

Save with  
Early-Bird  
Discounts

Deadline: May 2

# MAGS<sup>®</sup> UNIVERSITY 2003

## The Publishing Event of the Year

Dozens of seminars  
and workshops  
to help you succeed  
in magazine publishing

Brought to you by:



10000000000

**MASTHEAD**  
THE MAGAZINE ABOUT MAGAZINES



CONFERENCE:  
JUNE 2, 3 & 4, 2003

MASTHEAD TRADE SHOW:  
JUNE 2 & 3, 2003

Location: The Old Mill Inn, Toronto  
Subway Access and Free Parking

CBP Golf Tournament: Thursday, June 5

# welcome

# MAGS<sup>®</sup> UNIVERSITY 2003

## to Magazines University 2003 – the publishing event of the year!

New-found inspiration, practical solutions, helpful new contacts... even a laugh or two. This is what you'll get at Magazines University 2003, the best value on the continent for your oh-so-limited professional development dollar.

Since its launch in 1992, Magazines University has benefited thousands of magazine people through top-notch seminars, the Masthead Trade Show, business and social events, and awards galas. The tradition continues this year!

- Three full days of seminars and workshops, led by top magazine professionals.
- Special early-bird discount rates—save more than 20% off the full rates!
- Seminars covering the publishing challenges you face every day.
- Free parking... and steps from the Old Mill subway station.
- Special business and social events to make your visit worthwhile, including the annual meetings of the CMPA, CBP and CMC.
- KRW Awards and Awards for Circulation Excellence!
- Free admission to the Masthead Trade Show (with seminar ticket purchase) – 2 days only!

Magazines University 2003 is produced by five leading industry organizations. They have co-operated to deliver a unique program tailored for the needs of today's magazine professionals and newcomers to the industry.

**Magazines University: How Does it Work?** All events at Magazines University 2003 take place at The Old Mill Inn, located at Old Mill Road and Bloor Street in Toronto. The Old Mill Inn offers plenty of free parking and is steps from The Old Mill subway stop.

Note: The CBP Golf Tournament will take place at the Richmond Hill Golf Club.

**Accommodation** The historic Toronto landmark, The Old Mill Inn, home to Mags U 2003, invites attendees to stay in its elegant new boutique hotel with adjacent spa. Enjoy truly luxurious decor complemented by rejuvenating spa treatments all while nestled in the woods by the Humber River. Tell the reservation attendant that you are with Mags U when you book a room to receive our discount. Mags U rates at the five-star Old Mill \$225.00 (Cdn.)/night. Call for reservations at 416-236-2641 or toll free 1-866-oldmill (653-6455). For other accommodation information visit the websites listed below.

**EARLY-BIRD  
DISCOUNT  
DEADLINE:**

**MAY 2**

### Low Rates and Early-Bird Specials

— **Extraordinary Value!** Many of the events at Magazines University have special rates for association members—in addition to the discount Early-Bird rates! If you or your magazine belong to any of the associations listed on the registration form, you are entitled to the special association rate for all events, regardless of the sponsoring group. It's

extraordinary value—and just one of the many benefits derived from the unique organizational structure of Magazines University, now in its twelfth year!

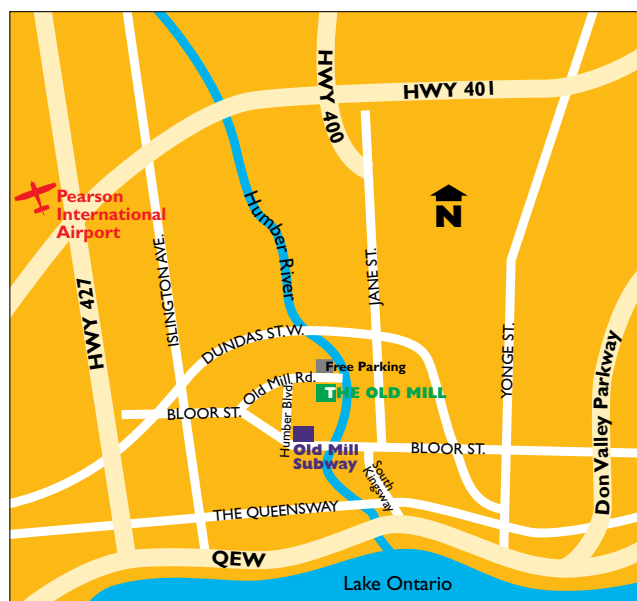
**Remember: the deadline for Early-Bird registrations is May 2.**

**Travel** Once in Toronto the Toronto Transit Commission (TTC) offers subway, bus and streetcar service. For information call 416-393-INFO. There is a subway stop adjacent to The Old Mill Inn called Old Mill Subway Station. Follow the footpath to The Old Mill Inn canopy entrance. The Old Mill Inn is located about 20 minutes west of the downtown core by subway or taxi.

**Conference:**  
June 2, 3 & 4, 2003

**Masthead Trade Show:**  
June 2 & 3, 2003

The Old Mill Inn, Toronto  
[www.oldmilltoronto.com](http://www.oldmilltoronto.com)



## Association Annual General Meetings

Three associations will hold their annual meetings at Magazines University this year:

- Canadian Magazine Publishers Association, Monday, June 2, 11:30 a.m. to 12:15 p.m.
- CMC Circulation Management Association, Tuesday, June 3, 1:30 p.m.
- Canadian Business Press, Wednesday, June 4, 4:45 p.m. to 5:30

Members should contact their associations for more information.

## Useful Websites

**For general information on Toronto and hotel listings:** [www.toronto.com](http://www.toronto.com)

### For schedules:

**Bus/Subway:** [www.city.toronto.on.ca/ttc/schedules](http://www.city.toronto.on.ca/ttc/schedules)

**Air:** [www.aircanada.ca](http://www.aircanada.ca)

[www.canjet.com](http://www.canjet.com)

[www.jetsgo.net](http://www.jetsgo.net)

**Rail:** [www.viarail.ca](http://www.viarail.ca)

### For entertainment and cultural events:

[www.nowtoronto.com](http://www.nowtoronto.com)

[www.torontolife.com](http://www.torontolife.com)

# special events & awards

## **CMPA 30th Anniversary Luncheon**

Monday June 2, 12:30 p.m.

*The Guildhall*

This year the CMPA celebrates its 30th anniversary and this annual luncheon is one you will not want to miss. This once a year opportunity to enjoy a meal with the best and brightest in the industry will also feature a very special luncheon speaker. Please join us for a memorable celebration.

Who should attend: Seminar attendees and exhibitors.

Host Association: Canadian Magazine Publishers Association

## **How to Be Small: The CMPA Small Magazine Workshop**

Monday, June 2, 2:00 – 4:45 p.m.

*The Victoria Room*

This small CMPA tradition is for established consumer magazines with circulation under 10,000, or larger magazines run on a small magazine model -- and you'd be surprised how large a field that is. Come together with peers and colleagues of similar stature, but vastly different styles and outlooks to find common ground, share experience and table great new ideas. There are resources to be had, co-ops to be organized, drinks to be planned and friends to be made. Bring your unique perspective, your daytimer, a bunch of your cards and all your freshest thoughts. You are not alone.

Moderator: Members of the CMPA Small Magazines Committee

Who should attend: Small magazine editors, managing editors, designers and publishers from established titles. Please note: We will not be discussing start-ups at this workshop.

Host Association: Canadian Magazine Publishers Association

## **Canadian Newsstand Awards Awards Reception**

Monday, June 2, 4:45 p.m.-5:15 p.m.

*in the Masthead Trade Show*

Join your colleagues for a special champagne reception to announce the winners of the second annual Canadian Newsstand Awards.

This new program celebrates innovation and success by Canadian magazines on the nation's newsstands, with judging criteria based on both quantitative and qualitative measures, in different circulation categories.

And on Monday and Tuesday in the Masthead Trade Show hall, you'll see an exhibit of the year's best covers—all the short-listed nominees for the Canadian

Newsstand Awards. At the reception, we'll announce the winners and distribute the prizes: \$15,000 worth of promotional credits at Great Canadian News and other HDS Retail-owned outlets. Produced by Masthead, the awards are made possible by Great Canadian News, NCompass, and the CMC Circulation Management Association.

