



Periodical Publishing Survey, 2003-2004

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.



Correct mailing address label, if necessary (PLEASE PRINT)			
M001	Official name of periodical		
M002	Official name of publisher		
M005	Street		
M006	City		
M007	Province	M008	Postal code

INFORMATION FOR RESPONDENTS

SURVEY OBJECTIVE

The objective of this survey is to collect information on periodicals published in Canada. The information is used by the private sector and by all levels of government to make informed decisions on policies and programs in the periodical publishing industry. The results of this survey are published in Statistics Canada publications with Catalogue numbers 87-004 and 87-211.

COVERAGE

This is a survey of periodical publishers in Canada who have periodicals or magazines published in Canada either in print or virtual versions.

CONFIDENTIALITY

Statistics Canada is prohibited by law from publishing any statistics that would divulge information obtained from this survey that relates to any identifiable business without the previous written consent of that business. The data reported on this questionnaire will be treated in 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

In order to reduce response burden and ensure uniform statistics, Statistics Canada has entered into an agreement under section 11 of the *Statistics Act* to share data with the Institut de la statistique du Québec, for the sharing of information on establishments/businesses operating in Québec. The Act respecting the Institut de la statistique du Québec includes the same provisions for confidentiality and penalties for disclosure of information as the *Statistics Act*. The data are used for statistical purposes only.

DEFINITION OF A PERIODICAL

For the purpose of this survey, a periodical is a medium of communication published in Canada which:

- does not have more than 70% of advertising content;
- is issued on a regular basis, more frequently than once a year but not more than once a week;
- has a title and some form of chronology;
- is 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;
- is available to the public.

Excluded from this survey are:

- dailies and their inserts (except magazine-style inserts), newsletters, catalogues, prospectuses, circulars, flyers, directories, show programs and government periodicals.

If you publish a periodical for which you did not receive a labelled questionnaire, please contact Operations and Integration Division at the number indicated below.

The questionnaire(s) should be completed and mailed in the postage paid envelope **within 21 days of receipt**.

The questionnaire(s) can also be faxed back to Statistics Canada at 1-800-755-5514

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 the **Operations and Integration Division** of Statistics Canada at 1-877-540-3973.

Please quote the name of the survey, **Periodical Publishing Survey**.

ELIGIBILITY TO REPORT

1. a) Does this periodical meet the definition criteria given on page 1?

001 1 Yes 3 No

If you answered "Yes" to question 1a), please proceed to Question 1b). If you answered "No" to Question 1a), please describe the nature of the publication or your business activity on page 8 in the "Comments" section, complete the certification, and return the questionnaire.

b) What was the first year that this **periodical** was published (year of birth) and what is the ISSN number?

First year of publication **002**

ISSN **021** -

REPORTING PERIOD

This report must cover your financial year (normal business year) **ending at any time between April 1, 2003, and March 31, 2004, inclusively**. Please indicate the number of months covered by this report and the dates which marked your financial year.

2. a) This report covers:

006 Number Year Month Day Year Month Day

Months from **007** to **008**

b) If you did not operate this business for a full year, please complete the report for the portion of the year you were in business and check (✓) the reason for your part-year report.

005 1 Change of ownership 3 Ceased operations due to bankruptcy, fire, demolition, etc. (specify the date)

2 New business in 2002-2003 4 Change in financial year end

S005 Year Month Day

ORGANIZATION DATA

3. Indicate the legal status of the organization publishing this periodical (check one only).

004 Incorporated organization Unincorporated organization

1 For profit 2 Not for profit 3 Sole proprietorship 4 Other partnership 5 Other (specify)

S004

4. Indicate the country in which the ultimate **controlling interest** of this organization is held (check one only).

010 1 Canada 2 France 3 United States 4 Other (specify)

S010

PERIODICAL IDENTIFICATION

5. How many issues of this periodical were published during the reporting period? **See instructions on page 3.**

Regular issues Special issues or supplements

017 **018**

6. a) Indicate the municipality and the province or territory in which this periodical is published and the associated postal code.

