

2019 CanPara Report Editor – Annaleah McAvoy

2018 was a good year for CanPara! We ran a total of 5 issues with the following amount of pages per edition:

- January-March: 48
- April-May: 48
- June-July: 52
- August-September: 48
- October-December: 48

Submissions were steady throughout the year, although most of the articles had to be sought-out from participants and dropzones who were willing to write an article. The content for each edition is usually sought-out instead of random submission. 35% - 40% of articles received are from jumpers who randomly write-in while 65% of articles are sought-out (usually over e-mail or comments made from an event on Facebook). The CSPA members have been extremely accommodating with this! Special thanks to Michelle, Ned and Kaneena who always find people to write awesome articles!

As for the photo submission, they still remain to be few and far between. Many of the photos we receive are low-resolution and cannot be used for that reason. This has been a challenge and I would like to work on getting the message across to jumpers on how to submit photos and ensure they are higher quality. (Something to work on over the next couple of months.)

Vic has continued to be very reliable and great with tight deadlines. We work well together and can often work around each other's schedule. Over the summer months, we plan to meet and discuss ways to enhance the magazine as a whole (both visually and content-wise as well).

The translators have been absolutely amazing! Everyone really takes pride in their work and ensures that articles are translated almost as soon as they receive them. This is not always easy, especially during the jumping months.

Things to look forward to: 2019 is already in full swing, we have another issue on the way (another 48 pages) with articles ready for the issue after that one. I would like to tackle our social media spaces and encourage readers to submit more frequently. (Especially for our photo submissions...) I really look forward to collaborating with everyone and seek out ideas on how we can make CanPara an even better reading experience for members across Canada.

Advertising – Ned Ambrus

CanPara continues to run in a deficit however, we do try to keep that to a minimum. Recognizing that it is our major form of communication of information to our Registered Members/Participants, CSPA does budget for this. Total ad revenue for the 2017-2018 fiscal year was \$23,145.00, on par with the previous year at \$22,625.00. Our first issue of 2018-2019 had a higher revenue stream and Ned is still working trying to bring in more advertisers; but what she keeps running into is online marketing vs. paper, which she knows can't be considered until the new CRM platform is created. Our loyal advertisers remain loyal; however, some have cut back the sizing, which did impact overall revenue, fortunately not too dramatically.