

Canada Periodical Fund Objective

- **Ensures Canadians have access to diverse Canadian content of printed magazines, printed non-daily newspapers and digital periodicals**

Business Innovation Objectives

- Offers support for projects to eligible small and mid-sized print community newspapers and digital only periodical publishers.
- Encourages innovation to adapt to changing market conditions and contributes to the diversity of content sought by Canadian readers.

Business Innovation Community Newspapers Print and Digital



Support innovation and the use of new technologies

Development of a business plan, marketing plan or market research
Development or update of website

Increase access to the market

Exploration of innovative approaches to help increase revenues from various sources

Enhance the diversity of titles and Canadian editorial content available to readers and advertisers

Professional development/training
Digitization of print magazine

Who can apply

- **Eligible publishing firms**

- To be eligible for funding, **publishing firms** must meet ALL of the following requirements:
- be in operation throughout the application process and until the completion of the project;
- be majority owned and controlled by Canadians;
- be private-sector entities, including corporations, not-for-profit organizations, partnerships and sole proprietorships (Note: All applicants must have a Business Number (BN)); and
- have their principal place of business in Canada.

Eligibility Criteria Periodical- PRINT

Have published between two and 52 regular issues and no more than 56 issues during the financial year, including special issues; and

Have sold at least 3,500 paid copies through subscription copies and single-copy/newsstand copies during the financial year.

- Official language minority, Indigenous, ethnocultural and LGBTQ2+ community newspapers must have sold at least 2,000 paid copies during the financial year.

Eligibility Criteria Periodicals – DIGITAL ONLY

- Maintain one of the following types of verifiable circulation over six months:
 - paid subscription service: priority will be given to periodicals that maintain an average of at least 250 subscribers;
 - email-based service: priority will be given to periodicals that maintain an average of at least 1,000 registered email recipients;
 - open access-service: priority will be given to periodicals that maintain an average of at least 2,500 unique monthly visitors; and
- Have generated a minimum revenue of \$10,000 in the fiscal year.
 - The minimum revenue does not apply to official language minority, Indigenous, ethnocultural and LGBTQ2+ digital publications, but there must be revenues.

Project Eligibility Criteria

- Available in our Application Guidelines online.
- Must be a new activity not repeated from previous Business Innovation projects designed to achieve specific goals with measurable results over a fixed time period of no more than 24 months; and
- Be outside of and in addition to regular, recurring or ongoing operations, including editorial, production and distribution activities.

Business Innovation Eligible projects

Eligible projects may include:

- Development of a business plan, marketing plan or market research, e.g. reader or advertiser surveys;
- Projects aimed at improving interactivity and functionality of website;
- Exploration of innovative approaches to help increase revenues from various sources, depending on the publication's business model: e.g. circulation, advertising, donations, events or others.
- Professional development/training, especially related to new technologies;
- Internships/summer students;
- Digitization of print magazine; redesign or improvement of digital periodical;
- Other innovative initiatives that meet the CPF/BI objectives.

Contact the Program for an application form.

Launch

April 1st, 2022

Deadline

September 15, 2022

Contact the Program for an application form.

Questions?

Call us: 1-800-641-9221

Email: fondsdesperiodiquescanada-canadaperiodicalfund@pch.gc.ca

For complete information regarding program eligibility criteria please visit our website and consult the Business Innovation Applicant's Guide 2022-2023.