

The Magazine About Magazines

Masthead

Q&A

Saltscapes
Co-publisher
Linda Gourlay



Q Along with many other industry representatives, you made the trek to Ottawa last month to exchange views with our policy makers. What are your top three concerns?

A Our concerns are fairly universal among all regional publishers: (i) an enabling environment without governments 'selling advertising' in government-owned/competitively published products;

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TALLY 2004

Magazine industry grows to lofty heights with a 23% increase in start-ups

Magazine launches: up. Run-of-press advertising pages: up. No, this isn't a fairy tale. Canada's magazine industry is enjoying a growth spurt. Although we had a dismal start to the millennium, with start-up numbers dwindling from record highs in the late '90s, many publishers, old and new, laid seed to produce an impressive amount of new magazines last year. And that's not the only good news; closures declined to a record low of 27.

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Tally 2004

Life is lush in the publishing industry as launches are up and closures are down

BY ANN MEREDITH BROWN

We finally did it. We've surpassed the number of start-ups from the previous all-time-high year of 1999 with 124 launches for 2004, which is 22% higher than the average number of magazine launches over the last decade. It should come as no surprise, really, that the industry is showing steady growth; last year's launch numbers were 23% higher than 2003, the highest year-over-year increase in a decade. Leading National Advertisers (Canada) measured a healthy 6.5% increase in run-of-press ad pages for 2004, which resulted in a 7.4% increase in ad revenue over 2003. Those results, however, measure the ad growth of Canada's top consumer magazines, a flourishing sector that had a strong showing in last year's Tally, representing 81% of all launches for 2004. The trade sector, on the other hand, has plateaued.

Although there were 24 trade/business launches in

2004 TALLY AT A GLANCE

Total launches	124
Total closures	27
Missing in action	3
Suspensions	4
Consumer launches	100
Industry trade launches	18
Medical launches	4
Association launches	2
Consumer closures	18
Trade closures	8
Association closures	1

PAST TALLY ROUNDUP

YEAR	TOTAL LAUNCHES	TOTAL CLOSURES
2004	124	27
2003	101	47
2002	83	50
2001	69	43
2000	81	60
1999	122	64
1998	106	76
1997	116	55
1996	106	41
1995	95	58
1994	117	54

total for 2004, down from 29 in 2003, the number of industry trade launches, as opposed to medical or association start-ups, remained flat at 18. Phil Boyd, president of the Canadian Business Press, says there's been very little growth in the industry over the last decade. "We estimate there are 725 [business] titles, same as 10 years ago." The industry's biggest losses were between 1991 and 1995, he says, largely due to the removal of postal subsidies for controlled-circ titles. "It's been static ever since." At least the hemorrhaging has stopped. According to past Tally calculations (see our consumer versus trade graphs), business launch figures took a second nosedive between 1998 and 2001, while closures soared, but have since rebounded to pre-9/11 levels. And if the U.S. b2b publishing market is any indication, things could be looking up for Canadian trade publishers. New York-based American Business Media reports a year-to-date increase of 1.21% in b2b print ad pages

STARTS

CONSUMER

ART/LITERARY

- *Beyond Arts* (Calgary/Small Print Productions)
- *Idea&s* (Literary/Toronto/ University of Toronto, Faculty of Arts & Sciences)
- *Mapalé Artes y Letras* (Latin-American arts [Spanish]/Ottawa/Art and Literature Mapalé & Publications Inc.)
- *Moist* (Erotica/Ottawa/Taliesin Publishing)
- *The Shore* (Literary/Toronto/Shane Sinnott, Philip Darling, Matthew Holdstock)
- *Vancouver Review* (Arts/Vancouver/ Vancouver Review Publication Society)
- *Vein* (Arts/Vancouver/Jackie Duys)

BUSINESS/NEWS/TECHNOLOGY

- *The Bay Street Bull* (Business/Toronto/The Bay Street Bull Inc.)
- *Business Speak* (For women/Toronto/Woman's Globe Inc.)
- *Up & Coming Business Journal* (For business students/London, Ont./Ahad Ghadimi)
- *Western Standard* (Conservative newsmagazine/Calgary/JMCK Western Publishing Corporation)

