



## I. Report on the use of financial assistance

To be completed by recipients of the 2006-07 Support for Editorial Content (SEC) component of the Canada Magazine Fund (CMF). This report must be submitted by **March 31, 2008** and must be signed by the PUBLISHER.

### Definitions of additional and maintained expenditures

- **Additional expenditures** is money that has been spent above and beyond the usual editorial expenditures. For example, if you had no intention of hiring a full-time editor but decided to hire the editor because you were approved for funding by the CMF, this would be considered an additional expenditure.
- **Maintained expenditures** is money spent on existing expenses that you have supported with the CMF contribution.

### Instructions

- 1) Money accounted for in Part 1 should be equal to the amount of the CMF contribution, including additional and maintained spending. Do not report more than 100% of the total contribution.
- 2) Money reported in the "additional and "maintained" columns should include actual expenditures from April 2007 to March 2008.
- 3) In Part 2 it is in the publisher's best interest to describe in detail the impact that the CMF funding has had on the magazine. This report will assist the Department of Canadian Heritage to assess the effectiveness of the contribution program in relation to its objectives. Use the provided spaces and attach separate sheets only if necessary.
- 4) Fill in all applicable sections. There are crossovers of categories. Do not account for money more than once. Use only the categories that best describe the situation.

|                                                           |           |                                                                                          |
|-----------------------------------------------------------|-----------|------------------------------------------------------------------------------------------|
| <b>Magazine title:</b> KRAFTY KIDS MAG                    |           | <b>06/07 E0620</b>                                                                       |
| <b>How many years of SEC funding have you received?</b> 6 |           |                                                                                          |
| <b>A</b> Contribution amount received in April 2007       | \$ 30,046 | Note: The percentage of spending reported must be exactly 100% of contribution received. |
| <b>B</b> Additional editorial expenditures                | \$ 21,000 |                                                                                          |
| <b>C</b> Maintained editorial expenditures                | \$ 9,046  |                                                                                          |

$$(\text{B} + \text{C}) \div \text{A} \times 100 = 100\%$$

### Part 1 Money spent on eligible Canadian editorial content expenses

| I. Freelancers and contractors                            | B   |            | C          |          |
|-----------------------------------------------------------|-----|------------|------------|----------|
|                                                           |     | additional | maintained |          |
| Writers                                                   | # 2 | \$ 2,087   | #          | \$       |
| Editors                                                   | #   | \$         | #          | \$       |
| Designers, graphic artists, layout specialists            | # 2 | \$ 1,580   | #          | \$       |
| Photographers, illustrators                               | #   | \$         | #          | \$       |
| Artistic directors/coordinators                           | #   | \$         | #          | \$       |
| Proofreaders                                              | #   | \$         | #          | \$       |
| Researchers                                               | #   | \$         | # 1        | \$ 2,000 |
| Fact checkers                                             | #   | \$         | #          | \$       |
| Typographers                                              | #   | \$         | #          | \$       |
| Translators                                               | #   | \$         | #          | \$       |
| <b>Total</b>                                              | # 4 | \$ 3,667   | # 1        | \$ 2,000 |
| <b>Total amount spent on freelancers and contractors:</b> |     |            |            | \$ 5,667 |

|                                 |                                                                                                                                                                           |                                                                                                                                                         |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Broader freelance base          | E.g.: Where freelance writers were contributing from specific provinces/territories/regions in the past, this base has expanded into other provinces/territories/regions. | Comments:Originally most of our freelance base was located in Gilbetr, Ontario, but now the base has expanded to freelancers in Montreal and Vancouver. |
| Higher fees paid to freelancers | Comments:N/A                                                                                                                                                              |                                                                                                                                                         |
| Increased professional fees     | In what areas have payments increased (type of service)?                                                                                                                  | Comments:N/A                                                                                                                                            |

| II. Editorial personnel                           | B                        |          | C                        |           |
|---------------------------------------------------|--------------------------|----------|--------------------------|-----------|
| PT = Part-time employee, FT = Full-time employee  | additional               |          | maintained               |           |
| Writers                                           | # of PT:<br># of FT: 1   | \$ 6,000 | # of PT:<br># of FT:     | \$        |
| Editors                                           | # of PT:<br># of FT:     | \$       | # of PT: 2<br># of FT:   | \$ 6,200  |
| Designers, graphic artists, layout specialists    | # of PT: 1<br># of FT:   | \$ 3,289 | # of PT:<br># of FT:     | \$        |
| Photographers, illustrators                       | # of PT:<br># of FT:     | \$       | # of PT:<br># of FT:     | \$        |
| Artistic directors/coordinators                   | # of PT:<br># of FT:     | \$       | # of PT:<br># of FT:     | \$        |
| Proofreaders                                      | # of PT:<br># of FT:     | \$       | # of PT:<br># of FT:     | \$        |
| Researchers                                       | # of PT:<br># of FT:     | \$       | # of PT:<br># of FT:     | \$        |
| Fact checkers                                     | # of PT:<br># of FT:     | \$       | # of PT: 1<br># of FT:   | \$ 3,000  |
| Typographers                                      | # of PT:<br># of FT:     | \$       | # of PT:<br># of FT:     | \$        |
| Translators                                       | # of PT:<br># of FT:     | \$       | # of PT:<br># of FT:     | \$        |
| <b>Total</b>                                      | # of PT: 1<br># of FT: 1 | \$ 9,289 | # of PT: 3<br># of FT: 0 | \$ 9,200  |
| <b>Total amount spent on editorial personnel:</b> |                          |          |                          | \$ 18,489 |

