

CALL FOR TENDERS to re-launch *Tobacco Info*

As of October 16, 2012, the founding organization of *Tobacco Info* is opening a call for tenders to find a suitable non-profit organization to take ownership of our tobacco control magazine and continue its publication.

In March of this year, our financial assistance from Health Canada ended. As a result, we were forced to stop *Tobacco Info*'s publication in July. Despite the budget cut, we were able to publish Issue #10 (August 2012) at our own expense.

Tobacco Info is Canada's lone English-language tobacco control magazine and it carries with it an enviable reputation. Respected for its journalistic integrity, *Tobacco Info* covers national and international tobacco related news. In just over two years, *Tobacco Info* has become a valued resource for everyone within the tobacco control community, including health professionals, advocates, journalists, politicians, bureaucrats, and interested citizens across Canada. The magazine, which was founded in 2010 thanks in large part to a grant from Health Canada, has a subscriber base of about 7,000.

There will be no fee for acquiring the magazine. Although we are unable to provide any financial assistance to maintain publication, here is what the new owner will acquire:

- The name *Tobacco Info*, along with its logo and branding
- A copy of our image bank
- *Tobacco Info*'s solid reputation after two years of publication (in the publishing industry, those first two years are generally the hardest for any magazine as it has to establish a loyal readership)
- Our list of subscribers, which includes 650 email subscriptions and over 6,000 print subscriptions
- Our website: www.tobaccoinfo.ca
- The possibility of collaborating with our sister publication, the French-language revue *Info-tabac*, published for over a decade and now run by the Quebec Division of the Canadian Cancer Society
- The possibility of hiring Geoffrey Lansdell, an experienced journalist with extensive knowledge of the field who served as *Tobacco Info*'s lead writer for the past two issues (Nos. 9 & 10)

Among *Tobacco Info*'s accomplishments, here are a few highlights:

- Ten 16-page issues with colour photography were published between May 2010 and August 2012
- Coverage of the United Nations' High-level Meeting on Non-communicable Diseases (New York, September 2011)
- Coverage of the 15th World Conference on Tobacco or Health in Singapore (March 2012)
- Exhibit booths at the last two National Conferences on Tobacco or Health, in Montreal in 2009 and in Toronto in 2011
- Exhibit booth at the World Cancer Congress in Montreal (August 2012)

- Contributions from two talented journalists: Joe Strizzi and Geoffrey Lansdell
- The support of an editorial committee made up of six prominent tobacco control advocates and researchers representing various high-profile health organizations from coast to coast
- A magazine that our readers appreciate and respect for its professionalism – according to surveys both online and through confidential telephone interviews, conducted by an independent agency

If your organization is interested in acquiring our magazine, please include the following in your tender:

- A brief description of your organization
- A plan for re-launching *Tobacco Info*, including how it will be financed, how many staff you envision, and where its main office will be located
- Any major changes to *Tobacco Info*, in comparison with the magazine's current focus and target audience

Deadline for tenders:

- November 26, 2012, for submitting a complete tender by email

If you are interested in this opportunity, we will be pleased to provide you with any information you might need regarding the running of our operation between 2010 and 2012, including our balance sheet. Such information will be provided upon request, but because we have operated in Montreal, Quebec, most of our administrative information is only available in French.

The offers will be evaluated by the founding organization of *Tobacco Info* (which still retains the magazine's rights) and by the Quebec Division of the Canadian Cancer Society (which publishes *Tobacco Info*'s sister publication, *Info-tabac*) following a consultation with both editorial committees.

We are under no obligation to accept an offer if we do not believe that any of the submissions we receive is sufficiently credible. If, however, an offer is deemed acceptable, we will happily hand over *Tobacco Info* to the organization in question at the beginning of December 2012, or as soon as possible thereafter.

Please send your detailed tender to:

Mr. Denis Cote, Founding Publisher, *Tobacco Info* – dcote@info-tabac.ca

Thank you for your interest in reducing tobacco use in Canada.

For more information, please contact Mr. Cote at 514 525-7025, or Ms. Janice Forsythe, of Cypress Consulting in Ottawa, at 613-737-6785 – jforsythe@rogers.com.