



2007 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 :

1-888-881-3666.

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		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

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. For more information on this survey, please access www.statcan.ca/english/survey/index.htm.

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 reporting guide for details of these agreements.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. Please see the enclosed reporting guide for more information.

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*.

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 **1-888-881-3666** or mail to:
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.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 **1-888-881-3666** for further instructions.

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2007 and March 31, 2008. Please indicate below the period covered by this questionnaire.

from ^{yyyy} ^{mm} ^{dd} to ^{yyyy} ^{mm} ^{dd}

0011 to 0012

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 enclosed reporting guide 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 Publications Assistance Program }	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\$

1.	Salaries and wages of employees who have been issued a T4 statement	3010	
2.	Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040	
3.	Commissions paid to non-employees	4466	
4.	Professional and business services fees (e.g., legal, accounting)	4315	
5.	Subcontract expenses (include contract labour, contract work and custom work) { include contract printing and freelancers fees }	3060	
6.	Charges for services provided by your head office	4555	
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)	5721	
8.	Office supplies	3301	
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115	
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178	
11.	Insurance (include professional liability, motor vehicles, etc.)	4350	
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365	
13.	Travel, meals and entertainment	4370	
14.	Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)	4066	
15.	Property and business taxes, licences and permits	4410	
16.	Royalties, rights, licensing and franchise fees	4440	
17.	Delivery, warehousing, postage and courier	4179	
18.	Financial services fees	4325	
19.	Interest expenses	4630	
20.	Amortization and depreciation of tangible and intangible assets	4520	
21.	Bad debts	4542	
22.	All other expenses (please specify):	4569	
23.	Total expenses (sum of questions 1 to 22)	4699	
24.	Corporate taxes, if applicable	4600	
25.	Gains (losses) and other items (see reporting guide)	4601	
26.	Net profit/loss after tax and other items (see reporting guide)	2304	

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	
Total advertising revenue (sum of questions 1a to c)	2658	CAN\$

2. Circulation revenue

		CAN\$
a) general interest periodicals	2607	
b) business and trade periodicals	2611	
c) other periodicals	1008	
Total circulation revenue (sum of questions 2a to c)	2661	CAN\$

3. Distribution services

		CAN\$
		2337

4. Custom printing

		CAN\$
		2349

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

		CAN\$
(please specify):	2559	

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

		CAN\$
		2305

F - Industry characteristics (continued)

Selected expense

3089 **CAN\$**

7. Contract printing

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

	General interest periodicals		Business and trade periodicals		Other periodicals		Total
	number of titles						
8. Titles by type of publication	6048		6049		6078		6052
Circulation net of sales returns							
	number of copies						
9. Subscription	6199		6200		6214		6203
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 of the Internet. (refer to question 2)

6068

G - Personnel

		number
1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)	6321	<input type="text"/>
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"/>
		number
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"/>
4. Number of volunteers during the reporting period (estimates are acceptable)	6014	<input type="text"/>
		number of hours
5. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)	6026	<input type="text"/>

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		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed: 0015

yyyy mm dd

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

9910 hour(s) 9909 minutes

M - Comments

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

FOR
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9920 _____

9913 _____

9914 _____

9915 _____

9916 _____

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

Visit our website at www.statcan.ca