Municipality Province or territory Postal code Office use only

022 **024** - **023**

b) Was it published in the same municipality as reported last survey? **027** 1 Yes 3 No (specify municipality)

S027

7. Language of periodical (check one only):

029 1 English 2 French 3 English and French 4 Other (specify)

S029

8. a) Please classify this periodical according to one of the following **categories** (check one only). **See instructions on page 3.**

030 1 General consumer periodical 4 Farm periodical

2 Special interest consumer periodical 5 Religious periodical

3 Business or trade periodical 6 Scholarly periodical (research or university periodical or scholarly journal)

b) Please classify this periodical according to its **content**. Choose one or two subjects from the **list provided on page 3** and indicate its content classification **code** or write in the appropriate subject if it is not found in the list provided.

Code Subject (specify)

Main subject **031** or **S031**

Secondary subject **032** or **S032**

9. What price is normally charged for this periodical?

	Price	
	Dollars	Cents
Single copy	035 <input type="text"/>	<input type="text"/>
One-year subscription	036 <input type="text"/>	<input type="text"/>

Question 5

Special issues or supplements are extra issues not included in the regular frequency of the periodical.

Question 8a)**General consumer periodical**

These periodicals are aimed at an entire market or a large portion of that market for the purpose of informing and entertaining the reader.

Special interest consumer periodical

These periodicals are aimed at a special-interest market and inform and entertain the reader.

Business or trade periodical

These periodicals deal with processing, manufacturing, sales or operation of industries, or a specific industry, occupation or profession. They are published to interest and assist persons actively engaged in the sector.

Farm periodical

These periodicals deal the agriculture industry, including animal farming.

Religious periodical

These periodicals are primarily religious in purpose and content.

Scholarly periodical

These periodicals present results of research or advanced knowledge in a specific field. They are aimed at specialists and are mainly published by universities, research institutes or learned societies.

Question 8b) – Content categories

100	Arts and culture	214	Nutrition	407	Technology
101	Crafts	215	Hobbies	408	Engineering
102	Arts	216	Radio and television	409	Transportation
103	Cinema	217	Home renovations	411	Natural Sciences
104	Literary criticism	218	Sports		
105	Dance	219	Travel	500	Human Sciences
106	Literature	220	Special interest group	501	Anthropology
107	Music	221	Ethnic	502	Archaeology
108	Photography	222	Women's magazines	503	Library Science
109	Poetry	223	Men's magazines	504	Communications
110	Theatre			505	Criminology
		300	Business	506	Law
200	News and leisure	301	Commerce	507	Ecology
201	News	302	Accounting	508	Education
202	Outdoor life	303	Management	509	Feminism
203	Animals	304	Marketing	510	Geography
204	Cooking	305	Advertising	511	History
205	Decorating	306	Printing	512	Philosophy
206	Cars			513	Psychology
207	Military	400	Science and technology	514	Child rearing
208	Humour	401	Agriculture	515	Religion
209	General interest	402	Energy	516	Health
210	Gardening	403	Forestry	517	Sociology
211	Youth/Children	404	Computers	518	Economics
212	Games	405	Building materials	519	Linguistics
213	Fashion	406	Medical Sciences	520	Political Science

Question 10**Number of staff and salaries**

A full-time employee is one who works at least 30 hours per week. 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 Canada Customs and Revenue Agency T4, Supplementary Statement of Remuneration. All payments to firms or individuals providing services on a contract basis should be placed on the row labelled "Outside professionals/freelancers".

Report the number of staff that worked on the periodical and their salaries. **If the staff worked on more than one publication** and your records do not provide the number of staff or salaries associated with each periodical, then estimate the number of staff and salary in proportion to the total revenue or circulation of the periodical.

If the number of staff is less than the number of periodicals, then include the staff on the questionnaire for the periodical on which he/she worked the most (i.e. report an employee for one periodical only). The salaries and wages should be allocated in proportion to the total revenue or circulation obtained from each periodical.

▶ Tear along perforation

Outside professional/freelancer fees

Include fees paid to non-employees for professional services. Exclude work contracted out such as artwork and printing contracts. These expenses should be reported in Question 11b).

Question 11 a)**Revenues from this periodical**

These revenues should be reported net of fees and commissions paid to agencies.