|                                                                      |                                                               |                              |            |
|----------------------------------------------------------------------|---------------------------------------------------------------|------------------------------|------------|
| Higher remuneration for editorial staff                              | Comments:We have given the editor in chief a salary increase. | \$ 2,590<br>(total increase) | <b>(B)</b> |
| Increased benefits                                                   | Comments:N/A                                                  | \$<br>(total increase)       | <b>(B)</b> |
| <b>Total amount spent on increased remuneration and/or benefits:</b> |                                                               |                              | \$ 2,590   |

|                                                             |                                                                                                                       |                                                                                                                                              |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| Increased editorial staff assignments                       | Comments:                                                                                                             |                                                                                                                                              |
| Increased personnel hours                                   | Comments:                                                                                                             |                                                                                                                                              |
| Able to pay volunteers that contribute to editorial content | Were volunteers included as paid freelance contributors or paid editorial personnel after receiving the contribution? | Comments:We converted a volunteer graphic artist position into a part-time paid position - see "more editorial personnel hired" for figures. |

| III. Miscellaneous editorial expenditures                           | B               | C               |
|---------------------------------------------------------------------|-----------------|-----------------|
|                                                                     | additional      | maintained      |
| Travel assignments for editorial content                            | \$ 1,200        | \$ 1,000        |
| Professional development for editorial personnel (excluding travel) | \$              | \$              |
| Trade show/conference fees (excluding travel)                       | \$ 500          | \$              |
| Purchase of rights                                                  | \$              | \$              |
| Purchase of articles                                                | \$              | \$              |
| Subscriptions to publications                                       | \$              | \$              |
| Subscription fees to press agencies                                 | \$              | \$              |
| Research                                                            | \$              | \$ 600          |
| Readership study/survey                                             | \$              | \$              |
| <b>Total</b>                                                        | <b>\$ 1,700</b> | <b>\$ 1,600</b> |
| <b>Total amount spent on miscellaneous editorial expenditures:</b>  |                 | <b>\$ 3,300</b> |

| IV. Additional editorial content categories                                  |                                                |                                                                      |                                                                                                                                       |
|------------------------------------------------------------------------------|------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Increased Canadian editorial content                                         | <input checked="" type="checkbox"/> <b>yes</b> | <input type="checkbox"/> <b>no</b>                                   | Comments: Whereas Canadian editorial content occupied 85% of editorial content before CMF funding, now it occupies 90% - 5% increase. |
| Increased quality of existing columns, features, sections, departments, etc. | <input checked="" type="checkbox"/> <b>yes</b> | <input type="checkbox"/> <b>no</b>                                   | Comments: New article titled: "What's New in the Craft Nook".                                                                         |
| Expanded scope of coverage/ More topics covered                              | <input checked="" type="checkbox"/> <b>yes</b> | <input type="checkbox"/> <b>no</b>                                   | Comments: More Canadian regions and more cultural groups are being covered.                                                           |
| Introduced/increased articles in another language                            | <input type="checkbox"/> <b>yes</b>            | <input checked="" type="checkbox"/> <b>no</b>                        | Comments: N/A                                                                                                                         |
| Increased editorial to advertising ratio (ed./ad.)                           | <input type="checkbox"/> <b>yes</b>            | <input checked="" type="checkbox"/> <b>no</b>                        | from _____ %/ ed. to _____ %/ ad.                                                                                                     |
| Awards won                                                                   | # 2                                            | Describe: Northern Ontario Business Award; Parents Excellence Award. |                                                                                                                                       |

| V. Redesign (check all appropriate categories) |                                     |                                     |                                        |
|------------------------------------------------|-------------------------------------|-------------------------------------|----------------------------------------|
| <input type="checkbox"/>                       | Increased creative budget (general) | <input checked="" type="checkbox"/> | New logo                               |
| <input type="checkbox"/>                       | Complete redesign                   | <input checked="" type="checkbox"/> | Greater use of photos and illustration |
| <input checked="" type="checkbox"/>            | New layout                          | <input checked="" type="checkbox"/> | New cover design                       |
| <input type="checkbox"/>                       | More colour                         | <input type="checkbox"/>            | Purchased new font(s)                  |