## **CMPA 30th Anniversary Reception**

Monday June 2, 4:45 – 7:00

*p.m. The Guildhall*

Happy anniversary everyone! Open to all Mags U attendees, we invite you to celebrate thirty great years, honour some of our industry's amazing volunteers and look at the achievements we've made in a generation. Please join us for a drink and a pat on the back to those who have contributed so much to our association and the consumer magazine industry.

Sponsored by The Bishop Information Group Inc.

Who should attend: Everyone

Host Association: Canadian Magazine Publishers Association

## **Canadian Society of Magazine Editors Dinner and Awards**

Monday, June 2, 6:30 p.m.

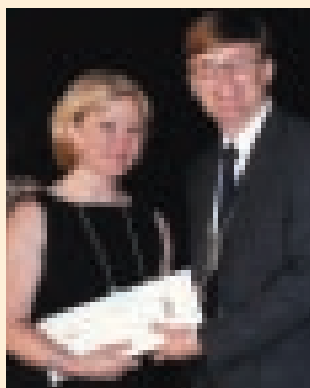
*in the Balmoral Room*

It's the must-attend Mags U event for magazine editors. Catch up on industry gossip while enjoying a sumptuous dinner and the annual CSME Editors' Choice Awards program where the best in Canadian magazines get their due. As well, the always surprising President's Choice Awards make another entertaining appearance. Guest speaker TBA. Pre-registration only by using registration form at the back of this brochure. For more information, contact Samson Okalow at [samson@betterwords.ca](mailto:samson@betterwords.ca) or 416-534-5398.

## **CMC Excellence Awards Luncheon**

Tuesday, June 3, 12:00 p.m., *The Guildhall*

It's time for circulators to shine! All publishing professionals, suppliers and friends are invited to join the CMC as we enjoy lunch and celebrate excellence in our industry. The program will include the Awards for Circulation Excellence (ACE), which honour



**Kim Laudrum accepts Kenneth R. Wilson Award from Bruce Creighton.**

outstanding achievement in consumer & trade circulation marketing. Also awarded will be the Magazine Marketer of the Year and the CMC Scholarship, a \$3,000 award for career development. Don't miss the chance to meet old friends and new at the CMC luncheon and celebrate outstanding achievement in Canadian circulation.

Host Association: CMC Circulation Management Association of Canada

## **Small Mag Brown Bag**

Tuesday, June 3, 12:00 p.m. – 1:30 p.m.

*The Victoria Room*

Last year's Brown Bag was standing room only for much of the hour and a half. The funding agencies including the Canada Council, Department of Canadian Heritage, Ontario Arts Council and the Ontario Media Development Corporation have sent their reps and they want to talk to you. Bring your questions, your comments, even your applications-in-progress. This is a not-to-be-missed opportunity to talk face to face with those who give out the money. We'll provide the lunch, you provide the enthusiastic response.

Who should attend: Small mag members interested in meeting funding representatives

Host Association: Canadian Magazine Publishers Association Small Magazine Committee

## **CMC Connoisseurs Club**

Tuesday, June 3, 4:45 p.m.,

*The Patio Gardens*

It's a Mags U institution with a new twist - the CMC Connoisseurs Club!

You're invited as the CMC and INDAS Limited present our popular FREE party. This year in a NEW location. THE party of Mags U is moving down to the larger Garden Patio off the Mill Room and restaurant. Better location, but still the very best in beverages, cigars and industry schmoozing. Put a cocktail in one hand, a stogie in the other and don't miss the publishing party of the year.

Host Association: CMC Circulation Management Association of Canada



The ladies of BUST magazine entertain the Mags U crowd.

### **CBP/CCAB Reception & Luncheon**

Wednesday, June 4, 12:00 – 1:30 p.m.

*Terrace and Guildhall*

Join us at the joint CBP/CCAB annual luncheon at Magazines University. Relax, enjoy a glass of wine, network with colleagues and friends during our reception, then sit down to a gourmet lunch and hear our keynote speaker. This year's speaker has yet to be announced so watch for more details in print and online from Masthead, CCAB and CBP. Register on the back page.

### **CBP Kenneth R. Wilson Gala Awards Evening**

Wednesday, June 4, 6 p.m. Cocktails on

*Garden Patio, 7 p.m. Dinner and Awards*

*Presentation, Brulé Rooms*

The crowning event of Mags University 2003 is the 49th Annual KRW Awards Evening presented by the Canadian Business Press. From cocktails on the patio overlooking the gardens at The Old Mill Inn to the gala dinner and awards presentations, the event is a spectacular celebration. The KRWs honour excellence in business journalism and graphic design. It is also the occasion to name the recipient of the Harvey S. Southam Editorial Career Award. Join us as we honour the best in the business at this do-not-miss event that showcases top editorial and visual work. Bring colleagues and partners (seating is eight per table) and make this an evening to remember for all. Order your KRW tickets on the back page of this brochure.

### **CBP Golf Tournament**

Thursday, June 5, 12:30 p.m. *shotgun start*

Centrally located off Bathurst Street just north of the 407, the picturesque Richmond Hill Golf Club plays host to this annual event. Included in the registration fee of \$150 for CBP members (\$165 non-members) is buffet lunch, greens fee, power cart, fabulous dinner and a free bucket of balls at the driving range. Sign up a few foursomes to impress your clients, connect with your counterparts, support Canadian literacy (proceeds from the raffle go to the ABC Literacy Foundation), and win great prizes. Get out of the office and enjoy a great day of golfing. To register please call Canadian Business Press at (416) 239-1022.

# sponsors

Magazines University is a cooperative venture undertaken by the following organizations.

If you have specific questions or wish to enquire about becoming a member of these associations, here are the details:

#### **Canadian Business Press**

CBP represents the interests of business, professional and farm magazines and provides lobbying, professional development services, networking, sales tools, research and promotional activities. It also presents the annual Kenneth R. Wilson Awards.

**Contact:** Karen Dalton, Communications Manager, Canadian Business Press  
4195 Dundas Street West, Suite 346  
Toronto, Ontario M8X 1Y4  
Phone: 416-239-1022  
Fax: 416-239-1076  
e-mail: admin@cbp.ca  
website: www.cbp.ca

#### **CMC Circulation Management Association of Canada**

CMC is a volunteer organization that offers professional development seminars, scholarships and a newsletter for circulation professionals. It also presents the ACE Awards. Memberships are offered to individuals rather than magazines.

**Contact:** Colleen Burton, Administrator, CMC  
2 Bloor St. W., Suite 100, Toronto ON M4W 3E2  
Phone: 905-946-0353  
Fax: 905-946-9529  
website: www.circ.org

#### **Canadian Magazine Publishers Association**

*Celebrating 30 years of service in 2003*  
The CMPA is Canada's professional industry association for consumer magazines, representing over 300 of Canada's most popular titles, large and small. The association offers industry advocacy, professional development, distribution services, promotion and advanced web services including online subscription sales through magOmania.com.

**Contact:** CMPA  
130 Spadina Ave., Suite 202,  
Toronto, ON M5V 2L4  
Phone: 416-504-0274  
Fax: 416-504-0437  
e-mail: cmpainfo@cmpa.ca  
websites: www.magOmania.com  
and www.cmpa.ca

#### **CCAB Division of BPA International**

CCAB (Canadian Circulations Audit Board), a not-for-profit media auditing

organization, counts as members over 430 Canadian consumer magazines, business publications, newspapers and websites, as well as 170 advertisers and advertising agencies. CCAB provides Canadian publishers and websites with a credible, effective marketing tool, and offers advertisers and agencies a reliable source of circulation/traffic data. BPA International, a world leader in media auditing, has a membership of more than 5,300 in 20 countries.

**Contact:** M. Timothy Peel, CCAB, a division of BPA International  
90 Eglinton Ave. East, Suite 980  
Toronto ON, M4P 2Y3  
Phone: 416-487-2418 Fax: 416-487-6405  
Montreal office:  
1010 rue Sherbrooke Ouest,  
Bureau 1800  
Montreal, (Quebec) H3A 2R7  
Phone: 514-845-0003 Fax: 514-845-0905  
e-mail: mpeel@bpai.com  
website: www.bpai.com

#### **Masthead Magazine and MastheadOnline.com**

*Masthead* is the trade journal of the Canadian magazine industry providing the "big picture" every month with news, features and opinion.