CITY/REGIONAL

- *Angus* (Satirical community news/Mattawa, Ont./Kevin Pecore)
- *Calgary Living* (Luxury lifestyle/Calgary/AdComm Media Group)
- *Cityscape* (Urban lifestyle/Toronto/Nishe Media)
- *Cobblestones* (City mag/Winnipeg/Jamie Saari-Alvarez)
- *Eh!* (Canadiana/Tillsonburg, Ont./Eh! Magazine Inc.)
- *The Kitsilano View* (Community lifestyle/Vancouver/View Media Group)
- *The Long Beach View* (Community lifestyle/ Vancouver/View Media Group)
- *Mississauga Quarterly* (Regional general interest/ Mississauga, Ont./Compton/Oppel Inc.)

- *Niagara* (Regional lifestyle/St.Catharines, Ont./Osprey Media Group)
- *On The Bay* (Regional lifestyle/ Collingwood, Ont./On The Bay Magazine Inc.)
- *Our Canada* (Reader contributions/Montreal/Reader's Digest Magazines Canada)
- *Simcoe Life* (Regional lifestyle/Barrie, Ont./Osprey Media Group)
- *Q Magazine* (City mag/London, Ont./Q Magazine & Mushroom Studios Creative Inc.)

ENTERTAINMENT

- *Performance* (Theatre/Toronto/Entis Communications)
- *Star Système* (Celebrities [French]/Outremont, Que./Quebecor Media)
- *Stars Réalité* (Reality television [French]/ Outremont, Que./Quebecor Media)
- *Urban* (Urban music, lifestyle/Toronto/Priya Ramanujam)

GENERAL INTEREST

- *2* (Lifestyle for couples/Toronto/2 For Life Media Inc.)
- *Cross Cultures* (Multicultural/Kitchener, Ont./Gehan Sabry)
- *Easy Lifestyles* (For baby boomers/Mississauga, Ont./Silver Saver Publications Inc.)
- *Exclusive Style Times* (Lifestyle/Mississauga, Ont./Diane Clark)
- *Grind* (Music, culture/Toronto/Sandra Arias, John Cartagena)
- *Highrise* (Urban lifestyle/Toronto/Dylan Crawshaw, Kyle Maling)
- *Plus* (Lifestyle/Toronto/Krosinski Enterprises Ltd.)
- *Porch* (Community living/Nelson, B.C./ Habitat Communications)
- *ROOM* (Entertainment/Windsor, Ont./ Dan Sylvester)
- *Speed* (Lifestyle/Montreal/Yanouk Poirier)
- *Swerve*

- (Lifestyle/Calgary/CanWest Global Communications Corp.)
- *Warrior* (Arts, culture/Montreal/Média Guerrier)
- *Yoink* (Arts, entertainment /Toronto/ Jeff Chan)

HEALTH/ WELLNESS

- *Canadian Health & Lifestyle Digest* (Toronto/Merit Marketing)
- *Canadian Healthstyle* (Vancouver/Canadian Healthstyle Magazine Inc.)
- *Fit Life* (Toronto/Nishe Media)
- *Ici maintenant* (Health, wellness [French]/ Montreal/Les Bouts de papier inc. and Cactus Pub & Design)

MEN'S

- *Joe* (Ajax, Ont./Metroland Printing, Publishing & Distributing Ltd.)
- *Winnipeg Men* (Winnipeg/Studio Publications, Inc.)

RECREATION/TRAVEL/SPORTS

- *Canadian Poker Player* (Surrey, B.C./Fifth Street Publishers)
- *Driven* (Automobile, lifestyle/Dorval, Que./Auto Journal Inc.)
- *Entre les lignes* (Books [French]/Montreal/Les éditions Entre les lignes inc.)
- *Extreme* (Adrenaline sports/Toronto/Steve Vandermey and Canadian Association Publishers)
- *The Fish'n line* (Fishing/Winnipeg/Visualeyes Graphics)
- *The Hockey Reporter* (Courtice, Ont./Windward Communications)
- *Horizon Travel* (Toronto/Horizon Travel Magazine)
- *Icehockey Grass Roots* (Toronto/CHF Sports)
- *Icehockey World* (Toronto/CHF Sports)
- *Metalcraft* (Metalworking/Toronto/Raft Media Inc.)
- *Modified Luxury & Exotics* (Modified luxury cars/Toronto/ VerticalScope Inc.)

