



# 2005 Survey of Service Industries: Periodical Publishers

If necessary, please correct pre-printed information below.



0001	Legal name		0004	Address (number and street)	
0002	Business name		0005	City	
0021	Title of contact		0006	Province/ Territory or State	
0008	First name of contact		0053	Country	0007 Postal code/ Zip code
0028	Last name of contact		0010	Language preference	1 <input type="checkbox"/> English      2 <input type="checkbox"/> French

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.*

**COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.**

## A - Introduction

### Survey Purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs.

### Data-sharing Agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. Please see the enclosed reporting guide for details of these agreements.

### Confidentiality

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

### Fax or Other Electronic Transmission Disclosure

Statistics Canada advises you that there could be a risk of disclosure during the 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*.

### Reporting Instructions

- Report for **all** operation(s) and/or location(s) pre-printed in the above address area. If it is not possible to report for the above business unit(s), please explain the reason(s) in the **Comments** section at the end of the questionnaire.
- When precise values are not available from your records, estimates are acceptable.
- For further information about this survey and definitions, please consult the enclosed reporting guide.

**Please return the questionnaire within 30 days.**

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

Lost the return envelope or need help? Call us at 1 888 881-3666 or mail to:

Statistics Canada, Operations and Integration Division, 120 Parkdale Avenue, Ottawa, Ontario K1A 0T6



## B - Main Business Activity

1. Please describe the nature of your business.

0055 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. Please check the **one main activity** which most accurately represents your **principal** source of revenue.

**Definition: Periodicals** are directed to the general public at large, or to consumers with special, personal, business, hobby or leisure interests or to readers in specialized business, trade or professional markets. Periodicals are issued on a regular basis, typically on a weekly, monthly or quarterly basis and may be published in print or electronic form. Included are **shoppers and real estate guides** (publications that have little or no editorial content and are intended to sell goods and services such as real estate, cars, etc.).

0499  Publishing of periodicals

0500  Publishing of shoppers or real estate guides

If you check any of the categories below, please call **1 888 881-3666** for further instructions.

0501  Printing services

0502  Publishing of daily or community newspapers, databases, directories, sheet music, software or specialty items (e.g., catalogues, calendars, greeting cards)

0040  None of the above

## C - Reporting Period Information

1. Please report information for your **fiscal year** (normal business year) ending between April 1, 2005 and March 31, 2006. Please indicate below the period covered by this questionnaire.

YYYY
MM
DD
YYYY
MM
DD

**From** 0011    **To** 0012

2. If you **did not operate** this business unit for a **full year**, please check the reason(s) below:

0031 1  Seasonal operations    2  New business    3  Change of fiscal year    4  Change of ownership    5  Ceased operations    6  Temporarily inactive

**Please complete only the questions that are applicable to your business.  
 When precise values are not available from your records, estimates are acceptable.**

## D - Revenue

		CAN\$
1. Sales (a detailed sales breakdown will be requested in <b>Section F</b> )	2299	
2. Grants and subsidies	2068	
3. Royalties, rights, licensing and franchise fees	2022	
4. Investment income (dividends and interest)	2097	
5. Other revenue (please specify): <sup>2001</sup>	2077	
6. <b>Total revenue</b> (sum of questions 1 to 5)	2098	

## E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
3.	Commissions paid to non-employees	4466
4.	Professional and business service fees (e.g., legal, accounting)	4315
5.	Outsourcing ( <b>include</b> work contracted out, freelancers, payments to personnel suppliers, etc.)	3060
6.	Payments for services provided by your head office	4555
7.	Cost of goods sold – <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance ( <b>include</b> janitorial services, equipment, motor vehicles, etc.)	4178
11.	Insurance ( <b>include</b> professional liability, motor vehicles, etc.)	4350
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
13.	Travel, meals and entertainment	4370
14.	Utilities ( <b>include</b> gas, heating, hydro, water)	4066
15.	Telephone and other telecommunication expenses	4101
16.	Property and business taxes, licences and permits	4410
17.	Royalties, rights, licensing and franchise fees	4440
18.	Delivery, warehousing, postage and courier	4179
19.	Financial services fees (e.g., bank and credit card charges)	4325
20.	Interest expenses	4630
21.	Amortization of tangible and intangible assets	4520
22.	Charitable donations	4521
23.	Bad debts	4542
24.	All other expenses <sup>4531</sup> (please specify):	4569
25.	<b>Total expenses</b> (sum of questions 1 to 24)	4699
26.	Corporate taxes (if applicable)	4600
27.	Gains (losses) and other items ( <b>include</b> write-offs, foreign exchange, share of partnership income, etc.)	4601
28.	<b>Net profit/loss after tax and other items</b>	2304

## F - Industry Characteristics - Periodical Publishers

For the reporting period, please give the following information for all of your publications, **excluding** shoppers and real estate guides.

