



Periodical Publishing Survey, 1998-1999

Collected under the authority of the Statistics Act, R.S.C. 1985, C. S-19.

Please make a copy for your records

Français au verso



Correct mailing address label, if necessary (PLEASE PRINT)			
M001	Official name of periodical		
M002	Official name of publisher		
M004	Street		
M005	City		
M009	Province	M007	Postal code

SURVEY OBJECTIVE

The objective of this survey is to collect information on periodicals published in Canada. Such information is used by the private sector in corporate decision making as well as by all levels of government. It provides the basis for informed decisions on policies and programs in the periodical publishing industry. The results of this survey are published in Statistics Canada publications with Catalogue numbers 87-004 and 87-211.

CONFIDENTIALITY

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable business without the previous written consent of that business. Data reported on this questionnaire will be treated in confidence, used for statistical purposes and published in aggregate form only. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation.

DATA SHARING AGREEMENT

To reduce response burden and ensure uniform statistics, Statistics Canada has entered into an agreement under section 11 of the *Statistics Act* with the Bureau de la statistique du Québec for the sharing of information from this survey. The Quebec *Statistics Act* includes the same provisions for confidentiality and penalties for disclosure of information as the federal *Statistics Act*.

RETURN PROCEDURE

Please return the questionnaire within 21 days of receipt using the postage paid envelope, and retain a copy for your own records. If you receive more than one questionnaire for the same periodical, complete one and return it along with the duplicate(s), writing "DUPLICATE" on the relevant form(s). If you have more periodicals than the number of labelled questionnaires provided, please contact your nearest Statistics Canada regional office (see page 3 for telephone numbers) in order to obtain a questionnaire for each periodical.

DEFINITION OF A PERIODICAL

For the purpose of this survey, a periodical is a medium of communication published in Canada which:

- does not have more than 70% of advertising content;
- is issued on a regular basis, more frequently than once a year but not more than once a week;
- has a title and some form of chronology on the cover;
- is 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;

- is printed on newsprint, coated stock or some other grade of paper, is stapled, glued, folded or otherwise formed into a distinct package and is produced in magazine, digest, tabloid, broadsheet or some other size;
- is available to the public.

Excluded from this survey are:

- dailies and their inserts (except magazine-style inserts), community newspapers, newsletters, catalogues, prospectuses, circulars, flyers, directories, show programs and government periodicals.

A. ELIGIBILITY TO REPORT

1. a) Does this periodical meet the definition criteria given on page 1?

001 1 Yes 2 No

If you answered "Yes" to question 1(a), please proceed to Question 1(b). If you answered "No" to Question 1(a), please describe the nature of the publication or your business activity on page 8 in the "Comments" section, complete the certification, and return the questionnaire.

b) What was the first year that this periodical was published (year of birth) and what is the ISSN number?

First year of publication

ISSN -

B. REPORTING PERIOD

This report must cover your financial year (normal business year) **ending at any time between April 1, 1998, and March 31, 1999, inclusively.** Please indicate the number of months covered by this report and the dates which marked your financial year.

2. a) This report covers:

Months from Day Month Year to Day Month Year

b) If you did not operate this business for a full year, please complete the report for the portion of the year you were in business and check (✓) the reason for your part-year report.

1 Change of ownership 3 Ceased operations due to bankruptcy, fire, demolition, etc. (specify)

2 New business in 1998/1999 4 Change in financial year end

C. ORGANIZATION DATA

3. Indicate the legal status of the organization publishing this periodical (check one only).

Incorporated organization 1 For profit 2 Not for profit 3 Sole proprietorship 4 Other partnership 5 Other (specify)

4. Indicate the country in which the ultimate **controlling interest** of this organization is held (check one only).

1 Canada 2 France 3 United States 8 Other (specify)

PERIODICAL IDENTIFICATION

5. a) How many issues of this periodical were published during the reporting period? **See instructions on page 3.**

Regular issues Special issues or supplements

b) For all issues combined, indicate the **total annual circulation** (paid and free).

Total number of copies

6. a) Indicate the municipality and the province or territory in which this periodical is published and the associated postal code.

Municipality Province or territory Postal code - Office use only

b) Was it published in the same municipality as reported last year?

1 Yes 2 No (specify)

7. Language of periodical (check one only):

1 English 2 French 3 English and French 8 Other (specify)

8. a) Please classify this periodical according to one of the following **categories** (check one only). **See instructions on page 3.**

1 General **consumer** periodical 4 Farm periodical

2 Special interest **consumer** periodical 5 Religious periodical

3 Business or trade periodical 6 Scholarly periodical (research or university periodical or scholarly journal)

b) Please classify this periodical according to its **content**. Choose one or two subjects from the **list provided on page 3** and indicate its content classification **code** or write in the appropriate subject if it is not found in the list provided.