MastheadOnline.com offers news, a popular job board and industry links.

*Masthead* also sponsors the Masthead Trade Show at Magazines University.

**Contact:** Masthead, 8-1606 Sedlescomb Dr., Mississauga ON L4X 1M6  
Phone: 905-625-7070  
Fax: 905-625-4856  
e-mail: wshields@masthead.ca

### **Participating Association**

#### **Canadian Society of Magazine Editors**

CSME provides the editors of Canada's leading consumer and trade magazines a forum for the discussion of issues of mutual interest, encourages excellence and innovation in the creation of magazine content, fosters professional integrity in its craft, and assists in its members' professional development.

**Contact:** Samson Okalow, Executive Administrator  
Phone: 416-534-5398  
e-mail: samson@betterwords.ca

# Masthead trade show

## Two days only!

Monday June 2, 8:30-5:30 p.m. and Tuesday June 3, 8:30-4 p.m.

**Canada's largest exhibition of products and services for magazine publishers**

See new publishing technology and services at the Masthead Trade Show during the first two days of Mags University. It's your best opportunity of the year to find new solutions and suppliers to help you publish your magazines and web sites more profitably.

At the Masthead Trade Show, you'll find leading suppliers in these categories:

- ✓ Publication printing
- ✓ Prepress services
- ✓ Advertising software & services
- ✓ Publishing management software
- ✓ Circulation services
- ✓ Distributors
- ✓ Editorial services
- ✓ Design & production software
- ✓ Web publishing products & services
- ✓ Reprint services
- ✓ Government support
- ✓ Promotional printing & supplies

All coffee breaks during Mags University seminars are held in the Masthead Trade Show—make sure to visit those suppliers who can help your business grow.

Not attending Mags University seminars? Then spend a profitable two hours out of your busy year to see what's new and keep ahead of your competition.

The Masthead Trade Show is free if you are attending any seminars or luncheons at Mags University. Otherwise, the entry fee is \$5 in advance, or \$10 at the door.

## Canadian Newsstand Awards Exhibit & The Great Wall of Magazines



Wall of Magazines, one of the most popular attractions at Mags University. Browse through hundreds of Canadian magazines, and re-rack your own title full face, eye-level—everyone else does!



## Canadian Newsstand Awards

Monday, June 2, 4:45 p.m. - 5:15 p.m. in the Masthead Trade Show

Please join your colleagues for a special reception to announce the winners of the second annual Canadian Newsstand Awards. This new program celebrates innovation and success on the newsstand, with judging criteria based on both quantitative and qualitative measures, in different circulation categories. In the Masthead Trade Show hall, you'll see an exhibit of the year's best covers—all the nominees for the Canadian Newsstand Awards. Then at the reception, we'll announce the winners of this prestigious award in Canadian magazine publishing.

Lead sponsor:

**The Great Canadian NEWS Co.**

Patron:

**COMPASS**

Partner:

**CMC**  
Circulation Management Association

Produced by:

**MASTHEAD**  
THE MAGAZINE ABOUT MAGAZINES

**For more information on the Masthead Trade Show, visit [MastheadOnline.com](http://MastheadOnline.com)**

# seminar tracks

## Professional Development

- Learn from the best!
- Sharpen your skills!
- Boost your career!



### Management

### Sales & Advertising



### Editorial

### Design



### Circulation

### New Media



### Production

### Small Magazines



Use this handy guide to select seminars relevant to your needs. Then turn to the following pages for full seminar descriptions.

Some seminars are listed under more than one category.

Magazines University offers focused, top-notch seminars to boost your career, improve your magazine and keep you up-to-date on the latest trends in publishing. They are led by magazine experts from Canada and the U.S., and cater to basic or advanced needs at all types of magazines, large or small circulation.

Complete descriptions of each seminar follow. A handy Seminar Track is listed below. This lets you quickly choose the seminars most pertinent to your needs. The registration form and rates are located on the back page.

Register in advance to save money and avoid disappointment. The deadline for special Early-Bird Discount Rates is May 2. Registrations without full payment will not be accepted. Full refunds will be granted for any cancellations before May 19. After that, you can transfer your registration to someone else. All cancellations and transfers must be in writing. Remember: space is limited!

#### Seminar codes:

M: Monday, June 2

T: Tuesday, June 3

W: Wednesday, June 4

		Association	Management	Sales & Advertising	Editorial	Design	Circulation & Marketing	New Media	Production	Small Magazines
M2	Getting What You See: PDF Workflow for Magazines	CMPA							■	
M3	We'll Do It Again: Managing the Consumer Magazine Relaunch	CMPA			■					
M4	The World Beyond Circ Basics: Advanced Circ Techniques for Small Consumer Mags	CMPA					■			■
M5	Circulation Modeling: Powerful Publishing Tools You Need	CMC	■				■			
M6	The Competitive Edge: Speaking Smart for more business	CCAB		■			■			
M7	Big Picture Three-Year Forecast	CMPA	■	■	■	■	■	■	■	■
M8	The Word on the Web: Wiring Your Editorial Content	CMPA			■			■		
M9	The Two-Second Sell: Cover Design and the Newsstand	CMPA			■		■			
M10	How to Attract Big-name Contributors and Great New Writers	CSME	■		■					
M11	The Listening Strategy for Creating & Managing Relationships and Business	CCAB		■			■			
T1	Winning Readers with Award-winning Magazines	CBP			■	■				
T2	Close More Sales Now!	CBP	■	■						
T3	Managing Ad Files in a Digital World	CBP				■		■	■	
T4	Request Circulation: How to Get 'em, How to Keep Them Coming Back	CCAB					■			
T5	Down Under Insights: What You Can Learn from Australian Magazines	CMC	■		■		■			
T6	It Can Be Done: Ad Sales for Smaller Magazines	CMPA		■						■
T7	Interviewing Skills — Getting the Answers	CBP			■					
T8	Prospecting Successfully, Consistently and Enjoyably!	CBP	■	■						
T9	So You Have a Web Site. Now What?	CBP	■		■			■		
T10	Circulation and Your Career	CCAB					■			
T11	Newsstand Best Practices: Strategies for Your Single-Copy Success	CMC	■				■			
T12	Big-Time Planning for Smalls: The Small Mag Business Plan	CMPA	■							■
W1	Info You Need to Know: A Practical Guide to How Magazine Ad Sales Work	CMPA		■						
W2	The Pink Collar Ghetto in Magazines: Is It Real? Do We Even Need to Ask?	CMPA	■							
W3	Elvis Still Alive: Why You Should Be Fact-checking	CMPA			■					
W4	Secrets of the Great Art Directors, Part II: This Time, It's Personal	CMPA				■				
W5	Revive Your Renewals: Fresh Ideas To Boost Your Renewal Rates	CMC					■			
W6	What Ad Agencies Want: The Mystery Revealed	CMPA		■						
W7	If I Knew Then, What They Know Now: Lessons from Start-Up Wizards	CMPA	■							■



M2 9:00 – 11:15 a.m.

### Getting What You See: PDF Workflow for Magazines

One of the most powerful and innovative file formats to hit magazine publishing, Adobe Acrobat's PDF file-sharing technology, has the potential to revolutionize your magazine's workflow from writer to editor to designer to publisher. If you're not already using PDFs to get the job done, what's stopping you? Get the scoop on "what you see is what you get" from those who have gone over to the 'other side' of truly digital in-house workflow.

**Speakers:** Greg Antonacci, *Today's Bride*; additional panelist from Adobe to be named.

**Who should attend:** Editors, Designers, Production Managers and Publishers

**Host Association:** Canadian Magazine Publishers Association



M3 9:00 – 11:15 a.m.

### We'll Do It Again: Managing the Consumer Magazine Relaunch

When it's time to dust out the corners of your magazine and fill those too familiar old spaces with some dazzling new furniture... where do you begin? What stays and what goes? How do you do it all without losing loyal readers, or is dusting off your readership as well part of the point? CMPA assembles a panel of consumer mag pros who've made the trek from old to new and survived to tell of their adventure.

**Speakers:** Donna Braggins, Art Director, *Macleans*; Tom Hopkins, Senior VP Editorial, Avid Media; *Canadian Home & Country*; James Little, Editor, *Explore*; Lance Neale, Publisher, *Western Living Magazine*

**Who should attend:** Editors, Designers and Publishers

**Host Association:** Canadian Magazine Publishers Association



M4 9:00 – 11:15 a.m.