	Consumer periodicals (general and special interest)	Business and trade	Religious or scholarly	Farm	Total
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		Number								
1. Titles by type of publication	6048		6049		6050		6051		6052	

		'000 CAN\$								
2. Advertising revenue	2618		2621		2656		2657		2658	

3. Circulation revenue	2607		2611		2659		2660		2661	
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		'000 CAN\$								
4. Editorial and design expenses	4234		4235		4236		4237		4238	

### Circulation net of returns

#### Paid

		Total number of copies								
5. Subscription	6199		6200		6201		6202		6203	
6. Newsstand/single copy	6204		6205		6206		6207		6208	
7. Other copies sold	6209		6210		6211		6212		6213	

#### Unpaid

8. Controlled circulation	6348		6349		6350		6351		6352	
9. Complimentary copies	6353		6354		6355		6356		6357	

### Magazine content

		Total number of pages								
10. Advertising pages	6358		6359		6360		6361		6362	
11. Editorial pages	6363		6364		6365		6366		6367	
12. Non-revenue pages	6368		6369		6370		6371		6372	

(e.g., cross advertising, public service announcements, cover page)

Please indicate the number of titles you publish by language.

		Number
13. English	6064	
14. French	6065	
15. English and French	6066	
16. Other	6067	

17. If you have a Web site, what percentage of your circulation revenue (question 3, cell 2661 above) was generated from it?	6068		%
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## G - Personnel

		Number
1. Number of <b>non-salaried</b> partners and proprietors (if salaried, report only at question 2 below)	6321	<input type="text"/>
2. Number of paid employees (based on year-end T4 payroll summaries)	6339	<input type="text"/>

3. Percentage of paid employees who worked <b>full-time</b>	6328	% <input type="text"/>
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		Number
4. Number of contract workers (for whom you did <b>not</b> issue a T4 such as freelancers and casual workers)	6320	<input type="text"/>
5. Number of volunteers (including unpaid interns and co-op students) during the reporting period	6014	<input type="text"/>

6. Total number of hours worked by volunteers during the reporting period	6026	Number of hours <input type="text"/>
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## H - I - Not applicable

FOR  
INFORMATION  
ONLY

## J - International Transactions in Services

Complete this section only if you have purchased royalties, rights and/or services outside Canada (imports), or sold royalties, rights and/or services outside Canada (exports).

Please report in Canadian dollars.

**Note:** Services cover a variety of industrial, professional, trade and business services, as well as transactions in royalties and licences, but **exclude** imports and exports of goods.

		CAN\$			CAN\$		
		Import of royalties, rights and/or services <b>purchased</b> outside Canada			Export of royalties, rights and/or services <b>sold</b> outside Canada		
		Royalties and rights		Other services	Royalties and rights		Other services
1.	United States	0509	0538		0548	0558	
2.	Mexico	0510	0539		0549	0559	
3.	United Kingdom	0511	0540		0550	0560	
4.	France	0512	0541		0551	0561	
5.	Other European Union countries <sup>1</sup>	0513	0542		0552	0562	
6.	Africa	0597	0601		0605	0609	
7.	Middle East countries <sup>2</sup>	0598	0602		0606	0610	
8.	India	0599	0603		0607	0611	
9.	China	0514	0543		0553	0563	
10.	Japan	0515	0544		0554	0564	
11.	Other Asian Pacific countries <sup>3</sup>	0516	0545		0555	0565	
12.	Australia/New Zealand	0600	0604		0608	0612	
13.	All other countries (please specify):	0517	0546		0556	0566	
	0613						
14.	<b>Total</b>	0524	0547		0557	0567	

<sup>1</sup> **Other European Union countries** (defined as Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, and Netherlands).

<sup>2</sup> **Middle East countries** (defined as Armenia, Azerbaijan, Bahrain, Georgia, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian Territory, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates, and Yemen).

<sup>3</sup> **Other Asian Pacific countries** (defined as Brunei Darussalam, Indonesia, Malaysia, Papua New Guinea, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam).

**K - Not applicable**

**L - Certification**

I certify that the information contained herein is complete and correct to the best of my knowledge.

Signature of authorized person	Title 0014	0015	Date
		YYYY	MM DD
		<input type="text"/>	<input type="text"/> <input type="text"/>

Name of person to contact for further information: 0026	0013	First name <input type="text"/>
1 <input type="checkbox"/> Mr. 2 <input type="checkbox"/> Mrs. 3 <input type="checkbox"/> Miss 4 <input type="checkbox"/> Ms	0054	Last name <input type="text"/>

E-mail address 0018	Web site address 0020
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Telephone number 0017	Extension number 0027	Fax number 0016
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How long did you spend collecting the data and completing this questionnaire?	9910	Hour(s) <input type="text"/>	9909	Minutes <input type="text"/>
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**M - Comments**

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

9920 \_\_\_\_\_

9913 \_\_\_\_\_

9914 \_\_\_\_\_

9915 \_\_\_\_\_

9916 \_\_\_\_\_

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

Statistics Canada's publications are available for use in all major libraries.  
As well, please visit our Web site at [www.statcan.ca](http://www.statcan.ca).

If you need help, please contact us at **1 888 881-3666**.