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January Snags a whopping 200,000-plus subs in year one

February French-language quarterly on reality television

March Former MP Ezra Levant launches conservative pub

April Farmers launch consumer/trade hybrid from B.C.

May Industry vet Jeff Shearer launches regional pub

June Trade title celebrates 125th anniversary

July St. Joseph Media debuts shopping lifestyle glossy

August Rogers' largest paid-circ start in 20 years

September Winnipeg cosmetic enhancement title starts then stops in '04

October French-language publisher launches English title

November Ottawa-based Canadian Geographic turns 75

December Special-interest paid-circ mag on metalworking

Gossip mag Frank is suspended after 15 years of publishing

STARTS

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- **Outdoor & More** (Travel, outdoor activity listings/ Mississauga, Ont./Outdoor & More Magazine)
- **Partir** (Travel [French]/Montreal/ Transcontinental Media)
- **Romance Travel** (Toronto/Wedding & Honeymoons Publishing)
- **Scuba Press** (Toronto/Equinox Marketing and Media Inc.)
- **Urban Fitness** (Toronto/Piccolo Publishing)

SPECIAL INTEREST

- **Bluegrass North** (Bluegrass music/Vancouver/Connie Jean Thiessen)
- **The Canadian Immigrant** (Vancouver/Bright Light Media Corp.)
- **Canadian Newcomer** (Info for new immigrants/Toronto/ Canadian Newcomer Magazine)
- **Canadian Spa & Pool** (Winnipeg/CGB Publishing)
- **Canadian Trees** (Winnipeg/Pegasus Publications)
- **Family Caregiver News Magazine** (Caregiving/Richmond Hill, Ont./ Caregiver Omnimedia Inc.)
- **Looking Great** (Cosmetic enhancement/Winnipeg/ August Communications)
- **Parents Ados** (Parenting teens [French]/Montreal/ Editions Multi-Concept)
- **Taking Courses** (General course listings/Toronto/ Taking Courses Ltd.)
- **Wedding Essentials for Same-Sex Couples** (Toronto/Wedding Concepts Inc.)

SHELTER

- **BC Home** (Regional home renovation, décor/ Burnaby, B.C./Canadian Wide Magazines and Communications)
- **Décor Homme** (Décor for gay men [French]/ Montreal/Éditions Nitram)
- **Home Makeover** (Renovations/Vancouver/Business in Vancouver Publications)
- **In House** (DIY home renovation/Toronto/ Merging Design Inc.)
- **Mon Chalet** (Cottaging [French]/Montreal/ Transcontinental Media)
- **New Dreamhomes** (New home listings/Toronto/ Metroland Printing, Publishing & Distributing Ltd. and Paper City Inc.)
- **Votre Maison** (Home décor [French]/Montreal/ Quebec Media)
- **Winnipeg Homes** (Home décor/Winnipeg/Manitoba Telecom Services)

WOMEN'S

- **Cocoa** (Lifestyle for women of colour/ Toronto/Cocoa Media Inc.)
- **Grand** (For plus-sized women/Oakville, Ont./Grand Enterprises)

- **Loulou** (Shopping/Montreal/Rogers Media)
- **Pizazz** (Showcases Niagara talent/Niagara Falls, Ont./Lori D'Ascenzo)
- **Pure Woman** (Lifestyle/Saskatoon/B. Ann Jones)
- **Shopping Clin D'Oeil** (Shopping [French]/Outremont, Que./Quebecor Media)
- **Stella** (Sex/Toronto/Sharlene Azam)
- **Viva** (Health, beauty/Toronto/Rive Gauche Media)
- **Wish** (Shopping, lifestyle/Toronto/ St. Joseph Media)

