



# 2004 Survey of Service Industries: Book Publishers

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.

**This document is confidential when completed.**

Si vous préférez recevoir ce questionnaire en français, veuillez nous téléphoner au **1 888 881-3666**.

Please correct pre-printed information, **if necessary**, using the corresponding boxes below.



0001	Legal name	0004	Address (number and street)	
0002	Business name	0005	City	
0003	C/O	0006	Province/Territory or State	
0008	First name of contact	0009	Country	0007 Postal code/Zip code
0028	Last name of contact	0010	Language preference 1 <input type="checkbox"/> English      2 <input type="checkbox"/> French	

## A - General Information

### Survey Purpose

The objective of this survey is to provide statistics on the activities of book publishing companies. The results of this survey will be used by the private sector and by all levels of government to make informed decisions on policies and programs in the book publishing industry. In addition, estimates produced by this survey provide data inputs to Statistics Canada's System of National Accounts.

### 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. **Your responses are not shared with Canada Customs and Revenue Agency.** For further details please consult the enclosed booklet entitled *Statistics Canada Business Surveys*.

### 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. For further details, please consult the enclosed booklet entitled *Statistics Canada Business Surveys*.

### Fax or Other Electronic Transmission Disclosure

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

### 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 figures are not available, please provide your best estimates.
- For further instructions and definitions of terms used in this survey, please consult pages 9 to 12.
- Please keep track of the time spent completing the questionnaire.

## Return of Questionnaire

**Please mail the completed questionnaire(s) in the enclosed envelope or fax it to Statistics Canada at 1 888 883-7999 within 30 days of receipt.**

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

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**Book publishers** are firms or organizations employing professionals who select and develop manuscripts, enter into contractual agreements with authors or copyright holders, publish books under the publisher's own imprint and assume the risks associated with their production and marketing.

**Exclusive agents** distribute and sell works published by another firm by acting as its sole representative. The exclusive agent is generally responsible for expenses incurred in the selling of titles to retailers.

2. Does this organization function as:

0352

1  book publisher?

2  exclusive agent?

3  both activities?

4  neither activity?

If you checked either box 2 or 4, please call 1 888 861 3666.

## C - Reporting Period Information

Please report information for your **fiscal year** (normal business year) ending between April 1, 2004 and March 31, 2005. Please indicate below the period covered by this questionnaire.

1. **From** <sup>0011</sup>  <sup>YYYY</sup>  <sup>MM</sup>  <sup>DD</sup>  **To** <sup>0012</sup>  <sup>YYYY</sup>  <sup>MM</sup>  <sup>DD</sup>

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

0031

1  Seasonal operation

2  New business

3  Change of fiscal year

4  Change of ownership

5  Ceased operations

6  Temporarily inactive

3. Please indicate below any change that may have occurred in the organization of this business unit during the reported period:

0047

1  Acquired new business units

2  Disposed of/sold business units

## D - Business Unit Organization

Type of organization (check one box only):

0329

1  Unincorporated sole proprietorship

2  Unincorporated partnership

3  Incorporated (for profit)

4  Incorporated (not for profit)

5  Joint venture

6  Co-operative

7  Government business entity

8  Government

9  Other (please specify) <sup>0354</sup>

## E - ISBN

List ISBN prefix(es) assigned to your business unit by the National Library of Canada or the Bibliothèque nationale du Québec.

0353


0467


0446


0310

0468

0447

0311

0443

0448

0312

0444

0449

0313

0445

0466

For explanations of terms, please refer to the Instructions and Definitions section at the back of the questionnaire.

## F - Revenue

Unless otherwise requested, report revenue from all activities of this business unit.

