



# 2005 Survey of Service Industries: Newspaper 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.

### 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*.

### 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.

### 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.

### Confidentiality

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

**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. Do not report if you only provide printing services or if your principal source of revenue is from the publishing of periodicals, magazines, databases, or specialty items (e.g., catalogues, calendars, greeting cards, maps.)

**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.

0249  Newspaper publishing (publishing and printing)

0250  Newspaper publishing (publishing only)

0040  Other activities

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

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

0246 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## 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.

From YYYY MM DD To YYYY MM DD

0011    0012

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

0031  Seasonal operations     New business     Change of fiscal year     Change of ownership     Ceased operations     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): <span style="float: right;">2001</span>	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 - Newspaper Publishers

**Definitions:** Daily newspapers contain general news content and are issued four or more times a week.

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

Other newspapers include ethnic newspapers, university student newspapers, and other community newspapers. **Exclude** flyers, inserts, magazines, periodicals and shoppers.

		CAN\$			CAN\$		CAN\$	
		Print			On-line	Total		
		Newsstand/ single copy sales		Subscription sales				
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	

		CAN\$		CAN\$		CAN\$	
		Print		On-line		Total	
2. Sales of advertising space in:							
a) Daily newspapers		2318		2319		2330	
b) Community newspapers		2331		2332		2333	
c) Other newspapers		2334		2335		2336	

				CAN\$	
3. Distribution services				2337	
4. Custom printing				2349	
5. Other sales (please specify): <b>Include</b> magazines, periodicals, shoppers and other publications.	2559			2558	
6. <b>Total sales</b> (sum of questions 1 to 5)				2305	

		%		%		%	
		Daily		Community		Other newspapers	
7. Distribution of advertising revenue by type							
Please indicate what percentage of your advertising revenue is from:							
a) National advertising	2644		2647		2650		
b) Local advertising	2645		2648		2651		
c) Classified advertising	2646		2649		2652		

		CAN\$	
8. Selected expenses			
Please report amounts paid for the following selected expenses during the reporting period:			
a) Contract printing		3089	
b) Newsprint		3230	

## 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	<input type="text"/>	Number of hours
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**H - I - J - K - Not applicable**

FOR  
INFORMATION  
ONLY

## L - Certification

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

Signature of authorized person 0018	Title 0014	0015	Date YYYY MM DD
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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
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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)	9909	Minutes
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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 \_\_\_\_\_

FOR  
INFORMATION  
ONLY

**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**.