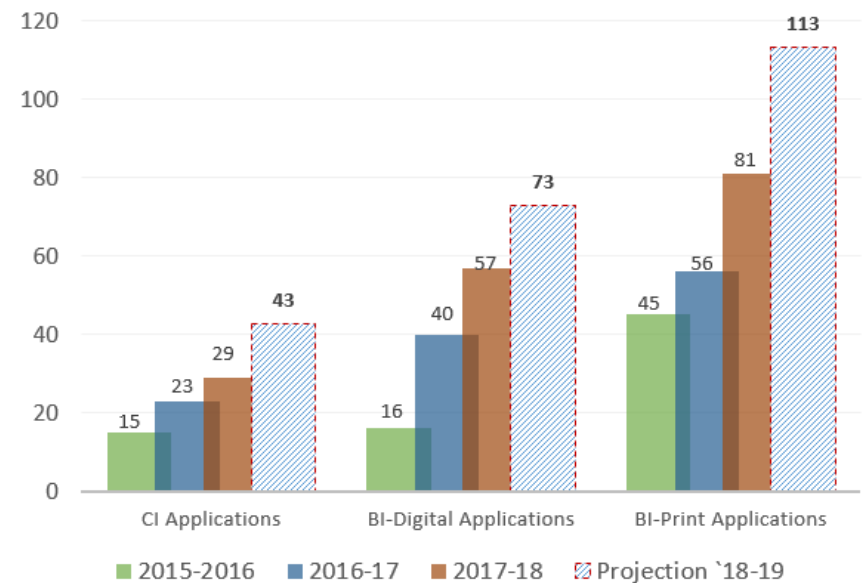
Reverse trends

- While the number of applicants and recipients to the ATP component tends to be lower each year, the number of applications for the project-based components is on the rise.

AID TO PUBLISHERS
2011-2017



BUSINESS INNOVATION AND COLLECTIVE INITIATIVES
2015-2017



What we've heard: stakeholder feedback

Ear to the ground

- The program has been closely monitoring industry developments and general and specific stakeholder feedback from a range of sources

Common themes

- Platform-agnostic
- Focus on creation and early-stage development
- Flexibility to respond to evolving industry needs
- Attuned to different market realities
- Greater risk-taking by the private sector

What's new in 2018-19

Aid to Publishers

- The “infamous” page 8 of the application form

Business Innovation and Collective Initiatives

- Application period ends on September 15, 2018
- \$500K from the new Cultural Export Strategy for export related initiatives

What's next: Looking Ahead

Aid to Publishers

- Applications for 2017-18 are **closed**
- Funding decisions are expected by **July 2018**
- Payments will be issued **within 4 weeks** of funding decisions

Business Innovation and Collective Initiatives

- Application for 2018-19 are **open** until September 15, 2018
 - First come, first serve basis
- Funding decisions will be communicated as applications are processed
- Applications should be received **at least 8 weeks before** the project start date

What's next: Looking Ahead (cont'd)

The future of the CPF

- The program is still in the planning phase of **modernization**
- Changes will be informed by **stakeholder input** from various sources
- For now, it's business as usual: major changes are unlikely before **2020-21**
- Stakeholders will be given **advance notice** to ensure sufficient lead time to plan and adjust

Questions & Answers

Over to you... Questions and comments are always welcome

Do not hesitate to **come and see us** at our booth!

Or visit our website and feel free to contact us at the coordinates below:
<https://www.canada.ca/en/canadian-heritage/services/funding/periodical-fund.html>

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