		\$ CDN
1.	Sales of own and agency titles (net of returns) ( <b>book sales only</b> )	2520
2.	Sale of rights	
	a) In Canada	2521
	b) Outside Canada	2522
3.	Sales of all other goods and services produced	
	a) Periodical publishing and wholesaling	2523
	b) Printing services for others	2524
	c) Book wholesaling	2525
	d) Book retailing	2526
	e) Marketing and fulfillment services (warehousing, shipping, data processing, etc.)	2527
	f) Other (please specify) <sup>2528</sup>	2529
4.	<b>Total sales of all goods and services produced</b> (sum of questions 1 to 3)	2299
5.	Grants ( <b>exclude</b> tax credits, <b>include</b> at question 6 below)	
	a) Federal	2530
	b) Provincial/Territorial	2532
	c) Other sources (e.g., municipal, corporate) (please specify) <sup>2536</sup>	2545
6.	Tax credit programs	2555
7.	Investment revenue (e.g., interest and dividend income)	2097
8.	All other revenue (please specify) <sup>2071</sup>	2077
9.	<b>Total revenue</b> (add amounts reported at questions 4 to 8)	2098

## G - Cost of Sales

Report costs of own titles, agency titles and other published material at questions 1 to 6.

**Include** costs of all goods at questions 7 to 10.

		\$ CDN
1.	Opening inventory	5550
2.	Purchases ( <b>include</b> freight-in, customs and brokerage)	+ 4019
3.	<b>Direct costs related to publishing</b> ( <b>include</b> amortized pre-publication costs (editorial and design))	
	a) Production employee salaries, wages and benefits	1401
	b) Contract printing service fees (e.g., printing, binding and paper)	1402
	c) Materials for in-house printing (include pre-press, paper, ink)	1403
	d) All other production costs	1404
4.	<b>Total direct costs related to publishing</b> (add amounts reported at questions 3a to 3d)	+ 1406
5.	Closing inventory (less obsolescence or decrease in value)	- 5565
6.	<b>Total cost of titles sold</b> (add amounts reported at questions 1, 2 and 4 <b>minus</b> question 5)	= 1407
7.	Royalty expenses ( <b>include</b> advances)	
	a) Paid to Canadian citizens	1408
	b) Paid to foreign citizens	1409
8.	Purchase of rights	
	a) In Canada	1411
	b) Outside Canada	1412
9.	All other cost of sales expenses (e.g., non-book items such as toys, etc.)	4301
10.	<b>Total cost of sales</b> (add amounts reported at questions 6 to 9)	5721

## H - Expenses

\$ CDN

1. **Total cost of sales** (enter amount from **Section G**, question 10)

5722

**Other expenses (exclude** expenses included above in Cost of Sales)

2. Employee salaries, wages and benefits

3039

3. Fulfillment, warehousing and shipping expenses (**include** postage and courier expenses)

4179

4. Telephone and other telecommunication expenses

4101

5. Rental and leasing (**include** office space, equipment and motor vehicles)

4115

6. Repair and maintenance (**include** motor vehicles)

4178

7. Professional and business services fees

3015

8. Insurance premiums (**include** motor vehicles)

4350

9. Advertising expenses

4363

10. Marketing and promotion expenses (**include** cost of promotional book copies)

4364

11. Commissions paid to agents and brokers in wholesale or retail trade

4466

12. Travel, meals and entertainment expenses

4370

13. Property and business taxes, licences and permits

4410

14. Office and other supplies (**exclude** capital expenditures)

3301

15. Energy and water utility expenses

4066

16. Amortization and depreciation

4520

17. Financial service fees and other banking charges

4325

18. Interest expenses (**include** mortgage)

4630

19. All other expenses (*please specify*) <sup>4561</sup>

4569

20. **Total other expenses** (sum of questions 2 to 19)

4598

21. **Total cost of sales/expenses** (sum of questions 1 and 20)

4699

**Other items**

22. Profit (loss) before income taxes and other items (Total revenue (**Section F**, question 9) **minus** Total cost of sales/expenses (**Section H**, question 21))

4605

23. Provision for income taxes (if applicable)

4600

24. Gains (losses) and other items

4110

25. **Net income (loss)** for the year (should agree with the bottom line of your Income Statement)

4606

## I - Employment Characteristics

Please estimate the number of people working for your firm in a typical pay period, as well as their total salaries, fees and benefits.

