



# 2004 Survey of Service Industries: Periodical Publishers

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.*

Completion of this questionnaire is a legal requirement under this Act.

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez nous téléphoner au 1 888 301-6058.

If necessary, please correct pre-printed information below.



0001	Legal name	0004	Address (number and street)		
0002	Business name	0005	City		
0003	C/O	0006	Province/Territory or State		
0008	First name of contact	0053	Country	0007	Postal code/Zip code
0028	Last name of contact	0010	Language preference	1 <input type="checkbox"/> English      2 <input type="checkbox"/> French	

## A - General Information

### Survey Purpose

This survey collects the financial and operating data needed to produce statistics concerning your industry. For further details, please consult the enclosed booklet entitled *Statistics Canada Business Survey*.

### Data-sharing Agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. Please see the enclosed booklet entitled *Statistics Canada Business Surveys* for details of these agreements.

### Confidentiality

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

### Fax or Other Electronic Transmission Disclosure

Statistics Canada advises you that there could be a risk of disclosure during the 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*.

### Reporting Instructions

- Report for **all** Periodical Publishing operations in the province specified above. If it is not possible to report for the above business unit(s), please explain the reason(s) in the Comments section at the end of the questionnaire.
- When precise figures are not available, please provide your best estimates.

## Return of Questionnaire

Please mail the completed questionnaire(s) in the enclosed envelope or fax it to Statistics Canada at 1 800 755-5514 within 30 days of receipt.

Lost the return envelope or need help? Call us at 1 888 301-6058 or mail to:  
Statistics Canada, Operations and Integration Division, 120 Parkdale Avenue, Ottawa, Ontario K1A 0T6



## B - Main Business Activity

Please describe the nature of your business.

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\_\_\_\_\_

Please check the category below that most accurately describes the **principal** source of operating revenue for this business unit.

Please check **one** only.

**Note:** **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 and electronic form. **Included** are real estate guides and shoppers.

1. 511120 <sup>0272</sup>  **Periodical Publishing (Publishing and Printing)**

2. 511120 <sup>0273</sup>  **Periodical Publishing (Publishing Only)**

**Exclude from 1 and 2:**

- Firms that **only** provide printing services and do not publish **any** periodicals;
- Firms that are primarily publishers of daily or community newspapers, databases, sheet music, software and specialty items (e.g., catalogues, calendars, greeting cards).

Please indicate the title(s) of the periodical(s) that **this business unit** publishes (attach a separate sheet if required).

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

0040  **Other activities**

If you responded "Other activities", please call 1 888 301-6058 for further instructions.

## C - Reporting Period Information

Please report information for your **fiscal year** (normal business year) ending between April 1, 2004 and March 31, 2005. Please indicate below the period covered by this questionnaire.

1. From <sup>0011</sup>    To <sup>0012</sup>

2. If you did not operate this business unit for a full year, please check the reason(s) below:

<sup>0031</sup> 1  Seasonal Operation    2  New Business    3  Change of Fiscal Year    4  Change of Ownership    5  Ceased Operations    6  Temporarily Inactive

3. Please indicate below, any change that may have occurred in the organization of this business unit during this fiscal year:

<sup>0047</sup> 1  Acquired New Business Units    2  Disposed of/Sold Business Units

**If you have had any other changes in your business within the year, please describe these changes in the Comments section at the end of the questionnaire.**

## D - Revenue

- Please include:**
- all Canadian revenue (including electronic commerce) recorded in your accounts for sales or transfers to other businesses and to other units of your business;
  - all revenue (including electronic commerce) received from outside Canada by this business unit.

**Please exclude:** – GST/HST, PST and TVQ.

**Note: Consumer Periodicals** are aimed at general or special interest markets to inform and entertain the reader. Examples include photography, news or hobby magazines.

**Business and Trade Periodicals** deal with processing, manufacturing, sales or operation of industries or a specific industry or profession and are published to interest and assist persons actively engaged in the sector.

**Other Periodicals** include farm periodicals (covering the agricultural industry), religious periodicals, scholarly periodicals (presenting results of research in a specific field), real estate guides and shoppers.

	\$ CDN
1. Circulation sales of:	
a. Consumer periodicals	2607
b. Business and trade periodicals	2611
c. Other periodicals	2615
2. Sales of advertising space in:	
a. Consumer periodicals	2618
b. Business and trade periodicals	2621
c. Other periodicals	2624
3. All other operating revenue <b>Exclude</b> interest and dividend income, capital gains.	2000
<b>4. Total operating revenue</b>	2080

## E - Expenses

**Please include:** – all expenses within (including electronic commerce) or outside Canada recorded by this business unit.

**Please exclude:** – GST/HST, PST and TVQ.

	\$ CDN
1. Salaries and wages paid to employees for whom you issued a <i>T4 - Statement of Remuneration Paid</i> . <b>Include</b> vacation pay, bonuses and commissions. <b>Exclude</b> all payments and expenses associated with outside contract workers, freelancers and employment agencies or personnel suppliers.	3010
2. Employer portion of employee benefits paid for all employees for whom you issued a <i>T4 - Statement of Remuneration Paid</i> ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance and workers' compensation).	3040
<b>3. Total labour remuneration</b> (add amounts reported at questions 1 and 2 above)	3041
4. Freelancers' fees	4712
5. Contract printing	3089
6. Amortization and depreciation (e.g., vehicles, buildings, equipment) <b>Include</b> this business unit's assets and capital lease obligations.	4520
7. All other operating expenses <b>Exclude</b> interest expenses.	4569
<b>8. Total operating expenses</b> (add amounts reported at questions 3 to 7)	4599

## F - Certification

I certify that the information contained herein is complete and correct to the best of my knowledge.

Signature of authorized person		Title 0014	0015 Date		
			Year	Month	Day
			<input type="text"/>	<input type="text"/>	<input type="text"/>
Name of person to contact for further information: 0026		0013	<input type="text"/>		
			First name		
1 <input type="checkbox"/> Mr. 2 <input type="checkbox"/> Mrs. 3 <input type="checkbox"/> Miss 4 <input type="checkbox"/> Ms		0054	<input type="text"/>		
			Last name		
E-mail address 0018		Web site address 0020			
Telephone number 0017		Extension number 0027	Fax number 0016		
How long did you spend collecting the data and completing this questionnaire?			99 J	Hour(s)	9909 Minutes
				<input type="text"/>	<input type="text"/>

## G - Comments

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

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***Thank you for completing this questionnaire. Please retain a copy for your records.***

Statistics Canada's publications are available for use in all major libraries.  
As well, please visit our Web site at [www.statcan.ca](http://www.statcan.ca).

If you need help, please contact us at **1 888 301-6058**.