



# Publications Assistance Program (PAP) Application Form — Paid Circulation

The application form is intended for paid circulation publications. Carefully read the related sections and definitions of the *Applicant's Guide* to ensure that all sections of the form are completed correctly; otherwise it will delay the processing time of your application form. If additional information is required, call 1-800-641-9221.

**Note:** Each section must be fully completed in ink (please print.)

## SECTION A – GENERAL INFORMATION

12-month reference period from  to   
YYYY/MM/DD YYYY/MM/DD

Title of publication

## SECTION B – APPLICANT IDENTIFICATION

Full legal name of publishing firm

Has been in operation for one full financial year prior to applying?  yes  no  
If *no*, your publication is ineligible.

### PUBLISHING FIRM CONTACT INFORMATION

Name of publisher or authorized contact person Preferred language of communication  English  French

NAME Mr.  Ms.  Mrs.  Other (*specify*) TITLE/POSITION

STREET ADDRESS MAILING ADDRESS (*if different from street address*)

TEL. NO. FAX NO. E-MAIL  
( ) ( )

### CIRCULATION CONTACT INFORMATION

Check box if the circulation contact information is the same as the publisher contact information.

Name of circulation contact person Preferred language of communication  English  French

NAME Mr.  Ms.  Mrs.  Other (*specify*) TITLE/POSITION

STREET ADDRESS MAILING ADDRESS (*if different from street address*)

TEL. NO. FAX NO. E-MAIL  
( ) ( )



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### SECTION B – APPLICANT IDENTIFICATION

Full legal name of owner

#### LEGAL OWNER CONTACT INFORMATION

Check box if the owner contact information is the same as the publisher contact information.

Name of owner or authorized contact person

Preferred language of communication  English  French

NAME Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Other ( <i>specify</i> )	TITLE/POSITION
STREET ADDRESS	MAILING ADDRESS ( <i>if different from street address</i> )
TEL. NO. (       )	FAX NO. (       )
E-MAIL	

#### Legal status

Is your organization incorporated in Canada?  yes  no  in process. If in process, date of application?   
 If yes, under which jurisdiction?  Federal  Provincial/Territorial  
 Is your organization a not-for-profit?  yes  no

YYYY/MM/DD

### SECTION C – OWNERSHIP AND CONTROL INFORMATION

This section must be completed based on the legal owner information.

Who holds the exclusive right to produce and publish this magazine (*please check one box only*)?

- a) a Canadian citizen;
- b) a permanent resident within the meaning of the *Immigration and Refugee Protection Act*;
- c) a Canadian corporation as defined in the *Applicant's Guide*;
- d) a partnership, trust, joint venture in which a person or any combination of persons referred to in a), b), c) beneficially owns and controls, directly or indirectly, interests representing in value at least 51% of the total value of the assets of the partnership, trust or joint venture, as the case may be, and of which the president or other presiding officer, and more than half of the directors or other similar officers are persons referred to in a) or b) above;
- e) a not-for-profit organization in which at least 51% of its members and directors are persons referred to in a) or b) above; or
- f) none of the above.

Enter information in each section that applies to your firm or organization (*if additional space is required, use a separate sheet.*)  
 Sections 1, 4 and 5 must be completed by all applicants.

#### 1. Owners, shareholders, partners or members information N/A

NAME	ADDRESS	CITIZENSHIP	% OF VOTING SHARES OR POSITION HELD

#### 2. For publicly held companies – ownership of voting shares information N/A

I attest that at least \_\_\_\_\_ percent of the voting shares of \_\_\_\_\_ are held by Canadians.  
NAME OF ORGANIZATION

The following information is required only for shareholders owning 5% of more of the voting share.

NAME	ADDRESS	CITIZENSHIP	% OF VOTING SHARES OR POSITION HELD



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### SECTION C – OWNERSHIP AND CONTROL INFORMATION

**3. Board of Directors information**  N/A

NAME	ADDRESS	CITIZENSHIP	POSITION HELD

**4. Senior management information: publisher, editor, circulation manager, sales manager**

NAME	ADDRESS	CITIZENSHIP	POSITION HELD

**5. Is the applicant controlled by a person/persons or entity/entities other than a Canadian, in any manner that results in control in fact, whether directly (through ownership of securities) or indirectly (through a trust, an agreement, an arrangement or otherwise)?**  
 yes  no

I,  , certify that the information given in this section and in any documents attached is true, accurate and complete.