### The World Beyond Circ Basics: Advanced Circ Techniques for Small Consumer Mags

You've run several direct mail campaigns, you've struggled with renewal notices, you've put together a database with duct tape and wire... now it's time to learn how things are done in the fast lane. Automatic renewals, web-based renewals, list management for the new century and an in-depth critique of direct marketing for small consumer mags. Come out and see where you're going.

**Speakers:** Colleen Moloney, Associate Publisher, *Sky News* and Director, CM Group; Faith Drinnan, President, Oyster Group, publisher of *Saltsclapes*; Matt Robinson, Executive Publisher, *Outpost*; Michael Maranda, Managing Editor, *Fuse*

**Who should attend:** Small magazine managing editors and publishers with 2 years + in circ experience.

**Host Association:** Canadian Magazine Publishers Association



M5 9:00 – 11:45 a.m.

### Circulation Modeling: Powerful Publishing Tools You Need

"The secret to success in circulation is making as few mistakes as possible;" "Failing to plan is like planning to fail;" clichés, but clichés that ring true when managing your publication's circulation. With this session, we revisit modeling, the tool that should be in every circulator's toolbox to help minimize mistakes and plan effectively.

Areas to be addressed in this session include:

The Basics: Fundamental theory behind using models and source evaluation for ratebase management.  
The Details: Expires, assumptions, flow patterns and actualizing. Understand the process of loading and maintaining a model and making it an everyday tool.  
Integration: Learn about integrating the circulation planning & management functions into the bigger picture operations and financial operations for your publication.

The Tools: Revisit the standard software tools, and learn about the new ones developed. Get the latest information on old favorites like ACPO and Lighthouse, and what new tools exist. The Lost Art? Participate in a discussion about the usage of these tools in publishing today, and whether today's circulation professionals are utilizing the tools available.

If you work with circulation modeling tools, you'll want to see the latest on how the tools have developed. If you aren't familiar with using modeling tools, this will give you an introduction.

**Speakers:** One of the original architects of the Lighthouse Magazine Publishing Model, Greg Jones has over 20 years in the publishing industry. He consults all over North America with publishers on budget preparations, source development, and all areas of magazine publishing. P.J. Brown has worked with both large and small Canadian publishers on modeling and other consumer marketing areas.

**Who should attend:** Circulators, publishers, anyone involved with marketing or circulation planning

**Host Association:** CMC Circulation Management Association of Canada



M6 9:00 – 11:45 a.m.

### The Competitive Edge: Speaking Smart for More Business

In this intensely competitive and budget-stressed business environment the need for honing one's selling and presenting skills are crucial. This is an interactive session that will help you focus on developing the smartest sales call whether a formal presentation or one-on-one discussion.

This session will include:

- preparing cogent and concise sales arguments that persuade clients/agencies
- distilling and shaping information in a benefit-driven compelling manner (vs brain dumping)

You will leave this session with specific insights, skills and strategies that can help you work smarter in this challeng-

ing time... and bring in more business.

**SPECIAL NOTE:** This session complements the Listening Strategy (see M12)

**Speaker:** Linda Pogue designs and conducts workshops specifically for magazines and advertisers including: Conde Nast, Hearst, *Boston Magazine*, Revlon, Cartier and others

**Who should attend:** Sales and marketing

**Host Association:** CCAB

## Monday, June 2 - Afternoon



M7 2:00 – 4:45 pm

### The Big Picture Three-Year Forecast

Showers or fair weather? We've gone through Bill C-55, September 11, layoffs, Canada Post increases and Internet disappointments. What more can happen? Of course, we've also got the Canada Magazine Fund, loyal subscribers and enough Canadian content in one year to fill 2,500 books. And new Print Measurement Bureau data states that Canadians read an average of seven Canadian magazines every month. So what will our workplaces, our industry and our magazines look like in three years? Senior managers from large consumer magazines give their perspective on our future.

**Moderator:** D.B. Scott, Impresa Communications

**Speakers:** Greg McNeil, President, St. Joseph Media; Paul Jones, Senior Vice President, Rogers Media; Jacqueline Howe, President, Avid Media; Eric Schneider, President and CEO, Redwood Custom Communications.

**Who should attend:** Everyone

**Host Association:** Canadian Magazine Publishers Association



M8 2:00 – 4:45 p.m.

### The Word on the Web: Wiring Your Editorial Content

Not everyone is comfortable taking content from their print book to feed their website, and with good reason, but what are the realities of digitizing your editorial content? Learn how to do it from those who do do it. Find out how issues of copyright, design, ad adjacency, dilution of readership, and simple resource management come into play, if they even do.

**Speakers:** Dmitry Beniaminov, Web Manager, Avid Media (moderator); additional panelists to be announced.

**Who should attend:** Editors, managing editors, web editors, web designers and publishers

**Host Association:** Canadian Magazine Publishers Association



M9 2:00 – 4:45 p.m.

### The Two-Second Sell: Cover Design and the Newsstand

You may have the world's most beautiful cover image – a serene feast for the eyes – but when those eyes are speeding from the dairy aisle to the checkout, what's going to make them stop and take notice? Are your covers doing enough to get your magazine off the shelf and into the basket? Can any consumer magazine afford to ignore the selling power of good cover design? Come and find out.

**Speakers:** Rona Maynard, Editor, *Chatelaine*; Terry Sellwood, General Manager, *Cottage Life* and *Explore*; additional panelists to be named.

**Who should attend:** Editors, managing editors, designers and publishers

**Host Association:** Canadian Magazine Publishers Association



M10 2:00 – 4:45 p.m.

### How to Attract Big-name Contributors and Great New Writers

Would you like to add more panache or prestige to your roster of contributors?

Are you always on the lookout for fantastic writers and want to know where everyone else finds them? If you are, join us as our panel of working editors discuss successful strategies for recruiting top writers. We'll cover how to recruit big names on a modest budget, how to get great work out of great writers, and how to keep them writing for you.

**Speakers:** Julie Chrysler, *THIS Magazine*; Catherine Osborne, *Lola*; Rick Boychuk, *Canadian Geographic*; Penny Caldwell, *Cottage Life*.

**Who should attend:** Editors and Publishers

**Host Association:** Canadian Society of Magazine Editors



M11 2:00 – 4:45 p.m.

### The Listening Strategy: Building Rapport & Business

This singular skill (Active Listening) is the magnet that draws information, facilitates dialogue, inspires the interpersonal dynamic of rapport and overcomes the adversarial "buyer-seller" stereotype... all to help move clients/agencies in the sales process.

The session will help you:

- secure understanding and generate trust with clients
- surface hidden agendas to overcome in the sale
- manage conflict and emotional situations
- inform you of what (and when) you need to say to Sell.

**SPECIAL NOTE:** This session complements the Listening Strategy (see M6)

**Speaker:** Linda Pogue designs and conducts workshops specifically for magazines and advertisers including: Conde Nast, Hearst, *Boston Magazine*, Revlon, Cartier and others

**Who Should Attend:** Sales and marketing

**Host Association:** CCAB

## Tuesday, June 3 - Morning



T1 9:00 – 11:45 a.m.

### Winning Readers with Award-winning Magazines

Two seasoned magazine professionals team up to explore the secrets to attracting and keeping readers with award-winning editorial and design. An award-winning editor and faculty member of the summer Magazine Editing Workshop at Simon Fraser University, Jim Sutherland will join Georges Haroutian, an award-winning art director and editorial design instructor at the Ontario College of Art and Design. Using award-winning entries from the Kenneth R. Wilson Awards and the National Magazine Awards as case studies, they will share their considerable knowledge of editing and packaging magazines, and provide practical tips on improving your editorial content and layout.

**Speakers:** Jim Sutherland, Editor, *Western Living*, Georges Haroutian, owner and art director, *Applied Arts*.

**Who Should Attend:** Editors, writers and art directors

**Host Association:** Canadian Business Press



T2 9:00 – 11:45 a.m.

### Close More Sales Now!

Is learning how to greatly increase your closing percentages and the amount each client buys important to you? Interested in crushing your competition with closes that always work? Then this session is for you. Lead by one of the best sales, management and training professionals in North America, this session teaches how to take advantage of any kind of economy and to spend your time brilliantly!

