

# 2015 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 business or organization name, contact person and address for this questionnaire and correct where needed.

Legal name

Operating name

First name

Last name

Title

Address (number and street)

City

Province, territory or state  Postal code or ZIP code

Country

## Business or organization and contact information

Email address

Telephone number (including area code)

Extension number

Preferred language of communication

English

French

Fax number (including area code)

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 email. 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 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**.

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Ottawa, Ontario K1A 0T6  
**Visit our website, [www.statcan.gc.ca](http://www.statcan.gc.ca)**



## Business status

1. Is this business or organization currently in operation?

B00309

- Yes ► **Go to next section**
- No, seasonal operations ► **Go to question 2**
- No, ceased all operations ► **Go to question 4**
- No, sold all operations ► **Go to question 6**
- No, amalgamated with (an) other business(es) ► **Go to question 8**
- No, temporarily inactive but will re-open ► **Go to question 11**
- No, no longer operating due to other reason(s) ► **Go to question 14**

2. When did this business or organization close for the season?

YYYY MM DD

B00217

Date

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3. When does this business or organization expect to resume operations?

YYYY MM DD

B00218

Date

--	--	--	--	--	--	--	--	--	--

► **Go to next section**

4. When did this business or organization cease all operations?

YYYY MM DD

B00211

Date

--	--	--	--	--	--	--	--	--	--

5. Why did this business or organization cease all operations?

B00311

- Bankruptcy
- Liquidation
- Dissolution
- Other reason — please specify:

B00312

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► **Go to next section**

6. When was this business or organization sold?

YYYY MM DD

B00212

Date

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7. What is the legal name of the buyer?

B00406

▶ Go to next section

8. When did this business or organization amalgamate?

YYYY MM DD

B00213

Date

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9. What is the legal name of the resulting or continuing business or organization?

B00407

10. What is (are) the legal name(s) of the other amalgamated business(es) or organization(s)?

B00408

▶ Go to next section

11. When did this business or organization become temporarily inactive?

YYYY MM DD

B00214

Date

--	--	--	--	--	--	--	--	--	--

12. When does this business or organization expect to resume operations?

YYYY MM DD

B00215

Date

--	--	--	--	--	--	--	--	--	--

13. Why is this business or organization temporarily inactive?

B00313

▶ Go to next section

14. When did this business or organization cease operations?

YYYY MM DD

B00216

Date

--	--	--	--	--	--	--	--	--	--

15. Why did this business or organization cease operations?

B00314

▶ Go to next section

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## Reporting instructions

1. Please print in ink.
2. Report all dollar amounts in **thousands of Canadian dollars**.
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** 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 or organization. According to our records, this business or organization's **main activity** is classified as:

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

B05002

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

- a. Was this business or organization's main activity, which typically generates the most revenue, **ever** classified as described above?

B05111

- Yes ► **When did the main activity change?** ► **Date :** YYYY MM DD
- No ► **Go to question 1b**

B00219

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

B05003

- c. Approximately what **percentage of this business or organization's revenue** is generated by this **main activity**?

B05004

Estimates are acceptable. .... %

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

B05024

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

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

B05005

- e. Approximately what **percentage of this business or organization's revenue** is generated by this **secondary activity**?

B05006

Estimates are acceptable. .... %

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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

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

For questions 1a to 1h, report the revenue for which you are the publisher.

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

Please report all amounts in **thousands of Canadian dollars**.

Advertising revenue

CAN\$ '000

		F43243		
a) general interest periodicals .....	\$	<input type="text"/>	,	000
		F43244		
b) business and trade periodicals .....	\$	<input type="text"/>	,	000
				<b>CAN\$ '000</b>
<b>Total advertising revenue</b>		F43070		
(sum of questions 1a and 1b) .....	\$	<input type="text"/>	,	000

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

Percentage

F43246

%

Circulation revenue

CAN\$ '000

		F43247		
d) general interest periodicals .....	\$	<input type="text"/>	,	000
		F43248		
e) business and trade periodicals .....	\$	<input type="text"/>	,	000
				<b>CAN\$ '000</b>
<b>Total circulation revenue</b>		F43080		
(sum of questions 1d and 1e) .....	\$	<input type="text"/>	,	000