YOUTH/STUDENT

- **Entrepôt** (Culture for post-secondary students/Toronto/Benjamin Leszcz)
- **Glue** (General interest for post-secondary students/Ottawa/Algonquin College School of Media and Design)
- **The Grind** (Career planning for high school students/Toronto/Paton Publishing)
- **International Student** (Winnipeg/Studio Publications, Inc.)
- **Kayak** (History for kids/Winnipeg/Canada's National History Society)
- **McGill International Review** (International relations/Montreal/ International Relations Students Association of McGill University)
- **Müv** (Student travel/Montreal/Tourisme Jeunesse and Voyages Campus)
- **The Peer Review** (General interest for graduate students/Toronto/The Philologia Foundation)
- **Shameless** (General interest for teenage girls/ Toronto/Nicole Cohen, Melinda Mattos)
- **Varga** (International children's mag/Toronto/Varga Children's Multimedia Organization)

TRADE/BUSINESS INDUSTRY

- **BC Doctors** (General interest for doctors/Salt Spring Island, B.C./Just Publications)
- **BizBash.TO Event Style Reporter** (Event planning/Toronto/BizBash.TO)
- **Boating Industry Canada** (Toronto/Kerrwil Publications Limited)
- **Canadian Aviator** (Aviation/Vancouver/OP Publishing Ltd.)
- **Canadian Technician** (Lifestyle for auto mechanics/ Toronto/Cardiff Communications Ltd.)
- **Corporate Lawyer & Advisor** (Halifax/Grenville House Publishing)
- **Embassy** (Diplomacy/Ottawa/Hill Times Publishing Inc.)
- **Food Safety in Canada** (Surrey, B.C./KlasAct Communications Ltd.)
- **FrontLine** (Defence, security/Ottawa/Beacon Publishing Inc.)
- **HorseCare** (Brantford, Ont./Harold Howe)
- **The Hosting Standard** (Web hosting, e-business/ Toronto/VerticalScope Inc.)
- **Pet Biz** (Pet retail/Richmond Hill, Ont./ Kenilworth Media)
- **Senior Executive** (Public and private sector relations/ Ottawa/Beacon Publishing Inc.)
- **Small Farm Canada** (Metchosis, B.C./Southern Tip Publishing Inc.)
- **Sudbury Mining Solutions Journal** (Sudbury, Ont./Laurentian Media Group)
- **Tire News** (Automotive/Longueuil, Que./ Publications Rousseau & Associés)
- **Visual** (Design/Toronto/Arango Communications)
- **Web Host Industry Review** (Web hosting/Toronto/The Web Host Industry Review Inc.)

PUBLISHING INC.

- **HorseCare** (Brantford, Ont./Harold Howe)
- **The Hosting Standard** (Web hosting, e-business/ Toronto/VerticalScope Inc.)
- **Pet Biz** (Pet retail/Richmond Hill, Ont./ Kenilworth Media)
- **Senior Executive** (Public and private sector relations/ Ottawa/Beacon Publishing Inc.)
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- **Visual** (Design/Toronto/Arango Communications)
- **Web Host Industry Review** (Web hosting/Toronto/The Web Host Industry Review Inc.)

MEDICAL

- **Gestion Santé** (Healthcare [French]/Toronto/ Rogers Media)
- **Medical Paradigm** (Body therapies, traditional medicine/ Milton, Ont./Multimed Inc.)
- **National Review of Medicine** (Montreal/Parkhurst Publishing)
- **Le Praticien** (Pharmacy [French]/Montreal/ PharMarketing Inc.)

ASSOCIATION

- **Bahu** (formerly Volt) (Fédération étudiante universitaire du Québec [French]/Montreal)
- **DJ Pulse** (Canadian Disc Jockey Association/Winnipeg/Cutting Edge Communications)