1. Paid employees				
a) Salaries for all employees for whom you issued a T4 (include vacation pay, bonuses, commissions)				
i) Employed full-time	6310		6016	
ii) Employed part-time	6311		6017	
b) Employer portion of employee benefits (see Instructions and Definitions at back)			3040	
c) <b>Total</b> (employee) labour remuneration (must equal sum of amounts reported in <b>Section G</b> , question 3a and in <b>Section H</b> , question 2)			3041	
2. Contract workers and freelancers				
a) In Canada	6004		6018	
b) Outside Canada	6006		6019	
3. Working owners and/or partners of unincorporated business	6079			
4. Volunteers and unpaid staff	6014			

## J - Purchases and Sales of Rights and Services Outside of Canada

Sales are to the first point of delivery (exclude sales to Canadian-based intermediaries for export). Purchases from Canadian-based intermediaries are not to be included as imports. Culture services are defined on page 11.

Please give the value of rights and culture services purchased outside Canada  
(imports)

Please give the value of rights and culture services sold outside Canada  
(exports)

	Purchases by origin (\$ CDN)		Sales by destination (\$ CDN)	
	Royalties paid and purchase of rights <sup>1</sup>	Culture services	Sales of rights <sup>2</sup>	Culture services
United States	0509	0538	0548	0558
Mexico	0510	0539	0549	0559
United Kingdom	0511	0540	0550	0560
France	0512	0541	0551	0561
Other European Union countries	0513	0542	0552	0562
China/Hong Kong	0514	0543	0553	0563
Japan	0515	0544	0554	0564
All other Asian Pacific countries	0516	0545	0555	0565
All other countries	0517	0546	0556	0566
<b>Total</b>	0524	0547	0557	0567

<sup>1</sup> The total for this column should equal the sum of the amounts reported in **Section G**, at questions 7b and 8b.

<sup>2</sup> The total for this column should equal the amount reported in **Section F**, at question 2b.

## K - Net Sales Value of Titles Sold in Canada by Customer Category

To assist in completing this section please first enter the data requested in **Section L**, according to the first point of delivery.

Exclude sale of rights.

**Customer Category** (see definitions on page 11)

			<b>\$ CDN</b>
1. Exclusive agents, distributors or wholesalers		8224	
2. Direct to retail			
a) Bookstores (include campus bookstores)		8225	
b) Other trade sales		8226	
3. Library sales, direct and wholesale (include educational libraries)		8227	
4. Education institutions		8228	
5. General public		8229	
6. Other		8231	
7. <b>Total</b> (must equal sum of amounts reported in <b>Section L</b> , Column 1, questions 1 and 5)		8230	

L - Sales Information (net of returns) Please see NOTE on page 7 for instructions		Commercial Category Sum of these columns equals Column 1. \$ CDN					Language Sum of these columns equals Column 1. \$ CDN			Authorship Sum of these columns equals Column 1. \$ CDN	
		Educational	Children's books	Other trade, all formats	Scholarly	Reference, professional and technical	English	French	Other	Canadian authors	Foreign authors
<b>Own titles</b>	<b>Column 1 \$ CDN</b>										
1. In Canada	1561	1582	1583	1584	1585	1586	1587	1588	1589	1631	1632
2. Exports	1562	1633	1634	1635	1636	1637	1638	1639	1640	1641	1642
3. Other foreign sales	1563	1643	1644	1645	1658	1659	1660	1661	1662	1663	1664
4. Total - Own titles	1564										
<b>Exclusive agency</b>	<b>1565</b>	1665	1666	1667	1668	1669	1670	1671	1672	1673	1674
5. In Canada											
6. Exports and other foreign sales	1566										
7. Total exclusive agency	1567										
8. Total own titles and exclusive agency	1568	1675	1676	1677	1678	1679	1680	1681	1682	1683	1684

