



2001 Survey of Service Industries: Newspaper 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**.

If necessary, please correct pre-printed information below.

0001	Legal name	0004	Address (number and street)	
0002	Business name	0005	City	
0003	c/o	0006	Province 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="radio"/> English 2 <input type="radio"/> French	

A. General Information

Survey Purpose

This survey collects the financial and operating data needed to produce statistics concerning your industry. For more information, please consult the enclosed booklet entitled "Statistics Canada Business Surveys".

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 information booklet for details of the agreements.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

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) specified on the address label above. 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 information about this survey, please consult the enclosed information booklet.

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

Please describe the nature of your business.

0055 _____

Please check the category below that most accurately describes the **principal** source of operating revenue for this business unit.

Please check **one** only.

Note: **Newspapers** contain news, editorials, feature stories and other information of interest to the general public. They are published at regular intervals, typically on a daily, weekly or monthly basis. Newspapers may be published in print or electronic form.

1. 511110 0249 **Newspaper Publishing (Publishing and Printing)**

2. 511110 0250 **Newspaper Publishing (Publishing Only)**

Exclude from 1 and 2:

- Firms that **only** provide printing services and do not publish **any** newspapers;
- Firms that are primarily publishers of periodicals, magazines, databases, sheet music, software and specialty items (e.g. catalogues, calendars, greeting cards, maps).

Please indicate the title(s) of the newspaper(s) that **this business unit** publishes (attach a separate sheet if required).

0246 _____

3. 0040 **Other activities**

If you responded "**Other activities**", please call **1 888 881-3666** for further instructions.

C. Reporting Period Information

Please report information for your **fiscal year** (normal business year) ending between April 1, 2001 and March 31, 2002. Please indicate below the period covered by this questionnaire.

0011 Year Month Day 0012 Year Month Day

1. **From** **To**

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 this fiscal year:

- 0047 1 Acquired New Units 2 Disposed of/Sold Units

If you have had any other changes in your business within the year, please describe these changes in the comments section at the end of the questionnaire.

D. Business Unit Organization

Type of organization (please check **one** only):

- 0024 1 Unincorporated sole proprietorship 2 Unincorporated partnership 3 Incorporated company
- 4 Co-operative 5 Joint venture 6 Government business entity
- 7 Government 8 Non-profit organization

E. Revenue

- Please include:**
- all Canadian revenue (including electronic commerce) recorded in your accounts for sales or transfers to other businesses and to other units of your business;
 - all revenue (including electronic commerce) received from outside Canada by this business unit.

- Please exclude:**
- federal or provincial sales taxes collected for remittance to a government agency.

		\$ CDN
1. Total sales of goods and services produced (e.g., revenue from circulation, advertising, custom printing, mailing lists)	2299	
2. All other operating revenue (e.g., grants and subsidies)	2077	
Exclude interest income and dividends. Please report this amount in this section at question 4, "Non-operating revenue".		
Please name major items:	2071	
	2072	
	2073	
3. Total operating revenue (add amounts reported at questions 1 and 2 above)	2080	
4. Non-operating revenue (e.g., interest income and dividends)	2097	
5. Total revenue (add amounts reported at questions 3 and 4 above)	2098	

E - 1 Revenue by Source

Please report your "Total sales of goods and services produced", reported in **Section E - Revenue**, at question 1, "Total sales of goods and services produced", by the following categories:

Note: Daily newspapers contain general news content and are issued four or more times per week.

Community newspapers contain news content specific to a certain geographic community, and are usually issued weekly, biweekly or twice weekly.

	Print		On-line \$ CDN	Total \$ CDN
	Newsstand/ single copy sales \$ CDN	Subscription sales \$ CDN		
1. Circulation sales of:				
a. Daily newspapers	2306	2307	2308	2309
b. Community newspapers	2310	2311	2312	2313
c. Other newspapers	2314	2315	2316	2317
2. Sale of advertising space in:	Print		On-line	Total
a. Daily newspapers	2318		2319	2330
b. Community newspapers	2331		2332	2333
c. Other newspapers	2334		2335	2336
3. Custom printing				2349
4. Distribution services (e.g., flyer insertion and distribution)				2337

continued on next page

E - 1 Revenue by Source (continued)

	\$ CDN
5. Sale of mailing lists	2713
6. Sale or licensing of rights (e.g., syndication, sale of news articles)	2338
7. Sale of all other goods and services produced	2000
Please name major items:	
2001	
2002	
2003	
8. Total (sum of amounts reported at questions 1 to 7 must equal the amount entered in Section E - Revenue , at question 1, "Total sales of goods and services produced")	2305

F. Inventories

Inventories are to be reported at book value (i.e., the value maintained in the accounting records).

