

MAGSWEST 2027

Magazine Association of BC

WHERE B.C.'S MAGAZINE INDUSTRY COMES TOGETHER

Presented by the Magazine Association of BC

SPONSORSHIP + PARTNERSHIP OPPORTUNITIES

Vancouver, BC · March 20, 2027 · VSO School of Music

→Supporting the people, publications and independent voices shaping British Columbia.

SUPPORT LOCAL STORIES.
SUPPORT LOCAL VOICES.
SUPPORT THE PEOPLE TELLING THEM.



INDEPENDENT MEDIA MAKES B.C. STRONGER.

British Columbia's magazines do much more than publish stories.

They document our communities. They champion artists and entrepreneurs. They investigate the issues shaping our province.

They introduce readers to new ideas, places and people — and create opportunities for writers, photographers, illustrators, designers and storytellers to build careers here.

MagsWest brings that community together for a day of ideas, professional development, conversation and connection.

Presented by the Magazine Association of BC, MagsWest connects publishers, editors, writers, designers, photographers, freelancers, students, creators and industry leaders from across the province.

For our partners, it represents an opportunity to do more than put a logo on an event.

IT'S AN OPPORTUNITY TO INVEST IN B.C.'S CREATIVE ECOSYSTEM.

Your support helps strengthen independent publishing while making professional development and industry connections more accessible to the people who will shape its future.

OUR COMMUNITY INCLUDES:

PUBLISHERS + EDITORS
The people building independent media brands and shaping conversations across B.C.

WRITERS + JOURNALISTS
From established voices to emerging storytellers finding their first opportunities.

DESIGNERS + ILLUSTRATORS + PHOTOGRAPHERS
The visual storytellers responsible for making creative content distinctive.

FREELANCERS + INDEPENDENT CREATORS
An essential part of the publishing ecosystem and the creative economy.

STUDENTS + EMERGING PROFESSIONALS
The next generation of B.C. media.

INDUSTRY + COMMUNITY PARTNERS
Organizations whose work intersects with publishing, culture, technology, education and the creative industries.

OUR PURPOSE

REPRESENT. CONNECT. PROMOTE.

The Magazine Association of BC (MagsBC) has supported British Columbia's magazine publishing community since 1993.

We are a member-run organization with a mandate to represent, connect and promote B.C.'s magazine industry.

MagsWest is one of the ways we bring that mandate to life — creating a space where the people behind B.C.'s magazines can learn from one another, develop new skills and build lasting connections.

THE PEOPLE BEHIND B.C.'S MEDIA

MagsWest is where the people making independent media come together to learn what's next — and meet the people who can help them get there.

AN ENGAGED COMMUNITY — ON AND OFF THE PAGE

Magazine audiences = engaged audiences.

Research presented by the Alberta Magazine Publishers Association found that

NEARLY

80%

OF MAGAZINE READERS WHO SEE AN AD TAKE ACTION.

Magazine advertising also benefits from the trust readers place in the publications they choose to spend time with.

Source: MRI-Simmons Multi-Media Engagement Study, 2024, via AMPA Publisher Toolkit.

WHO COMES TO MAGSWEST?

PUBLISHERS + DECISION MAKERS
Publishers, owners, senior editors and media leaders attend to understand emerging trends, discover new tools and services, build partnerships and strengthen their organizations.

CREATIVE PROFESSIONALS
Writers, editors, photographers, illustrators, designers, audience developers, marketers and sales professionals come to sharpen their skills and meet collaborators.

FREELANCERS + ENTREPRENEURS
Independent creators come looking for ideas, clients, connections and new ways to build sustainable careers.

STUDENTS + EMERGING TALENT
MagsBC actively encourages the next generation of publishing professionals to participate, learn and begin building relationships within the industry.

24% look for more information
23% develop a more favourable opinion of the advertiser
21% visit the advertiser's website
21% recommend the product or service
21% visit the advertiser's social media

REPRESENTATION MATTERS. MORE VOICES MAKE BETTER MEDIA.