## Part 2 Impact of funding on circulation, advertising revenues and readership

### How have improvements to editorial content related to the CMF contribution improved circulation?

| I. Impact on circulation                       |                                                                |               |                                                                                                                                                           |
|------------------------------------------------|----------------------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Improved circulation                           | If yes, please indicate average circulation changes per issue. | 5% (increase) | Comments: Circulation has significantly increased due to the magazine's expansion outside of Ontario, as now distributing in Quebec and British Columbia. |
| <input checked="" type="checkbox"/> <b>yes</b> | <input type="checkbox"/> <b>no</b>                             |               |                                                                                                                                                           |

|                                                           |                                                                                                      |                                                                                                                  |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Higher number of subscriptions                            | 4.75 %<br>(increase)                                                                                 | Comments:Paid subscriptions have increased.                                                                      |
| Higher rate of renewal                                    | %<br>(increase)                                                                                      | Comments:N/A                                                                                                     |
| Higher rate of conversion from unpaid to paid circulation | 1 %<br>(increase)                                                                                    | Comments:There has been a 1% relative conversion from unpaid to paid circulation.                                |
| Obtained placement on newsstands                          | Comments:N/A                                                                                         |                                                                                                                  |
| Existing newsstand sales increased                        | 3 %<br>(increase)                                                                                    | Comments:Newsstand sales have increased since the cover design was improved.                                     |
| Existing newsstand profile increased                      | Was the publication placed in an optimal location at newsstands compared to before?                  | Comments:N/A                                                                                                     |
| Improved distribution                                     | Has the publication status improved? Do you have a new distributor as a result of editorial changes? | Comments:N/A                                                                                                     |
| Reaching new geographic areas                             | Has distribution broadened into new geographic areas? Where?                                         | Comments:Our distribution was exclusively in Ontario, now we distribute to parts of British Columbia and Quebec. |
| Increased demand by foreign markets                       | Is there higher demand by existing or new foreign markets?                                           | %<br>(increase) Comments:N/A                                                                                     |

### How have improvements to editorial content related to the CMF contribution improved advertising revenues?

| II. Impact on advertising revenues                                                               |                                                                                                 |                   |                                                                                                                                               |
|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| More advertising revenues<br><input checked="" type="checkbox"/> yes <input type="checkbox"/> no | If yes, please indicate <b>average</b> advertising revenue changes per issue.                   | 2 %<br>(increase) | Comments:We have approached new markets with renewed confidence given our improved editorial content. New types of advertisers have resulted. |
| New advertisers                                                                                  | Comments:New subscription markets have led to new advertising markets in the educational field. |                   |                                                                                                                                               |
| Improved ways to attract advertisers                                                             | Comments:Redirected money was spent on an improved media kit which has generated more interest. |                   |                                                                                                                                               |
| Creation/improvement of rate card                                                                | Comments:N/A                                                                                    |                   |                                                                                                                                               |

### How have improvements to editorial content related to the CMF contribution improved readership?

| III. Impact on readership                                                |                                                                      |                                                                                                                                           |              |
|--------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| More readers<br><input type="checkbox"/> yes <input type="checkbox"/> no | If yes, please indicate <b>average</b> readership changes per issue. | %<br>(increase)                                                                                                                           | Comments:N/A |
| Attracted new types of readers                                           | <input checked="" type="checkbox"/> yes <input type="checkbox"/> no  | Comments:The recent study indicates that a broader age range is reading Krafty Kids Mag. Before: 6-9 years of age; now 4-10 years of age. |              |

**IV. Survey**

1) Has editorial content improved as a result of the contribution? Check the number that best reflects the level of improvement regarding editorial content.

no improvement = 0 9 great improvement = 10

2) Are new perspectives being included as a result of the CMF contribution (i.e. perspectives from different or diverse cultural groups, regions, etc.)?

**yes**       **no**

Comments: Since we have broadened our freelance base, there has been more emphasis on crafts practised by a wide range of cultural groups.

3) Have there been more letters/feedback to the editor because of/or regarding changes in:

a) Editorial content?       **yes**       **no**

b) Design?       **yes**       **no**

Comments: The number of letters to the editor has increased over the previous year. There have been many positive comments about our editorial content and design changes.

**V. Additional comments (attach separate sheets if necessary)**

As the publisher of this magazine, I attest that the information in this report is accurate.

*Jane Doe*

Signature of publisher

JANE DOE

Name of publisher (please print)