



Survey of Book Publishers and Exclusive Agents, 2000

Confidential when completed

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.

Please make a copy for your records

Si vous préférez recevoir ce questionnaire
en français, veuillez nous appeler sans frais
au numéro de téléphone suivant :
1 877 540-3973



For Office Use Only	
Response Code	<input type="text"/>
RAN Edit Report?	Yes <input type="radio"/> No <input type="radio"/>

Please correct name and mailing address, if necessary.

GENERAL INFORMATION

Survey Objective

This survey provides statistics on the activities of book publishers and exclusive agents, regardless of the amount of earned revenue. The information is used by the private sector and by all levels of government to make informed decisions on policies and programs in the book publishing industry.

Coverage

This is a survey of **book publishers** in Canada who have titles in print and **exclusive agents** in Canada who sold titles published by another firm.

Book publishing or exclusive agency must be one of the activities of the organization.

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. The data reported on this questionnaire will be treated in strict 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 agreements with provincial and territorial statistical agencies for sharing of data. This is done in accordance with the federal *Statistics Act* and corresponding provincial and territorial legislation. The data are kept confidential and used for statistical purposes only.

1. Report for the financial year (ending at any time between April 1, 2000 and March 31, 2001).

This report covers months from to

DEFINITIONS

Book publishers are firms or organizations which select and edit works, and enter into a contractual agreement with the author or copyright holder for the production of the work in print or other format. The publisher sells the work through any channel of distribution, while bearing the risks associated with this production.

Exclusive Agents distribute and sell works published by another firm, by acting as its sole representative. The exclusive agent is generally responsible for the marketing expenses of titles sold on an exclusive basis.

2. During the financial year reported, did this organization function as: (Check one circle only)

Book publisher Exclusive Agent Both activities
 Neither activity (please describe briefly the nature of your business)

3. Indicate the legal status of this organization. (Check one circle only)

Unincorporated Sole proprietorship Unincorporated Partnership Incorporated for profit Incorporated not for profit
 Co-operative Joint venture Government business entity Government
 Other (specify)

4. Indicate the country of controlling interest for this organization. (Check one circle only)

Canada France United Kingdom United States Other (specify)

The questionnaire should be completed and returned in the postage paid envelope within **30 days of receipt**.

The questionnaire can also be faxed back to Statistics Canada at 1 800 755-1554.

Statistics Canada advises you that there could be a risk of disclosure during the facsimile transmission. However, upon receipt of your facsimile, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

If you need further information or help, please call **Operations and Integration Division of Statistics Canada at 1-877-540-3973**. Please quote the name of the survey, **Book Publishers and Exclusive Agents**.

- When precise figures are not available, please estimate, indicating the fact in the margin.
- Report all dollar amounts in CANADIAN DOLLARS (\$ CDN).

IF YOU ARE AN EXCLUSIVE AGENT, AND DO NOT ENGAGE IN BOOK PUBLISHING, GO TO SECTION 5d.

5a. Number of titles published or reprinted in Canada during the financial year by format category.
(See Instructions at end of questionnaire)

	Format					TOTAL
	Printed titles	Audio	CD-ROM	On-line/ e-books	Other formats – (Specify below)	
1. Titles published (include new editions)	010	011	012	013	014	015
2. Titles reprinted	017	018	019	020	021	022

S014 Specify

S021 Specify

5b. Number of titles published or reprinted in Canada by commercial category and citizenship of author(s).
(See Instructions at end of questionnaire)

Commercial category	Published and reprinted titles during the financial year			
	Canadian authors		Foreign authors	
	Titles published	Titles reprinted	Titles published	Titles reprinted
1. Textbooks	030	040	050	060
ELHI (including teacher's aid manuals)	031	041	051	061
Postsecondary	038	048	058	068
2. Children's books	032	042	052	062
3. Tradebooks	033	043	053	063
Mass-market paperbacks	034	044	054	064
Trade paperbacks	035	045	055	065
Trade hardcovers	036	046	056	066
4. Scholarly	037	047	057	067
5. General reference	039	049	059	069
6. Professional and technical				
7. TOTAL (box 039 + 059 = 015; box 049 + 069 = 022)				