M - Titles Information	
<b>Titles published</b>	<b>Number</b>
1. Canadian authors	1569
2. Foreign authors	1570
3. Total	1571
<b>Titles reprinted</b>	<b>Number</b>
4. Canadian authors	1572
5. Foreign authors	1573
6. Total	1574
<b>Titles in print</b>	<b>Number</b>
7. Canadian authors	1575
8. Foreign authors	1576
9. Total	1577
<b>Number of copies sold</b>	<b>Number</b>
10. Own titles all sales	1578
11. Exclusive agency all sales	1579

Commercial Category				
1685	1686	1711	1712	1713
1717	1718	1719	1721	1722
1726	1727	1728	1729	1731
1732	1733	1734	1735	1736
1737	1738	1739	1741	1742
1746	1747	1748	1749	1752
1753	1754	1755	1756	1757
1758	1759	2625	2626	2627

Language		
1714	1715	1716
1723	1724	1725
1743	1744	1745

**Commercial Category**  
These are used to designate the target market of a title. The five categories are:

**Educational** - Titles published that are mainly used as educational material for students and teachers including Elementary-secondary level (ELHI) and Postsecondary level (college, university).

**Children's books** - Titles published for children and young adult markets. **Includes** picture-books and texts which are not primarily intended as textbooks and **excludes** colouring books.

**Tradebooks** - Titles published for consumption by the adult public at large. This market **includes** mass market paperbacks, trade paperbacks and trade hardcovers.

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

**Reference, professional and technical** - Titles designed primarily for general reference purposes aimed at a diversified public (e.g., dictionaries, encyclopaedias, thesauruses, how-to books, Sunday school books, travel guides or publications containing reference material aimed at a specific group of individuals (e.g., accountants, lawyers, electricians)).

**NOTE**  
Please provide Sales Information and Titles Information for the fiscal year, then the breakdown of totals according to the Commercial Category, Language, Authorship and Format/Media.  
Grey cells do not need to be completed.  
For explanation of terms other than Commercial Category, please refer to Instructions and Definitions on page 12.  
Section L, question 8, Column 1, Total own titles and exclusive agency should equal Section F, question 1.

N - Format / Media	
<b>Number</b>	<b>Number</b>
12. Total titles published	1580
13. Total titles reprinted	1581

Commercial Category				
2628	2629	2630	2631	2632
2633	2634	2635	2636	2637

## O - Use of the Internet

Does your organization use the **Internet** for (check all that apply)

- 0595 1  a Web site? 4  sales of merchandise on-line?  
 2  business to business purchases and sales? 5  presenting virtual version of a print version?  
 3  contact with authors, editors, designers? 6  Other (*please specify*)

0596 \_\_\_\_\_

## P - 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		
			Year	Month	Day
Name of person to contact for further information: 0026		0013			
		First name			
1 <input type="checkbox"/> Mr. 2 <input type="checkbox"/> Mrs. 3 <input type="checkbox"/> Miss 4 <input type="checkbox"/> Ms		0054			
		Last name			
E-mail address 0018			Web site address 0020		
Telephone number 0017	Extension number 0027		Fax number 0016		
How long did you spend collecting the data and completing this questionnaire?			9910	Hour(s)	9909
					Minutes

## Q - 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 Statistics Canada's regional offices and 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**.

## INSTRUCTIONS AND DEFINITIONS

*In the event that you cannot provide the actual figure, please estimate, indicating the fact in the margin.*

### What to report as Books?

#### Include:

- Titles bearing an ISBN given to the publisher are published under the publisher's own imprint or under an imprint for which the publisher has acquired the publishing, management and marketing rights;
- Non-periodical printed publications having at least 48 pages of text or illustrations, excluding covers, however collated or bound;
- Non-periodical printed publications having less than 48 pages but which you consider to be (are marketed as) a book (e.g., children's books and poetry books);
- Titles published in print, audio, CD-ROM, on-line, e-books and other formats;
- Titles published with non-book goods such as toys, etc.;
- Titles sold under the form of masters for the purpose of reproduction (e.g., educational materials);
- Atlases.