Code Subject (specify)

Main subject or

Secondary subject or

INSTRUCTIONS

Please report for all periodicals complying with the definition on page 1. If you have more periodicals than the number of labelled questionnaires provided, please contact your nearest regional office (see telephone numbers below) in order to obtain a questionnaire for each periodical. If you require assistance in the completion of the questionnaire or have any questions regarding the survey, please call the nearest Statistics Canada regional office.

	Local	Toll Free
Montréal	283-5724	1 800 363-6720
Sturgeon Falls	753-4888	1 800 461-1662
Vancouver	666-3616	1 800 663-0172

Question 5a)

Special issues or supplements are extra issues not included in the regular frequency of the periodical.

Periodical Categories

Question 8a)

General consumer periodical: These periodicals are aimed at a global market or a large portion of the market and inform and entertain the reader (e.g., Maclean's, L'actualité, Saturday Night, Le Lundi).

Special interest consumer periodical: These periodicals are aimed at a special interest market and inform and entertain the reader (e.g., The Hockey News, Âge d'or, Une vie nouvelle, New Mother).

Business or trade periodical: These periodicals deal with processing, manufacturing, management, sales or operation of industries or a specific industry, occupation or profession. They are published to interest and assist persons actively engaged in the sector (e.g., Financial Post, Canadian Business, Masthead, L'automobile).

Farm periodical: These periodicals deal with the agriculture industry, including animal farming (e.g., Grainews, Le Coopérateur agricole, Cattlemen, Country Guide).

Religious periodical: These periodicals are primarily religious in purpose and content (e.g., The Anglican, The Catholic Register, Prions en l'église).

Scholarly periodical: These periodicals present results of research or advanced knowledge in a specific field. The periodical is aimed at specialists and is mainly published by universities, research institutes and learned societies (e.g., Canadian Journal of Mathematics, Études internationales, Modern Drama, University of Toronto Quarterly).

Question 8b) Content Categories

<p>100 Arts and Culture</p> <p>101 Crafts</p> <p>102 Arts</p> <p>103 Cinema</p> <p>104 Literary Criticism</p> <p>105 Dance</p> <p>106 Literature</p> <p>107 Music</p> <p>108 Photography</p> <p>109 Poetry</p> <p>110 Theatre</p> <p>200 News and Leisure</p> <p>201 News</p> <p>202 Outdoor Life</p> <p>203 Animals</p> <p>204 Cooking</p> <p>205 Decorating</p> <p>206 Cars</p> <p>207 Military</p> <p>208 Humour</p> <p>209 General Interest</p> <p>210 Gardening</p> <p>211 Youth/Children</p> <p>212 Games</p> <p>213 Fashion</p> <p>214 Nutrition</p> <p>215 Hobbies</p> <p>216 Radio and Television</p> <p>217 Home Renovations</p> <p>218 Sports</p> <p>219 Travel</p> <p>220 Special Interest Group</p> <p>221 Ethnic</p> <p>222 Women's</p> <p>223 Men's</p> <p>300 Business</p> <p>301 Commerce</p> <p>302 Accounting</p> <p>303 Management</p> <p>304 Marketing</p> <p>305 Advertising</p> <p>306 Printing</p>	<p>400 Science and Technology</p> <p>401 Agriculture</p> <p>402 Energy</p> <p>403 Forestry</p> <p>404 Computers</p> <p>405 Building Materials</p> <p>406 Medical Sciences</p> <p>407 Technology</p> <p>408 Engineering</p> <p>409 Transportation</p> <p>410 Natural Sciences</p> <p>500 Human Sciences</p> <p>501 Anthropology</p> <p>502 Archeology</p> <p>503 Library Science</p> <p>504 Communications</p> <p>505 Criminology</p> <p>506 Law</p> <p>507 Ecology</p> <p>508 Education</p> <p>509 Feminism</p> <p>510 Geography</p> <p>511 History</p> <p>512 Philosophy</p> <p>513 Psychology</p> <p>514 Child Rearing</p> <p>515 Religion</p> <p>516 Health</p> <p>517 Sociology</p> <p>518 Economics</p> <p>519 Linguistics</p> <p>520 Political Science</p>
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INSTRUCTIONS CONTINUE ON THE BACK OF THIS PAGE

Please detach along perforated edge

Question 11

Number of staff and salaries: A full-time employee is one who works at least 30 hours per week. An employee is any person drawing pay for services rendered, or for paid absence, and for whom you, as the employer, are required to complete a Revenue Canada T4, Supplementary Statement of Remuneration. All payments to firms or individuals providing services on a contract basis should be placed under the row labelled "Outside professionals/freelancers".