5c. Number of own titles in print in Canada by commercial category and citizenship of author(s).
Include all titles ever published and available for sale during the financial year.
(See Instructions at end of questionnaire)

Commercial category	Total own titles in print	
	Canadian authors	Foreign authors
1. Textbooks	070	080
ELHI (including teacher's aid manuals)	071	081
Postsecondary	078	088
2. Children's books	072	082
3. Tradebooks	073	083
Mass-market paperbacks	074	084
Trade paperbacks	075	085
Trade hardcovers	076	086
4. Scholarly	077	087
5. General reference	079	089
6. Professional and technical		
7. TOTAL		

5d. Number of units sold in Canada during the financial year by commercial category

1. Textbooks

ELHI (including teacher's aid manuals)
 Postsecondary

2. Children's books

3. Tradebooks

Mass-market paperbacks
 Trade paperbacks
 Trade hardcovers

4. Scholarly

5. General reference

6. Professional and technical

7. TOTAL

Publisher's own titles	Exclusive agency
160	170
161	171
168	178
162	172
163	173
164	174
165	175
166	176
167	177
169	179

IF YOU ARE AN EXCLUSIVE AGENT, AND DO NOT ENGAGE IN BOOK PUBLISHING, GO TO SECTION 7.

6a. Were all of your own titles sales through an "exclusive" agent(s) during the financial year reported?

- 095 1 Yes ► Go to 6b.
 2 No ► Go to 7.

6b. List your exclusive agent(s). (Name only.)

096 _____

DEFINITIONS

Sales in Canada ... Sales of merchandise where the delivery address was in Canada. Exclude the sale of rights in Canada. Report this in section 12.

Export sales Sales of products having physically crossed the Canadian border going to a foreign address. Exclude the sale of rights abroad. Report this in section 12.

Other foreign sales Sales of books printed outside Canada and sold outside Canada from a foreign base (i.e., never crossed the Canadian border). Exclude the sale of rights abroad. Report this in section 12.

7. Net sales value (excluding sale of rights) of titles sold in the financial year. For own titles, include only those published in Canada. Exclude the sale of rights.

1. Sales in Canada
 2. Export sales
 3. Other foreign sales (see definitions above)
 4. **Total**

Publisher's own titles	Titles sold as an exclusive agent		Total
	For a foreign publisher	For a Canadian publisher	
101 \$	106 \$	111 \$	116 \$
102	107	112	117
103	108	113	118
105	110	115	120

8. Net sales value (excluding sale of rights) of titles sold by language during the financial year according to their destination. For publisher's own titles, include only those published in Canada.

1. English only
 2. French only
 3. Other (specify) §153

 4. **TOTAL** (box 129=101, 134=116, 139=102, 144=117, 149=103, 154=118)

Sales in Canada		Export sales		Other foreign sales	
Publisher's own titles	Total (Own + Agency)	Publisher's own titles	Total (Own + Agency)	Publisher's own titles	Total (Own + Agency)
125 \$	130 \$	135 \$	140 \$	145 \$	150 \$
126	131	136	141	146	151
128	133	138	143	148	153
129	134	139	144	149	154

9. Net sales value (excluding sale of rights) during the financial year according to the **commercial category** and author **citizenship**.

9a. Publisher's own titles: Sales in Canada (Exclude the sale of rights)

Commercial category	Canadian authors \$	Foreign authors \$	Total sales in Canada \$
1. Textbooks	801	831	841
ELHI (including teacher's aid manuals)	802	832	842
Postsecondary	809	839	849
2. Children's books	803	833	843
3. Tradebooks			
Mass-market paperbacks	804	834	844
Trade paperbacks	805	835	845
Trade hardcovers	806	836	846
4. Scholarly	807	837	847
5. General reference	808	838	848
6. Professional and technical			
7. TOTAL (Box 850 = 101, section 7)	810	840	850

9b. Publisher's own titles: Export sales (Exclude the sale of rights)

