



Canadian
Heritage

Patrimoine
canadien

Canada Periodical Fund 2020

What Coming Changes to the CPF
Mean for Your Magazine

Lake Laberge, Yukon Territory, Canada. Shutterstock

Canada Periodical Fund (CPF)

Aid to Publishers (ATP)

- Formula-based funding that provides support to eligible Canadian publications. Publishers are able to use funding for content creation, production, distribution, online activities or business development.

Business Innovation (BI)

- Funding for projects that support innovation to adapt to changing market conditions and contribute to the diversity of content sought by Canadian readers.

Collective Initiatives (CI)

- Funding for projects for organizations representing the industry to increase overall sustainability.

1998

Publications Assistance Program (\$60.4M)

- Postal subsidy co-delivered by PCH and Canada Post
- Magazines and non-daily newspapers
- Distribution focus

Canada Magazine Fund (\$15M)

- Content creation, biz dev, and industry-wide projects
- Magazines only
- Editorial expense-based

2010

Canada Periodical Fund (\$74.8M)

- Print-centred
- ATP formula focus on circ as a metric for “wantedness”
- Incentivizing distribution and reach

2020

Canada Periodical Fund (\$74.8M)

- Platform agnostic
- ATP formula focus on editorial expenses
- Incentivizing creation of Canadian editorial content

A Modernized CPF

Aid to Publishers (ATP) component:

- New formula encourages and incentivizes the creation of Canadian editorial content, regardless of platform.
- Editorial expenses will be the main input in the formula.
- An envelope will be reserved for Digital-Only publications.
- Eligibility criteria for print will remain the same.
- Three-year transition period, with decreasing weight of circulation vs. editorial expenses in the formula.
- Multiple intake dates: magazines, community newspapers and digital-only periodicals.

A Modernized CPF

Business Innovation (BI) component:

- Focus on “Innovation”.
- Addition of funds to total purse (to \$2.5M).
- Opening BI access to larger magazine titles.
- Two intake dates, and a more competitive process.

Collective Initiatives (CI) component:

- No changes under the modernized program.

Journalistic Content Creation

- **Modernized CPF**

- **Refundable Labour Tax Credit**

- **Funding for Underserved Communities**

- Donee Status (Not-for-profit)

- Tax credit – Digital Subscriptions

- Digital Citizenship Initiative

Protecting Democracy

Refundable Labour Tax Credit

- 25% refundable tax credit on salary or wages paid to eligible newsroom employees.
- a cap on labour costs of \$55,000 per eligible newsroom employee per year (= \$13,750 per salaried employee).
- An independent panel will determine eligibility criteria, and an administrative body will manage the program in collaboration with the Canada Revenue Agency.
- **ATP recipients are not eligible for the credit.**

Funding for Underserved Communities

- \$10M annually for five years to increase or establish journalistic coverage in communities that are underserved from a media perspective.
- Details concerning the administration and eligibility criteria of the new initiative will be announced in the coming weeks.
- Main target for eligibility will be newspapers and community radio stations.

Discussion

For further discussion, please contact:

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