SIGNATURE (AUTHORIZED OFFICIAL)	TITLE/POSITION	DATE (YYYY/MM/DD)

### SECTION D – PUBLISHING INFORMATION

Is your publication published or produced only electronically?  yes  no

Is the publication edited in Canada?  yes  no if yes, where

Is the publication designed in Canada?  yes  no if yes, where

Is the publication assembled in Canada?  yes  no if yes, where

Is the publication published in Canada?  yes  no if yes, where

Is the publication printed in Canada?  yes  no if yes, where

CITY	PROVINCE/TERRITORY

If yes, enter the name of the printing company

### SECTION E — CANADA POST INFORMATION

CANADA POST CUSTOMER NUMBER	PUBLICATIONS MAIL AGREEMENT NUMBER
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### SECTION F — PUBLICATION INFORMATION

Has completed an uninterrupted 12-month publishing cycle?  yes  no

**Identification of publication** (check the applicable box)

- Magazine  Non-daily newspaper  
 - If your publication is a small community newspaper, please also check this box.

**Type of publication** (check the applicable box)

- General consumer  Special interest consumer  Business, professional or trade  Farm  Religious  Scholarly

**Does your publication serve one of the following communities?** (check the applicable box)

- Aboriginal  Ethnocultural  Official-language minority

**Category code of publication**

Choose the applicable category from the "Category Code Chart" on page 5 of this form.

**Language of publication**

- Unilingual English  Unilingual French  Bilingual (English/French)  Other (specify)

**Frequency of publication**

What was the frequency of the publication?

**Weight of publication and enclosures** (average over the 12-month reference period)

Publication (excluding enclosures)  grams Enclosures  grams

**When was the first issue published?**

YYYY/MM

**ISSN\* of publication and special issue(s)**

ISSN OF PUBLICATION	ISSN OF SPECIAL ISSUE(S)

\*International Standard Serial Number

PRICE OF PUBLICATION <small>(before taxes)</small>	COVER PRICE	ONE-YEAR SUBSCRIPTION	TWO-YEAR SUBSCRIPTION	THREE-YEAR SUBSCRIPTION
\$	\$	\$	\$	\$

**Association publication**

Is the publication published for or by an association?  yes  no

If yes, enter the name of the association

**Provinces or Territories of distribution**

What was (were) the province(s) and territory(ies) of distribution?

**Types of mailings for delivery in Canada** (check any applicable boxes)

- Single-copy  Polybag  Bundles (complete the area on bundles on page 8 of the form)

**Distribution methods** (check any applicable boxes)

- Canada Post Corporation  Courier  Other (specify)

**Publishing industry association membership(s)**

If you are a member of one or more publishing industry associations, enter the name(s) of the association(s)



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## SECTION F — PUBLICATION INFORMATION

### Identification of content of publication

To complete the chart below, identify with a black marker all pages of regular and special issues published in the 12-month reference period including inserts and outserts using the following codes:

- C - Canadian editorial content
- F - Foreign editorial content
- A - Advertising pages
- N - Non-revenue pages

**Chart - Number of issues published – page count (for the 12-month reference period)**

	C (CANADIAN)	F (FOREIGN)	A (ADVERTISING)	N (NON-REVENUE)	(C+F+A+N)	
	TOTAL NUMBER OF ISSUES PUBLISHED	PAGES OF CANADIAN EDITORIAL CONTENT	PAGES OF FOREIGN EDITORIAL CONTENT	PAGES OF ADVERTISING CONTENT	NON-REVENUE PAGES	TOTAL PAGES PUBLISHED
REGULAR ISSUES						
SPECIAL ISSUES						
ENCLOSURES (INSERTS AND OUTSERTS)						
<b>TOTAL</b>						

**Note:** See definitions of "editorial content", "Canadian editorial content", "advertising content", "non-revenue page", "special issues" and "enclosures" in Part IV – Definitions in the *Applicant's Guide*.