Commercial category	Canadian authors \$	Foreign authors \$	Total export sales \$
1. Textbooks	861	891	901
ELHI (including teacher's aid manuals)	862	892	902
Postsecondary	869	899	909
2. Children's books	863	893	903
3. Tradebooks			
Mass-market paperbacks	864	894	904
Trade paperbacks	865	895	905
Trade hardcovers	866	896	906
4. Scholarly	867	897	907
5. General reference	868	898	908
6. Professional and technical			
7. TOTAL (Box 910 = 102, section 7)	870	900	910

9b(i) Publisher's own titles: Export sales by destination (Exclude the sale of rights)

	Export sales \$
1. U.S.	880
2. U.K.	881
3. France	882
4. Asia	883
5. South and Central America	884
6. Other (specify) <input type="text" value="S885"/>	885
7. Total (Box 886 = 910 = 102)	886

9c. Publisher's own titles: Other foreign sales (Exclude the sale of rights)

Commercial category	Canadian authors \$	Foreign authors \$	Total other foreign sales \$
1. Textbooks	921	951	961
ELHI (including teacher's aid manuals)			
Postsecondary	922	952	962
2. Children's books	929	959	969
3. Tradebooks	923	953	963
Mass-market paperbacks			
Trade paperbacks	924	954	964
Trade hardcovers	925	955	965
4. Scholarly	926	956	966
5. General reference	927	957	967
6. Professional and technical	928	958	968
7. TOTAL (Box 970 = 103, section 7)	930	960	970

9d. Exclusive Agency: Sales in Canada (Exclude the sale of rights)

Commercial category	Canadian authors \$	Foreign authors \$	Total sales in Canada \$
1. Textbooks	240	250	260
ELHI (including teacher's aid manuals)			
Postsecondary	241	251	261
2. Children's books	245	255	265
3. Tradebooks	242	252	262
Mass-market paperbacks			
Trade paperbacks	243	253	263
Trade hardcovers	244	254	264
4. Scholarly	246	256	266
5. General reference	247	257	267
6. Professional and technical	248	258	268
7. TOTAL (Box 269 = 106 + 111, section 7)	249	259	269

10. Net sales value of the total (own plus agency) titles **sold in Canada** by customer category. (Exclude the sale of rights)

Sales in Canada	
	345 \$
374 \$	
390	
375	
376	
372	
377	
379	
373	
378	
	346
380	
381	
383	
384	
393	
	348
385	
386	
	349
	389

Wholesale

1. Exclusive agents, distributors, wholesalers, jobbers

Retail

- 2. Accredited bookstores (Quebec only)
- 3. Other independent bookstores
- 4. Campus bookstores
- 5. Chain bookstores
- 6. Internet retailers (report sales from publisher's own websites in line 16)
- 7. Department, grocery, record and drug stores
- 8. Mail order houses and book clubs
- 9. Warehouse clubs and discount stores
- 10. Other retail stores

Sub-total: Retail (sum of boxes 374 to 378)

Institutions

- 11. Government and special libraries
- 12. Public libraries
- 13. ELHI institutions (including libraries)
- 14. Postsecondary institutions (including libraries)
- 15. Other institutions and agencies

Sub-total: Institutions (sum of boxes 380 to 393)

Other

- 16. Direct to general public (report sales to mail order houses or book clubs in line 8 above)
- 17. Other

Sub-total: Other (boxes 385 + 386)

Total (box 389 = 116, section 7)

11. Royalty expenses from the **sale of titles**, during the financial year, by citizenship of author(s)

Paid to Canadian Citizens	Paid to Foreign Citizens	Total
392 \$	394 \$	391 \$

12a. Revenue from the **sale of rights** for the financial year (see Instructions at end of questionnaire)

12b. Expenses for the **purchase of rights** for the financial year. Include payments to authors, agents, other publishers, and other costs of acquisition

In Canada	Outside Canada	Total
409 \$	414 \$	419 \$
424	434	429

13. Grants/non-repayable financial aid from the following sources during the financial year reported (book publishing or exclusive agency activities **only**).