Please include:

- inventory **owned** by this business unit within or outside Canada (including inventory held at any warehouse, selling outlet, in transit, or on consignment).

Please exclude:

- inventory held on consignment for others.

	Value of opening inventory \$ CDN	Value of closing inventory \$ CDN
1. Newsprint	5521	5526
2. All other raw materials	5522	5527
3. Goods and services in process	5510	5515
4. Finished products	5500	5505
5. Total inventories (add amounts reported at questions 1 to 4 above)	5550	5555

G. Expenses

Please include:

- all expenses (including electronic commerce) within or outside Canada recorded by this business unit.

Please exclude:

- GST/HST and TVQ (Quebec).

Labour Remuneration

Please exclude:

- all payments and expenses associated with outside contract workers, freelancers and employment agencies or personnel suppliers. Please report these expenses at the appropriate question(s), in the "Purchased Service Expenses" sub-section on the following page.

	\$ CDN
1. Wages and salaries paid to employees for whom you issued a T4 - Statement of Remuneration Paid form (include vacation pay, bonuses and commissions)	3010
2. Employer portion of employee benefits paid for all employees for whom you issued a T4 - Statement of Remuneration Paid form (include employer contributions to pension, medical/life insurance plans, employment insurance and workers' compensation)	3040
3. Total labour remuneration (add amounts reported at questions 1 and 2 above)	3041

Purchased Service Expenses

Please exclude services that you produce within this business unit.

\$ CDN

4. Contract printing	3089
5. Goods transportation, warehousing and storage expenses Include delivery charges. Exclude transportation expenses of purchased material, if it is included in the price.	4070
6. Postage and courier expenses Include local messenger and delivery expenses.	4085
7. Telephone and other telecommunication expenses Include telephone, fax, cellular phone, or pager services for transmission of voice, data or image, and internet access charges.	4101
8. Information service expenses Include news agency services to newspapers, library services, records management and archive services.	4015
9. Rental and leasing expenses Include office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment and other goods.	4115
10. Purchased maintenance and repair service expenses, including janitorial and cleaning services Include materials, parts and labour. Exclude property management fees. Please report these amounts in this section at question 35, "All other operating expenses".	4175
11. Fees of wholesale and retail agents and brokers	4466
12. Legal, accounting and auditing fees	4230
13. Freelancers' fees	4712
14. Consulting fees Include fees for information technology, management, technical and scientific consulting	4270
15. Other professional and business service fees Include fees for education and training, research and development, payroll preparation, etc.	4275
16. Insurance premiums (liability, auto, building, equipment, etc.) Exclude premiums paid directly to your Head Office, if applicable. Please report this amount in this section at question 34, "Management fees or any other service fees paid to head office and other business support units".	4350
17. Financial service fees (e.g., bank charges, credit and debit card commissions) Exclude interest expenses. Please report these amounts in this section at question 37, "Other expenses".	4325
18. Royalties and franchise fees	4440
19. Purchase of rights (e.g., payments for permission to publish or distribute copyrighted material)	4273
20. Advertising expenses (e.g., trade shows)	4365
21. Travel expenses Include passenger transportation, accommodation, meals while traveling and other travel allowances.	4366
22. Meals and entertainment expenses Include purchases for clients.	4367
23. Property and business taxes, licences and permits Include: <ul style="list-style-type: none"> • property taxes (except those which are covered in your rental and leasing expenses); • property transfer taxes; • vehicle licence fees. 	4410

Materials, Components and Supply Expenses

Please include: • the cost of transportation (e.g., freight, delivery, shipping and handling) if it is included in the price of the materials, components and supplies.

Please exclude: • capital expenditures.

