

NEWSPAPERS & MAGAZINES

These best practice reporting tips have been developed specifically for publishers and/or distributors of newspapers and magazines.

Intro:

Canadian Stewardship Services Alliance has created best practice reporting tips for specific sectors. These tips are designed to assist you in preparing your steward reports and to help you identify the proper material reporting categories for the common packaging and paper products used by businesses in this sector. These tips are provided for your guidance only. Any questions you may have about these reporting tips or any questions you may have in preparing your report can be directed to stewards@cssalliance.ca.

General Tips:

- ✓ Please ensure that all HR related documents and business cards are included in your steward report.
- ✓ Do not include in your steward report publications that are supplied to the Industrial, Commercial or Institutional (ICI) sectors for example, publications supplied to a doctor's office, magazines distributed to a hospital or trade magazines distributed to a place of business.

| COMMON PRODUCTS | COMPONENTS | TYPICAL WERECYCLE MATERIAL SUBCATEGORIES | REPORTING TIPS |
|----------------------|---------------------|--|--|
| Subscription renewal | Letter | <ul style="list-style-type: none"> • Other Printed Materials | |
| | Envelope | <ul style="list-style-type: none"> • Other Printed Materials | |
| Magazines | Magazines | <ul style="list-style-type: none"> • Magazines • Newsprint (Inserts & Circulars) • Other Newsprint – Non-CNA/OCNA Members | <p>Magazines printed on newsprint should be reported under Newsprint (inserts and circulars) or Other Newsprint – Non CNA/OCNA Members</p> <p>For information on how to report activity or work books, puzzle books or comic books please see Paper, Stationary and Office Supplies tip sheet.</p> |
| | Advertising inserts | <ul style="list-style-type: none"> • Other Printed Materials • Newsprint (Inserts & Circulars) • Other Newsprint – Non CNA/OCNA Members | |
| | Protective film | <ul style="list-style-type: none"> • LDPE/HDPE Film • PLA, PHA, PHB Plastic Film • Plastic Laminates – Non-Beverage | |

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| COMMON PRODUCTS | COMPONENTS | TYPICAL WERECYCLE MATERIAL SUBCATEGORIES | REPORTING TIPS |
|-----------------|---------------------|--|--|
| Newspapers | Newspaper | <ul style="list-style-type: none"> • Newspapers – CNA/ OCNA Members • Other Newsprint – Non-CNA/ OCNA Members • Newspapers • Newsprint (Inserts and Circulars) | <p>In Ontario, newspaper stewards that are members in good standing of <i>News Media Canada</i> or <i>Ontario Community Newspaper Association (OCNA)</i> as of January 1st of the obligation year are to report their newspapers under <i>Newspapers-CNA/OCNA Members</i>. All other stewards are to report under <i>Other Newsprint- Non-CNA/OCNA Members</i>.</p> <p>Flyers printed on newsprint and distributed in Ontario should be reported under: <i>Other Newsprint – Non CNA/ OCNA Members</i>. Flyers printed on newsprint distributed in BC, MB and/or SK should be reported under <i>Newsprint (Inserts and Circulars)</i>. In all provinces, flyers printed on any material other than newsprint should be reported under <i>Other Printed Paper</i>.</p> |
| | Advertising inserts | <ul style="list-style-type: none"> • Newsprint (Inserts and Circulars) • Other Printed Materials • Other Newsprint – Non CNA/OCNA Members | |
| | Protective film | <ul style="list-style-type: none"> • LDPE/HDPE Film • PLA, PHA, PHB – Plastic Film • Plastic Laminates – Non-Beverage | |

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FAQ:

In Ontario, what is the difference between CNA/OCNA and Non-CNA/OCNA? Under which category should I report my newspapers?

Ontario stewards that are members in good standing of News Media Canada or the Ontario Community Newspaper Association (OCNA) as of January 1st of the reporting year should report their newspapers under Newspaper – CNA/OCNA Members. Inserts or flyers distributed with CNA/OCNA member papers should be reported under “Other Newsprint–Non-CNA/OCNA Members”, “Newsprint (inserts and circulars)” or “Other Printed Materials”. Ontario stewards that distribute newspapers that are **not** members of News Media Canada or Ontario Community Newspaper Association (OCNA) should report newspapers under Other Newsprint – Non-CNA/OCNA Members.

What is the difference between newspapers and newsprint?

A newspaper is a publication (usually with a masthead) printed on newsprint, whereas all other forms of communication printed on newsprint should be reported as Newsprint.

Am I obligated to report inserts?

The brand owner of the insert is the obligated steward if that brand owner has residency in the relevant province and is responsible for reporting any inserts distributed to residential consumers. If however the brand owner for the insert does not have residency and is not a voluntary steward, you are obligated as the first importer and need to include in your steward report the inserts you distribute on their behalf.

Sometimes my magazine is distributed with samples of products from other brand owners such as perfume, lotion, lipstick, etc. Am I obligated to report these samples?

The brand owner of the sample is the obligated steward if that brand owner has residency in the relevant province and is responsible for reporting the packaging and/or printed material associated with any samples distributed to residential consumers. If however that brand owner does not have residency and is not a voluntary steward, you are obligated as the first importer and need to include in your steward report the PPP associated with samples distributed on their behalf.

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FAQ:

My magazine comes on newsprint- should I report it under Magazines or Other Newsprint?

If you distribute non-glossy magazines printed on newsprint, report that publication under Other Newsprint- Non-CNA/ OCNA Members or Newsprint (inserts and circulars).

My magazines are intended to be kept for a prolonged period of time. Am I able to exclude this material from my report or deduct this material from my report?

All magazines supplied to residential consumers must be reported as they will be eventually be disposed of in the residential waste stream.

What is the difference between a magazine and a catalogue?

Both magazines and catalogues can be printed on either glossy or non-glossy paper however, a magazine is a bound periodical which typically includes a masthead.

Why are stewards required to update the Methodology section on an annual basis?

It is recommended that stewards review and update their methodologies on an annual basis in order to validate their approach to reporting each year and to ensure their data collection processes remain current for their organization. Stewards are also required to update the brands/affiliates section of their reports each year with the most accurate information, which includes brands for which they are the brand owner or the obligated first importer. Changes in either of these areas will affect quantities reported year over year. During the report validation process, variances may be identified in one or more material category. If the methodology section clarifies the reason for those variances, it makes the report validation process more efficient for staff and stewards.