#### Exclude:

- Publications issued for advertising purposes: trade catalogues, prospectuses, tourist advertising, etc.;
- Instruction books for assembling or operating machines, household appliances, etc., sold with the product;
- Test sheets and music scores;
- Timetables, price lists, directories, entertainment programs, calendars, school yearbooks, horoscopes, etc.;
- Publications for internal use only, such as company regulations, reports, etc.;
- Blank books (ledgers, diaries, etc.) and colouring books;
- Newspapers and magazines;
- Government publications and charts;
- Publications containing advertising other than the publisher's own promotional materials.

### Section A - Reporting Instructions

Please report the data for your organization (referred to as business unit) in this questionnaire. The business unit is the smallest operating unit in your business that can report the following items:

- the value of sales;
- the opening and closing inventories;
- the cost of materials and supplies purchased;
- the number of employees and their salaries and wages;
- the cost of energy and water utility purchased;

### Section B - Main Business Activity

**Publishers** should report own (published and co-published) titles sales.

**Book publishers** are firms or organizations employing professionals who select and develop manuscripts, enter into contractual agreements with authors or copyright holders, publish books under the publisher's own imprint and assume the risks associated with their production and marketing.

**Exclusive agents** distribute and sell works published by another firm by acting as its sole representative. The exclusive agent is generally responsible for expenses incurred in the selling of titles to retailers.

### Section F - Revenue

Revenue data are used to calculate economic statistics that provide an indication of the industry's contribution to the overall Canadian economy.

#### 1. Sales of own and agency titles:

**Own titles** refers to those works published (or co-published) in Canada by a firm holding the Canadian territorial rights to these titles.

**Agency titles** refers to titles which are published or reprinted outside of Canada, but sold in Canada.

**2. Sale of rights** refers to the right to translate or co-publish and then distribute a book, included are the following rights: same language territorial rights, paperback rights, reprint licences, 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.

**5. a, b and c - Grants:** Non-repayable financial aid should be indicated by the source of grant - federal, provincial/territorial or other (e.g., municipal, corporate). Report the amount awarded in the fiscal year for which you are reporting.

**Tax credits** should not be included here and are to be reported in **Section F**, question 6.

#### 7. Investment revenue:

**Exclude** capital gains and losses on sales of assets, and report this amount in **Section H**, question 24.



## Section G - Cost of Sales

Report expenses excluding the portion of federal or provincial/territorial sales tax refunded by government. If your bookkeeping practices make this impossible, please indicate which refunds are included.

- 1. Opening inventory:** Inventory is to be reported at book value (i.e., the value maintained in the accounting records).  
**Include** inventory owned by this business unit within or outside Canada (including inventory held at any warehouse, selling outlet, in transit or on consignment).  
**Exclude** inventory held on consignment for others.
  - 3a Production employee salaries, wages and benefits:**  
**Include** all salaries, wages and benefits before deductions, paid to employees issued a T4 - Statement of Remuneration Paid.  
**For salaries and wages include** vacation pay, severance pay, directors' fees, administrators' fees, taxable allowances, retroactive wage payments, commissions, bonuses (including profit sharing) and gratuities, for employees involved in the production of goods only.  
**Exclude** all payments and expenses associated with outside contract workers and payments to casual labour without a T4 – Statement of Remuneration Paid and **include** them in **Section G**, question 3d.
  - 5. Closing inventory:** (less obsolescence or decrease in value). See definition for Opening inventory.
  - 7. Royalty expenses:** Royalties and sums paid to copyright owners as commission for sales of their works or permission to use them.
  - 8. Purchase of rights:** see **Section F**, question 2 (Sale of rights) for definition of rights.
- For benefits, include** employers' contributions to employee health insurance plans, employment insurance, pension contributions, workers' compensation, retirement allowances or lump sum payments to employees upon termination or retirement as well as contributions to any other employee benefits such as child care and supplementary unemployment plans. Also **include** employers' contributions to provincial health plans and education payroll taxes.