British Columbia is home to an extraordinary range of communities, cultures and perspectives.

The media that documents our province should reflect them.

MagsBC is committed to helping create a magazine industry in which people from historically marginalized and underrepresented communities can participate, build careers, tell their own stories and shape the future of publishing.

That means thinking intentionally about:

Who gets invited into the room.

Who gets access to professional development.

Who gets paid to share their expertise.

Who gets connected to employers and collaborators.

And ultimately, who gets to tell B.C.'s stories.

YOUR PARTNERSHIP CAN HELP REMOVE BARRIERS.

Partner investment can help MagsBC provide subsidized or complimentary access to MagsWest for emerging and underrepresented industry professionals, support a diverse roster of speakers and facilitators, and ensure cost isn't the reason someone can't participate.



MAGAZINE MEDIA IS ALREADY REACHING DIVERSE AUDIENCES.

Recent Alberta readership research provides a useful snapshot of the changing magazine audience.

Among weekly media audiences measured in Alberta, **digital magazine readers had the highest proportion of both racialized readers (36%) and newcomers who had been in Canada fewer than 11 years (12%).**

Digital magazine audiences also demonstrated particularly strong reach among people under 35.

Source: Vividata Alberta Research, August 2024, via AMPA Publisher Toolkit.

WHAT HAPPENS AT MAGSWEST?

A CONFERENCE BUILT FOR PARTICIPATION

The best industry conferences don't simply tell people what's happening.

They help people figure out what to do next.

MagsWest 2027 will combine practical professional development with candid conversations about the opportunities and challenges facing independent media.

POTENTIAL 2027 CONVERSATIONS

- The Future of Independent Media
- AI, Ethics + the Human Value of Journalism
- Building Sustainable Revenue Beyond Advertising
- Reaching the Next Generation of Readers
- Representation Behind the Masthead
- Making Freelance Careers Sustainable
- Print Isn't Dead — It's Premium
- Turning Audiences Into Communities

EXPECT:

KEYNOTES
Big ideas from people changing publishing, journalism, media, and culture.

PANELS + CONVERSATIONS
Honest discussions about where our industry is heading.

PRACTICAL WORKSHOPS
Skills people can put to work immediately.

EXPERT CONSULTATIONS
Opportunities for attendees to get advice directly from experienced professionals.

NETWORKING + COMMUNITY
Because sometimes the most valuable conversation happens between sessions.



WHY PARTNER WITH MAGSWEST?

PUT YOUR ORGANIZATION AT THE CENTRE OF B.C.'S CREATIVE COMMUNITY.

BUILD TRUST
Magazine environments are associated with credibility, expertise and editorial trust — creating valuable brand association for organizations that support the sector.

REACH DECISION MAKERS
Connect directly with publishers, entrepreneurs, editors, creators and communications professionals from across B.C.

SUPPORT LOCAL
Your investment stays here, supporting professional development and strengthening British Columbia's independent publishing ecosystem.

DEMONSTRATE YOUR VALUES
Align your organization with creativity, community, independent journalism, representation and access.

CREATE REAL RELATIONSHIPS
Meet the people behind B.C.'s publications rather than simply advertising to them.

MagsWest partners aren't simply advertisers.

They're organizations demonstrating that they believe **independent journalism, local storytelling and a healthy creative economy are worth investing in.**

AND THE RELATIONSHIP DOESN'T END WHEN MAGSWEST DOES.

Partnerships can extend across the broader MagsBC ecosystem:

- **MagsWest + Live Events**
- **MagsBC Website**
- **Email + Newsletter**
- **Social Media**
- **Member Communications**
- **Branded Sessions + Programming**
- **Networking Experiences**
- **Community Initiatives**

Multi-platform magazine campaigns can increase overall advertising effectiveness, giving partners opportunities to build visibility before, during and after MagsWest.