**Speaker:** Michael Dryall, President of Michael Dryall Seminars has spent the past 36 years actively involved in sales training. Successes in Canada led to permanent, active residence and business now in the United States. Michael is an energetic, stimulating presenter who is

personally involved with 1000's of companies and the training of hundreds of thousands of sales professionals internationally.

**Who Should Attend:** Sales representatives, Sales Managers, Publishers

**Host Association:** Canadian Business Press



T3 9:00 – 11:45 a.m.

### Managing Ad Files in a Digital World

Learn from this expert panel where the future of Computer-to-Plate technology is taking us. This session includes a mix of nuts-and-bolts presentations covering acceptable and unacceptable files, the need for pre-flighting, common file mistakes, and why adherence to MACS/dMACS is important. Find out how to make perfect files, first-time, everytime, for photography, graphics and text. The ABC's of PDF/X will be reviewed. Panelists share their case studies, personal experiences and sound technical advice.

**Speakers:** Dan Brill, Publisher & Editor-in-Chief, *Graphic Exchange* (Moderator); Nicky Milner, Technology Director, Que-Net Media; David Kew, Manager, Sales & Product Support, Digital Products, Heidelberg Canada; Chris Smyth, Digital Ad Manager, Rogers Publishing; Carmine DeSanto, President, Loop Enterprise Inc.

**Who Should Attend:** Production Managers, Graphic designers, Publishers and Art Directors

**Host Association:** Canadian Business Press



T4 9:00 – 11:45 a.m.

### Request Circulation: How to Get 'em, How to Keep Them Coming Back

One of the greatest challenges circulators face is requalifying their readers in a cost-effective manner. Finding new customers is a challenge. Keeping clientele satisfied is an art. Growing your readership involves bringing in new business and maintaining existing customers. Campaigns that have succeeded, those

that have failed, and why. Our panel will discuss what's working and what's not in request and requalification campaigns.

Topics to be discussed:

- Audience development
- Old standards vs. new technologies
- Privacy issues
- Publication assistance program

Join us for expert advice and tried-and-true tips for circulation success.

**Speakers:** TBA

**Who Should Attend:** Circulators

**Host Association:** CCAB



T5 9:00 - 11:45 AM

### Down Under Insights: What You Can Learn from Australian Magazines

You might stand at the newsstand and admire the covers, but you wouldn't recognize a lot of the names. Instead of *Canadian Living*, *Chatelaine* or *Gardening Life*, you'd see *Super Food Ideas*, *delicious* and *Gardening Australia*. Whatever the hemisphere, you can find exciting magazines produced by passionate people. Spend the morning with Michael McHugh, one of Australia's brightest publishing talents as he shares his thoughts on publishing good magazines. This informal discussion will look at areas such as:

- Do or Die Newsstand: Where newsstand sales mean life or death, you've got to get it right every issue. Learn how the good ones survive on Aussie newsstands.
- Ready, Set, Launch! What does it take to get out of the gate fast? Get insights on how nimble publishing teams gets in (and sometimes out of...) a market.
- Multi-Media Brands: TV success often translates to magazine success and beyond in Australia. Sometimes it's a brand you're working on.
- Overworked and Underpaid? Get a feel for what editor/publisher/circulator/designer challenges are for Australian magazine professionals.
- Dominating your market: Why have the top food magazine in Australia when you can have the top 3 (and 81% marketshare). Learn about working on winning (and growing!) titles.
- Dominant Cultural Neighbours: A publishing veteran from New Zealand,

where success meant adapting to competition and influence from Australia, see what insights Michael has for Canadians dealing with our American neighbours. Good Magazines are Good Magazines, no matter which way the water goes down the drain. From big picture strategy to the daily challenges of working in magazines, this speaker should be of interest to all publishing professionals. Don't miss this chance to see how it's done down under.

**Speaker:** Michael McHugh is the Sydney-based Group Publisher for FPC Living, Australia's leading publisher of consumer food, fashion and lifestyle magazines. Originally from New Zealand, his publishing experience in NZ, England and now Australia gives him great insights on magazine success.

**Who Should Attend:** Publishers, Editors, Circulators

**Host Association:** CMC Circulation Management Association of Canada



T6 9:00 – 11:45 a.m.

### It Can Be Done: Ad Sales for Smaller Magazines

Find out how to compete, and succeed, in the high stakes world of ad sales – even when faced with the limitations of a tight budget. Get the keys to success, and learn how best to apply them to unlock your magazine's sales potential. Discover how the right media kit, readership survey and value-added packages can impact your sales. Attract the advertisers you want with simple in-house techniques that won't kill your pocket book.

**Speaker:** Gwen Dunant is an advertising sales consultant with over 20 years of industry ad-sales experience.

**Who should attend:** Small and mid-size magazine publishers and sales staff

**Host Association:** Canadian Magazine Publishers Association

## Tuesday, June 3 - Afternoon



T7 2:00 – 4:45 p.m.

### Interviewing Skills – Getting the Answers

Improve your interviewing skills. Find out how to get past the managed and massaged message. Learn how to prepare for an interview and get the answers you want. One of Canada's top journalists and broadcasters, Hana Gartner, shares some of the behind-the-scenes anecdotes, killer questions and revealing insights that make her an award-winning interviewer. Using actual interview footage to demonstrate the techniques for good – and not so good – interviews, will guarantee an entertaining and stimulating session.

**Speaker:** Hana Gartner, CBC Journalist, has enjoyed a distinguished career at CBC Television for 25 years. Her straightforward style and willingness to ask the tough questions have earned her numerous awards and the respect of the journalist community. Hana combines her unique insights into the hottest news stories, with warmth, humour and compassion.

**Who Should Attend:** Editors, writers

**Host Association:** Canadian Business Press



T8 2:00 – 4:45 p.m.

### Prospecting Successfully, Consistently and Enjoyably!

This practical and highly-motivating session teaches new techniques for prospecting business. Learn 10 to 15 ways of prospecting that very few know. Discover telephone scripts to get hundreds of appointments (if you can handle that many). Find the answers to all objections. Learn how to easily solve the gatekeeper situation and eliminate voice-mail as an obstacle and time-waster. To get to the right person and ensure time is not wasted in the wrong situations, then this session is for you.

**Speaker:** Michael Dryall, President of Michael Dryall Seminars has spent 36 years actively involved in sales training. Successes in Canada have led to perma-

nent, active residence and business in the U.S.. Michael is an energetic, stimulating presenter, personally involved with 1000's of companies training hundreds of thousands of sales professionals internationally.

**Who Should Attend:** Sales representatives, Sales Managers, Publishers

**Host Association:** Canadian Business Press



T9 2:00 – 4:45 p.m.

### So You Have a Web Site. Now What?

Most magazines have established a presence on the web. However, many have discovered that the resources for the magazine don't fit the demands of the online version. Learn how to successfully integrate and coordinate the content delivered by both media maintaining profitable magazines and web sites. Topics include: selecting content - what drives traffic and what doesn't; incentives for editors; linking online tools to meet advertiser needs; dealing with the web versus print; and making content usable for the web. Learn how your web site can complement the magazine - and visa versa.

Case studies will demonstrate what works.

**Speakers:** Darin Diehl, Content Director, Advisor Group, *Advisor's Edge*, Advisor.ca, Advisor Forum, Objectif Conseiller, Forum Des Conseillers, A Division of Rogers Media. Lou Smyrlis, Editorial Director, John G. Smith, Director, New Business Development, Irene Fu, Site Development Manager and Gary Fleming, Internet Development Manager all with Business Information Group (Hollinger).

**Who Should Attend:** Publishers, Editors, Web Editors, Web Masters

**Host Association:** Canadian Business Press



T10 2:00 – 4:45 p.m.

### Circulation and Your Career

Few young people are certain of what they will do for the rest of their lives. They often graduate with degrees that

are far different than what they end up doing. Those in publishing know it is a “learn on the job” industry. And in publishing, careers are continually evolving. Individuals need to push and explore to define their skillsets and interests. Careers need stimulation, and you need to remain flexible to adapt to changes in your world and the world in general. Learn from a publishing maven who has risen through the ranks of circulation, publisher and executive management. Topics to be discussed:

- Finding a mentor
- Seeking opportunities
- Developing your knowledge base
- Learning to see “the big picture”

**Speakers:** Gloria Adams, Director, ATD Audience Development, PennWell Publishing

**Who should attend:** Circulators

**Host Association:** CCAB



T11 2:00 pm to 4:45 pm

### Newsstand Best Practices: Strategies for Your Single-Copy Success

It’s a jungle out there! With rising costs and a changing landscape, newsstand success is elusive and an ongoing challenge. Learn what proven principles you can apply for your successful newsstand strategy.