Report the number of staff that worked on the periodical and their salaries. If the staff worked on more than one publication and your records do not provide the number of staff or salaries associated with each periodical, then estimate the number of staff and salary in proportion to the total revenue or circulation obtained from the periodical.

If the number of staff is less than the number of periodicals, then include the staff on the questionnaire for the periodical on which he/she worked the most (i.e. report an employee for one periodical only). The salaries and wages should be allocated in proportion to the total revenue or circulation obtained from each periodical.

Outside professional/freelancer fees: Include fees paid to non-employees for professional services. Exclude work contracted out such as artwork and printing contracts. These expenses should be reported in Question 12(b).

Question 12

Revenues from this periodical: These revenues should be reported net of fees and commissions paid to agencies.

Transfers from central services or an affiliated organization: These transfers represent the budget assigned by the central administration for publishing the periodical. It must therefore include all amounts received by the periodical publisher from the organization to which it is associated.

Grants: Report only grants considered as revenue earned in the reporting period (i.e. do not include grants or revenue deferred to the following year or include grants awarded in the previous year).

Expenses: Include salaries and non-salary costs or costs of contracting out the activities associated with the periodical. If an expense applies to more than one periodical, estimate the amount that can be attributed to the periodical.

Distribution expenses for printed copies: These expenses refer to postage costs, and other costs (e.g., labelling supplies and labour) incurred in distribution.

Questions 15 to 18

Typical issue: This term refers to the issue that is the most representative of the periodical. The same issue should be used as an example to answer Questions 16 through 20.

Question 17(b)

Controlled circulation: This refers to issues distributed on a regular basis to consumers selected by publishing organizations. It is free or charge and, in general, is audited.

For information only

9. What price is normally charged for this periodical?

Price		
	Dollars	Cents
Single copy	035	
One-year subscription	036	
Two-year subscription	037	
Three-year subscription	039	

10. If this periodical has paid advertising, please indicate the current one-time rate to the nearest dollar at the end of the reporting period of:

\$ (omit cents)	
Black and white full page ad	040
Colour full page ad	041

D. PERSONNEL AND FINANCIAL INFORMATION

11. Indicate the number of staff, and salaries, wages and fees paid that are directly attributable to this periodical. If not readily available, please provide estimates. **See instructions on page 4.**

	Number of staff	Salaries, wages and fees \$ (omit cents)	
Full-time employees	050	052	
Part-time employees	053	055	
Outside professionals/freelancers (including all honorariums and fees for non-employees)		058	
Volunteers and unpaid staff	070		
Total	073	075	

12. Please complete the following income statement for **this periodical**. If you cannot determine the exact revenues and expenses for this particular periodical, please provide estimates. **See instructions on page 4.**

(a) **Revenues:**

Revenues from this periodical

			\$ (omit cents)	
Advertising (net of agency commissions)			100	
Single copy or newsstand sales (net of distributor/wholesaler commissions)			101	
Subscription revenues (net of agency commissions)			102	
Back issues and reprints			103	
Total (sum of boxes 100 to 103)				110
Other revenues related to the periodical				111
Transfers from central services or an affiliated organization (see instructions on page 4)				
Government grants (see instructions on page 4)			122	
Federal: Canada Council				
Other federal sources (specify)	S125		125	
Provincial and municipal			108	
Total grants (sum of boxes 122, 125 and 108)				112
Private sector donations (companies, individuals)				113
List sales or rentals				115
Membership dues (that part of membership dues allocated toward the periodical)				116
Other (specify)	S119			119
Total revenues derived from this periodical (sum of boxes 110 to 119)				120

b) **Expenses:** (For each function or activity, please include salaries and non-salary costs or costs of contracting out the activities)

	\$ (omit cents)	
Editorial and design (research material, artwork, etc.)	135	
Production and printing (composition, typesetting, paper)	140	
Fulfilment and invoicing	145	
Marketing and promotion (new subscriptions, renewals and newsstands)	150	
Cost of sales of advertising (including promotion of advertising space)	155	
Distribution expenses for printed copies	158	
Administration and general expenses (not included elsewhere)	165	
Total expenses (sum of boxes 135 to 155, 158 and 165)		170
c) Profit (loss) related to the publishing of this periodical only (box 120 less box 170)		180

13. If there are any special issues or supplements (**box 018 was completed**), are the revenues or expenses included in Question 12? If not applicable, proceed to Question 14.