- 1. Federal Government
 - Department of Canadian Heritage (Book Publishing Industry Development Program)
 - The Canada Council for the Arts
 - Association for the Export of Canadian Books (AECB)
 - Other federal sources (specify)
- 2. Humanities and Social Science Federation of Canada
- 3. Provincial governments and arts councils
- 4. Other non-federal sources (specify)
- 5. **Total grants awarded**

\$
481
482
487
483
484
485
486
489

14. Revenue from book publishing and exclusive agency for the financial year reported.

Report revenue from activities not related to book publishing and exclusive agency in section 16 at line 22 (boxes 560 to 566).

	\$
1. Net sales of own and agency titles	
(a) Printed titles	602
(b) Audio	605
(c) CD-ROM	606
(d) On-line/e-books	607
(e) Other formats	609
(f) Total sales of own and agency titles (net of returns) (add amounts reported at lines 1(a) to 1(e)) (box 650 = 120 in section 7)	650
2. Sale of rights (box 419 in section 12a)	603
3. Sales of all other goods and services related to book publishing/exclusive agency	651
4. Total sales of goods and services produced (add amounts reported at lines 1(f), 2 and 3)	652
5. Grants recognized as revenue (box 489 in section 13)	604
6. All other operating revenue (Excluding interest income and dividends – report this amount at line 8, "Non-operating revenue")	608
7. Total operating revenue (add amounts reported at lines 4 to 6)	653
8. Non-operating revenue (e.g., interest income, dividends)	654
9. Total revenue from book publishing/exclusive agency (add amounts reported at lines 7 and 8)	610

15. Cost of titles sold for own and agency titles. Do not reduce cost by grants received.

Report royalty expenses and purchase of rights in section 16 at lines 3 and 4.

	Publisher's Own Book Titles	Agency Book Titles	Total
Cost of titles			
1. Opening inventory	500 \$	507 \$	512 \$
2. Purchases (include freight-in, customs and brokerage)	501	508	513
3. Production costs (include all direct costs such as labour, sub-contracts, etc., related to the making of books) and amortized pre-publication costs (editorial and design)	502		514
4. Closing inventory (less obsolescence or decrease in value)	504	509	516
5. Cost of titles sold (add amounts reported at 1, 2 and 3 minus line 4)	506	511	518
6. Indicate the percentage of Production costs of own titles (line 3, box 502) incurred OUTSIDE Canada	526	%	

16. Complete the following income statement information for the fiscal year reported.

Report **only** book publishing and exclusive agency revenue and expenses in lines 1 - 21.

Report revenue and expenses from other sources at line 22.

	\$
Revenue	
1. Total revenue (box 610 in section 14)	656
Expenses	
Cost of sales	
2. Cost of titles sold (box 518 in section 15)	611
3. Royalty expenses from sale of titles (box 391 in section 11)	612
4. Purchase of rights (box 429 in section 12b)	613
5. Cost of non-book goods purchased for resale (e.g., toys)	657
6. All other cost of sale expenses	658
7. Total cost of sales (add amounts at lines 2 to 6)	620