## Section H - Expenses

- 2. Employee salaries, wages and benefits:**  
**Include** only the labour and benefits not already attributed to cost of sales. For a further definition of salaries, wages and benefits, refer to **Section G**, question 3a, page 10 of the Instructions and Definitions section.
- 3. Fulfillment, warehousing and shipping expenses:**  
**Include** delivery charges, postage and courier expenses and local messenger and delivery expenses.  
**Exclude** transportation expenses of purchased material, if included in the price.
- 4. Telephone and other telecommunication expenses:**  
**Include** telephone, fax, cellular phone, or pager services for transmission of voice, data or image, internet access charges, purchased cable and satellite transmission of television, radio and music programs.
- 5. Rental and leasing:**  
**Include** office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment and other goods.
- 6. Repair and maintenance:**  
**Include** expenses for the repair and maintenance of buildings and structures (including janitorial and cleaning services, machinery and equipment and other goods). Also include expenses relating to materials, parts and labour, and expenses related to motor vehicles.  
**Exclude** property management fees, report at question 19.
- 7. Professional and business service fees:**  
**Include** legal, accounting and auditing fees, freelancers fees and consulting fees including fees for information technology, management, technical and scientific consulting. Other professional and business service fees such as fees for education and training, research and development, payroll preparation, etc. are also to be included.
- 8. Insurance premiums:**  
**Include** insurance expenses such as liability insurance, bonding, business interruption insurance, fire insurance, motor vehicle insurance, property insurance, etc.  
**Exclude** premiums paid directly to your head office (if applicable).
- 12. Travel, meals and entertainment expenses:**  
**Include** passenger transportation, accommodation, meals while traveling and other travel allowances and purchases for clients.
- 13. Property and business taxes, licences and permits:**  
**Include** property taxes (except those which are covered in your rental and leasing expenses), property transfer taxes, and vehicle licence fees.
- 14. Office supplies:**  
**Include** office supplies purchased for internal business use. Also, if not capitalized, include computers and computer software, printers, photocopiers, office furniture, etc.  
**Exclude** capital expenditures, postage and courier expenses.
- 15. Energy and water utility expenses:**  
**Include** electricity, gasoline, fuel oil, diesel fuel, propane, natural gas, vehicle fuel, etc.  
**Exclude** energy expenses that are covered in your rental and leasing expenses.
- 16. Amortization and depreciation:**  
**Include** amortization and depreciation of this business unit's assets including capital lease obligations.

## H - Expenses (continued)

### 17. Financial service fees:

**Include** bank charges, credit and debit card commissions  
**Exclude** interest expenses. Please report these amounts in this section at question 18.

### 18. Interest expenses:

Include interest expenses on capital lease obligations plus all other miscellaneous interest expenses such as interest on loans, and the interest portion of mortgage payments.

### 19. All other expenses:

**Include** inventory adjustments, management fees paid to head office, fees paid for temporary staff from an employment agency, bad debts and donations.  
**Exclude** income taxes.

## Section I - Employee Characteristics

Please estimate the number of salaried and hourly *employees on your payroll in a typical pay period*. Report the corresponding salaries and wages and fees for employees in the right hand column (i.e., for full-time, part-time and contract workers).

An employee is person drawing pay for services rendered, or for paid absence and for whom you, as the employer, are required to complete a T4.

1. For definitions of salaries, wages and benefits, see **Section G**, question 3a, page 10 of the Instructions and Definitions

#### a) i) Employed full-time

**Include** employees who worked the standard work week as observed by the business.

#### ii) Employed part-time

**Include** employees who worked fewer hours than standard or who worked only for a given period or season.

2. **Contract workers** are consultants, freelancers, or other individuals who are engaged only for the duration of a specific project or term. Temporary staff contracted from an employment agency should not be reported here.