CUSTOM

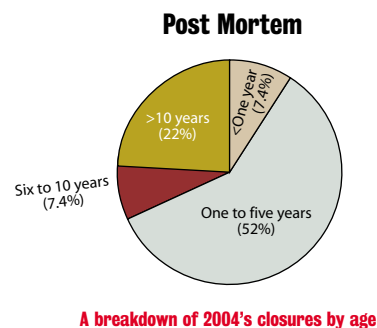
- **Belle** (For Hudson's Bay Company/By Fuel Advertising/Toronto)
- **The Breeze** (Canadian American Transportation Systems/St. Joseph Media/Toronto)
- **Glow Health** (Shoppers Drug Mart/Rogers Media/ Toronto)
- **Growing Saskatchewan** (Saskatchewan Council for Community Development/Colorshape Communications/Saskatoon)
- **In Ontario** (Ontario Tourism Marketing Partnership Corporation/Fuel Advertising/Toronto)
- **Leafs Nation** (Maple Leaf Sports & Entertainment/ St. Joseph Media/Toronto)
- **NewPharmacist** (Apotex Inc./Rogers Media/Toronto)
- **Your Health** (Capital Health Authority/Venture Publishing/Edmonton)

TRADE

- **Atlantic Chamber Journal** (Halifax)
- **Aviation Canada** (Ottawa)
- **Aviator** (Vancouver)
- **Farm Business Journal** (London, Ont.)

and a 3.7% jump in ad revenue over 2003 in 12 major industry categories, as of last November.

It also takes a little faith. Michael Atkins, president of Laurentian Media Group, saw an opportunity in the mining market to create his new industry title. He launched 8,500-circ quarterly *Sudbury Mining Solutions Journal* one year ago this month to showcase Sudbury's mining expertise internationally. Atkins, however, was not surprised that many of his peers weren't introducing new titles. "The business model has changed so dramatically," he says. "When you're a publisher in a vertical market, you have to do everything and do it well." In order to occupy a new market, says Atkins, publishers nowadays can be required to launch more than just a magazine but an arsenal of brands such as a Web site, trade show and even a peer-to-peer association. Where we'll see growth, he says,



A breakdown of 2004's closures by age

STOPS

CONSUMER

- **Active Woman Canada** (Women's fitness, health/ Georgetown, Ont.)
- **Arts Atlantic** (Halifax)
- **Calgary Outdoors** (Calgary)
- **L'Étudiant Voyageur** (Student travel/Montreal)
- **Go** (Student travel/Montreal)
- **Good Girl** (Feminist general interest/Montreal)
- **Local Flavour** (Food and wine/Vancouver)
- **Looking Great** (Cosmetic enhancement/Winnipeg)
- **Medusa** (Feminist general interest/Vancouver)
- **Mountain Life** (now inserted into *Avenue*/Calgary)
- **Pagitica in Toronto** (Can lit/Toronto)
- **Pottersfield Portfolio** (Literary/Sydney, N.S.)
- **Start Up Manitoba** (Small business/Winnipeg)
- **Thunder Bay Families** (Thunder Bay, Ont.)
- **Vintage Muskoka** (Collecting/Muskoka region, Ont.)
- **What to Do Instead of Cleaning Your Room** (Activities for kids/Collingwood, Ont.)
- **Wildflower** (Field botany, gardening/Toronto)
- **Wire Artist** (Jewellery/Stratford, Ont.)

ASSOCIATION

- **The Craft Factor** (Saskatchewan Craft Council/Saskatoon)

CUSTOM

- **Definiti** (Imperial Tobacco/Toronto)
- **Leafs Nation** (Maple Leaf Sports & Entertainment/Toronto)
- **Rev** (Imperial Tobacco/Toronto)

MISSING IN ACTION

- **Blood & Aphorisms** (Literary/Toronto)
- **Felt** (Arts/Toronto)
- **Recto Verso** (General interest/Montreal)

ASSOCIATION

- **MD Canada** (General interest for doctors/Toronto)
- **MotorCoach** (Winnipeg)
- **Pest Management** (Winnipeg)
- **Teacher Librarian** (Sold to U.S. publisher/Vancouver)

CUSTOM

- **The Breeze** (Canadian American Transportation Systems/Toronto)

SUSPENSIONS

- **Accenti** (Italian culture/Montreal)
- **Elements** (Adventure sports/Vancouver)
- **Frank** (Gossip/Toronto)

ASSOCIATION

- **The Craft Factor** (Saskatchewan Craft Council/Saskatoon)

CUSTOM

- **Definiti** (Imperial Tobacco/Toronto)
- **Leafs Nation** (Maple Leaf Sports & Entertainment/Toronto)
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MISSING IN ACTION

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- **Recto Verso** (General interest/Montreal)

is in the Web component of b2b publishing.

