

MAGAZINE FUND

FREQUENTLY ASKED QUESTIONS

Applicant Company Eligibility

Q. Does eligible revenue include grants or donations?

A. The eligible sales revenue requirement excludes grant revenue; we are referring to commercial revenues generated by the applicant Company such as the sales of advertising and subscriptions and revenue from any brand-related activities such as events, merchandise and multi-platform properties.

Q. Do we provide financial statements for one or two fiscal years?

A. Provide financial statements for the most recently completed fiscal year and the previous fiscal year, for a total of two sets of financial statements. Refer to the [Program Policies](#) document for details.

Q. At the time of application we will have just reached our Fiscal Year End and our audited financials will not be ready for a couple of months. Are we ineligible?

A. Financial Statements for the two most recently completed fiscal years must be submitted with your application. Refer to the [Program Policies](#) document for details.

Q. In section 3 of the application form is the revenue breakdown requested for the publishing company or for the magazine?

A. The revenue breakdown is requested specifically for the publishing company, not the magazine title (although this might be one and the same for the publisher of a single title).

Q. Is HST payable on funding we receive?

A. No. Where there is no direct link between the payment and a supply (e.g. a recipient of Magazine Fund support is not providing services to Ontario Creates), payments are not subject to GST/HST.

Magazine Title Eligibility

Q. What is considered Canadian Content?

A. Editorial content is defined as text, photographs, graphics, and/or illustrations which are authored or translated by a Canadian citizen or a permanent resident of Canada. Editorial adapted or condensed by a Canadian citizen or permanent resident will be considered Canadian editorial content for the eligibility purposes of the program.

Q. The Guidelines say that the magazine must be in operation for at least 12 months. Our magazine has been running for 2 years but has only been distributed in the last 4 months. Are we still eligible for funding?

A. No – a magazine must have completed a full 12 month publishing cycle at the time of application.

Q: I want to launch a digital-only publication and I am an eligible magazine publishing company. Do I qualify?

A: Yes, you qualify if you have been publishing either a print or digital magazine for at least 12 months prior to the application date and which meets the *Eligible Magazine Titles* requirements listed in the Guidelines.

Q. Should we provide our circulation audit?

A. Yes, please provide it if you have it, but it's not compulsory.

Q. Is the circulation requirement of 2500 per issue or per year?

A. The circulation size requirement of 2500 is per issue and not throughout the year. Circulation is defined as a) paid circulation of magazines through subscriptions, single-copies/newsstand sales, and sponsored copies, b) direct request, c) controlled, and d) complimentary.

For digital magazines the requirements are:

- Open-access service: maintain a minimum of 15,000 unique monthly visitors
- Application-based circulation: maintain a minimum of 10,000 installs
- Paid subscription service: maintain a minimum of 2500 subscribers

You may be asked to provide proof of digital circulation.

Q. The application form requests the “Number of issues published.” Is this the physical number of copies printed?

A. No, this refers to the number of issues or editions published to date. For instance if you have issued the magazine four times a year for two years, the number of issues published is eight.

Q. Why do we have to use the provided template, rather than our own?

A. Standardized excel budgets help the jury analyze and assess your project.

Q. The guidelines request three copies of our print magazine. Do we provide three copies of the same issue or three different issues?

A. Please provide three copies of the same issue. All copies must arrive at the Ontario Creates by the deadline.

Project Eligibility

Q. We are a group publisher with a number of titles and a project that will benefit all titles: should we pick one title (the flagship one) to apply with, in respect to the info requested on the application form?

A. Yes. On the application form, in the Company History section you can provide information on the other titles.

Q. We are a group publisher with a number of titles. Can we apply with two different projects for two separate titles?

A. Yes, a group publisher can submit a maximum of two applications. The total funding request cannot exceed the maximum level of funding available to the company based on eligible sales revenue.

Q. We want to apply to produce a promotional insert for a magazine, copies of which are being handed out at an event related to the magazine – is this eligible?

A. Yes, assuming the production costs and event are not prior to the approval date of program funding.

Q. Are expenses related to attending a trade show to sell subscriptions eligible?

A. Yes.

Q. When completing the Expected Results section of the application form do I provide cumulative totals, e.g., do I add together the revenue for the funding period and the 12 months following the funding period?

A. We require you to project revenue at three distinct points in the project's lifetime: Phase #1: the end of the funding period; Phase #2 for the first year post-funding; Phase #3 for the second year post-funding.



When the totals of these three periods are combined, the result is the overall expected revenue for the project. This result can only be accurate if you treat the three periods as individual time frames.

Results are independent of one another rather than cumulative. For example: \$20,000 in revenue at the end of Phase #1, \$30,000 at the end of Phase #2, \$45,000 at the end of Phase #3 (as opposed to \$20,000 at end of Phase #1, \$50,000 at the end of Phase #2, \$95,000 at the end of Phase #3).

If you have questions regarding this program please contact:

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Ontario Creates

Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario's creative industries including the

music, book, magazine, film, television and interactive digital media sectors.
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