



# ACHIEVEMENT IN PUBLISHING

## ELAINE KUPSER

Elaine Kupser launched *IMPACT* Magazine in September 1991 with \$5,000 seed money and raw determination. By the time the magazine celebrated its 20th anniversary, its circulation had expanded sevenfold, and its page count increased from 32 to a record of 164. More significantly, Elaine celebrated a two-decade journey from fitness professional and novice publisher, to inspiring leader in both the fitness and publishing industries.

Today, *IMPACT* is an authoritative guide to sport, wellness and active living in Calgary and (as of 2006) Vancouver. Its loyal readership represents a range of the population, from newcomers to the active lifestyle, to those training for their first competitive events, to Olympic contenders. *IMPACT*'s advisory panel includes publishers, printers, designers, photographers, writers, former Olympians and fitness experts. Over the years, the panel has expanded to include hundreds of experts in the fields of fitness, nutrition, sports medicine and sports science. Many panel members who came on board in 1991 are still proudly involved with *IMPACT* today.

Elaine's reputation as a hands-on publisher is well deserved; she has immersed herself in every aspect of the publishing process including editorial,

advertising sales, client relations, production, photo shoots, marketing, accounting and circulation. On top of her considerable workload, Elaine practices the "healthy living through active lifestyle" *IMPACT* advocates by running marathons each year.

Community building is central to the *IMPACT* brand, which sponsors and/or provides prizes for hundreds of events each year from marathons, runs, rides and triathlons to children's and women's sports initiatives. *IMPACT* has a long association with Canadian Olympians, supporting Olympic hopefuls and competitive sport through Canadian Sport Centre Canada.

A 22-year run producing more than 120 issues is an enormous achievement for a Canadian magazine publisher, and Elaine shows no signs of slowing down. What began as a personal dream of sharing relevant, credible information on fitness, sport and wellbeing has become a successful and highly respected brand, and a must-read for the western Canadian sports community.