The expert panel from the publishing and distribution side will help identify best practices for maximizing your newsstand success. Discussion areas will include:

- Goals: Setting short-term and long-term sustainable goals! Use your past results and competitive info to help set your future newsstand course.
- Information Flow: Setting up your information system to compare and analyze the timely results you need.
- Promotions: The challenge of maximizing impact with limited budgets.

Learn about the latest innovations and finding what programs are best for your publication.

- Cover Success: Using the info at your fingertips to identify winning strategies and minimize unwanted surprises.
- Know your Class of Trade:

Understanding the landscape your title competes in.

- Know the Marketplace: What titles & categories are hot? Which are not? Who

are the movers and shakers setting the trends across the pond, around the world and in our own backyard. The formula for success can include developing the big picture strategy for your publication and setting up the day-to-day tasks that keep your magazine poised for success. Senior and junior publishing professionals alike can bring newsstand questions and challenges for this informative discussion.

**Speakers:** Stan Synowicki, Manager – Product Development, Gordon and Gotch Periodicals; Tom Worseley, Director of Newsstand Sales, Transcontinental Publishing; Ron Sellwood, Marketing and Promotions Manager, Disticor; Molly De Shong, Associate Publisher, *Shambhala Sun*

**Who should attend:** Circulators, publishers.

**Host Association:** CMC Circulation Management Association of Canada



T12 2:00 – 4:45 p.m.

### Big-Time Planning for Smalls: The Small Mag Business Plan

Large or small, successful magazines tend to have one thing in common – they all have a business plan in place, and they work to that plan. It may seem like too much effort for a title with little-to-no budget and only volunteer(s) on staff, but believe it or not, your life will be made easier if you have one.

**Speakers:** Rod Gudino, Editor-in-Chief, *Rue Morgue*; Mary-Beth Hollyer, Associate Editor, *Rue Morgue*; Joyce Byrne, title, magazine *Joyce Byrne*, Associate Publisher, *THIS Magazine*

**Who should attend:** Small and mid-size magazine publishers and managing editors

**Host Association:** Canadian Magazine Publishers Association

## Wednesday, June 4 - Morning



W1 9:00 – 11:45 a.m.

### Info You Need to Know: A Practical Guide to How Magazine Ad Sales Work

Join us for a practical look at the maga-

zine research information most requested by advertising agencies. Brace yourself for a barrage of information and research, which will add value to your day-to-day sales contacts. Get an in-depth perspective on the Canadian magazine industry, including key Canadian sales performance measures and how we stack up globally. Learn about sales tools that can make the difference between making or missing the cut. Come away with useful concepts and proven research to help you make the most of your sales call.

**Speaker:** Gary Garland, President, Magazines Canada

**Who should attend:** Sales staff, publishers, managing editors

**Host Association:** Canadian Magazine Publishers Association



W2 9:00 – 11:45 a.m.

### The Pink Collar Ghetto in Magazines: Is It Real? Do We Even Need to Ask?

According to the latest Masthead Magazine Salary Survey, “Males still command higher salaries in almost all categories, the most glaring discrepancy occurring in the management suite where men pull down on average 38.8% more than women.” If it’s true that women dominate this industry, how come we don’t dominate the salaries? It’s time we talked about this and looked at what we can do to change it.

**Speakers:** Maureen Cavan, Cavan & Associates (moderator); Lynn Cunningham, Assistant Professor of Journalism, Ryerson University; Francine Tremblay, Senior Vice-President Consumer Publications, Transcontinental Media; Donna Clark, Publisher, *Chatelaine* and Senior Vice President, Rogers Media; Marina Glogovac, Vice President, Group Publisher, *Toronto Life* and *Saturday Night*; Carole Ann Hayes, President, Key Publishers.

**Who should attend:** Any and all interested in equity and fairness.

**Host Association:** Canadian Magazine Publishers Association



W3 9:00 – 11:45 a.m.

### Elvis Still Alive: Why You Should Be Fact-checking

Think fact-checking takes up more time than it's worth? Think again. Consumer magazines live on the confidence of their readers. Fail the accuracy test once too often, and you risk losing your audience, and your livelihood. Join us for a primer on the research techniques, and the staffing necessities to make fact-checking a regular part of your editorial workflow.

**Speaker:** Cynthia Brouse, Managing Editor, *Saturday Night*

**Who should attend:** Editors, contributing editors, publishers, writers

**Host Association:** Canadian Magazine Publishers Association



W4 9:00 – 11:45 a.m.

### Secrets of the Great Art Directors, Part II: This Time, It's Personal

Last year the Art Director's panel saw some of the consumer mag industry's most creative minds share their likes, their dislikes, their fantasy layouts and their thoughts on where art direction is going (or should go). Buckle up for year two. Last year's panel has chosen this year's panel. A sure sell-out, so book early.

**Speakers:** Alex Alter, *Saturday Night*; Sandra Latini, *Toronto Life*.

**Who should attend:** Art directors, designers, editors, and publishers.

**Host Association:** Canadian Magazine Publishers Association



W5 9:00 am to 11:45 am

### Revive Your Renewals: Fresh Ideas To Boost Your Renewal Rates

Wondering how your magazine's renewal rates stack up to industry benchmarks? Trying to integrate e-mail into your renewal or requalification series? Working on converting your subscribers to continuous service? If you answered 'Yes' to any of these questions, then plan on attending this seminar. It's time to focus on the most important part of your

business: keeping your best customers. Our panelists from the magazine, telemarketing, and web media industry will lead a lively discussion on areas such as:

- **Renewal rate benchmarks** – find out the results of the recent CMC-commissioned renewal rate study. See how your magazine's renewal rates compare to those of other Canadian magazines and what trends have developed over time.
- **E-mail renewals** – Hear from our panelists on who's doing what with e-renewals. Find out how to integrate e-mails into your current renewal or requalification series. Get practical advice on what to do (or not do!) when launching your first e-renewal campaign.
- **Continuous service** – are you focusing on converting your subscribers to continuous service? If not, find out why you should be, as our panel outlines the benefits this service brings your magazine.
- **Telemarketing** – Mix up your renewal series by including a telemarketing effort. Find out the benefits of using this source to increase your renewal and requalification results.

You'll walk away from this seminar ready to revolutionize your renewal series and boost your magazine's renewal or requalification rates!

**Speakers:** A panel discussion, moderated by Michael J. Fox, Senior VP, Rogers Publishing. Other panellists to be announced.

**Who Should Attend:** Circulators

**Host Association:** CMC Circulation Management Association of Canada

## Wednesday, June 4 - Afternoon



W6 2:00 – 4:30 p.m.

### What Agencies Want: The Mystery Revealed

Are you trying to get on the agency radar screen? Do you need to know what it takes to get noticed, or better yet, on "the plan"? This session is for you. Come and listen to our panel of distinguished agency decision makers reveal their innermost secrets about what agencies really want. Learn about the planning process that results in titles making or missing the cut, their mindset and how to meet, even exceed, their expectations. Come away with a

strategic selling approach and useful tips on how to maximize your sales contact.

**Speakers:** Gary Garland, President, Magazines Canada (moderator); Lynn Mayer, Senior Vice President and Director of Media Planning, Bates Canada; Rob Young, Senior Vice President, HYPN; Robert Brown, Vice President, Group Media Director, MediaVest Worldwide; Martin White, partner, Asylum thinkgroup Inc.

**Who should attend:** Publishers, sales managers, salespeople

**Host Association:** Canadian Magazine Publishers Association



W7 2:00 – 4:30 p.m.

### If I Knew Then, What They Know Now: Lessons from Start-Up Wizards

Dozens of new magazines jump into the marketplace every year, and the rush to start new titles is unrelenting. Yet for many of these young titles, common mistakes and problems sink them before their first or second birthday. Join our panel of successful start-up entrepreneurs for a discussion about practical dos and don'ts. It's the stuff you may someday wish someone had told you. A road map from great idea to great magazine.