Continued on next page

	\$																			
Operating expenses (do not repeat expenses included in Cost of Sales) (see Instructions at back of questionnaire)																				
8. Editorial expenses	624																			
9. Design and production expenses	625																			
10. Fulfillment, warehousing and shipping expenses (including loss for damaged copies)	626																			
11. Marketing, sales, promotion and advertising expenses (including cost of promotional and complimentary copies)	627																			
12. Occupancy costs	621																			
13. Administrative expenses	628																			
14. Depreciation and amortization (excluding depreciation for inventory)	622																			
15. Management fees paid to head office or affiliated company	631																			
16. Bad debts	614																			
17. Interest and bank charges (before subsidies for loan interest)	623																			
18. All other operating expenses	629																			
19. Total operating expenses (excluding Cost of Sales) (sum of lines 8 to 18)	630																			
20. Total expenses (box 620 + box 630)	632																			
21. Profit (loss) from book publishing and exclusive agency (box 656 – 632)	635																			
22. Other revenue and expenses (not related to book publishing or exclusive agency activities)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Revenue</th> <th style="width: 50%; text-align: center;">Expenses</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">560 \$</td> <td style="text-align: center;">570 \$</td> </tr> <tr> <td style="text-align: center;">561</td> <td style="text-align: center;">571</td> </tr> <tr> <td style="text-align: center;">562</td> <td style="text-align: center;">572</td> </tr> <tr> <td style="text-align: center;">563</td> <td style="text-align: center;">573</td> </tr> <tr> <td style="text-align: center;">564</td> <td style="text-align: center;">574</td> </tr> <tr> <td style="text-align: center;">565</td> <td style="text-align: center;">575</td> </tr> <tr> <td style="text-align: center;">566</td> <td style="text-align: center;">576</td> </tr> <tr> <td style="text-align: center;">567</td> <td style="text-align: center;">577</td> </tr> </tbody> </table>		Revenue	Expenses	560 \$	570 \$	561	571	562	572	563	573	564	574	565	575	566	576	567	577
Revenue	Expenses																			
560 \$	570 \$																			
561	571																			
562	572																			
563	573																			
564	574																			
565	575																			
566	576																			
567	577																			
(a) Publishing periodicals																				
(b) Printing services for others																				
(c) Book wholesaling (non-exclusive) and periodical wholesaling																				
(d) Book retailing (excluding own title sales on own web site)																				
(e) Marketing and fulfillment services for others (warehousing, E.D.P., etc.)																				
(f) Interest and investment income																				
(g) Other (specify) \$566 																				
(h) Total																				
23. Gross margin from activities not related to book publishing and exclusive agency (box 567 – box 577) ..	636																			
24. Profit (loss) before income taxes and extraordinary items (box 635 + box 636)	640																			
25. Provision for income taxes (if refund, give as negative)	641																			
26. Net profit (loss) before extraordinary items (box 640 – box 641)	642																			
27. Extraordinary items, net of income taxes	643																			
28. Net profit (loss) (box 642 + box 643)	645																			

17. What was the net sales value and number of books returned to your company during the financial year?

Net sales value \$	Number
668 	669

18. Average number of employees and total salaries, fees and honorariums paid during the reporting period.

1. Paid employees

(a) Salaries for all employees for whom you issued a T4 (**include** vacation pay, bonuses, commissions)

(i) Full-time employees

(ii) Part-time employees

(b) Employer portion of employee benefits (**include** employer's contributions to pension, medical/life, employment insurance and workers' compensation plans)

(c) **Total (employee) labour remuneration**

2. Contract workers

3. Working owners and/or partners of unincorporated business

4. Volunteers and unpaid staff

Number	Total \$
527	543
528	544
	545
	546
541	557
542	
529	

INTERNATIONAL TRANSACTIONS

Please report payments and receipts for **book publishing and exclusive agency activities only**.

This section concerns **international monetary transactions** on:

(a) receipts from outside of Canada for the sale of intellectual property and services.

(b) payments paid directly to foreign sources for intellectual property and services.

Please include trade with foreign affiliates, including a foreign parent company, branches and subsidiaries but exclude international transactions carried out by your affiliates located abroad.

Do not include merchandise imports and exports (the latter is reported in Question 9b).

DEFINITIONS

Sales/Purchases of services includes international payments received/made in exchange for intangible commodities.

Intellectual Property (IP) refers to book copyright. Rights can be licensed or sold for specific uses in return for royalties, licensing fees or copyright revenues. IP transactions include payments to and from book publishers and include:

- ◆ **Co-publishing rights** resulting from joint financial investments by two or more publishers to conceive, produce and print, under their respective imprints, individual titles or serials to be sold in their respective markets.

- ◆ **Translation rights** to publish a work in another language and distribute it in a set territory are reported together with co-publishing rights and **Other rights** including same-language territorial, paperback, periodical, digest, adaptation, dramatization and documentary (film, stage, radio, etc.).

merchandising, book club, anthology, quotation, serial, mechanical and reprographic reproduction, electronic publishing, single voice reading, single voice recording, video recording, blind and print disabled rights and reprint licenses, etc.