Advertising

Net advertising revenues (gross revenues less agency commissions and cash discounts).

Newsstand

Total net newsstand sales.

Subscription

All subscription revenues (irrespective of source or pricing).

List rental

Gross list rental revenues.

Web site/E-commerce

Revenues (gross revenues less agency commissions) excluding subscriptions and ancillary products.

Ancillary products

Gross revenues from all ancillary products and services (i.e. book sales, consumer/trade shows, conferences, radio/tv productions, etc.).

Transfers from central services or an affiliated organization

These transfers represent the budget assigned by the central administration for publishing the periodical. It must therefore include all amounts received by the periodical publisher from the organization to which it is associated.

Grants

Report only grants considered as revenue recognized in the reporting period (i.e. do not include grants or revenue deferred to the following year or include grants awarded for the previous year).

Question 11 b)**Expenses**

Include salaries and non-salary costs or costs of contracting out the activities associated with the periodical. If an expense applies to more than one periodical, estimate the amount that can be attributed to the periodical.

Editorial and design

All costs relating to the generation of editorial pages including, but not limited to, editors/writers salaries, freelance fees, photography, page design and assembly, travel, phone and fax. Do not include overhead operational costs.

Mechanical (production and printing)

Pre-press (proofs, digital files, film and plates), printing, binding and mailing prep costs.

Circulation (fulfillment and invoicing)

All costs relating to the generation and maintenance of a circulation list including, but not limited to, subscription or controlled-circulation promotions/mailings, telemarketing, data entry, salaries and contract services.

Advertising (marketing and promotion)

All costs relating to the sale of advertising including, but not limited to, salaries, commissions, travel, phone, fax and promotion materials (include publisher costs in this category).

Distribution (excludes postal subsidy)

These expenses refer to costs incurred in distribution, (e.g. magazine postage costs, labelling, supplies, labour, newsstand shipping and promotion costs, and other forms of magazine distribution costs).

Administration and general expenses

All costs not elsewhere captured, including corporate overhead costs, occupancy costs, depreciation for furniture and equipment, etc.

Web site/E-commerce

All costs related to the creation, maintenance and operation of Web sites and E-commerce activities.

Ancillary products

All costs related to the creation, operation, sale and distribution of all ancillary products and services.

Question 14 b)**Controlled circulation**

This refers to issues distributed on a regular basis to consumers selected by publishing organizations. This circulation is free of charge and, in general, is audited.

PERSONNEL AND FINANCIAL INFORMATION

10. Indicate the number of staff, and the salaries, wages and fees (including benefits) paid that are directly attributable to this periodical. If not readily available, please provide estimates. **See instructions on page 3.**

	Number of staff		Salaries, wages and fees \$ (omit cents)	
	050		052	
Full-time employees				
Part-time employees	053		055	
Outside professionals/freelancers (including all honorariums and fees for non-employees)			058	
Volunteers and unpaid staff	070			
Total	073		075	
Working owners and partners (unincorporated companies only)	076			

11. Please complete the following income statement for **this periodical**. If you cannot determine the exact revenues and expenses for this particular periodical, please provide estimates. **See instructions on page 4.**

a) Revenues:

Revenues directly related to this periodical

	\$ (omit cents)	
100		
Advertising (net of agency commissions and cash discounts)		
101		
Single copy or newsstand sales		
102		
Subscription revenues (irrespective of source and pricing)		
103		
Back issues and reprint sales		
Sub-total	110	

Revenues indirectly related to this periodical

115		
List sales or rentals		
117		
Web site/E-commerce (net of agency commissions)		
118		
Ancillary products (e.g., book sales, consumer/trade shows, conferences, radio/tv productions)		
111		
All other revenues related to this magazine (including transfers from central services or an affiliated organization)		
Sub-total indirect revenues	104	
Total earned revenues for this magazine	105	

Government grants and contributions

122		
Federal: Canada Council for the Arts		
123		
Canadian Heritage		
125		
Other sources (specify) \$125		
108a		
Provincial sources		
108b		
Municipal sources		
112		
Total revenue from government grants and contributions	112	
113		
Private sector donations		
119		
Other (specify) \$119		
Total revenues	120	

b) Expenses:

	\$ (omit cents)	
135		
Editorial and design		
140		
Mechanical (production and printing)		
145		
Circulation (fulfilment and invoicing)		
150		
Advertising (marketing and promotion)		
158		
Distribution (excludes postal subsidy)		
165		
Administration and general expenses		
162		
Web site/E-commerce		
163		
Ancillary products		
Total expenses	170	
Profit (loss)	180	
Total of the Approved Subsidy indicated on the Canada Post Transaction Records. This should not be included as part of distribution expenses.	181	

12. Please indicate the total number of pages for the entire reporting period.

Text (editorial)	201	
Advertising	202	
Non revenue	203	
Total (sum of boxes 201, 202, and 203)	214	

13. Please estimate the origin of text, illustrations and photography for the entire reporting period.

Origin	Text	Illustrations and photography
In-house (authored by members of your organization)	230 %	240 %
Outside your organization - Canadian authored	231 %	241 %
Outside your organization - Foreign authored	232 %	242 %
Total	100%	100%

14. a) Please provide the number of **printed** and **circulated** copies for the entire reporting period.

	Number of copies
Printed copies	245
Returns (including unsold newsstand copies)	246
Not distributed (including spoiled copies)	247
Total net circulation (box 245 minus boxes 246 and 247)	250

b) Please indicate the **net circulation** for the entire reporting period. See instructions on page 4.

Circulation	Number of copies
Paid	
Newsstand or singles (after returns)	291
Subscriptions (including those that paid through membership)	292
Free	
Controlled circulation	298
Other – including complimentary copies (specify)	
S299	299
Total net circulation (must equal box 250)	300

15. Please estimate the distribution of **subscription copies** by geographic destination for the reporting period.

	Number of copies
Newfoundland and Labrador	401
Prince Edward Island	402
Nova Scotia	403
New Brunswick	404
Total for Atlantic region (sum of boxes 401 to 404)	405
Quebec	406
Ontario	407
Manitoba	408
Saskatchewan	409
Alberta	410
Total for Prairie region (sum of boxes 408 to 410)	411
British Columbia	412
Yukon, Northwest Territories and Nunavut	413
Total Canada (sum of boxes 405 to 407, 411 to 413)	415
United States	420
Other foreign countries (specify)	S425
Total subscriptions copies (sum of boxes 415 to 425) (must equal box 292)	430

HISTORICAL DATA

Did you operate this magazine for the fiscal year ending in the period April 2002 to March 2003.

- C2002** 1 Yes ► If **Yes**, go to Question 1.
 3 No ► If **No**, give details of ownership during the period.

Publisher Name			
M2001			
Magazine Name			
M2002			
Street			
M2005			
City	Province	Postal Code	
M2006	M2007	M2008	

		2002-03 \$ (Omit cents)	
1.	Total net circulation (include all issues for the reporting period, paid circulation plus unpaid minus returns)	C2250	
2.	Total advertising revenue (net of agency commissions and cash discounts)	C2100	
3.	Total revenue from sales of this periodical (single copies, subscriptions and back issues and reprints)	C2106	
4.	Government grants:		
	Canadian Heritage	C2123	
	Other	C2125	
	Total revenue from grants	C2112	
5.	All other revenues associated with this periodical (including transfers from central services or an affiliated company)	C2198	
6.	Total revenues	C2120	
7.	Total salaries, wages and fees (salaries, commissions and fees paid for work on more than one periodical should be pro rated to reflect time spent on the production of this periodical only)	C2075	
8.	Other expenses	C2199	
9.	Total Expenses	C2170	
10.	Profit (loss)	C2180	
11.	Total Personnel (full-time, part-time specialists and freelancers and volunteer personnel who work on more than one periodical should be pro rated to reflect time spent on the production of this periodical only)	C2073	

Did you operate this magazine in for the fiscal year ending in the period April 2001 to March 2002.

- C2001** 1 Yes ► If **Yes**, go to Question 1.
 3 No ► If **No**, give details of ownership below.