**Speakers:** Andrew Heintzman, founder of *Shift*; Walter Sendzck, *Vines*; Chris Frey, *Outpost*; Hal Niedzviecki, founder of *Broken Pencil*; Catherine Osborne, founder of *Lola*.

**Who should attend:** You know who you are.

**Host Association:** Canadian Magazine Publishers Association

# Magazines University 2003

**Masthead Trade Show – Two Days Only – Monday, 8:30 a.m. - 5:30 p.m., Tuesday, 8:30 a.m. - 4 p.m.**

## Monday, June 2

## Tuesday, June 3

8:30	Registration from 8:30 a.m.											
9:00		M2 GETTING WHAT YOU SEE: PDF WORKFLOW FOR MAGAZINES	M3 WE'LL DO IT AGAIN: MANAGING THE CONSUMER MAGAZINE RELAUNCH	M4 THE WORLD BEYOND CIRC BASICS: ADVANCED CIRC TECHNIQUES FOR SMALL CONSUMER MAGS	M5 CIRCULATION MODELING: POWERFUL PUBLISHING TOOLS YOU NEED	M6 THE COMPETITIVE EDGE: SPEAKING SMART FOR MORE BUSINESS	T1 WINNING READERS WITH AWARD-WINNING MAGAZINES	T2 CLOSE MORE SALES NOW!	T3 MANAGING AD FILES IN A DIGITAL WORLD	T4 REQUEST CIRCULATION: HOW TO GET 'EM, HOW TO KEEP THEM COMING BACK	T5 DOWN UNDER INSIGHTS: WHAT YOU CAN LEARN FROM AUSTRALIAN MAGAZINES	T6 IT CAN BE DONE: AD SALES FOR SMALLER MAGAZINES
10:15	Discover new ideas at the Masthead Trade Show and see the Great Wall of Magazines!											
10:45	CMPA	CMPA	CMPA	CMPA	CMC	CCAB	CBP	CBP	CBP	CCAB	CMC	CMPA
11:30	CMPA ANNUAL GENERAL MEETING 11:30 a.m. - 12:15						Discover new ideas at the Masthead Trade Show					
12:00	CMPA LUNCHEON IN THE GUILDHALL 12:30 p.m. - 1:45 pm						CMPA SMALL MAG BROWN BAG IN THE VICTORIA ROOM 12:00-1:30 p.m.			CMC LUNCHEON & ACE AWARDS IN GUILDHALL 12:00-1:30 p.m.		
1:45	Discover new ideas at the Masthead Trade Show!						CMC ANNUAL GENERAL MEETING 1:30 p.m.					
2:00	M7 BIG PICTURE THREE-YEAR FORECAST	M8 THE WORD ON THE WEB: WIRING YOUR EDITORIAL CONTENT	M9 THE TWO-SECOND SELL: COVER DESIGN AND THE NEWSSTAND	MS HOW TO BE SMALL: THE CMPA SMALL MAGAZINE WORKSHOP	M10 HOW TO ATTRACT BIG-NAME CONTRIBUTORS ON A TINY BUDGET	M11 THE LISTENING STRATEGY FOR CREATING & MANAGING RELATIONSHIPS AND BUSINESS	T7 INTERVIEWING SKILLS - GETTING THE ANSWERS	T8 PROSPECTING SUCCESSFULLY, CONSISTENTLY AND ENJOYABLY!	T9 SO YOU HAVE A WEB SITE. NOW WHAT?	T10 CIRCULATION AND YOUR CAREER	T11 NEWSSTAND BEST PRACTICES: STRATEGIES FOR YOUR SINGLE-COPY SUCCESS	T12 BIG-TIME PLANNING FOR SMALLS: THE SMALL MAG BUSINESS PLAN
3:15	Check out the Masthead Trade Show and see the Great Wall of Magazines!											
3:45	CMPA	CMPA	CMC	CMC	CSME	CCAB	CBP	CBP	CBP	CCAB	CMC	CMC
4:45	CANADIAN NEWSSTAND AWARDS IN THE MASTHEAD TRADE SHOW 4:45 p.m. - 5:15 p.m.				CMPA WINE PARTY IN THE GUILDHALL 4:45 p.m.		CMC 8TH ANNUAL CONNOISSEURS CLUB, THE PATIO GARDENS Treat your tastebuds, enjoy some special beverage sampling, and smoking of exquisite cigars 5:00 p.m.					
6:30	<b>CSME BANQUET &amp; AWARDS</b> Cocktails 6:30 p.m. Dinner 7:00 p.m. Editors' Choice & President's Choice Awards following dinner											

SEMINARS      LUNCHEONS & RECEPTIONS      TRADE SHOW      GENERAL MEETINGS

# Program at a Glance

## Wednesday, June 4

Registration from 8:30 a.m.



<b>W1</b> INFO YOU NEED TO KNOW: A PRACTICAL GUIDE TO HOW MAGAZINE AD SALES WORK	<b>W2</b> THE PINK COLLAR GHETTO IN MAGAZINES: IS IT REAL? DO WE EVEN NEED TO ASK?	<b>W3</b> ELVIS SILL ALIVE: WHY YOU SHOULD BE FACT-CHECKING	<b>W4</b> SECRETS OF THE GREAT ART DIRECTORS, PART II: THIS TIME, IT'S PERSONAL	<b>W5</b> REVIVE YOUR RENEWALS: FRESH IDEAS TO BOOST YOUR RENEWAL RATES
Break				
CMPA	CMPA	CMPA	CMPA	CMC
CCAB/CBP RECEPTION ON GUILDHALL PATIO 12 noon - 12:30 p.m.				
CCAB/CBP LUNCHEON IN GUILDHALL 12:30 p.m.				
<b>W6</b> WHAT AD AGENCIES WANT: THE MYSTERY REVEALED		<b>W7</b> IF I KNEW THEN, WHAT THEY KNOW NOW: LESSONS FROM START-UP WIZARDS		
Break				
CMPA		CMPA		

### CBP ANNUAL GENERAL MEETING

4:45 p.m. - 5:30 p.m.

### KENNETH R. WILSON GALA AWARDS EVENING

Cocktails 6:00 p.m. on The Terrace  
 Dinner and Presentation 7:00 - 10:00 p.m.  
 in Brulé Rooms

## Please Read These Important Instructions

- The registration form is on the back page. If you have questions about registration, call inter-REG at 1-888-335-5734, or fax them at 1-888-335-0889. **"inter-REG" will appear on credit card statements for all credit card orders.** Use a separate registration form for each person who will be attending Magazines University. Photocopy the form to make more copies.
- If you or your company is a member of any of the partner associations listed on the registration form or if you are an exhibitor at the trade show, you are entitled to the member rate for any of the seminars or luncheons.
- Please ensure you have not registered for concurrent events.
- Payment for all events MUST be included with your registration.** The deadline for Early-Bird Rates is May 2. All events and sessions are sold on a first-come, first-serve basis — remember, many sessions sell out.
- Faxed registrations must include Visa, MasterCard or Amex information. Mail registrations must include either cheque or credit card information. Please make your cheques payable to Magazines University. Register early to avoid disappointment.
- Full refunds will be granted for any cancellations before May 19. After that, you can transfer your registration to someone else. All cancellations and transfers must be in writing.
- You will receive a fax confirmation of your registration before the start of Magazines University. Your participant badge and tickets will be waiting for you at the registration desk at The Old Mill Inn when you arrive for Magazines University. Please arrive at least 30 minutes before the start of your first event.  
**You must have your badge and tickets to gain entrance to events.**
- Visit [www.cmpa.ca](http://www.cmpa.ca), [www.mastheadonline.com](http://www.mastheadonline.com), [www.cbp.ca](http://www.cbp.ca), [www.circ.org](http://www.circ.org) and [www.bpai.ca](http://www.bpai.ca) to view this brochure or to print off additional registration forms.

**Early-Bird Deadline: May 2!**  
**Save more than 20% off the regular rates!**



AWARDS

# ADVANCE REGISTRATION FORM Magazines University 2003

Please print clearly. One form per person; photocopy this form if you need more copies.  
Please read the instructions on the previous page before filling out.