Large trade publishers such as Hollinger's Business Information Group and Rogers Media are not the only ones investing in online and digital publishing. Toronto-based Baxter Publications, publisher of *Canadian Travel Press* and *Travel Courier*, launched enhanced versions of its audited digital editions in January. Citing portability, timeliness, accessibility and interactivity as benefits of going digital, Baxter's new souped-up DEs include ads that literally speak to its readership.

On the consumer side, Rogers Media unveiled its largest paid start-up in years. It jumped into the hot new shopping mag niche, which saw several entries last year including St. Joseph Media's lifestyle pub *Wish*, TVA Publications' *Clin D'Oeil* spin-off *Shopping* and Rogers' *Loulou* in both English and French editions. After just two issues of both versions, *Loulou* has claimed a total paid circ of over 130,000. "We launched a magazine that people want," says Montreal-based *Loulou* publisher Lise Ravary.

So did Reader's Digest Magazines Canada. Also out of Montreal, a current hotbed of publishing activity (see page 4), reader-contributed bimonthly *Our Canada* has garnered over 200,000 subscribers in its first year.

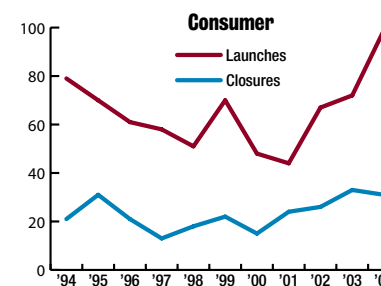
What's the next up-and-coming niche in the publishing market? Celebrity news magazines, says Ravary, pointing to the success of U.S. weeklies *In Touch*, *Star* and *US* as an indication of what may be on the Canadian publishing horizon. It's certainly a hot category in Quebec right now. Montreal publishing veteran Claude J. Charron, founder of *7 Jours*, *Dernière Heure* and *Le Lundi*, is back on the scene with such a title. Celebrity weekly *La Semaine* hit stands last month, following the launch of rival Quebecor's *Sensass!* earlier this year. Quebecor also launched two similar titles last year, weekly *Stars Système*, after the celebrity television show of the same name, and reality television quarterly, *Stars Réalité*.

Mark Jamison, president of the Canadian Magazine Publishers Association, says the more the merrier, as new magazines drive the quality of existing titles up. Although his members were slapped with a hike in postal rates, a decline in funding and a lack of access to newsstands for small magazines, Jamison says they remain optimistic. "They're a forward-thinking group that says, 'Let's get out there and compete.' It's not their nature to whine and complain. They get out there and hope for the best, plan for the worst and remain upbeat." And with the lowest number of closures recorded in the last decade it looks like we have good reason to be positive. **M**

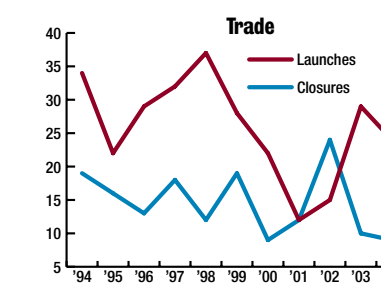
TALLY MAKING

What follows are the criteria we used to identify launches and closures:

- Launches are listed alphabetically by name; subject, unless self-explanatory; city and owner/publisher.
- Only standalone magazines with bonafide editorial content are counted as launches.
- Not included are annuals; magazines bound into other titles; newspaper sections, inserts/unbound supplements touted as magazines; and magazines that have relaunched under a new name, unless the magazine had ceased publishing for over a year.
- Magazines produced for corporations to promote their products or services—custom publications—are listed in the Tally but are not added to the total number of launches and closures or to the pie charts.
- Magazines suspended for more than a year are counted as closures.
- English and French editions of the same launch count as one.
- Unless found, magazines listed as MIA will be counted as closures next year under 2004 Revisited.