Culture services refers to the creation, production, manufacturing and distribution (wholesale and retail) of culture outputs. In the case of book publishing and exclusive agency activities these culture services include writing, printing, advertising, editorial services, translation, packaging and distribution purchased or sold abroad, etc.

Non-Culture services are services contributing to the operations of the respondent establishment, but which do not contribute directly to the creation of culture outputs. For book publishing and exclusive agency activities, these non-culture services include computer services, equipment rentals, management services, travel and accommodation (e.g. for marketing and book fairs abroad), accounting, banking, training and insurance, etc.

19a. Receipts from outside of Canada

1. United States

2. United Kingdom

3. France

4. Asia

5. South and Central America

S738

6. Other (specify)

7. Total

Intellectual Property Receipts from Royalties and Sale of Rights	Sales of Services		Total
	Culture	Non-Culture	
700 \$	710 \$	720 \$	730 \$
701	711	721	731
702	712	722	732
703	713	723	733
704	714	724	734
708	718	728	738
709	719	729	739

19b. Payments outside of Canada

1. United States

2. United Kingdom

3. France

4. Asia

5. South and Central America

S788

6. Other (specify)

7. Total

Intellectual Property Rights and Royalties Paid	Purchases of Services		Total
	Culture	Non-Culture	
750 \$	760 \$	770 \$	780 \$
751	761	771	781
752	762	772	782
753	763	773	783
754	764	774	784
758	768	778	788
759	769	779	789

20. Indicate the **municipality** and **province or territory** in which the publisher or exclusive agency operates and the associated postal code.

Municipality
009 | _____

Province or territory | Postal code
_____ | 028 | _____

For office use
007 | _____

21. What year did this organization commence operation in Canada?

004 | _____

22. What is your nine digit GST registered Account Number?

008 | R | _____

23. What is this organization's web address?

663 | WWW. | _____

Certification

The information in this report is correct to the best of my knowledge.

Signature
✍ | _____ | Date
Year | Month | Day
661 | _____

Title of person completing this report
004 | _____

003A | Mr. Mrs. Miss Ms.

First name | Last name
003 | _____

Telephone | Fax No.
Area code | Telephone No. | Extension | Area code
652 | _____ | 660 | _____ | 653 | _____

E-mail address
662 | _____

Comments

1. How long did you spend collecting the data and completing this form? 664 | _____ | hours
2. We invite your comments on this survey form for the following topics:
- questionnaire content
 - new questions of interest to your industry
 - questionnaire language
 - use of business terminology
 - clarity of questions
 - order and flow of questions
 - timing of receipt of questionnaire
 - potential for electronic data reporting
 - other sources of data to further reduce response burden
 - general (non-proprietary) business software packages in use

Thank you for your co-operation

Statistics Canada's publications are available for use in Statistics Canada's regional offices and all major libraries. As well, visit our Web site at www.statcan.ca

QUESTIONS

If you have any questions or require assistance in the completion of this questionnaire, please contact the
Operations and Integration Division of Statistics Canada at 1 877 540-3973.

Please quote the name of the survey,
Book Publishers and Exclusive Agents.

INSTRUCTIONS

What to report as Books

Include:

- (a) Non-periodical printed publications having at least 49 pages of text or illustrations, excluding covers, however collated;
- (b) Non-periodical printed publications having less than 49 pages but which you consider to be a book. Examples include children's books and poetry books;
- (c) Titles published in print, audio, CD-ROM, on-line, e-books and other formats;
- (d) Titles sold under the form of masters for the purpose of reproduction, e.g., educational materials;
- (e) Atlases.

Exclude:

- (a) Publications issued for advertising purposes: trade catalogues; prospectuses; tourist advertising; etc.;
- (b) Instruction books for assembling or operating machines, household appliances, etc., sold with the product;
- (c) Test sheets and music scores;
- (d) Timetables, price lists, directories, entertainment programmes, calendars, school yearbooks, etc.;
- (e) Publications for internal use only: company regulations, reports, etc.;
- (f) Blank books (ledgers, diaries, etc.) and colouring books;
- (g) Newspapers and magazines;
- (h) Government publications, maps and charts.