### Reprints

If your publication contains reprints, enter the number of pages reprinted for the 12-month reference period.  (R)

### Calculations of percentages

#### Percentage of Canadian editorial content

$$(C) \frac{\text{[ ]}}{(C+F)} \times 100 = \text{[ ]} \%$$

#### Percentage of advertising pages

$$(A) \frac{\text{[ ]}}{(C+F+A+N)} \times 100 = \text{[ ]} \%$$

#### Percentage of reprints

$$(R) \frac{\text{[ ]}}{(C+F)} \times 100 = \text{[ ]} \%$$

## CONTENT CATEGORY CODES CHART

Arts and Culture	News and Leisure	Business	Science and Technology	Human Sciences
101 Crafts	201 News	301 Commerce	401 Agriculture	501 Anthropology
102 Arts (Visual/NewMedia)	202 Outdoor Life	302 Accounting	403 Energy	502 Archeology
103 Cinema (Film/Video)	203 Animals	303 Management	404 Forestry	503 Library Science
104 Literary Criticism	204 Cooking	304 Marketing	405 Computers	504 Communications
105 Dance	205 Decorating	305 Advertising	406 Building Materials	505 Criminology
106 Literature	206 Cars	306 Printing	407 Medical Sciences	506 Law
107 Music	207 Military		408 Technology	507 Ecology
108 Photography	208 Humour		409 Engineering	508 Education
109 Poetry	210 Gardening		410 Transportation	509 Feminism
110 Theatre	211 Youth/Children		411 Natural Sciences	510 Geography
	212 Games			511 History
	213 Fashion			512 Philosophy
	214 Nutrition			513 Psychology
	215 Hobbies			514 Child Rearing
	216 Radio and Television			515 Religion
	217 Home Renovations			516 Health
	218 Sports			517 Sociology
	219 Travel			518 Economics
	222 Women's			519 Linguistics
	223 Men's			520 Political Science



## Publications Assistance Program (PAP) Application Form — Paid Circulation

### SECTION G – CIRCULATION INFORMATION *(over the 12-month reference period)*

12-month reference period from  to

#### PUBLICATION'S AVERAGE CIRCULATION PER ISSUE

**Total number of issues published during the 12-month reference period** *(see Section F, Number of issues published – page count)*

Number of regular issues published  + Number of special issues published  =  (i)

**Total annual circulation for all issues published during the 12-month reference period**  (ii)

#### Calculation of publication's average circulation per issue

Line (ii)  ÷ by Line (i)  =  (iii)

Note: Line (iii) must equal Line (c) (see below)

#### Paid circulation

AVERAGE NUMBER  
OF COPIES PER ISSUE

Line 1	Subscription copies sold to subscribers	
Line 2	Single copies sold to individuals (e.g. back issues)	
Line 3	Single copies sold through newsstands	
Line 4	Other copies sold (e.g. sponsored copies)	
<b>Subtotal</b>		<input type="text"/> (a)

#### Non-paid circulation

Line 5	Request copies (non-paid) to individual Personal direct request _____ Request from recipient's company _____	
Line 6	Controlled copies	
Line 7	Complimentary copies	
<b>Subtotal</b>		<input type="text"/> (b)

**Total circulation** (lines a+b)  (c)

Line (c) must equal line (iii)

#### Residual copies

Line 8	Office/archive/spoiled copies	
Line 9	Returned unsold from newsstands	
<b>(d) Subtotal</b>		<input type="text"/> (e)

**Total press run\*** (lines c+e)  (f)

\*Total number of copies printed



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### SECTION H — DISTRIBUTION INFORMATION *(over the 12-month reference period)*

Enter on the appropriate line the method of distribution of Section G – Circulation Information.

