



2006 Survey of Service Industries: Newspaper Publishers

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français,
veuillez nous téléphoner 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 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. For more information on this survey, please access 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 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*.

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



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 **main** 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 None of the above – 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).

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C - Reporting Period Information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2006 and March 31, 2007. 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

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 only. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed Reporting Guide for further information.

D - Revenue

		CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances. A detailed breakdown will be requested in Section F .	2299	
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	

E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits (include 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 (include work contracted out such as payments to freelancers, personnel suppliers, artists, etc.)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold – if applicable (purchases plus opening inventory minus closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance (include 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 (include gas, heating, hydro, water)	4066
15.	Telephone, Internet 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 and depreciation of tangible and intangible assets	4520
22.	Charitable donations	4521
23.	Bad debts	4542
24.	All other expenses 4531 (please specify):	4569
25.	Total expenses (sum of questions 1 to 24)	4699
26.	Corporate taxes (if applicable)	4600
27.	Gains (losses) and other items (see Reporting Guide)	4601
28.	Net profit/loss after tax and other items (see Reporting Guide)	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): Include magazines, periodicals, shoppers and other publications.	2559			2558
6.	Total sales (sum of questions 1 to 5)				2305

7. Distribution of advertising revenue by type

Please provide a breakdown of your advertising revenue.

Please indicate if you are reporting in **either** Canadian dollars **or** percentages.

9970 1 \$ **OR** 2 %

		Daily		Community		Other newspapers	
a)	National advertising	2644		2647		2650	
b)	Local advertising	2645		2648		2651	
c)	Classified advertising	2646		2649		2652	

8. Selected expenses

Please report amounts paid for the following selected expenses during the reporting period:

		CAN\$	
a)	Contract printing		3089
b)	Newsprint		3230

G - Personnel

		Number
1. Number of non-salaried partners and proprietors (if salaried, report only at question 2 below)	6321	<input type="text"/>
2. a) Number of paid employees (based on year-end T4 payroll summaries)	6339	<input type="text"/>
	%	
b) Percentage of paid employees who worked full time	6328	<input type="text"/>
		Number
3. Number of contract workers (for whom you did not issue a T4, such as freelancers and casual workers)	6320	<input type="text"/>
4. Number of volunteers (including unpaid interns and co-op students) during the reporting period (estimates are acceptable)	6014	<input type="text"/>
		Number of hours
5. Total number of hours worked by volunteers during the reporting period (estimates are acceptable)	6026	<input type="text"/>

H - I - J - K - Not applicable

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L - Contact Information

0015

Date completed

YYYY

MM

DD

Name of person to contact about this questionnaire:

0026

1

Mr.

2

Mrs.

3

Miss

4

Ms

First name

0013

Last name

0054

Title

0014

E-mail
address

0018

Website
address

0020

Telephone
number

0017

()

Extension
number

0027

Fax
number

0016

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Hour(s)

Minutes

9910

9909

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

M - Comments

We invite your comments below. 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.

Visit our website at www.statcan.ca