General Information

Publishers must answer **all questions**. **Exclusive Agents** will follow the instructions to skip certain questions. If the answer to a particular question is zero, indicate it by a "0" in the appropriate box.

When precise figures are not available, please estimate, indicating the fact in the margin.

Publishers should report own (published and co-published) titles sales. **Exclusive agents** should report their sales in the "exclusive agency" and/or "total" columns. Publishers who also act as exclusive agents should report their agency sales in the "exclusive agency" columns and include them with their own titles sales in the "total" columns.

Section 4 - Page 1

The **controlling interest** is determined by tracing ownership links to the first parent corporation. However, it is possible that the first parent is in fact controlled by another corporation which may reside in a different country. In such instances, control is assigned to the country of the ultimate parent.

Section 5a, 5b, 5c and 5d - Page 2 and Page 3

Title refers to a work produced for sale through any of the print, audio, CD-ROM, on-line, e-books, or other formats.

Own titles refers to books published (or co-published) in Canada by a firm holding the Canadian territorial rights to these titles. Titles which are published or reprinted outside of Canada, but sold in Canada are not to be reported in

Section 5a, b and c, and are to be reported as exclusive agency sales. Those publishers having produced the same title in another format should consider these as separate titles.

A title can be published as a **multi-volume set**. If the volumes are available only as a set, report only one title; if they are sold separately, report each volume as a title.

In the case of a **multi-media package**, when the components are not sold separately, report one title under the most important format. When components are sold separately, report each as an individual title.

Co-publications: Where there is a shared financial commitment on the part of two or more publishers for a print run of a title, both publishers should report the title.

Titles published refers to those which your organization has published or co-published in Canada during the financial year being reported. Do not include titles published by other organizations for which your company acts as an agent. Count a new title only once regardless of the number of print-runs during the reporting year. Reedited titles with changes from the previous edition are reported here.

Titles "reprinted" refers to titles re-issued in Canada in the same format with no change from the original. A reprint is not an addition to titles in print unless that title was previously considered out of print. Multiple reprints of the same title during the year being reported are to be counted only once. Reprints of titles newly printed during the same year are not to be counted.

Titles in print refers to all titles published in Canada by your organization in the current and previous years. The title must be immediately available from your stock or in the process of being reprinted, or orders are still being taken for delivery within the next six months. If a title is out of stock with no plans for reprinting, it is to be considered out of print. Do not include titles published by the organization for which you act as an exclusive agent.

Number of units sold refer to the number of books sold in Canada during the financial year reported. Publisher's own titles are to be reported separately from exclusive agency books sold.

Duplicator masters should be counted as "printed titles".

Commercial Categories: Used to designate the target market of a title. The six categories are:

- **Textbooks** - Titles published to be mainly used as educational material for students and teachers at the:
 - **Elementary-secondary level (ELHI)**
 - **Postsecondary level (college, university)**
- **Children's books:** Titles published for children and young adult (up to age 14) markets. Includes: picture-books, and texts which are not primarily intended as textbooks, but excludes colouring books.
- **Tradebooks:** Titles published for consumption by the adult public at large. This market includes:
 - **Mass-market paperbacks:** usually a pocketbook size publication designed to be sold at a lower price.
 - **Trade paperbacks:** soft cover publication in a variety of sizes.
 - **Trade hardcovers:** publication bound in heavier stock covers or with more luxury (leather, cases, etc.).

General reference: Titles designed primarily for general reference purposes aimed at a diversified public, e.g., dictionaries, encyclopedias, thesauruses, how-to books, Sunday school books, travel guides and atlases.

Professional and technical: Publications containing reference material aimed at a specific group of individuals (e.g., accountants, lawyers, electricians).

Scholarly: Titles aimed at the academic community usually published by university presses, research institutes and learned societies.

Citizenship

A **Canadian-authored** title is one whose author (or editor in the case of anthologies or collected works) is a Canadian citizen or landed immigrant.

