

2011 Survey of Service Industries: Periodical Publishers

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

If necessary, please make address label corrections in the boxes below.

0001	Legal name	0004	Address (number and street)	
0002	Business name	0005	City	
0021	Title of contact	0006	Province/territory or state	
0008	First name of contact	0007	Country	Postal code/zip code
0028	Last name of contact	0010	Language preference	
			1 <input type="radio"/> English	2 <input type="radio"/> French

**This information is collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19.
COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.**

A - Introduction

Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Your information may also be used by Statistics Canada for other statistical and research purposes, in conformity with its mandate. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Fax or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

Please return the questionnaire within 30 days.
Please mail the completed questionnaire in the enclosed envelope or
fax it to Statistics Canada at 1-888-883-7999.

Lost the return envelope or need help? Call us at 1-800-972-9692 or mail to:
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.gc.ca



B - Main business activity

1. Please describe the nature of your business.

0055

2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

Periodicals: are directed to the general public at large or to consumers with special, personal, business, hobby or leisure interests or to readers in specialized business, trade or professional markets. Periodicals are issued on a regular basis, typically on a weekly, monthly or quarterly basis, and may be published in print or electronic form. Included are **shoppers and real estate guides** (publications that have little or no editorial content and are intended to sell goods and services such as real estate, cars, etc.).

0499 Publishing of periodicals

0500 Publishing of shoppers or real estate guides

0040 None of the above — Please call **1-800-972-9692** for further instructions.

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2011 and March 31, 2012. Please indicate below the period covered by this questionnaire.

from ⁰⁰¹¹

Y	Y	Y	Y	M	M	D	D
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 to ⁰⁰¹²

Y	Y	Y	Y	M	M	D	D
---	---	---	---	---	---	---	---

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

⁰⁰³¹ ¹ seasonal operations ² new business ³ change of fiscal year ⁴ change of ownership ⁵ ceased operations ⁶ temporarily inactive

Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at www.statcan.gc.ca/guides-e for further information.

D - Revenue

A detailed breakdown may be requested in other sections.

	CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299
2. Grants, subsidies, donations and fundraising {include subsidies from the Canada Periodical Fund}	2068
3. Royalties, rights, licensing and franchise fees	2022
4. Investment income (dividends and interest)	2097
5. Other revenue ²⁰⁰¹ (please specify):	2077
6. Total revenue (sum of questions 1 to 5)	2098

E - Expenses

		CAN\$
	3010	
1. Salaries and wages of employees who have been issued a T4 statement		
	3040	
2. Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)		
	4466	
3. Commissions paid to non-employees		
	4315	
4. Professional and business services fees (e.g., legal, accounting)		
	3060	
5. Subcontract expenses (include contract labour, contract work and custom work) (include contract printing and freelancers fees)		
	4555	
6. Charges for services provided by your head office		
	5721	
7. Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)		
	3301	
8. Office supplies		
	4115	
9. Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)		
	4178	
10. Repair and maintenance (e.g., property, equipment, vehicles)		
	4350	
11. Insurance (include professional liability, motor vehicles, etc.)		
	4365	
12. Advertising, marketing and promotions (report charitable donations at question 22)		
	4370	
13. Travel, meals and entertainment		
	4084	
14. Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)		
	4410	
15. Property and business taxes, licences and permits		
	4440	
16. Royalties, rights, licensing and franchise fees		
	4179	
17. Delivery, warehousing, postage and courier		
	4325	
18. Financial services fees		
	4630	
19. Interest expenses		
	4520	
20. Amortization and depreciation of tangible and intangible assets		
	4542	
21. Bad debts		
	4569	
22. All other expenses (please specify):	4531	
	4699	
23. Total expenses (sum of questions 1 to 22)		
	4600	
24. Corporate taxes, if applicable		
	4601	
25. Gains (losses) and other items (see reporting guide)		
	2304	
26. Net profit/loss after tax and other items (see reporting guide)		

F - Industry characteristics

The following describes the types of periodicals for which you are requested to provide your sales revenue.

General interest periodicals: periodicals covering multiple topics of general interest intended to appeal to a broad audience. Examples include arts, culture, leisure and entertainment; home and lifestyles; and political, social and business news. **Include** shoppers and real estate guides and **exclude** religious periodicals.

Business and trade periodicals: these periodicals deal with industries, occupations, professions and scholarly publications aimed at professional audiences interested in keeping up-to-date with new research and developments in their profession or fields of interest. **Include** business, farming, professional and scholarly periodicals.

Other periodicals: include religious magazines and specialized advertising magazines that target institutional or corporate markets.

Detailed sales revenue

1. Advertising revenue

CAN\$

a) general interest periodicals

2618

b) business and trade periodicals

2621

c) other periodicals

2999

CAN\$

2658

Total advertising revenue (sum of questions 1a to c)

2. Circulation revenue

CAN\$

a) general interest periodicals

2607

b) business and trade periodicals

2611

c) other periodicals

1008

CAN\$

2661

Total circulation revenue (sum of questions 2a to c)

CAN\$

2337

3. Distribution services

2349

4. Printing services for others

5. Other sales (**include** newspapers, books and other publications)

2559

2558

(please specify):

2305

6. **Total sales** (sum of questions 1 to 5; must equal the amount at question 1, **Section D**)

F - Industry characteristics (continued)

Selected expense

CAN\$

7. Contract printing

3089

Please report the **total** number of titles and copies below.

General interest periodicals	Business and trade periodicals	Other periodicals	Total
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number of titles

	6048	6049	6078	6052
8. Titles by type of publication				

Circulation net of sales returns

(Please report circulation figures for the entire reporting period.)

number of copies

	6199	6200	6214	6203
9. Subscription				
10. Newsstand/single copy	6204	6205	6215	6208
11. Other copies sold	6209	6210	6216	6213
12. Controlled circulation	6348	6349	6217	6352
13. Complimentary copies	6353	6354	6218	6357

14. Please indicate the number of titles you publish by language.

number

a) English

6064

b) French

6065

c) English and French

6066

d) other

6067

Internet revenue

%

15. What percentage of your advertising revenue was generated from ads sold over the Internet? (refer to question 1)

6077

16. What percentage of your circulation revenue was generated from sales on Internet? Please **include** the sales of electronic and hard copies through the use on the Internet. (refer to question 2)

6068

G - Personnel

1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)	6321	<input type="text"/>	number
2. Paid employees			
a) average number of paid employees during the reporting period (see reporting guide)	6339	<input type="text"/>	
b) percentage of paid employees (from question 2a) who worked full time	6328	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	%
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	<input type="text"/>	number

H, I, J and K - Not applicable

FOR
INFORMATION
ONLY

L - Contact information

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

0054 Last name

0013 First name

0014 Title

0018 E-mail address

0017 Telephone number

0027 Extension number

0016 Fax number

0020 Website address

0015 Date completed:
 Y Y Y Y M M D D

9910 hour(s)

9909 minutes

How long did you spend collecting the data and completing the questionnaire?

M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

9920

9913

9914

9915

9916

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General information

Confidentiality

Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies have the legal authority to compel businesses to provide

the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Record linkages

To enhance the data from this survey, Statistics Canada may combine it with information from other surveys or from administrative sources.

Thank you for completing this questionnaire.

Please retain a copy for your records.

Visit our website at www.statcan.gc.ca