## Section J - Purchases and Sales of Rights and Services Outside of Canada

**Culture services** refers to services purchased or sold abroad, which alter the content or affect the sale of a culture product. In the case of book publishing, they include writing, editorial services, illustration, design, layout, translation, marketing and fulfillment services, publicity, promotion, advertising, and packaging and distribution.

**Rights** refers to royalties, fees or licences for the use of rights. See definition on page 10.

**Other European Union countries** refers to 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. Report data for France and the United Kingdom separately.

## Section K - Net Sales Value of Titles Sold in Canada by Customer Category

### 1. Exclusive agents, distributors or wholesalers:

**Include** sales to firms who will further distribute and sell at wholesale prices (Intermediaries).

### 2. Direct to retail

a) **Bookstores:** **Include** campus bookstores, chain bookstores with outlets in most major cities in Canada, big box retailers, independent bookstores that have either one outlet or several outlets within a narrow geographic area (city, province).

b) **Other trade sales:** **Include** sales to warehouse clubs and discount stores which are primarily retail. **Include** also sales to department stores.

3. **Library sales, direct and wholesale:** **Include** sales to government, special, public and educational libraries.

4. **Education institutions:** **Include** sales to ELHI and postsecondary, but excludes sales to educational libraries.

5. **General public:** **Include** publisher's sales through the mail, at home (door-to-door, home parties), in shopping centres (kiosques), in the workplace, school fairs, publisher's own Web sites. These are sales directly to the reader, and the books are not purchased to be resold.

6. **Other:** **Include** Internet retailers which include all Web sites except sales from publisher's own Web sites (report this in **General public**).

## Section L - Sales Information

Please complete this section for books only, in all formats (not any other published material that your firm produces).

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

- 1. Own titles** refers to those works published (or co-published) in Canada by a firm holding the Canadian territorial rights to these titles.
- 2. Exclusive agency titles** which are published or reprinted outside of Canada, but sold in Canada are to be reported as exclusive agency sales. Publishers who also act as exclusive agents should report their agency sales in the "exclusive agency" rows.

### In Canada, Exports and Other foreign sales

**In Canada sales** are sales of merchandise where the delivery address is in Canada.

**Exclude** the sales of rights in Canada.

**Exports** are sales of products having physically crossed the Canadian border going to a foreign address.

**Exclude** the sale of rights abroad.

**Other foreign sales** are sales of books printed outside Canada and sold outside Canada from a foreign base (i.e., never crossed the Canadian border).

**Exclude** the sales of rights abroad.

### Authorship

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

A **Foreign author** (or editor in the case of anthologies or collected works) is not 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 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).

### Commercial Category

These are used to designate the target market of a title.

The five categories are:

**Educational:** Titles published that are mainly used as educational material for students and teachers including Elementary-secondary level (ELHI) and Postsecondary level (college, university).

**Children's books:** Titles published for children and young adult markets. **Includes** picture-books, board books and texts which are not primarily intended as textbooks and **excludes** colouring books.

**Tradebooks:** Titles published for consumption by the adult public at large. This market **includes** mass market paperbacks, trade paperbacks and trade hardcovers.

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

**Reference, professional and technical:** Titles designed primarily for general reference purposes aimed at a diversified public, (e.g., dictionaries, encyclopaedias, thesauruses, how-to books, Sunday school books, travel guides or publications containing reference material aimed at a specific group of individuals (e.g., accountants, lawyers, electricians)).

## Section M - Titles Information

**Titles published** refers to titles which your business unit has published or co-published in Canada during the fiscal year being reported. **Exclude** titles published by other business units for which your firm 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 business unit 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. **Exclude** titles published by the business unit for which you act as an exclusive agent.

**Number of copies sold** refers to the number of books sold in Canada during the fiscal year reported. Publisher's own titles are to be reported separately from exclusive agency books sold. In the event that you cannot provide the actual figure, please estimate, indicating the fact in the margin.

For definitions of Canadian authors, Foreign authors and Commercial Category, please refer to **Section L** above.