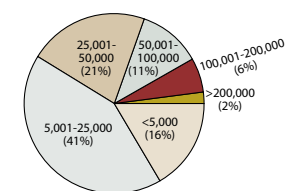


A look at the number of consumer launches versus closures shows 2004's figures are moving in the right direction



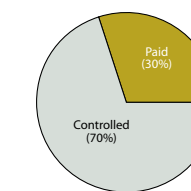
The trade publishing industry has seen a lot of volatility over the last decade but the numbers now seem to have plateaued

Circulation



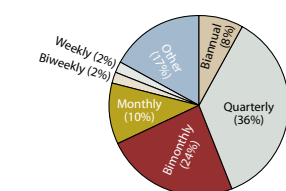
A glance at the circulation size of launches in 2004

Controlled vs. Paid



Comparing circulation models

Frequency



Measuring the frequency of last year's start-ups

2003 REVISITED

LAUNCHES WE MISSED

- **Asian Wave** (Asian culture, lifestyle/Toronto)
- **Ava Tar** (Fetish/Toronto)
- **Beyond Fitness** (Montreal)
- **Blaze** (Horse mag for kids/St. Ann's, Ont.)
- **Box** (Alt. arts, culture, satire/Toronto)
- **Flavours** (Food and drink/Winnipeg)
- **Gasoline** (Music/Toronto)
- **Kennel Up** (Working dogs/Westerose, Alta.)
- **Livid** (General interest/Toronto)
- **London Kids** (Parenting, family/Toronto)
- **Neo-opsis** (Science fiction/Victoria)
- **Recognize** (Lifestyle/Toronto)
- **The Senior's Digest** (Lifestyle for seniors/Pickering, Ont.)
- **Verge** (Study, work, volunteer travel/Palmer Rapids, Ont.)
- **Vivaah** (South Asian weddings/Calgary)
- **What to Do Instead of Cleaning Your Room** (Activities for kids/Collingwood, Ont.)

TRADE

- **L'actualité Alimentaire** (Agricultural food processing [French]/Montreal)
- **British Columbia Fruit Grower** (Westbank, B.C.)

ASSOCIATION

- **Canadian Aftermarket Service Professional** (Auto aftermarket/Longueuil, Que.)
- **Canadian Potato Business** (Winnipeg)
- **Commerce** (Local business/Yarmouth, N.S.)
- **The Harness Edge** (Harness horse racing/Brantford, Ont.)
- **Pest Management** (Hockey/Winnipeg)
- **Simply Gourmet—California Style** (Food service industry/Surrey, B.C.)
- **Water Professional** (Winnipeg)
- **CASLPO Today** (College of Audiologists and Speech-Language Pathologists of Ontario/ Dundas, Ont.)
- **Catalyst** (Canadian Chemical Producers Association/Winnipeg)
- **Family Groundwork** (Society of Special Needs Adoptive Parents/Vancouver)
- **Implement Success** (Agricultural Manufacturers of Canada/Winnipeg)
- **Speaking of Impact** (Canadian Association of Professional Speakers/Winnipeg)

CUSTOM

- **Apple** (Calgary Health Region/Calgary)
- **Découvertes** (La Société des alcools du Québec/Quebec City)

CLOSURES WE MISSED

- **Avenue West** (Regional, Banff, Alta.)
- **BusinessWoman Canada** (Barrie, Ont.)
- **Campus** (Student general interest/Toronto)
- **Energy Medicine** (Mind/body medicine/Ottawa)
- **Faceoff** (Hockey/Winnipeg)
- **Fireweed** (Feminist general interest/Toronto)
- **HomeLearning Canada** (Home schooling/Leduc, Alta.)
- **Info Plein Air** (Outdoor activities [French]/ Gatineau, Que.)
- **Net-Mag** (Internet [French]/St. Agathe-des-Monts, Que.)
- **Parsec** (Science fiction/Sudbury, Ont.)
- **Physical Education Digest** (Went digital fall 2003/Sudbury, Ont.)
- **Pro-Contractor** (Calgary)
- **Tainted** (Action sports, lifestyle/London, Ont.)

TRADE

- **MedActual-FMC** (Continuing medical education/Montreal)
- **Window World** (Montreal)

ASSOCIATION

- **CHAC Review** (Catholic Health Association of Canada/Ottawa)