



2007 Survey of Service Industries: Newspaper 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.

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



B - Main business activity

1. Please describe the nature of your business.

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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 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, 2007 and March 31, 2008. Please indicate below the period covered by this questionnaire.

	yyyy	mm	dd		yyyy	mm	dd
from	0011			to	0012		

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

0031 1 <input type="checkbox"/> seasonal operations	2 <input type="checkbox"/> new business	3 <input type="checkbox"/> change of fiscal year	4 <input type="checkbox"/> change of ownership	5 <input type="checkbox"/> ceased operations	6 <input type="checkbox"/> temporarily inactive
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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.

		CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	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	
6. Total revenue (sum of questions 1 to 5)	2077	
	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 services fees (e.g., legal, accounting)	4315	
5.	Subcontract expenses (include contract labour, contract work and custom work) { include contract printing and freelancers }	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) { include newsprint, ink, etc.}	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 and telecommunications expenses (include 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.	Total expenses (sum of questions 1 to 22)	4699	
24.	Corporate taxes, if applicable	4600	
25.	Gains (losses) and other items (see reporting guide)	4601	
26.	Net profit/loss after tax and other items (see reporting guide)	2304	

F - Industry characteristics

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

Community newspapers are issued less than four times a week and contain general news content.

Other newspapers **include** ethnic newspapers, university student newspapers, and specialized 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.	Custom printing	2349	
4.	Distribution services (e.g., flyer insertion and distribution)	2337	
5.	Advertising and circulation from other publications (periodicals, books, directories and other specialty publications)	2730	
6.	Other sales (please specify): Include graphic design services, other publishing services, etc.	2559	2558
7.	Total sales (sum of questions 1 to 6)	2305	

8. Distribution of advertising revenue by type:

Please provide a breakdown of your advertising revenue, indicating amounts in 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			

9. Selected expenses

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

		CAN\$	
a)	contract printing	3089	
b)	newsprint	3230	
c)	distribution	4721	

G - Personnel

		6321	number
1.	Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)		
2.	Paid employees		
a)	average number of paid employees during the reporting period (see reporting guide)	6339	
b)	percentage of paid employees (from question 2a) who worked full time	6328	%
3.	Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	number
4.	Number of volunteers during the reporting period (estimates are acceptable)	6014	
5.	Number of hours worked by all volunteers during the reporting period (estimates are acceptable)	6026	number of hours

H, I, J and K - Not applicable

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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: yyyy mm dd
0015

How long did you spend collecting the data and completing the questionnaire? hour(s) minutes
9910 9909

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