In the case of **adapted and/or translated titles**, the citizenship of the author refers to the title's original author and not to the adaptor or translator.

In reporting a title which is part of a multi-volume collection compiled by an editor, indicate the citizenship of the individual title's author, not the citizenship of the collection's editor.

In the case of a title written by more than one author, the citizenship should be given as Canadian if at least one of the authors (or editors) is a Canadian citizen or landed immigrant, and they have made a substantial contribution to the book (one half or more of the content).

Section 10 - Customer Category - Page 6

Only **sales in Canada** are to be included. Indicate the customer to which your organization sold the titles, not subsequent purchasers.

Warehouse clubs and discount stores primarily retail a general line of grocery items in combination with a general line of non-grocery items, and typically sell items in larger formats.

Department stores retail a wide range of products, with each merchandise line constituting a separate department within the store.

Chain bookstores are book retailers with outlets in most major cities in Canada and includes big box retailers.

Internet retailers include all web-sites, except sales from publisher's own web sites which are to be reported in: **Direct to general public.**

Other independent bookstores either have one outlet, or several outlets within a narrow geographic area (city, province). Although most are not big box retailers, this category also includes big box stores which are not national chains.

Direct to general public includes publisher's sales through the mail, at home (door-to-door, home parties), in shopping centres (kiosk), in the workplace, school fairs, publisher's own web sites, etc. These are sales directly to the reader, and the books will not be resold.

Section 12 - Rights - Page 6

Rights refers to the right to translate or co-publish, and then distribute a book, as well as the following rights: same language territorial rights, paperback rights, reprint licenses, one shot periodical rights, digest and adaptation, dramatization and documentary (film, stage, radio, etc.), merchandising, book clubs, anthology and quotation, serial rights, mechanical and reprographic reproduction, electronic publishing, single voice reading, single voice recording and video recording rights, and rights for the blind and print disabled.

Section 13 - Grants - Page 6

Non-repayable financial aid should be indicated by the source of grant. Report the amount awarded in the year for which you are reporting.

Section 14 - Revenue - Page 7

All revenues are net of returns. Revenues and expenses not related to book publishing or exclusive agency activities should be reported in: **Other revenue and expenses** Section 16 line 22.

Section 16 - Expenses - Page 7 and Page 8

Editorial, Design and production: The amortized portion of these costs should appear in the "**Cost of titles sold**" (Section 15) and the expensed portion should appear here. Exclude purchases of rights that are **expensed** and report these in line 4, "Purchase of rights."

Marketing, sales, promotion and advertising: Include all relevant costs such as fees to advertising agencies, freelance copywriters, catalogues, direct mail materials, free books, exhibits and book fairs, salesmen's salaries, commissions and expenses, etc.

Occupancy costs: Include property taxes, heat, light, power, water, minor maintenance and repair, rent or mortgage interest and property insurance.

Depreciation: Include all charges for depreciation and amortization of buildings and equipment as levied against current income. Amortization of leasehold improvement should be included here. Depreciation of inventory should be noted in Section 15.

Interest, bank charges: This is before any subsidy for loan interest. The subsidy should be reported as part of Section 13. Include interest on bank loans, accounts payable, loans and notes payable (excluding interest on real estate mortgages which are to be reported under "**Occupancy costs**").

Section 17 - Books Returned- Page 8

Include the net sales value and total number of books returned during the financial year. If exact figures are not available, please estimate.

Section 18 - Employment - Page 9

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 T4. A **full-time employee** is one who works at least 30 hours per week, while a **part-time employee** works less than 30 hours per week. **Contract workers** are consultants, freelancers etc. engaged only for the duration of a specific project or term. Temporary staff contracted from an employment agency should not be reported here.

Section 19 - International Transactions - Page 9

Report only book publishing and exclusive agency activities for international payments and receipts. **Merchandise imports and exports should not be included here**, exports should be included in Section 9b, **Export sales.**

Section 21 - Business start date - Page 10

Report the year when the organization commenced operations as a book publisher or exclusive agent in Canada. This may predate the year of incorporation. If the organization was amalgamated, give the year of the oldest organization.