#### Copies mailed through Canada Post for delivery in Canada

		AVERAGE NUMBER OF COPIES PER ISSUE
Line 10	Subscription copies sold to subscribers	
Line 11	Single copies sold to individuals (e.g. back issues)	
Line 12	Single copies sold through newsstands	
Line 13	Other copies sold (e.g. sponsored copies)	
Line 14	Request copies (non-paid) to individual Personal direct request _____ Request from recipient's company _____	
Line 15	Controlled copies	
Line 16	Complimentary copies	
Line 17	Returned unsold from newsstands	
<b>Subtotal</b>		

(g)

#### Copies mailed through Canada Post for delivery outside Canada

Line 18	Subscription copies sold to subscribers	
Line 19	Single copies sold to individuals (e.g. back issues)	
Line 20	Single copies sold through newsstands	
Line 21	Other copies sold (e.g. sponsored copies)	
Line 22	Request copies (non-paid) to individual Personal direct request _____ Request from recipient's company _____	
Line 23	Controlled copies	
Line 24	Complimentary copies	
Line 25	Returned unsold from newsstands	
<b>Subtotal</b>		

(h)

#### Copies distributed other than through Canada Post

Line 26	Subscription copies sold to subscribers	
Line 27	Single copies sold to individuals (e.g. back issues)	
Line 28	Single copies sold through newsstands	
Line 29	Other copies sold (e.g. sponsored copies)	
Line 30	Request copies (non-paid) to individual Personal direct request _____ Request from recipient's company _____	
Line 31	Controlled copies	
Line 32	Complimentary copies	
Line 33	Returned unsold from newsstands	
<b>Subtotal</b>		

(i)

**Total distribution** (lines g+h+i)

 (j)

Lines (c) and (d) must total the same as line (j)



# Publications Assistance Program (PAP) Application Form — Paid Circulation

## SECTION H — DISTRIBUTION INFORMATION *(over the 12-month reference period)*

### Ride-along publications

Did you include ride-along publications in your mailings for the 12-month reference period?  yes  no

### Bundles

If you checked "Bundles" in Section F – Publication Information, under "types of mailings for delivery in Canada", complete the following for the **bundles sent through Canada Post** :

Total number of bundles for the 12-month reference period	
Average number of copies per bundle	

## SECTION I — SUPPORTING DOCUMENTS

Attach the following documents related to the **12-month reference period** covered on the application form:

- a copy of the *Articles of Incorporation*, including ownership information, if applicable;
- three regular issues and all special issues including inserts and outserts;
- one marked-up issue including inserts and outserts (see Section F "Identification of content of publication");
- three statements of mailing issued by Canada Post;
- the three last printer invoices for the reference period;
- a sample of a paid subscription form;

To determine the required applicable circulation verification document, read the "Circulation Verification Requirements" section in the *Applicant's Guide*. Include the applicable verification document for a period of 12 consecutive months and check one of the following boxes:

- Verified Circulation Report issued by a verification board recognized by the PAP;
- Financial Statements clearly showing subscription revenues and single-copy and newsstands revenues; or
- a *Statement of Income and Expenses* Form (available at [www.pch.gc.ca/pap](http://www.pch.gc.ca/pap).)

### Additional information required

For more information, visit [www.pch.gc.ca/pap](http://www.pch.gc.ca/pap) or contact our office at:

Telephone number: 819-997-4974  
 Toll-free number: 1-800-641-9221  
 Facsimile: 819-997-4995  
 E-mail address: [pap@pch.gc.ca](mailto:pap@pch.gc.ca)

Send your completed application form together with the supporting documents to:

**Publications Assistance Program**  
**Department of Canadian Heritage**  
**15 Eddy Street, 15-4-F**  
**Gatineau, Quebec K1A 0M5**

Note: Please retain copies of the application form and all supporting documents for your records.

## SECTION J – PUBLICATION CERTIFICATION

I,  , certify that the information given in this form and in any documents attached is true, accurate and complete.

NAME IN PRINT

<input type="text"/>	<input type="text"/>	<input type="text"/>
<small>SIGNATURE (AUTHORIZED OFFICIAL)</small>	<small>TITLE/POSITION</small>	<small>DATE (YYYY/MM/DD)</small>