185 Yes No

If "No", indicate the revenues and expenses for these supplements or special issues:

Revenues \$ (omit cents)	Expenses \$ (omit cents)
186	187

14. Please indicate your expenses attributable to the **purchase** of text, photography and illustrations from Canadian or foreign authors.

For Canadian authored works \$ (omit cents)	For foreign authored works \$ (omit cents)
190	191

*****A TYPICAL ISSUE*****

For the following questions, please select a **typical issue** of your periodical which was **published during your financial year as reported in Question 2(a)** and indicate the day (if possible), month and year of issue, or volume and number. **A typical issue is one that most represents the periodical. The issue should be used to answer Questions 15 through 18.**

Typical issue selected: Day Month Year OR

Volume	Number
211	212

15. Please indicate the number of pages for the **typical issue** selected.

Text (editorial)	201
Advertising	202
Total (sum of boxes 201 and 202)	214

16. Please estimate the **origin** of text, illustrations and photography for the **typical issue**.

Originating	Text	Illustrations and photography
In-house (authored by members of your organization)	230	240
Outside your organization Canadian authored	231	241
Foreign authored	232	242
Total	100 %	100 %

17. (a) Please provide the number of **printed** and **circulated** copies for the **typical issue**. See instructions on page 4.

		Number of copies	
Printed copies		245	
Returns (including unsold newsstand copies)		246	
Not distributed		247	
Total net circulation (box 245 less boxes 246 and 247)		250	

(b) Please indicate the **net circulation** for the **typical issue**.

		Total	
Circulation:			
Paid:			
Newsstand or singles (after returns)		291	
Subscriptions (including those paid through membership)		292	
Free:			
Controlled circulation		298	
Other (specify)	S299	299	
(including complimentary copies)			
Total net circulation (must equal box 250)		300	

18. Please estimate the **net circulation** by geographic destination for the **typical issue**.

		Number of copies	
Newfoundland		401	
Prince Edward Island		402	
Nova Scotia		403	
New Brunswick		404	
Total of Atlantic Region (sum of boxes 401 to 404)		405	
Quebec		406	
Ontario		407	
Manitoba		408	
Saskatchewan		409	
Alberta		410	
Total of Prairie Region (sum of boxes 408 to 410)		411	
British Columbia		412	
Yukon and Northwest Territories		413	
Total Canada (sum of boxes 405 to 407, 411 to 413)		415	
United States		420	
Other foreign countries (specify)	S425	425	
Total net circulation (sum of boxes 415 to 425) (must equal box 250)		430	

NEW MEDIA

19. a) Does this periodical have a website?

460 1 Yes 2 No ➤ If no, move to the next question.

If yes, then please indicate the following services your periodical provides through the website.

- 461** 1 Presents selected highlights from the print version
- 2 Presents a full virtual version of a print version (at least 50% of content in common)
- 3 Presents a virtual version only-no print version produced (including interactive mode)
- 4 Solicits the sale of ads (print,electronic,both)
- 5 Billing of ad sales
- 6 Acts as a vehicle for promotion/marketing of the title(including subscription sales)
- 7 Provides other subscriber/customer service (excl subscription, see above)
- 8 Advertises the availability of ancillary products for sale
- 9 Solicits content and/or authors
- 10 Provides a communication channel for transactions with authors
- 11 Other (please specify)
- _____

b) Which of the above services would you consider to be the primary use of the Internet/Website? (Check one only)

462 1 2 3 4 5 6 7 8 9 10 11

c) Does your presence on the Internet/WWW generate advertising revenue?

463 1 Yes 2 No

d) Are you equipped to take/make payments over the Internet?

464 1 Yes 2 No

e) What percentage of subscriptions revenues (C102) is currently derived from your website?

465 _____ %

f) What percentage of ad revenues (C100) were generated by Internet/Web?

466 _____ %

CERTIFICATION

I certify that the information in this report is correct and complete to the best of my knowledge.

Name of person completing this report		F004		What was the first year that this company began operation (year of birth)?		003	
				1 9			
Title of person completing this report		S605		Please enter your nine-digit business registration number		M109	
				R			
Signature	Date	Telephone (including area code and extension)	S606	Fax (including area code)	S607		

COMMENTS

THANK YOU FOR YOUR COOPERATION

Please return this questionnaire in the enclosed postage paid envelope.