



# 2007 Survey of Service Industries: Book Publishers

**This document is confidential when completed.**

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler au numéro sans frais suivant :

**1-888-881-3666.**

If necessary, please make address label corrections in the boxes 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 S-19.

**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. For more information on this survey, please access [www.statcan.ca/english/survey/index.htm](http://www.statcan.ca/english/survey/index.htm).

### 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 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*.

**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, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at [www.statcan.ca](http://www.statcan.ca)



## B - Main business activity

1. Please describe the nature of your business.

0055

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

0664

**Book publishers:** Firm or organization primarily engaged in carrying out various design, editing and marketing activities necessary for producing and distributing books of all kinds, such as textbooks; technical, scientific and professional books; and mass market paperback books. These books may be published in print, audio or electronic form. **Includes** self-publishers, vanity publishers and print-on-demand publishers.

0665

**Exclusive agent:** Distributes and sells works published by another firm acting as its sole representative. The exclusive agent is generally responsible for expenses incurred in the selling of titles to retailers. Please call **1-888-881-3666** for further instructions.

0040

None of the above — Please call **1-888-881-3666** for further instructions.

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2007 and March 31, 2008. Please indicate below the period covered by this questionnaire.

yyyy	mm	dd	yyyy	mm	dd
from 0011	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>	to 0012	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>

2. If the reporting period does not cover 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

## Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed reporting guide for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

1. **Sales of goods and services** (e.g., rental and leasing income, commissions, fees, admissions, services revenue)

2299

Report net of returns and allowances.

2. Grants, subsidies, donations and fundraising

2068

3. Royalties, rights, licensing and franchise fees

2022

4. Investment income (dividends and interest)

2097

5. Other revenue (please specify):

2001

2077

6. **Total revenue** (sum of questions 1 to 5)

2098

**CAN\$**

## 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 services fees (e.g., legal, accounting)	4315	
5.	Subcontract expenses ( <b>include</b> contract labour, contract work and custom work) {also <b>include</b> contract printing, fulfillment services and design}	3060	
6.	Charges 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) { <b>include</b> materials for in-house printing such as pre-press, paper and ink}	5721	
8.	Office supplies	3301	
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115	
10.	Repair and maintenance (e.g., property, equipment, vehicles)	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 and telecommunications expenses ( <b>include</b> gas, heating, hydro, water, telephone and Internet expenses)	4066	
15.	Property and business taxes, licences and permits	4410	
16.	Royalties, rights, licensing and franchise fees	4440	
17.	Delivery, warehousing, postage and courier	4179	
18.	Financial services fees	4325	
19.	Interest expenses	4630	
20.	Amortization and depreciation of tangible and intangible assets	4520	
21.	Bad debts	4542	
22.	All other expenses (please specify):	4569	
		4531	
23.	<b>Total expenses</b> (sum of questions 1 to 22)	4699	
24.	Corporate taxes, if applicable	4600	
25.	Gains (losses) and other items (see reporting guide)	4601	
26.	<b>Net profit/loss after tax and other items</b> (see reporting guide)	2304	

**F, G, H, I, J and K - Not applicable**

**L - Contact information**

Name of person to contact about this questionnaire:

0026 1  Mr.      2  Mrs.      3  Miss      4  Ms

0054	Last name		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed:      0015

yyyy	mm	dd
<input type="text"/>	<input type="text"/>	<input type="text"/>

How long did you spend collecting the data and completing the questionnaire?

hour(s)	minutes
9910 <input type="text"/>	9909 <input type="text"/>

**M - Comments**

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

FOR  
INFORMATION  
ONLY

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9916 \_\_\_\_\_  
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***Thank you for completing this questionnaire. Please retain a copy for your records.***

Visit our website at [www.statcan.ca](http://www.statcan.ca)