	\$ CDN
24. Office supplies Include paper and supplies for photocopiers, printers and fax machines; diskettes; writing instruments and other office supplies, etc. Also, if not capitalized, include computers, printers, photocopiers, computer software and office furniture, etc. Exclude postage and courier expenses, and telephone and other telecommunication expenses. Please report these payments in this section at questions 6 and 7 respectively.	3301
25. Newsprint, in rolls or sheets	3230
26. Coated paper and paperboard other than newsprint or paper stock	3231
27. Uncoated paper and paperboard other than newsprint or paper stock (excluding kraft)	3232
28. Printing ink, writing, drawing and other inks, whether concentrated or solid	3233
29. Non-returnable containers and other shipping and packaging materials (e.g., pallets, skids, cartons, shrink wrap)	3499
30. All other materials, components and supplies, including CDs	3392
31. Total materials, components and supply expenses (add amounts reported at questions 24 to 30 above)	3399

Other Operating Expenses

	\$ CDN
32. Energy expenses (e.g., electricity, gasoline, fuel oil, diesel fuel, propane, natural gas) Exclude energy expenses that are covered in your rental and leasing expenses. Please report these payments in this section at question 9, "Rental and leasing expenses".	4027
33. Depreciation and amortization (e.g., vehicles, buildings, equipment) Include this business unit's assets and capital lease obligations.	4520
34. Management fees or any other service fees (e.g., legal, advertising, insurance) paid to head office and other business support units (e.g., warehouses, sales centres, trucking facilities)	4555
35. All other operating expenses (e.g., contributions to provincial health and education payroll taxes, allowances for bad debts, donations and inventory adjustments) Exclude interest expenses. Please report these amounts in this section at question 37, "Other expenses". Please name major items:	4569
4561	
4562	
4563	

Expense Totals

	\$ CDN
36. Total operating expenses (add amounts reported at questions 3 to 23 and 31 to 35)	4599
37. Other expenses (e.g., interest expenses on capital lease obligations plus all other miscellaneous interest expenses such as interest on loans and the interest portion of mortgage payments)	4630
38. Total expenses (add amounts reported at questions 36 and 37 above)	4699

H. Personnel Characteristics

Please estimate the number of salaried and hourly employees on your payroll in a typical pay period.

Exclude contract workers (i.e., those not on your payroll who were engaged for a specific project or term).

	Number
1. Full-time employees Employees who worked the standard work week as observed by the business.	6310
2. Part-time employees Employees who worked fewer hours than standard or who worked only for a given period or season.	6311
3. Total number of paid employees (add numbers reported at questions 1 and 2 above)	6312

Contract Workers

Please report the number of contract workers usually engaged at this business unit (i.e., during a typical pay period).

4. Contract workers Individuals engaged only for the duration of a specific project or term.	6320
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Working Proprietors / Partners (Unincorporated Businesses Only)

If this firm is an unincorporated business or partnership, please report the **number** of working proprietors and/or partners.

5. Working proprietors and/or partners (non-salaried)	6321
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I. Distribution of Operating Revenue by Client Location


Data on your revenue by client location will be used to improve information on the movement of goods and services between provinces and to other countries.

Please indicate the percentage of "Total sales of goods and services produced" (reported in **Section E - Revenue**, at question 1) that you received from clients (readers, advertisers, etc.) in the following locations.

Clients in Canada	Percentage
1. Newfoundland	8400
2. Prince Edward Island	8415
3. Nova Scotia	8405
4. New Brunswick	8410
5. Quebec	8420
6. Ontario	8425
7. Manitoba	8430
8. Saskatchewan	8435
9. Alberta	8440
10. British Columbia	8445
11. Yukon	8455
12. Northwest Territories	8451
13. Nunavut	8452
Clients outside Canada (exports)	
14. United States	8465
15. Mexico	8470
16. All others countries	8476
Total clients	100%

J. 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 1 <input type="radio"/> Mr. 2 <input type="radio"/> Mrs. 3 <input type="radio"/> Miss 4 <input type="radio"/> Ms.	0013	First name		
	0054	Last name		
E-mail address: 0018	Web site address: 0020			
Telephone number: 0017 ()	Extension: 0027	Fax number: 0016 ()		
How long did you spend collecting the data and completing this questionnaire?		9910 hour(s)	9909 minutes	

K. Comments

We invite your comments below. If necessary, please attach a separate page. Please be assured that we review all comments with the intent to improve the survey.

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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

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