

# 2013 Survey of Service Industries: Periodical Publishers

**CONFIDENTIAL once completed.**

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

Please verify the information for this business's contact person and correct where needed.

B00101 Legal name

B00102 Operating name

B00109 First name

B00111 Last name

B00112 Title

B00103 Address (number and street)

B00104 City

B00105 Province, territory or state

B00106 Postal code or zip code

B00107 Country

## Business and contact information

Email address

B00113

Preferred language of communication

B00117\_n

English

French

Telephone number (including area code)

B00114

Extension number

B00115

Fax number (including area code)

B00116

**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.**

## 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. Please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

### Security of emails and faxes

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*. **Note:** Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada's online surveys.

### 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 have agreed to 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 21 days.**

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

If you are unable to complete within 21 days **OR** if you need help, call us at **1-800-972-9692**.

Statistics Canada  
Operations and Integration Division  
150 Tunney's Pasture Driveway  
Ottawa, Ontario K1A 0T6  
Visit our website, [www.statcan.gc.ca](http://www.statcan.gc.ca)



## Reporting instructions

1. Please print in ink.
2. Report all dollar amounts **in thousands of Canadian dollars ('000 CAN\$)**.
3. Do not include sales tax.
4. Percentages should be rounded to whole numbers.
5. Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.
6. When precise figures are not available, please provide your best estimates.

## Business activity

1. Statistics Canada uses the **North American Industrial Classification System** to classify the activities of each business. According to our records, this business's **main activity** is classified as:

Is this the **main activity** of this business?

B05002

- Yes**, this is the **main activity** of this business. ► *Go to question 1b*
- No**, this is **not the main activity** of this business. ► *Go to question 1a*

- a) Please provide a brief but precise **description** of this business's **main activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05003

  

B05004

- b) Approximately what **percentage of this business's revenue** is generated by this **main activity**?  %

Are there any other activities that **contribute significantly** (at least 10%) to this **business's revenue**?

B05024

- Yes** ► *Go to question 1c*
- No** ► *Go to next page*

- c) Please provide a brief but precise **description** of this business's **secondary activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05005

  

B05006

- d) Approximately what **percentage of this business's revenue** is generated by this **secondary activity**?  %

## Reporting period information

1. For this survey, please report information for this business's most recent **12 month fiscal period**.

**Note:** For this survey, the **End date** should fall between **April 1, 2013** and **March 31, 2014**.

	YYYY	MM	DD		YYYY	MM	DD
Start date				End date			

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

<p>B00301_r1 <input type="checkbox"/> seasonal operations</p> <p>B00301_r2 <input type="checkbox"/> new business</p> <p>B00301_r3 <input type="checkbox"/> change of ownership</p> <p>B00301_r4 <input type="checkbox"/> change of fiscal year</p>	<p>B00301_r5 <input type="checkbox"/> ceased operations</p> <p>B00301_r6 <input type="checkbox"/> temporarily inactive</p> <p>B00301_r7 <input type="checkbox"/> other reason — please specify: B00301_r8 <input style="width: 100%; height: 20px;" type="text"/></p>
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3. Please indicate below, any changes or events that may have affected the reported values for this business compared to the last reporting period (mark all that apply):

<p>B00302_t1 <input type="checkbox"/> strike or lockout</p> <p>B00302_t2 <input type="checkbox"/> exchange rate impact</p> <p>B00302_t3 <input type="checkbox"/> price changes in goods or services sold</p> <p>B00302_t4 <input type="checkbox"/> contracting out</p> <p>B00302_t5 <input type="checkbox"/> organizational change</p> <p>B00302_t6 <input type="checkbox"/> price changes in labour or raw materials</p> <p>B00302_t7 <input type="checkbox"/> natural disaster</p> <p>B00302_t8 <input type="checkbox"/> recession</p>	<p>B00302_t9 <input type="checkbox"/> change in product line</p> <p>B00302_t10 <input type="checkbox"/> sold business units</p> <p>B00302_t11 <input type="checkbox"/> expansion</p> <p>B00302_t12 <input type="checkbox"/> new/lost contract</p> <p>B00302_t13 <input type="checkbox"/> plant closures</p> <p>B00302_t14 <input type="checkbox"/> acquired business units</p> <p>B00302_t15 <input type="checkbox"/> other changes or events — please specify: B00302_t16 <input style="width: 100%; height: 20px;" type="text"/></p>
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## Industry characteristics

### Sales

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

**General interest periodicals:** periodicals covering topics of general or special interest intended to appeal to a consumer audience. Examples include arts, culture, leisure and entertainment, home and lifestyles, women's, general interest, general business and news. Include shoppers, real estate guides, religious and other periodicals.