CHOOSE YOUR LEVEL OF IMPACT.

Cash and eligible in-kind partnerships are welcome.

Packages can be customized around a partner's objectives.

PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNER $20,000

1 EXCLUSIVE OPPORTUNITY

Become the lead partner behind MagsWest 2027.

Includes:
"MagsWest 2027 presented by [Partner]"

- Premier logo placement across MagsWest branding and materials
- Opening-stage recognition
- Opportunity for a senior representative to welcome attendees
- Presenting Partner recognition across the MagsWest marketing campaign
- Premium on-site activation/display space
- Dedicated recognition in MagsBC email communications
- Dedicated social media recognition
- Six complimentary MagsWest passes
- One-year MagsBC affiliate/associate membership
- Opportunity to include materials or a special offer for attendees
- Post-event partner recognition

PLUS:
MAGSWEST ACCESS FUND PRESENTED BY [PARTNER]

A portion of the partnership supports complimentary or subsidized MagsWest access for emerging and underrepresented members of B.C.'s publishing community.

COMMUNITY PARTNER $10,000

UP TO 3 OPPORTUNITIES

- Prominent MagsWest branding
- Sponsored keynote, panel or major conference program
- On-stage acknowledgement
- Premium display/activation space
- Recognition throughout the conference email campaign
- Social media recognition
- Four complimentary MagsWest passes
- One-year MagsBC affiliate/associate membership
- Opportunity to provide attendee materials

INDUSTRY PARTNER $5,000

- MagsWest branding
- Session sponsorship
- Display space
- Email + social recognition
- Two complimentary MagsWest passes
- One-year MagsBC affiliate/associate membership
- Opportunity to provide attendee materials

SUPPORTING PARTNER $2,500

- Logo on MagsWest website + event materials
- Social media recognition
- One complimentary MagsWest pass
- Opportunity to provide attendee materials

OWN A MOMENT. MAKE MAGSWEST YOURS.

Want to do something more memorable than put your logo on a screen?

Let's build something together.

ACCESS + INCLUSION PARTNER

Help fund complimentary and subsidized MagsWest passes for emerging and underrepresented media professionals.

SUGGESTED INVESTMENT: $5,000+

OPENING KEYNOTE PARTNER

Put your organization behind the biggest conversation of MagsWest.

SUGGESTED INVESTMENT: $3,500+

EMERGING VOICES PARTNER

Support programming and access specifically designed for students, freelancers and people beginning careers in media.

SUGGESTED INVESTMENT: $3,500

NETWORKING RECEPTION PARTNER

Host the room where new relationships, collaborations and ideas begin.

SUGGESTED INVESTMENT: $3,000

COFFEE + CONVERSATION PARTNER

Keep B.C.'s publishing industry caffeinated while creating a highly visible attendee touchpoint.

SUGGESTED INVESTMENT: $2,000 OR ELIGIBLE IN-KIND SUPPORT

SPEAKER + TRAVEL PARTNER

Help MagsWest bring diverse and inspiring voices from across B.C. and Canada into the conversation.

SUGGESTED INVESTMENT: $2,500+

CUSTOM PARTNERSHIPS

Have another idea?

We can create partnerships around programming, hospitality, technology, accessibility, travel, sustainability or other initiatives that align with your organization's goals.



HELP US BUILD THE NEXT CHAPTER OF B.C. MEDIA.

Independent magazines have always done something remarkable.

They create communities around ideas.

Across British Columbia, publishers and creators continue to tell stories that might otherwise go untold — about our neighbourhoods, cultures, industries, artists, landscapes and people.

MagsWest is an investment in the people making that work possible.

WE'D LOVE TO BUILD IT WITH YOU.

Whether your organization wants to support emerging talent, improve access to professional development, connect with B.C.'s creative industries or simply demonstrate its commitment to independent local media, we'll work with you to create a partnership that makes an impact.

Magazine Association of BC

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→ LET'S TALK.