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

Percentage

F43251

%

Custom publishing revenue

CAN\$ '000

		F43252		
g) general interest periodicals .....	\$	<input type="text"/>	,	000
		F43253		
h) business and trade periodicals .....	\$	<input type="text"/>	,	000
				<b>CAN\$ '000</b>
<b>Total custom publishing revenue</b>		F43090		
(sum of questions 1g to 1h) .....	\$	<input type="text"/>	,	000

CAN\$ '000

F45196  
 i) distribution services ..... \$ [ ] ,000

F43255  
 j) custom printing ..... \$ [ ] ,000

F43245  
 k) events, conferences and trade show revenue ..... \$ [ ] ,000

l) other sales — please specify:  
**Include:** newspapers, books and other publications

F43175  
 [ ] \$ [ ] ,000

**Total sales of goods and services**  
 (sum of questions 1a to 1l) ..... \$ [ ] ,000

2. What were this business's revenues for the following grants and subsidies?  
 Please report all amounts in **thousands of Canadian dollars**.

CAN\$ '000

F47117\_sr1  
 a) Federal, provincial/territorial, municipal ..... \$ [ ] ,000

F47117\_sr2  
 b) other support  
 (e.g., fundraising, private sector, non-profit organization) ..... \$ [ ] ,000

**Selected expenses**

3. What were this business's expenses for sub-contract printing?  
 Please report amount in **thousands of Canadian dollars**.

F62516  
 \$ [ ] ,000

4. How many titles did this business publish in each of the following categories?  
 If the same title is published in both mediums, please count twice.  
 Do not provide the number of copies or circulation.  
**Include** print and digital titles

	Print titles Number	Digital Titles Number	Total titles Number
	B45001_y1	B45001_y2	B45001
a) general interest periodicals .....	[ ]	[ ]	[ ]
	B45002_y1	B45002_y2	B45002
b) business and trade periodicals .....	[ ]	[ ]	[ ]
	B45140_y1	B45140_y2	B45140
<b>Total titles by type of publication . . .</b>	[ ]	[ ]	[ ]

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5. What was the business's annual circulation net of returns of print and digital copies?  
 Please provide the total number of copies sold through the various channels of distribution listed.  
 If the print copy **includes** access to a free digital copy, please **include** in the free, complimentary or promotional copies category.

	General interest periodicals Number	Business and trade periodicals Number	Total Number
a) subscription .....	B45005 <input type="text"/>	B45006 <input type="text"/>	B45010 <input type="text"/>
b) newsstand or single copy .....	B45008 <input type="text"/>	B45009 <input type="text"/>	B45020 <input type="text"/>
c) other copies sold .....	B45012 <input type="text"/>	B45013 <input type="text"/>	B45030 <input type="text"/>
d) controlled or request circulation .....	B45018 <input type="text"/>	B45019 <input type="text"/>	B45050 <input type="text"/>
e) free, complimentary or promotional copies	B45022 <input type="text"/>	B45023 <input type="text"/>	B45060 <input type="text"/>
<b>Total</b> .....	B45075 <input type="text"/>	B45076 <input type="text"/>	B45077 <input type="text"/>

6. For each channel of distribution reported in question 5, please provide the percentage breakdown of copies that were digital.

**Digital Percentage**

a) subscription .....	B45014_m1 <input type="text"/>	%
b) newsstand or single copy .....	B45014_m2 <input type="text"/>	%
c) other copies sold .....	B45014_m3 <input type="text"/>	%
d) controlled or request circulation .....	B45014_m4 <input type="text"/>	%
e) free, complimentary or promotional copies .....	B45014_m5 <input type="text"/>	%

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

**Number**

a) English only .....	B45025 <input type="text"/>
b) French only .....	B45026 <input type="text"/>
c) other (bilingual, French and English, etc.) .....	B45027 <input type="text"/>

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8. What were this business's personnel for each of the following?

Number

B20024

a) average number of paid employees during the reporting period .....

Percentage

B20025

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

 %

Number

B20026

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

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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*.

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)**