Fax this registration form to:  
**1-888-335-0889**

Or mail to:  
**Magazines University**

**c/o Inter-REG  
2205 Halpern  
Ville Saint-Laurent, QC  
H4S 1S3  
Phone: 1-888-335-5734**

Full refunds until May 19.  
Transfers only after May 19.  
All cancellations and transfers  
Must be in writing.

Name: \_\_\_\_\_

Department (tick one):  Advertising Sales  Circulation  Editorial  Art/Production  Publisher/Management  Other

Magazine (To appear on your badge): \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

May we contact you by e-mail?  e-mail address: \_\_\_\_\_

Payment By:  Cheque  Visa  Mastercard  Amex NOTE: Faxed forms must include payment by credit card

Credit Card No.: \_\_\_\_\_ Expiry Date: month/ year/ \_\_\_\_\_

Cardholder's Name (Please print): \_\_\_\_\_ Signature: \_\_\_\_\_

Member of:  CMPA  CBP  CMC  CCAB/BPA International  CSME  Trade Show Exhibitor



**Please register me for the following events:**

**Seminars**

Code	Seminar Title	ASSOCIATION Member RATE		NON-MEMBER RATE		Code	FILL IN COST, SUBTOTAL ADD GST	
		By May 2	After May 2	By May 2	After May 2			
MON. morning	<input type="checkbox"/> M2 Getting What You See: PDF Workflow for Magazines	\$95	\$120	\$175	\$195	M2	_____	MON. A.M.
	<input type="checkbox"/> M3 We'll Do It Again: Managing the Consumer Magazine Relaunch	\$95	\$120	\$175	\$195	M3	_____	
	<input type="checkbox"/> M4 The World Beyond Circ Basics: Advanced Circ Techniques for Small Consumer Mags	\$95	\$120	\$175	\$195	M4	_____	
	<input type="checkbox"/> M5 Circulation Modeling: Powerful Publishing Tools You Need	\$95	\$120	\$175	\$195	M5	_____	
	<input type="checkbox"/> M6 Speaking Smart... And Moving the Sales Process: A Client-Centered Approach...	\$95	\$120	\$175	\$195	M6	_____	
	<input type="checkbox"/> M7 Big Picture Three-Year Forecast	\$95	\$120	\$175	\$195	M7	_____	
	<input type="checkbox"/> M8 The Word on the Web: Wiring Your Editorial Content	\$95	\$120	\$175	\$195	M8	_____	
MON. afternoon	<input type="checkbox"/> M9 The Two-Second Sell: Cover Design and the Newsstand	\$95	\$120	\$175	\$195	M9	_____	MON. P.M.
	<input type="checkbox"/> M10 How to Attract Big-name Contributors and Great New Writers	\$95	\$120	\$175	\$195	M10	_____	
	<input type="checkbox"/> M11 The Listening Strategy for Creating & Managing Relationships and Business	\$95	\$120	\$175	\$195	M11	_____	
TUES. morning	<input type="checkbox"/> T1 Winning Readers with Award-winning Magazines	\$95	\$120	\$175	\$195	T1	_____	TUES. A.M.
	<input type="checkbox"/> T2 Close More Sales Now!	\$95	\$120	\$175	\$195	T2	_____	
	<input type="checkbox"/> T3 Managing Ad Files in a Digital World	\$95	\$120	\$175	\$195	T3	_____	
	<input type="checkbox"/> T4 Request Circulation: How to Get 'em, How to Keep Them Coming Back	\$95	\$120	\$175	\$195	T4	_____	
	<input type="checkbox"/> T5 Down Under Insights: What You Can Learn from Australian Magazines	\$95	\$120	\$175	\$195	T5	_____	
	<input type="checkbox"/> T6 It Can Be Done: Ad Sales for Smaller Magazines	\$95	\$120	\$175	\$195	T6	_____	
	<input type="checkbox"/> T7 Interviewing Skills - Getting the Answers	\$95	\$120	\$175	\$195	T7	_____	
TUES. afternoon	<input type="checkbox"/> T8 Prospecting Successfully, Consistently and Enjoyably!	\$95	\$120	\$175	\$195	T8	_____	TUES. P.M.
	<input type="checkbox"/> T9 So you have a web site. Now what?	\$95	\$120	\$175	\$195	T9	_____	
	<input type="checkbox"/> T10 Circulation and Your Career	\$95	\$120	\$175	\$195	T10	_____	
	<input type="checkbox"/> T11 Newsstand Best Practices: Strategies for your Single-Copy Success	\$95	\$120	\$175	\$195	T11	_____	
	<input type="checkbox"/> T12 Big-Time Planning for Smalls: The Small Mag Business Plan	\$95	\$120	\$175	\$195	T12	_____	
WED. morning	<input type="checkbox"/> W1 Info You Need to Know: A Practical Guide to How Magazine Ad Sales Work	\$95	\$120	\$175	\$195	W1	_____	WED. A.M.
	<input type="checkbox"/> W2 The Pink Collar Ghetto in Magazines: Is it Real? Do we even need to ask?	\$95	\$120	\$175	\$195	W2	_____	
	<input type="checkbox"/> W3 Elvis Still Alive: Why You Should Be Fact-checking	\$95	\$120	\$175	\$195	W3	_____	
	<input type="checkbox"/> W4 Secrets of the Great Art Directors, Part II: This Time, It's Personal	\$95	\$120	\$175	\$195	W4	_____	
	<input type="checkbox"/> W5 Revive Your Renewals: Fresh Ideas to Boost Your Renewal Rates	\$95	\$120	\$175	\$195	W5	_____	
	<input type="checkbox"/> W6 What Ad Agencies Want: The Mystery Revealed	\$95	\$120	\$175	\$195	W6	_____	
	<input type="checkbox"/> W7 If I Knew Then, What They Know Now: Lessons from Start-Up Wizards	\$95	\$120	\$175	\$195	W7	_____	

**Special Events**

<input type="checkbox"/> ML	CMPA Luncheon, June 2, 12:30 p.m.	\$55	\$65	\$65	\$75	ML	_____
<input type="checkbox"/> MS	CMPA Small Mags Workshop, June 2, 2 p.m. <b>FREE!</b> Register using this form CMPA Reception, June 2, 4:45 p.m. <b>FREE!</b> No need to register, just show up! Canadian Newsstand Awards, June 2, 4:45 p.m. <b>FREE!</b> No need to register, just show up!				\$0	MS	\$0
<input type="checkbox"/> TL	CMC Excellence Awards Luncheon, June 3, 12:00 p.m.	\$55	\$65	\$65	\$75	TL	_____
<input type="checkbox"/> TS	CMPA Small Mag Brown Bag, June 3, 12:00 p.m. <b>FREE!</b> Register using this form CMC Party, June 3, 4:45 pm. <b>FREE!</b> No need to register, just show up!				\$0	TS	\$0
<input type="checkbox"/> WL	CCAB/CBP Reception & Luncheon, June 4, 12:30 p.m.	\$55	\$65	\$65	\$75	WL	_____

**Awards Dinners**

<input type="checkbox"/> MD	CSME Dinner & Awards. June 2, cocktails 6:30, dinner 7 p.m. <b>Pre-registration only</b>	\$90	\$90	\$100	\$100	MD	_____
<input type="checkbox"/> WD	Kenneth R. Wilson Gala Awards Evening, June 4, cocktails at 6, dinner at 7 p.m.	\$120	\$140	\$140	\$160	WD	_____

**Masthead Trade Show** (Mon., 8:30 a.m. - 5:30 p.m. Tues., 8:30 a.m. - 4 p.m.)

**Note: The Masthead Trade show is free for those attending seminars or luncheons.**

Masthead Trade Show, June 2 & 3, only (save \$5 by pre-registering, \$10 at the door) Advance: \$5 \_\_\_\_\_

**\*READ CAREFULLY:** Be sure all credit card information is properly filled in. Don't forget to include GST!  
**REGISTRATIONS WITHOUT FULL PAYMENT WILL NOT BE ACCEPTED.**

Make cheques payable to Magazines University.

**"INTER-REG" WILL APPEAR ON CREDIT CARD STATEMENTS FOR CREDIT CARD PAYMENTS.**

All cancellations and transfers must be in writing. Fax this form to 1-888-335-0889.

SUBTOTAL \_\_\_\_\_  
(GST. No. 106865363) Add 7% GST \_\_\_\_\_

\*TOTAL \_\_\_\_\_