Publisher Name			
M1001			
Magazine Name			
M1002			
Street			
M1005			
City	Province	Postal Code	
M1006	M1007	M1008	

		2001-02 \$ (Omit cents)	
1.	Total net circulation (include all issues for the reporting period, paid circulation plus unpaid minus returns)	C1250	
2.	Total advertising revenue (net of agency commissions and cash discounts)	C1100	
3.	Total revenue from sales of this periodical (single copies subscriptions and back issues and reprints)	C1106	
4.	Government grants:		
	Canadian Heritage	C1123	
	Other	C1125	
	Total revenue from grants	C1112	
5.	All other revenues associated with this periodical (including transfers from central services or an affiliated company)	C1198	
6.	Total revenues	C1120	
7.	Total salaries, wages and fees (salaries, commissions and fees paid for work on more than one periodical should be pro rated to reflect time spent on the production of this periodical only)	C1075	
8.	Other expenses	C1199	
9.	Total Expenses	C1170	
10.	Profit (loss)	C1180	
11.	Total Personnel (full-time, part-time specialists and freelancers and volunteer personnel who work on more than one periodical should be pro rated to reflect time spent on the production of this periodical only)	C1073	

NEW MEDIA

16. a) Does this periodical have a website?

460 1 Yes 3 No ▶ If no, go to Question 17.

If yes, then please indicate the following services your periodical provides through the website.

461a <input type="radio"/> Presents selected highlights from the print version	461b <input type="radio"/> Presents a full virtual version of a print version (at least 50% of content in common)	461c <input type="radio"/> Presents a virtual version only (including interactive mode)
461d <input type="radio"/> Solicits the sale of ads (print, electronic, both)	461e <input type="radio"/> Billing of ad sales	461f <input type="radio"/> Promotion/marketing of the title (including subscription sales)
461g <input type="radio"/> Other subscriber/customer service (excluding subscription)	461h <input type="radio"/> Advertises the availability of ancillary products for sale	461i <input type="radio"/> Solicits content and/or authors
461j <input type="radio"/> Transactions with authors	461k <input type="radio"/> Other services (please specify)	461l <input type="text"/>

b) Which of the above services would you consider to be the primary use of the Internet/Website? (Check one only)

462 a b c d e f g h i j k

c) Does your presence on the Internet/Website generate advertising revenue?

463 1 Yes 3 No

d) Are you equipped to take/make payments over the Internet/Website?

464 1 Yes 3 No

e) What percentage of subscription revenues is currently derived from your Internet/Website?

465 %

f) What percentage of ad revenues was generated by Internet/Website?

466 %

17. What was the year that the publisher of this periodical began operation?

F003

Business Number

Please report your Business Number (GST/HST account number). You may obtain this number from your latest Assessment Notice or from your Canada Customs and Revenue Agency Taxation Remittance Form. The Business Number allows Statistics Canada to access your tax records as permitted under the *Statistics Act*. The tax records will be used to improve the quality of our survey results and to make minor adjustments to the survey data. Just like your survey responses, the tax data are safeguarded by the confidentiality provisions of the *Statistics Act*.

Please enter your nine digit Business Number

F008

CERTIFICATION

I certify that the information in this report is correct and complete to the best of my knowledge.

M003	Name of person completing this report	M004	Title of person completing this report
M025	Date Year <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Month <input type="text"/> <input type="text"/> Day <input type="text"/> <input type="text"/>	M010	Telephone number Area code <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> M011 Extension <input type="text"/>
M012	Fax number Area code <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Signature <input type="text"/>	
M013	E-mail address <input type="text"/>	M014	Web address (URL) <input type="text"/>

COMMENTS

S900	<input type="text"/>
S910	<input type="text"/>
S920	<input type="text"/>
S930	<input type="text"/>
S940	<input type="text"/>
S950	<input type="text"/>

This questionnaire should be completed and returned in the postage paid envelope within 21 days of receipt.

Lost the envelope? Please telephone 1-877-540-3973 or fax the questionnaire back to us at 1-800-755-5514 or mail to Statistics Canada, Operations and Integration Division, 120 Parkdale Ave., Ottawa, Ontario K1A 0T6

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