**Business and trade periodicals:** periodicals dealing with industries, occupations and professions and scholarly publications aimed at professional audiences interested in keeping up-to-date with news, research and developments in their profession or field of interest. Include business, farming, professional and scholarly periodicals as well as specialized advertising magazines that target institutional and target markets.

### Detailed sales revenue

What were this business's sales for each of the following goods and services?

**Include** both print and digital revenue sources.

#### 1. Advertising revenue

a) general interest periodicals

'000 CAN\$  
F43243  
\$  ,000

b) business and trade periodicals

F43244  
\$  ,000 '000 CAN\$

**Total advertising revenue**  
(sum of questions 1a and 1b)

F43070  
\$  ,000

c) What percentage of your advertising revenue was attributed to online or digital sources?

percentage  
F43246  
   %

#### 2. Circulation revenue

a) general interest periodicals

'000 CAN\$  
F43247  
\$  ,000

b) business and trade periodicals

F43248  
\$  ,000 '000 CAN\$

**Total circulation revenue**  
(sum of question 2a and 2b)

F43080  
\$  ,000

c) What percentage of your circulation revenue was attributed to digital products such as digital editions and online access?

percentage  
F43251  
   %

#### 3. Custom publishing revenue

a) general interest periodicals

'000 CAN\$  
F43252  
\$  ,000

b) business and trade periodicals

F43253  
\$  ,000 '000 CAN\$

**Total custom publishing revenue**  
(sum of questions 3a to 3b)

F43090  
\$  ,000

'000 CAN\$

F45196

4. Distribution services \$ [ ] ,000

F43255

5. Custom printing \$ [ ] ,000

F43245

6. Events, conferences and trade show revenue \$ [ ] ,000

7. Other sales — please specify:  
Include: newspapers, books and other publications

F43175

F43005

[ ] \$ [ ] ,000

F43000

8. Total sales (sum of questions 1 to 7) \$ [ ] ,000

Selected expenses

'000 CAN\$

F62516

9. What were this business's expenses for sub-contract printing? \$ [ ] ,000

Titles by types of publication

(do not provide the number of copies sold)

General interest periodicals

Business and trade periodicals

Total

number of titles

10. How many titles did this business publish in each of the following categories?  
Include print and digital copies.

B45001

B45002

B45140

[ ]

[ ]

[ ]

Annual circulation net of returns

What were this business's annual circulation net of returns?

Include print and digital copies.

General interest periodicals

Business and trade periodicals

Total

number of copies

11. Subscription

B45005

B45006

B45010

[ ]

[ ]

[ ]

12. Newsstand or single copy

B45008

B45009

B45020

[ ]

[ ]

[ ]

13. Other copies sold

B45012

B45013

B45030

[ ]

[ ]

[ ]

14. Controlled or request circulation

B45018

B45019

B45050

[ ]

[ ]

[ ]

15. Free, complimentary or promotional copies

B45022

B45023

B45060

[ ]

[ ]

[ ]

percentage

B45014

16. What percentage of the total number of copies was attributed to digital copies? [ ] [ ] [ ] %

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

number

B45025

a) English only

B45026

b) French only

B45027

c) other  
(bilingual, French and English, etc.)

### Personnel

18. Paid employees

number

a) average number of paid employees during the reporting period  
(see reporting guide)

B20024

percentage

B20025

b) percentage of paid employees who worked **full time**

 %

number

19. Number of contract workers for whom you did not issue a T4,  
such as freelancers and casual workers  
(estimates are acceptable)

B20026

For Information Only

## Contact person

### Name of person to contact about this questionnaire:

Last name

B00003

First name

B00004

Title

B00005

Telephone number

B00006

Extension number

B00007

Fax number

B00008

Email address

B00009

Website

B00011

Date completed (yyyy-mm-dd):

B00012

hours

B00013

minutes

B00014

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

## Comments

We invite your comments below.  
If necessary, please attach a separate sheet.  
Please be assured that we review all comments with the intent of improving the survey.

B00002

## 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*.

Statistics Canada will use information from this survey for statistical purposes.

### 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 have agreed to 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 and to minimize the reporting burden, 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, [www.statcan.gc.ca](http://www.statcan.gc.ca)**